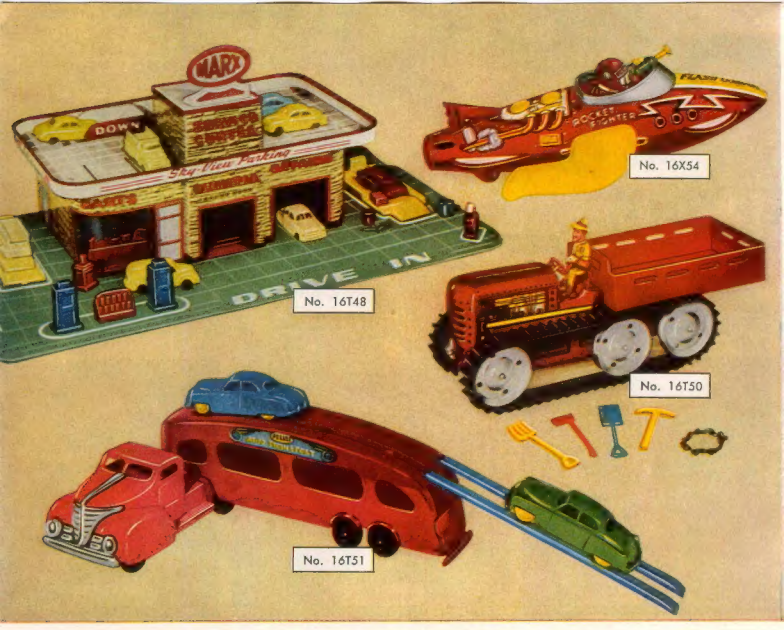


"MARX" SUPER-SERVICE STATION

An exact replica of a modern de luxe Service Station lithographed in realistic colors on sturdy steel. Complete with all necessary tools and equipment for repairing playtime cars and trucks. Has a ramp and an elevator to parking area on top of roof. Includes 8 plastic cars of new design, 2 gas pumps, a plastic jack, grease rack, wash rack, pail, water can, display counter, air pump, oil can rack, grease pump, sponge, washstand for Rest Room, and toilet. Also a crew of 5 mechanics and attendants in "realistic action" positions. Easily assembled, 26¼" long, 14¾" wide; 11" high.

NO. 16T48 . . . . . **Price $3.98**

"MARX" AUTO TRANSPORT

10-wheel trailer type automobile transport. Constructed of heavy gauge steel and finished in bright colors. Has 2 metal rails which serve as ramp for loading and unloading cars on top deck and in body. Cab uncouples from trailer just as the real ones do. Complete with 2 plastic automobiles. Measures: 23" long; 4⅞" wide; and 6⅝" from bottom to top of cars loaded on upper deck.

NO. 16T51 . . . . . **Price $2.50**

"MARX" FLASH GORDON ROCKET

Latest design rocket fighter with the youngsters favorite hero, Flash Gordon himself, at the ray gun in the cockpit. Sturdy steel construction, lithographed in red, blue, yellow and black. Powered by a long-running spring motor. Key is attached—can't be mislaid. This Rocket Fighter can run straight ahead or round-and-round in circles. When in action, harmless sparks shoot from tail exhaust; makes a crackling noise like that of a machine gun. Loads of fun that stirs youthful imaginations as Flash Gordon battles in inter-stellar space. 12" long; 3¾" wide; 4½" high.

NO. 16X54 . . . . . **Price $1.95**

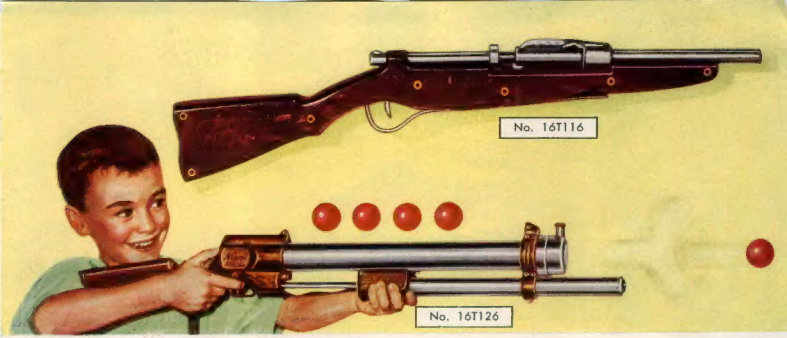
"MARX" REVERSIBLE TRACTOR

Runs forward and backward and its wide sure-grip rubber tracks enable it to climb hills. Constructed of sturdy steel; lithographed in true-to-life colors. Powered by a long-running clock spring motor. Key attached. Large capacity truck for tools, dirt, stones, etc. Also 4 miniature plastic tools and tow chains. 14" long; 4½" wide; 5" high. Kids love this action toy.

NO. 16T50 . . . . . **Price $3.98**

ORDERS FOR TOYS AND DOLLS MUST BE RECEIVED BY NOVEMBER 15 FOR CHRISTMAS DELIVERY

SATISFACTION GUARANTEED OR MONEY REFUNDED



BUDDY "L" PAPER CRACKER RIFLE

A big, real rifle to thrill every boy, yet the safest ever designed. A loud cracking sound is made by "shooting" ordinary paper instead of explosive caps. Easy to cock and handle. ABSOLUTELY SAFE AND HARMLESS. Fashioned of virtually indestructible Hi-Impact Styrene Plastic with bright aluminum and plated steel working parts. 26" long; 4" wide. Complete with one roll of paper. Gift boxed.

NO. 16T116 . . . . . **Price $2.95**

4-BALL REPEATER RIFLE — IT SMOKES!

What a show! Just press the trigger — the Newell Junior Rifle shoots 4 bullets repeater style which actually are ping pong balls — and, wow, look at that smoke! Light in weight — barrel and air pump are of heavy gauge aluminum. Pint-sized marksmen can carry it easily and it's *perfectly safe and harmless* . . . Stationary trigger and trigger guard. Durable plastic, finished in light walnut. Equipped with Newell smoke attachment.

NO. 16T126 . . . . . **Price $3.95**

GODFREY'S UKE PLAYER with FLAMINGO UKULELE

Arthur Godfrey says: "For the younger kids and the lazier folks, get one of these ukulele players of mine. All you do is push buttons and it plays. No lessons . . . no complicated 'fingering'." The Flamingo Ukulele is professional size and has a magnificent tone . . . not a toy. Complete with felt pick and 16-page booklet of popular songs.

NO. 16T31 . . . **Price $4.95**

PONYSKIN DOUBLE HOLSTER DE LUXE PISTOL SET

Holsters made of brown and white ponyskin, heavily decorated with metal conchas, horses, silver colored nail heads and "jewels". 3" ornamented belt; white binding; large Texan buckle; ADJUSTABLE tabs to fit any junior cowboy. Holds 6 metal bullets. Fitted with large white-handled two-break action repeater pistols. Gift packed.

NO. 16T30 . . . **Price $5.95**

THE GOLDEN TRUMPET

NO LESSONS NEEDED. Over 13" long. Made of break-resistant plastic, beautifully engraved and heavy gold plated. Authentic details copied from professional trumpet. Hand-tuned reed notes and 4 valves. Complete with detachable music stand and music book to play dozens of bugle calls, marches and songs. Comes in a luggage-type carrying case with handle and snap lock.

NO. 16T114 . . . **Price $3.95**

ORDERS FOR TOYS AND DOLLS MUST BE RECEIVED BY NOVEMBER 15 FOR CHRISTMAS DELIVERY

SATISFACTION GUARANTEED OR MONEY REFUNDED

FREE PREMIUMS

MAKE YOUR SELECTION FROM NEXT 19 PAGES!

TAKE YOUR CHOICE FROM 127 FREE PREMIUMS

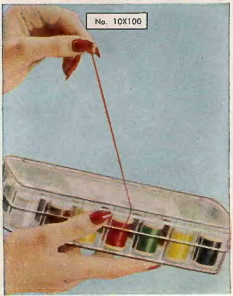
A Free Premium is your "extra bonus"—your extra saving—for being a member of a Grace Holmes Club.

A $10.00 purchase ($1.00 a week for 10 weeks) entitles a member to a Free Premium shown on pages 3 to 17.

A $20.00 purchase ($2.00 a week for 10 weeks) gives a member a selection of a "TWO-STAR" Free Premium on pages 18 or 19 (or any two premiums on pages 3 to 17).

A $30.00 purchase ($3.00 a week for 10 weeks) offers a member a choice of a "THREE-STAR" Free Premium on pages 20 or 21 (or any three premiums on pages 3 to 17).

PLEASE NOTE! You are entitled to ONE Premium for every purchase of not less than $10.00. Should your order be for $20.00 to $29.99, you then receive TWO Premiums; for an order of $30.00 to $39.99 you get THREE.



YOUR CHOICE OF ANY ITEM ON THIS PAGE, GIVEN FREE, WITH EACH $10.00 ORDER OF MERCHANDISE

No. 19X1—3-PC. CAMERA OUTFIT. Includes Spartus candid camera, carrying case and roll of film. Ideal for beginners and as an extra handy camera.

NO. 10X100—"TIDEE MAID" THREAD BOX. Clear plastic case with 14 spools of thread in assorted popular colors. Practical and unique gift item.

NO. 5X177—6 FINGER-TIP TOWELS. Fine quality, highly absorbent cotton texture in an assortment of lovely pastel colors. Very smart for guests.

NO. 3X13 — NUT BOWL SET. Big 9" hardwood bowl, 6 nickel-plated picks and a nutcracker. Bowl is hand-decorated with acorn and leaf design.

NO. 1X34—17" BABY DOLL. Organdy dress, bonnet, silk socks and shoes. Composition head, arms and legs. Crying voice. Wig and painted eyes.

Take your choice of a FREE PREMIUM on pages 3 to 18 by selecting $10 worth of merchandise from the Grace Holmes Catalog and paying $1 a week for 10 weeks.

NO. 16X174 — BUTTONS AND BEADS with plastic parts. Makes necklaces, belts, etc.—gives hours of enjoyment. Plastic-tipped strings for easy stringing. Colorful box with individual compartments. Instructions. Non-toxic colors.

NO. 16X94 — BUDDY "L" SCOOP-N-DUMP TRUCK. Hi-lift action dumps load through hinged tail gate. Rugged steel construction, 16" long; 5¼" wide.

NO. 16X175—CLOCK BLOCKS. Both entertains and teaches. Clock face has 12 numbered washable plastic blocks that can be used to tell time, count and build.

NO. 16X104—WRECKER TRUCK. Sturdy plastic; 9⅜" long. Complete with 2 tool boxes, 5 tools, jack, fire extinguisher, gas can, 2 spare tires, wrecker boom with adjustable hook. Fun to take apart and reassemble.

NO. 16X176—4-PC. FARM SET. Die-cast metal tractor, model of a famous make; 6½" long with heavy rubber rear wheels. With 3 attachments—plow, drag and disc.

NO. 16X6—SHOOTING GAMES. Harmless, enjoyable sport. Reversible metal dart board, 12" x 15", with a different game on each side. Plastic dart gun and suction cup darts.

NO. 1X53—"TOMMY" LATEX MOLDED DOLL. Feels like baby skin. Knitted shirt, percale pants, stockings and shoes. 12" tall and as lovable as can be.

MAKE THESE YOURSELF WITH THIS HOBBY KIT

A fascinating hobby, popular with young and old alike! This kit contains the makings of four historic locomotives—"The General," Hand Car and Work Trailer, Switch Engine and "Cabbage Stack." You'll enjoy building them because they're authentic in every detail and they're so easy to assemble. Each early locomotive is packed in an individual plastic bag and all the pieces are numbered. The parts lock in and hold securely when they are put together. The kit comes complete with paint, cement, brush and easy-to-understand instructions.

NO. 16T155 . . . . . Price $3.95

◄ RING'N-BUZZ SWITCHBOARD

Has 6 plug-ins and plastic dial, rings and buzzes like a real board. 2 colorful plastic telephones with numbered and lettered dials that move and click. Connected with 3 yds. of cord. Flashlight batteries are easily replaced. Size: 8" wide and 9¼" high.

NO. 16T157 . . Price $4.95

DOLL WARDROBE TRUNK ►

Just like mama's! Made of sturdy steel and baked enamel, attractively lined. Sliding hanger bar, 2 hangers, drawer, silk ribbon tie. Nickel reinforces edges, corner knees, 2 easy-closing latches. Size: 16" x 9" x 9".

NO. 16T156 . . Price $4.95

◄ TREE LIGHTS

8-Light Series Indoor Outfit

Loop, type set. 15-Volt C6 lamp. 18" spacing between sockets, berry beads for easy fastening. 3-ft. lead with add-on plug for attaching additional sets.

NO. 16T158 . . Price $1.35

15-Light Multiple Indoor Outfit

Independently burning C7½ candelabra base lamps. Washers keep lamps tight in sockets, prevent trouble from metallic decorations. Wires sealed in sockets, berry beads, add-on connector for attaching additional sets. 3-foot lead with SAFETY FUSE PLUG. 18" spacing. Extra replacement fuse.

NO. 16T160 . . Price $5.75

7-Light Multiple Indoor Outfit

Same as above but with 7 lights only.

NO. 16T159 . . Price $2.65

7-Light Multiple Outdoor Outfit

Independently burning C9½ lamps. Plastic coated wire. Spring contacts keep lamps tight. Rubber washers. 18" spacing. 3-foot lead, SAFETY FUSE PLUG, add-on connector. Extra replacement fuse. Not illustrated.

NO. 16T161 . . Price $3.50

No. 1T60

No. 1T56

No. 1T58

"LINDA" — 25-INCH PRETTY BABY DOLL

Extra size and quality make this big, life-like baby doll a special value. She sleeps, says "Ma-ma", and has lovely SARAN hair that can be washed, waved, combed and set. Molded plastic head; movable arms and legs are fashioned of petal-soft rubber. Her cuddly body is stuffed with Kapok and cotton. Glassene sleeping eyes, real lashes. Smartly dressed in her "Sunday best" — an exquisite Ninon dress with flocked design and lace trim, bonnet to match, shoes, stockings and "undies". Comb and curler set included. Height 25".

NO. 1T60 . . Price $6.95

"SISSY" — 23-INCH WALKING DOLL

Lead her by the hand, and Sissy walks naturally, putting one foot in front of the other, and turns her head from side to side while strolling along. Stands and sits up, too. Her lustrous SARAN hair can be shampooed and curled. Composition unbreakable head and body. Sparkling eyes open and close; real lashes. Floral printed organdy dress, underskirt, rayon bloomers, shoes and stockings. This Walking Doll is TWICE THE SIZE of any other walking doll at the price and is an OUTSTANDING VALUE. Height 23".

NO. 1T48 . . Price $9.95

"FLOSSY" — 16" DOLL

FLOSSY — plastic, molded head. Glassene sleeping eyes, real lashes. Movable arms and legs. SARAN washable hair. Sheer Ninon dress with fancy yoke and deep scalloped border of flocked Ninon. Lace trimmed bonnet to match. Shoes, stockings and "undies". All rubber body. Height 16".

NO. 1T56 . . Price $3.95

"JUDY" — 14" DOLL

All molded rubber head and soft rubber body with baby-skin texture and peaches-and-cream complexion. Judy has "rooted" washable SARAN hair—each strand is looped through the scalp and firmly anchored. Looks so natural! Moving glassene eyes. Crying voice. Dress, blouse, shoes, stockings. Height 14".

NO. 1T58 . . Price $3.95

DO YOUR CHRISTMAS SHOPPING EARLY! ALL ORDERS FOR TOYS AND DOLLS MUST BE RECEIVED BY NOV. 15 FOR CHRISTMAS DELIVERY.

No. 1T48

ORDERS FOR TOYS AND DOLLS MUST BE RECEIVED BY NOVEMBER 15 FOR CHRISTMAS DELIVERY

No. 1T57

No. 1T62

No. 1T59

No. 1T61

"NANCY" — 16-INCH WALKING DOLL

A darling companion for any little girl. Just hold Nancy's hand and she will walk with you, turning her head from side to side so as not to miss a thing. She sits up, too. Entirely plastic molded—unbreakable and pretty as can be. Glassene sleeping eyes with real lashes. Cute open mouth; pearly teeth. SARAN* hair in lovely braids—can be washed, combed, curled. Dressed in a charming rayon plaid dress, puffed sleeve blouse, plaid bloomers, shoes and stockings. Comb and curler set included. Height 16".

NO. 1T57 . . Price $5.95

23" MOLDED HEAD DOLL

"CUDDLES"—isn't she just too sweet for words? So lifelike! Such lovely pink and white complexion! The molded all-rubber body is satin-soft and feels like a real baby's skin. Washable and unbreakable. She has sleeping eyes with real lashes, crying voice, and can turn her head from side to side. Dressed in a lovely cotton basket-weave dress, trimmed with lace. Shoes and stockings. A big 23" in height.

NO. 1T61 . . Price $5.95

IDEAL'S ORIGINAL 17" SAUCY WALKER

Nationally famous doll whose picture is in magazines everywhere. SAUCY WALKER is almost human. She does everything—walks, stands, sits, turns her head, cries and sleeps. Simply hold SAUCY WALKER by the hand and she walks along with you, raising and lowering one foot after another and turning her head from side to side. Her lustrous SARAN* hair can be shampooed and curled. Eyes open and close; real lashes. Molded plastic head; all-plastic body. Crying voice. Beautifully pant dressed. Comb and curler set included. Height 17".

NO. 1T62 . . Price $7.95

20" BABY DOLL

"SUSAN" is so sweet and pretty in her red organdy dress with lace trim, matching bonnet, stockings and shoes. Underneath she wears rubber panties and a petticoat. She has big blue eyes that open and close, real lashes and lustrous SARAN* washable hair. Cries like a real infant. Plastic head; and molded-all-rubber-body is washable. Height 20".

NO. 1T59 . . Price $5.95

*SARAN HAIR CAN BE COMBED, WASHED, PERMANENT WAVED
It has the delicate shading, gleaming highlights and silky texture of human hair. In addition, it is much stronger and flameproof.

ORDERS FOR TOYS AND DOLLS MUST BE RECEIVED BY NOVEMBER 15 FOR CHRISTMAS DELIVERY

SATISFACTION GUARANTEED OR MONEY REFUNDED

POPULAR PRICED LAMPS

Good lighting costs so little and your family's eyes are worth so much. Let these low-cost lamps prevent eye-strain in your home.

NO. 12H4

MODERN READING LAMP

Bathes your book or magazine in a pool of light, yet won't disturb those asleep or watching TV. Of all metal construction, with adjustable shade, removable glass ashtray in base, and push-button switch. Shade and base are mat-finished baked enamel; stem is brass finished. Base is 6½" in diameter; height overall is 15". Shade and base in GREEN as shown.

NO. 12H4 . . $5.50

METAL BED LAMP

There's nothing like snuggling under the covers with a good book. And with this bed lamp, it's more enjoyable than ever. Inside of the metal shade is silvered for better reflection, and the bed grippers are felt-backed to prevent scratching. Uses a 25 or 40-watt bulb. Size of lamp: 8" over-all. Has key-type switch. Baked BRONZE or IVORY finish.

NO. 12X3 . . $2.25

NO. 12X3

READING LAMP

Scientific design gives glareless indirect light for reading, studying or working. Has metal base, fluted column and 12½" tilt metal shade. 3-way socket for 50, 100, 150-watt bulb. Finished in baked bronze with inside of shade silvered for better reflection. Height: 16½".

NO. 12H5 . $3.75

METAL DESK LAMP

A long-time favorite. The 12½" flexible stem adjusts to any position; gives light exactly where you want it. Has baked bronze finish, with 6½" metal reflector lined with metallic silver for improved illumination. Uses a 60-watt bulb or smaller. Has push-button switch.

NO. 12H42 . $2.65

Bulbs Shown on this Page Not Included with Lamp

Is unnecessary eye-strain spoiling your family's fun and health? Prevent it with proper lighting — with scientifically designed lamps from this and other pages in this Catalog. All are economically priced and good-looking.

NO. 12H5

NO. 12H42

Genuine TYNDALE CHINA *Lamp*

Simply Beautiful and an Excellent Value

Modernistic styling with hand-painted green leaves and red berries on lustrous ivory base. Carries the artist's personal signature. Base is banded with 22-kt. gold. The 15" drum shade is tailored of egg-shell acetate rayon, lined in white and trimmed top and bottom with green and gold braid. Tilt-type shade is adjustable. Fancy finial. Overall height 25¾".

NO. 12P81E . . . . . Price $12.95

"BLACK PANTHER" Table Lamp

This striking end-table lamp is an exact copy of one that sells for much, much more. Its bold sculptured base is highly glazed and jet black . . . a dramatic accent for any modern color scheme. The 14" oval parchment shade is deep red and has a linen finish. . . . . Harp tilts the shade to any angle. Has push-through socket. Complete with finial. Height overall 23½".

NO. 12P23 . . . . . Price $7.95

"JOAN OF ARC" TABLE LAMP

A decorator's piece—this stunning lamp will add a note of luxury to either modern or traditional furnishings, goes with any color scheme. The highly glazed jet black sculptured base is richly decorated in 22 Karat gold. The 14" white oval fiber glass shade has matching black plastic lacing on top and bottom. Shade tilts to any angle. Complete with decorative finial. Height overall 25".

NO. 12P1 . . . . . Price $8.95

NO. 15P13

NO. 15P12

NO. 15P14

NO. 15P21

Smart Smoking Stands . . . Decorative and Convenient

Heavily weighted 10¾" base safeguards against tipping. The upright column is of extra heavy cast white metal and fluted tubing. Metal tray is 11" in diameter and holds a 7½" removable amber glass ashtray. Cast metal carrying handle. Baked and polished Old English bronze finish. Height over-all: 26½".

NO. 15P13 . . . . . Price $7.75

A low-priced smoking stand that looks more expensive. It has a rich, highlighted Old English bronze finish. Its base is 9½" in diameter and is weighted to prevent tipping. Fluted metal column is topped by a 9" metal tray with a removable 5" amber ashtray. Height overall is 28".

NO. 15P12 . . . . . Price $4.95

An unusual smoking stand with a heavily weighted 10¾" base to prevent tipping, and a heavy column of cast metal and fluted tubing. Has an 11" amber glass ash tray and cast metal carrying handle. Entire stand is fully plated and polished in highlighted Old English bronze finish. Height over-all is 26½".

NO. 15P14 . . . . . Price $9.75

All chromium-plated smoking stand with opal glass trim and carrying handle. Footed base is 11" in diameter; heavily weighted to insure against tipping. The 10½" platform tray is fitted with 2 tilt-top ashtrays, cigarette container and an opal glass electric lighter. Height overall is 21".

NO. 15P21 . . . . . Price $12.95

RONSON

"WINDSOR". Heres the new, precision-built Ronson at an unbelievably low price. Gracefully contoured in rich, gleaming Lumarith in Black Onyx finish. Chrome-plated trim. Appeals to men and women.

NO. 15C22 . $5.50

RONSON

"TRIUMPH." Crafted to fine jewelry standards to give years of efficient and dependable service. Trim and handsome. Chrome-plated with a classic design. Engine-turned monogram shield.

NO. 15C23 . . $7.75

No. 16P121

"BIG BOY" HOOK AND LADDER

An all-time play favorite for youngsters up to 5 years of age. This Hook and Ladder has 3 pedal adjustments and 2 seat levels to fit the growing child. Built of heavy gauge steel throughout with baked enamel finish. Ball-bearing rear axle and push rod make for easy pedaling. Streamlined windshield, Chief's fire bell and cord, and bumper in front. Two usable wooden ladders. Tubular hand rails at the rear step. Equipped with 8" wheels and ¾" rubber tires. 43½" long overall; 13¾" wide overall. 12" leg reach from seat to pedal.

NO. 16P121 . . . . . **Price $24.95**

No. 16P122

ROY ROGERS "MINERAL CITY" SET

A metal and plastic replica of a Western Frontier Town, complete with buildings, horses, cowboys, Roy Rogers figures, including Roy Rogers, Dale Evans and their dog. Plastic figures are all 3-dimensional, well proportioned, washable, unbreakable. Metal building, in full color, measures 27½" long, 6" wide and 9" high, designed in true Frontier architecture. Doors open for arranging 25 pieces of plastic furniture and accessories. There are also 19 outside accessories, made of durable plastic, appropriately colored, and 22 cowboys, horses and calves in lifelike action poses. There is a stage coach, a buckboard wagon and lots of other things and "people" you'd expect to find in a Western town. Also 2 sections of plastic log-type fence.

NO. 16P122 . . . . . **Price $6.95**

No. 16P123

MODERN FARM SET

An up-to-the-minute Farm Set, complete with large metal hipped roof type barn, and 21 solid plastic animals, well proportioned and accurate in every detail. Plastic farm tractor will hitch and pull every one of the 7 plastic farm implements furnished with this set. There is a milk loading platform with milk cans and 16 sections (80") of white farm fence to enclose the entire set. There is even a scarecrow and some tiny birds to perch on the fence. The modern barn measures 14⅝" long overall; 9¼" wide and 9¼" high. Constructed of sturdy sheet steel and lithographed in bright colors. 14 detailed plastic barn tools and accessories. Also a large variety of livestock and poultry: cows, saddle horses, pigs, sheep, ducks, baby chicks, etc. The barnyard is bustling with working "people", realistically posed in true-to-life fashion, going about their various tasks. Plastic figures are 3-dimensional, all in scale, and are unbreakable.

NO. 16P123 . . . . . **Price $5.95**

WM ROGERS ★

50-PIECE SILVERPLATE SET

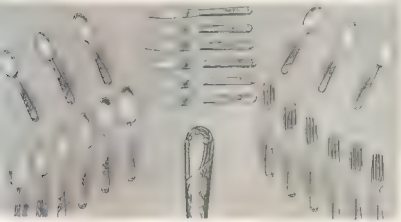
Made by International Silver Co. Beautiful, sculptured design. Highest quality silver plating. *Extra overlays of pure silver* on the most-used pieces. Set consists of 8 stainless steel Knives, 8 Forks, 8 Soup Spoons, 8 Salad Forks, 16 Teaspoons and 2 Serving Spoons. Fully guaranteed. Chest not included. FREE! Sugar Shell and Butter Knife.

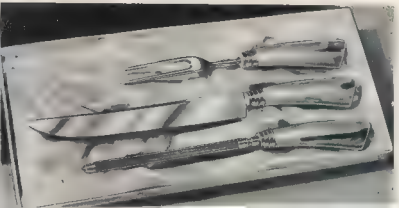
NO. 9C18 *Service for 8* **Price $24.95**

"INSICO" 24-PIECE STAINLESS STEEL SET

Made by International Silver Co. Constructed of finest heavy weight stainless steel. Guaranteed not to rust or discolor. Every piece is graded and has a high mirror finish. All handles are reinforced. Set consists of 6 forged one-piece Knives, 6 Forks, 6 Soup Spoons, 6 Teaspoons. Chest not included.

NO. 9C28 *24-piece set* **Price $10.95**





"Washington Forge"

24-PIECE STAINLESS STEEL SET

This is a heavy-weight selected stock set, made of highly polished stainless steel that looks like silver but will stand far more wear for every-day use. It is not to be mistaken for the ordinary run of lightweight stainless steel cutlery. Set comes in a pretty Ivy pattern and consists of 6 Knives with serrated edges; 6 Forks; 6 Soup Spoons and 6 Teaspoons.

NO. 9H80 *24-piece set* **Price $5.95**

"Griffon" **POULTRY SHEARS**

Entire shears forged from super-quality steel. Edge of one blade is serrated; also notched for cutting heavy bones. Strong telescope spring. Locking safety catch. Knurled handle grip 9½" long overall. Ideal for cutting chicken, duck or any poultry.

NO. 9C26 . . . . . Price $4.95

"Washington Forge"

3-PIECE CARVING SET

This set will really do a wonderful carving job. Consists of an 8" stainless steel forged blade Carving Knife; a stainless steel forged Fork; and a hardened and tempered magnetized Sharpening Steel. All pieces have matched simulated-Ivory handles with chrome-plated ferrules. Put up in a rayon lined gift box.

NO. 9H78 **Price $5.95**

Grace Holmes
CLUB PLAN

STERLING INLAID* SILVERPLATE

If plate goes STERLING shows!

HOLMES & EDWARDS

Sterling Inlaid Silverplate

MADE BY THE INTERNATIONAL SILVER COMPANY

*Remember, only Holmes & Edwards Silverplate is Sterling Inlaid. The most used spoons and forks are inlaid with 2 blocks of Sterling Silver at the two places where they rest on a table. Thus, should wear occur, there's STERLING underneath. Holmes & Edwards Silverplate will serve you faithfully for endless years, ever cherished and admired for their imperishable charm. You can buy as many 6-piece settings as you need.

Your Choice of Pattern

NO. 9C35— *Romance*
NO. 9C45— *May Queen*
NO. 9C46— *Danish Princess*
NO. 9C47— *Lovely Lady*
NO. 9C48— *Spring Garden*

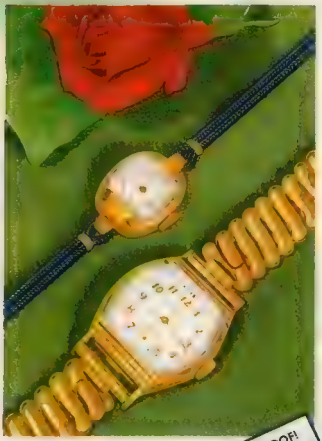
A 6-PIECE PLACE SETTING includes 1 salad fork, 1 dinner fork, 1 dinner knife, 1 soup spoon and 2 teaspoons.

$9.59 per 6-PIECE PLACE SETTING

SATISFACTION GUARANTEED OR MONEY REFUNDED

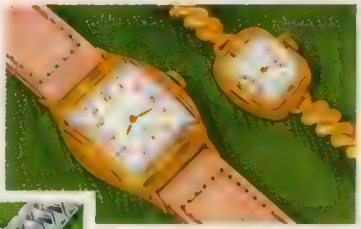
Benrus

Extra Style . . . Extra Value
Extra Dependability



For graduations, weddings, anniversaries, birthdays and every other gift occasion, there's no finer gift than a Benrus. For beauty, dependability and the greatest value for your dollar, the smart choice is a Benrus.

ALL PRICES INCLUDE FEDERAL TAX



Benrus LADY FRANCENE

A stunning 15-jewel lady's watch. Designed with classic simplicity, the case is 10-kt. rolled yellow gold plate. The black cord bracelet is both dainty and very smart. Watch has stainless steel back.

NO. 21C36 . . . . $24.75

•

Benrus LORD DONALD

Rugged 17-jewel man's watch. Handsomely styled with 10-kt. rolled yellow gold plate case and matching expansion bracelet. Both the watch and bracelet have stainless steel backs. Has regular second hand.

NO. 21C35 . . . . $29.75

Benrus SEA CHIEF
Waterproof Watch

Water-resistant; shock-absorbing and dust-proof. 15-jewel movement; luminous dial; sweep second hand; stainless steel case and expansion bracelet.

NO. 21C19 . . . . . $39.75

Benrus LADY HARRIET

Elegantly styled lady's watch. 17-jewel movement in a 10-kt. rolled yellow gold plate case, with matching expansion bracelet. Watch and bracelet have stainless steel backs.

NO. 21C37 . . . . . Price $29.75

Benrus LORD EDWARD

15-jewel man's watch, handsomely styled with 10-kt. rolled yellow gold plate case. Has stainless steel back and regular second hand. Good-looking wristband is genuine leather.

NO. 21C34 . . . . . Price $24.75

Miss Frances
on famous
Ding Dong
TV Show
on NBC

STAR PUPILS OF THE

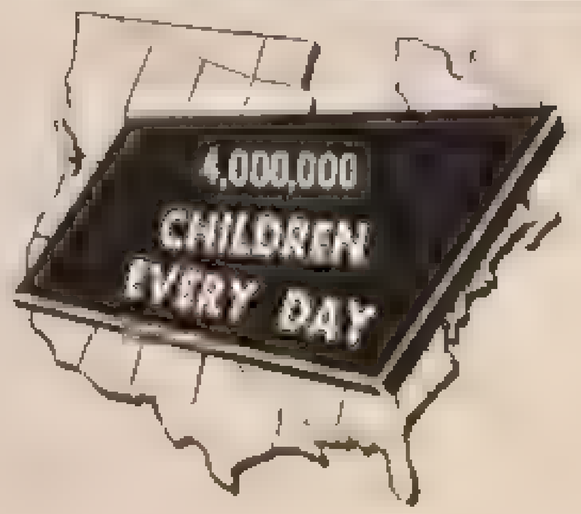
DING DONG SCHOOL

Tiny Tears

the doll that CRIES REAL TEARS

Sweet Sue

the beautiful doll that WALKS
has ROOTED hair



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[illegible] D[illegible] D[illegible] S[illegible]

on N B C [illegible]

AMERICAN CHARACTER DOLL CO., 200 Fifth Ave., New York

[redacted]

Cadillac

AMERICA'S SAFEST COASTER WAGON!

Most advanced features since coaster wagons were introduced to the field of children's toys Power steering, 4 point suspension, will not tip over feature, roller bearing wheels

- 4 Point Suspension, Non-Tip Feature Automotive Type Steering
- Roller Bearing Wheel, Semi-Pneumatic Tires
  (No hub or cotter key for assembly
- Steel Body WIRE ROLLED EDGE
  Size 40 x 16 x 4)
- Rigid Built Handle, Curves Inside Body — Will Not Fall to Floor
- Automotive Baked Enamel Finish
  (4 Colors — Red, Blue, Green, Yellow)
- Replacement Parts Available
  (Parts List Decaled On Underbody)
- Shipping Weight 30 Lbs. Packed 1 to Carton
- Assembly Time Less Than 2 Minutes

SEE YOU AT THE NEW YORK TOY FAIR

ROOM 560 HOTEL [illegible]

FACTORY REPRESENTATIVES: A. Simonich-John Raubar

Cadillac WAGON CO.

12840 TRACTOR, DETROIT 17, MICH.

Division of RAUBAR MFG. CO. a name in manufacturing for over a third century

[redacted]

DISNEY TOYS

FOR BACK TO SCHOOL PROMOTIONS

Specially designed to capitalize on youth activities for the Fall Season.

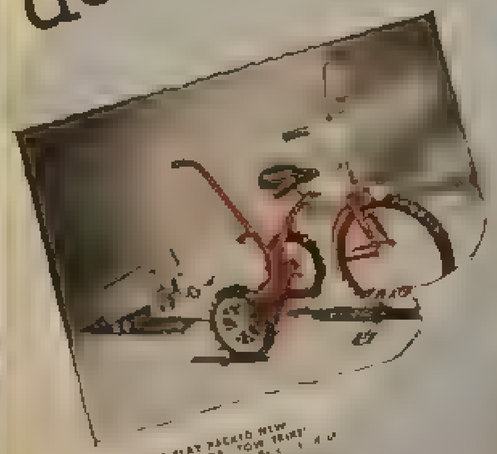
COPYRIGHT

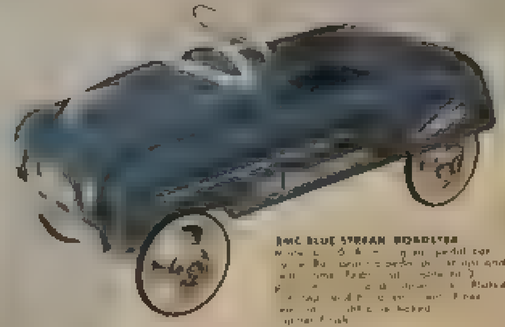
WALT DISNEY PRODUCTIONS, INC. • 477 MADISON AVE • NEW YORK 22 N Y

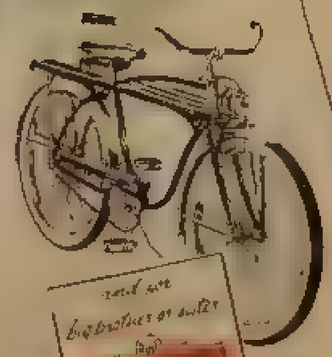
this christmas

do a land-office lay-away

job with







AMF Junior

AMF BMC

What a wonderful array of dream-on-wheels! The best styling, the most wanted features, the greatest values ever!

Here are over fifty JUNIOR and BMC models. From pedal bikes and trikes to tricycles, automobiles and two-wheelers. There's a size and style for every child from 2 to 9.

Display your JUNIOR and BMC lines early ... talk fun. See your customers early ... and start these Christmas profits today!

SEE NEXT PAGE

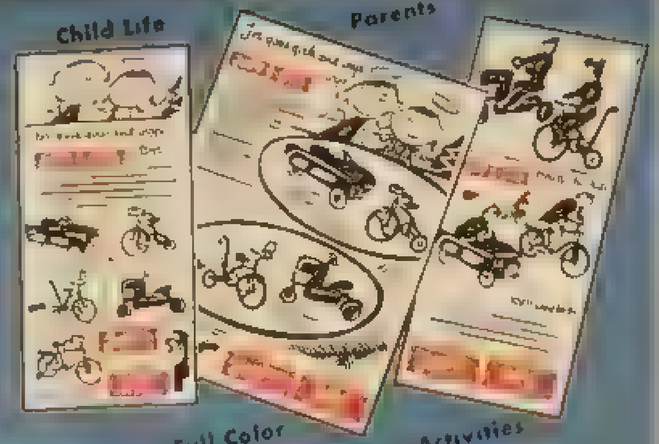
LOOK AT THE HELP

AMF Junior

AND

BMC

DISPLAYS GET



DEMAND-STIRRING NATIONAL ADS

Big adv[ertising] time magazines mean BIG business!

Color ad [illegible] starring these ads next to yours right in your store

SALES-CLINCHING DEALER HELPS

There are separate Promotion Kits for JUNIOR and BMC

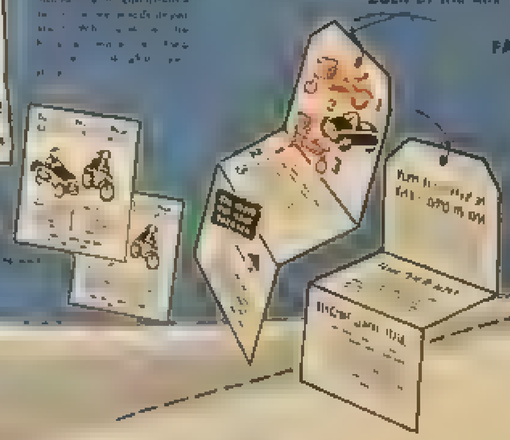
Each of the kits will contain:

DISPLAY CARDS

[illegible]

AD MATS

[illegible]



FACT, LAY-AWAY TAGS

The one be the most use[ful] toy sales tool in your entire wheel goods department. Fully tested, they produce phenomenal [illegible]. Contain selling facts on one side, complete store and customer [illegible] on the other.

FREE PROMOTION KIT!

BMC

Junior

AMF JUNIOR
215 Marble St., Hammond, Ind.

Please send us the JUNIOR KIT

NAME _____
STORE NAME _____
ADDRESS _____
CITY ZONE STATE

T P P

AMF BMC
Binghamton, New York

Please send us the BMC KIT

NAME _____
STORE NAME _____
ADDRESS _____
CITY _____ ZONE ____ STATE

T P P

Wheel Goods News

GOOD NEWS FOR [illegible]

AMF SETS PACE IN WHEEL GOODS FIELD

M. W. A. Powell is General Manager of the AMF Wheel Goods Group with duties [illegible] the AMF [illegible] and Bicycle [illegible] the addition of BMC AMF now makes wheel goods for every [illegible] to manufacture

BMC, JUNIOR To Combine Promotion Efforts

Effective immediately, AMF JUNIOR [illegible] and AMF [illegible] will [illegible] PARENTS. In addition, a strong [illegible] will be [illegible] child through full page ads in CHILD LIFE and CHILDREN'S ACTIVITIES.

Backing the national advertising will be unique promotion kits for [illegible] for the JUNIOR and BMC [illegible], point-of-sale display cards, dealer ad mats and preprints of national ads. This dealer material will stress the theme "Give your [illegible] Christmas toy event plan." More [illegible]

Addition of BMC Latest Link In Giant AMF Wheel Goods Operation

[illegible] AMF [illegible] wheel goods, there is an AMF better [illegible] by design [illegible] wheel goods. There is [illegible] Force of this combined promotion. [illegible]

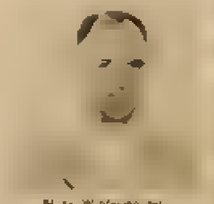
Christmas Promotion Kit Offers Combination Fact, Lay-Away Tags

[illegible]

Chicago Toy Dealer Cites Merger Advantages

Roy Mack

[illegible]



Walter Wilkinson, Jr.

Phillip Harmon

JUNIOR & BMC Sales Heads Map New Plans

[illegible]

TURN PAGE

FOR NEW Junior BMC MODELS

this christmas do a land-office lay-away

AMF JUNIOR TOW TRIKE

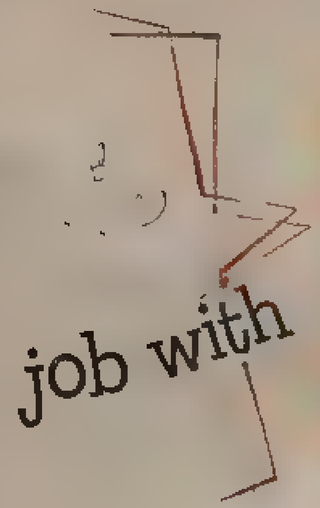
AMF JUNIOR JACK & JILL SIDEWALK BIKE No. B-12 Completely framed boy and girl's model. Puncture proof tires. Has the quality "squeeze" rack. Chrome trim. 6" wheels.

BMC DELUXE CHAIN DRIVE TRACTOR Model B 8400. Wonderfully realistic three position fork. Power thread air tire. Inbuilt pocket seat. Ball bearing front wheel, rear frame and sprocket assembly. Three BMC exhaust type attachments.

BMC HOOK & SADDLE Model B 1302. Rugged, handsome. Ball bearing front wheels, sprocket assembly and rear frame. Has semi-permanent, brass Chicago plated hood hemp hood ornament and hub caps. Fire engine red baked enamel, white, black and chrome trim.

THE GREAT NEW AMF JUNIOR SKY TRIKE Series 881. A real dream trike. Details: wing handlebar, rubber tipped guards, streamer. Sparkling chrome trim. 12" and 20" front wheel sizes.

THE FEAT-PACKED NEW AMF JUNIOR "TOW TRIKE" No. B-21. A new different kind of trike. Crank hoist, big trailer hitch for wagon or any BMC pull attachment. Tractor type. Hood bar reversible, converts to standard trike. 18" front wheel.



job with

AMF Junior

AMF BMC

There are over fifty JUNIOR and BMC models. From pedal bikes and trikes to tractors and two-wheelers . . . there's a size and style for every child from 2 to 8. Display your Junior and BMC line early . . . talk Lay Away to your customers early—and start those Christmas profits rolling in now!

LOOK AT THE HELP JUNIOR AND BMC DEALERS GET!

sales clicking

DEALER HELPS

DISPLAY CARDS

AD MATS

FACT, LAY-AWAY TAGS

demand stirring

NATIONAL ADS

LIFE Full page—full color
Parents' • Child Life
Children's Activities

Big ads • big space • big circulations mean BIG business! Consumer exciting tales of selective, above ads mean customers right into your store!

FREE PROMOTION KIT!

AMF WHEEL GOODS
215 MARBLE STREET HAMMOND, INDIANA

NAME
STORE NAME
ADDRESS
CITY ZONE STATE

HARDWARE JOBBERS—See us at the National Hardware Show—Booth 295

Faster, higher, farther

Into the Wild Blue Yonder

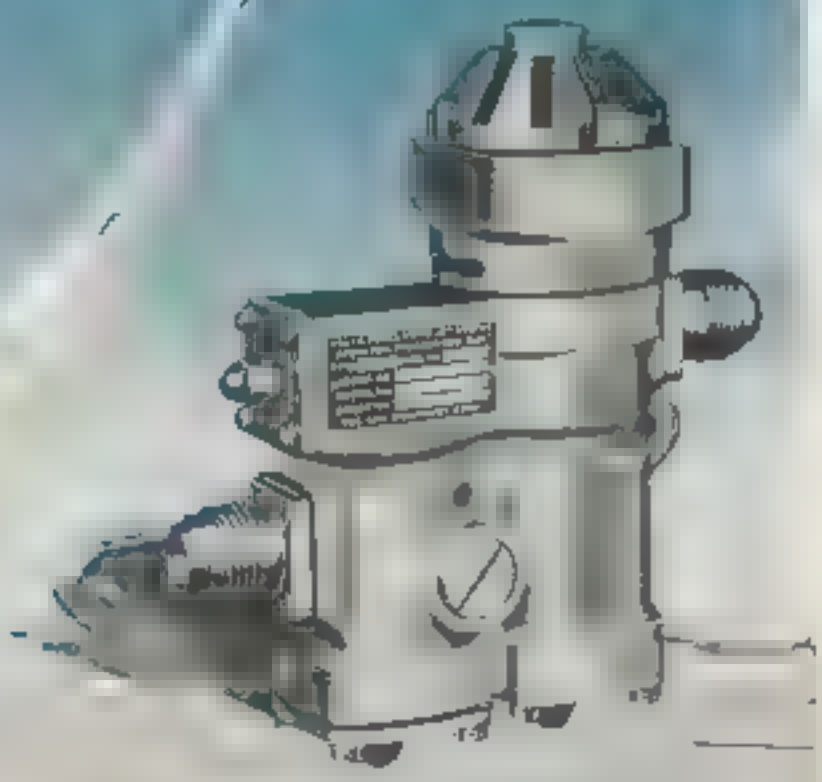
with ARO *Aircraft Products*

the men who fly.

turns, dives or climbs.

write:

Offices in All Principal Cities

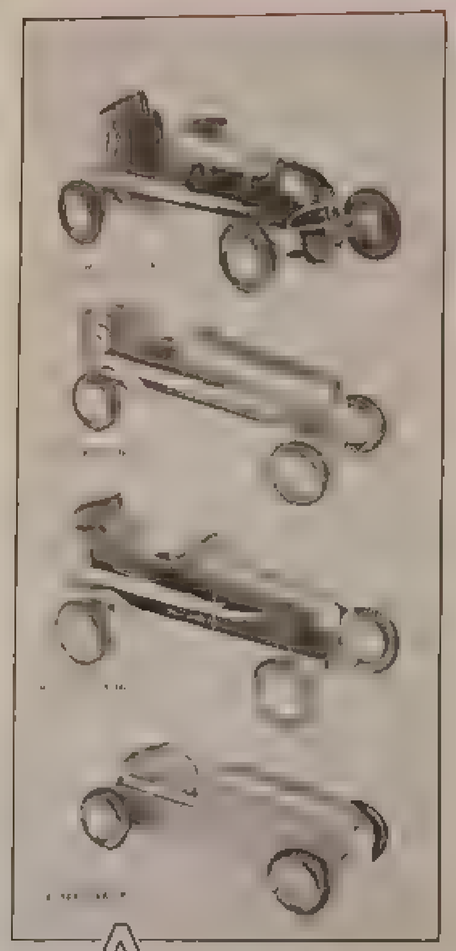


ARO

AIRCRAFT PRODUCTS

ANTI-G VALVES OXYGEN REGULATORS AIR AND OXYGEN SYSTEM ACCESSORIES ACTUATING CYLINDERS VACUUM PUMPS AND ACCESSORIES.

ACE RACER KITS ARE TOPS IN REALISM



Authentic Scale Models

DELUXE MIDGET RACER

ACE DELUXE MIDGET RACER KIT No. 10R ... $1.50

MIDGET RACER 5R

ACE MIDGET RACER KIT No. 5R ... 60c

MIDGET RACER 6R

ACE MIDGET RACER KIT No. 6R ... 60c

DIRT TRACK RACER

ACE DIRT TRACK RACER KIT No. 4R ... 35c

INDIVIDUALLY PACKED IN ATTRACTIVE CARTON

Sold by Hobby Shops, Toy and Department Stores

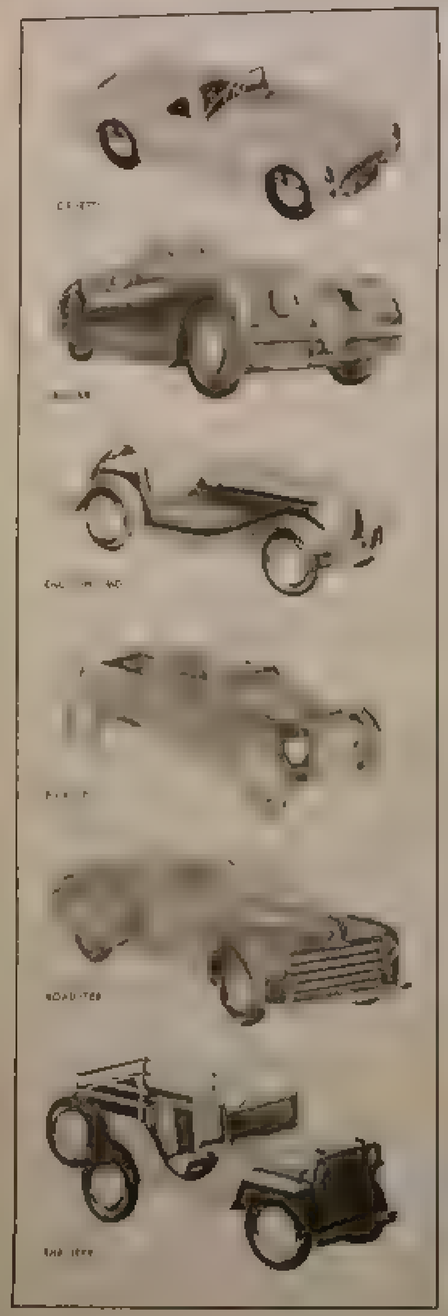
ACE

For 1954 ACE *Presents*

THE FIRST ALL-AMERICAN SPORTS CAR . . .

In miniature scale model kit form · latest addition to the famous Ace line of modern design quality car kits, featuring

BY ACE PRODUCTS • PASADENA, CALIFORNIA



Introducing
THE NEWEST ACE KIT
ALL-AMERICAN SPORTS CAR

THE CORVETTE

ACE "CORVETTE" CAR KIT No 30R $1.00

THE JAGUAR

ACE "JAGUAR" CAR KIT No. 25R $1.25

ENGLISH "MG"

ACE ENGLISH "MG" KIT No. 8R $1.00

ROADSTER

ACE ROADSTER KIT No. 14G 60c

PICK-UP

ACE "PICK-UP" KIT No. 1R 60c

JEEP (Civilian and U. S. Army Jeep)

Two popular models of the famous Willys Jeeps. U. S. Army model and illustrated Civilian. Simplified to the utmost ... shown. Each kit complete, easy to build.

ACE CIVILIAN JEEP KIT No. 24G 60c
ACE U. S. ARMY JEEP KIT No. 24Z 60c

FUN FOR EVERYONE—INSTRUCTIVE, TOO!

PARENTS APPROVE, ENCOURAGE ACE KITS!

JALOPY

ACE JALOPY KIT No. 2R 60c

"T" ROD

ACE "T" ROD KIT No. 3R 60c

HOT ROD

ACE HOT ROD KIT No. 20R $1.00

CLUB COUPE

Designed for powering with Superoute electric motor. A snappy accurate working model, easily assembled with or without a power unit. Parts permit styling as typical Club Coupe or Convertible Top type.

ACE CLUB COUPE KIT No. 49R (less motor) $1.25

CONVERTIBLE

Luxury Convertible with all the beauty of a real car. Authentic scale model designed to interest both beginner and ... all Ace kits, complete parts and instructions ... attractive colored carton.

ACE CONVERTIBLE KIT No. 15R $1.00

JEEPSTER

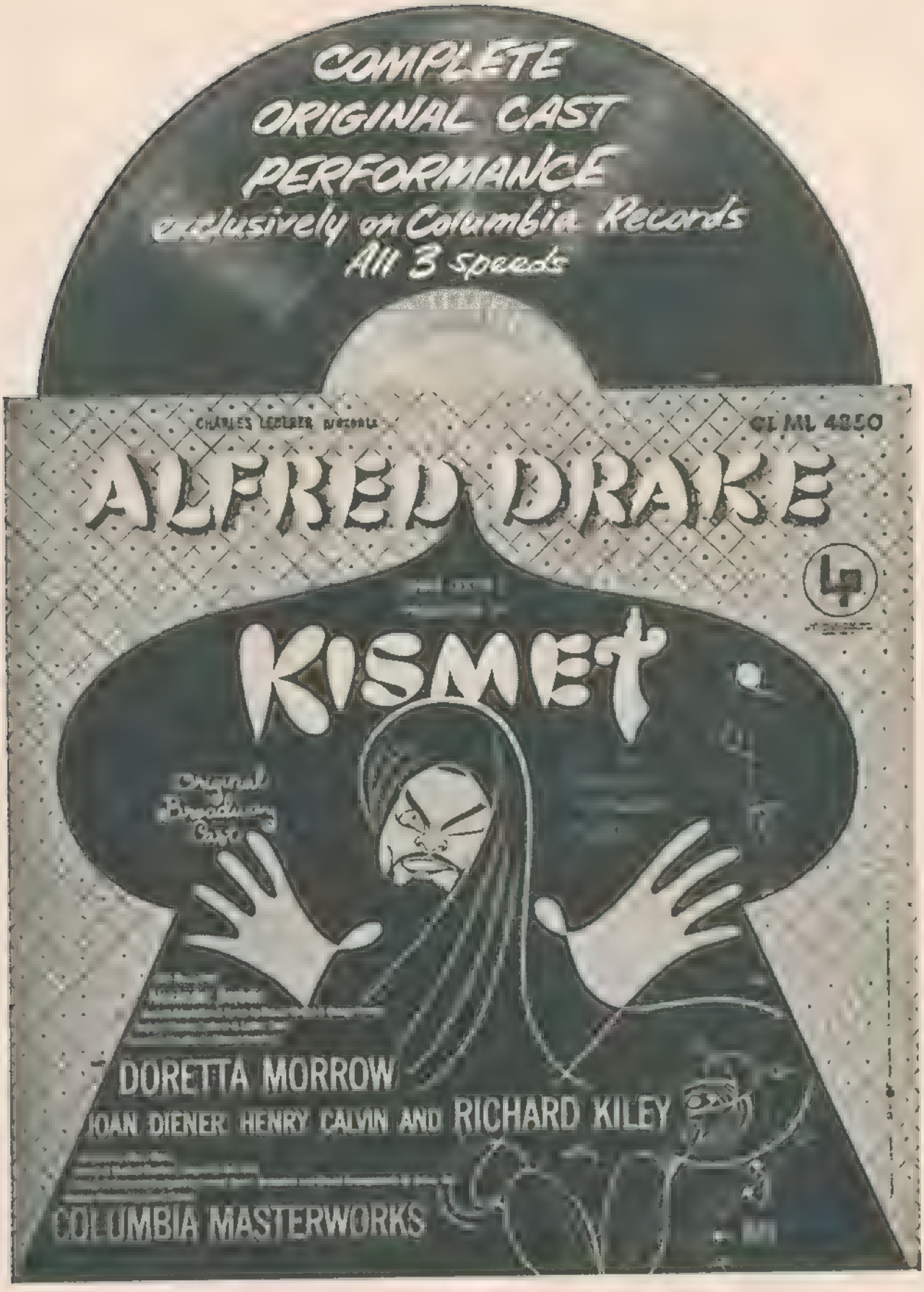
Full scale model kit of its popular prototype. An interesting little car that appeals to all ages. Present balsa parts and necessary fittings ready for quick assembly. Free rubber band metal wheels, etc.

ACE JEEPSTER KIT No. 7R $1.00

Why Ace Kits Are So Popular!

Ace kits are constructed primarily of easy-to-shape and finish balsa wood parts which gives the young modeler the opportunity to work with simple tools. It keeps him busy, challenges his imaginative and creative ability and every kit can be either ... absorbing projects or ideal for youth training and character building. It is fascinating hobby and the reason why Ace kits are so popular!

11 10 9 8 7 6 5 4 3 2 1 0



"Columbia," "Masterworks," "℗" Reg. U.S. Pat. Off. Marcas Registradas.

THE VERY BEST BARR

GAS INFLATED BALLS

FULL COLOR DECAL BALLS
ASSORTMENT NO.285

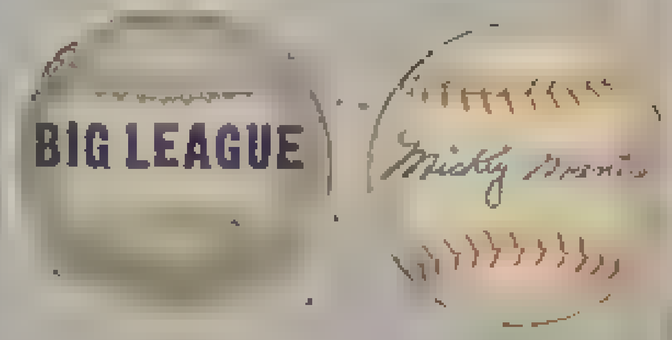
DELUXE DECORATED BALLS
ASSORTMENT NO. 294

BALLOONS

CELLO PACKAGE DISPLAY
ITEM NO D-890-002

CLOWN BALLOON DISPLAY
ITEM NO D-890-006

SPONGE BALLS



EMBOSSED BASEBALL
SERIES 230

AUTOGRAPHED BASEBALL
SERIES 137

"TWINS"
SPONGE IN WINDOW BOX
ITEM NO. A-125-837

GREATEST "BUY"
BALLON DISPLAY
ITEM NO. D-890-003

COUNTER DISPLAY
PET TOY DEAL NO. C-987-043

SPONGE BALL
COUNTER DISPLAY
ITEM NO A-850-001

The BARR RUBBER PRODUCTS CO.
SANDUSKY, OHIO, U.S.A.

NEW YORK OFFICE
ROOM 509
200 FIFTH AVE. BLDG.

BARR

DESIGNED for PROFIT

LION BALLOON DISPLAY
ITEM NO. D-890-004

METAL RACK
ITEM NO. B-921-010

WROUGHT IRON DISPLAY
ITEM NO. B-921-012

OFFICIAL SIZE FOOTBALL
ITEM NO. F-975-282

SPONGE COUNTER DISPLAY
ITEM NO. A-850-004

OFFICIAL SIZE BASKETBALL
ITEM NO. F-958-293

LITTLE LEAGUER SPORT KIT
ITEM NO. F-150-004

WIRE RACK DISPLAY
ITEM NO. D-897-003

ALL AMERICAN SPORT KIT
ITEM NO. F-150-003

ALL STAR HOOP SET
ITEM NO. F-150-007

SEE OUR COMPLETE LINE OF FAST SELLERS IN ROOMS 752 753 AT THE HOTEL "NEW YORKER."

The BARR RUBBER PRODUCTS CO.
SANDUSKY, OHIO, U.S.A.

NEW YORK OFFICE:
ROOM 509
200 FIFTH AVE. BLDG.

Way Out Front!

The New Revolutionary MOTOR BIKE

#650

a CASTELLI exclusive!

Nothing else like it on the market! Another Castelli original, this long, low-slung motor bike is designed for the FUTURE! Striking in appearance. Heavy gauge steel deep drawn construction like modern cars. Realistic instruments on handle bar. Simplified trainer wheel assembly. Chain driven. SELLS ON SIGHT! A product of 35 years of engineering know-how and manufacturing experience!

F. C. Castelli Co.

Cottman and Edmund Streets

Philadelphia 35, Pa

EASTERN STATES AND WEST COAST
Riemann Seabrey Co Inc
1107 Broadway
New York 14 N Y

MID WEST
C. L. Bradford & Assoc
1485 Merchandise Mart
Chicago 54 Ill

SOUTH
Coursey & King, Inc
...63 Peachtree Rd N E
Atlanta, Georgia

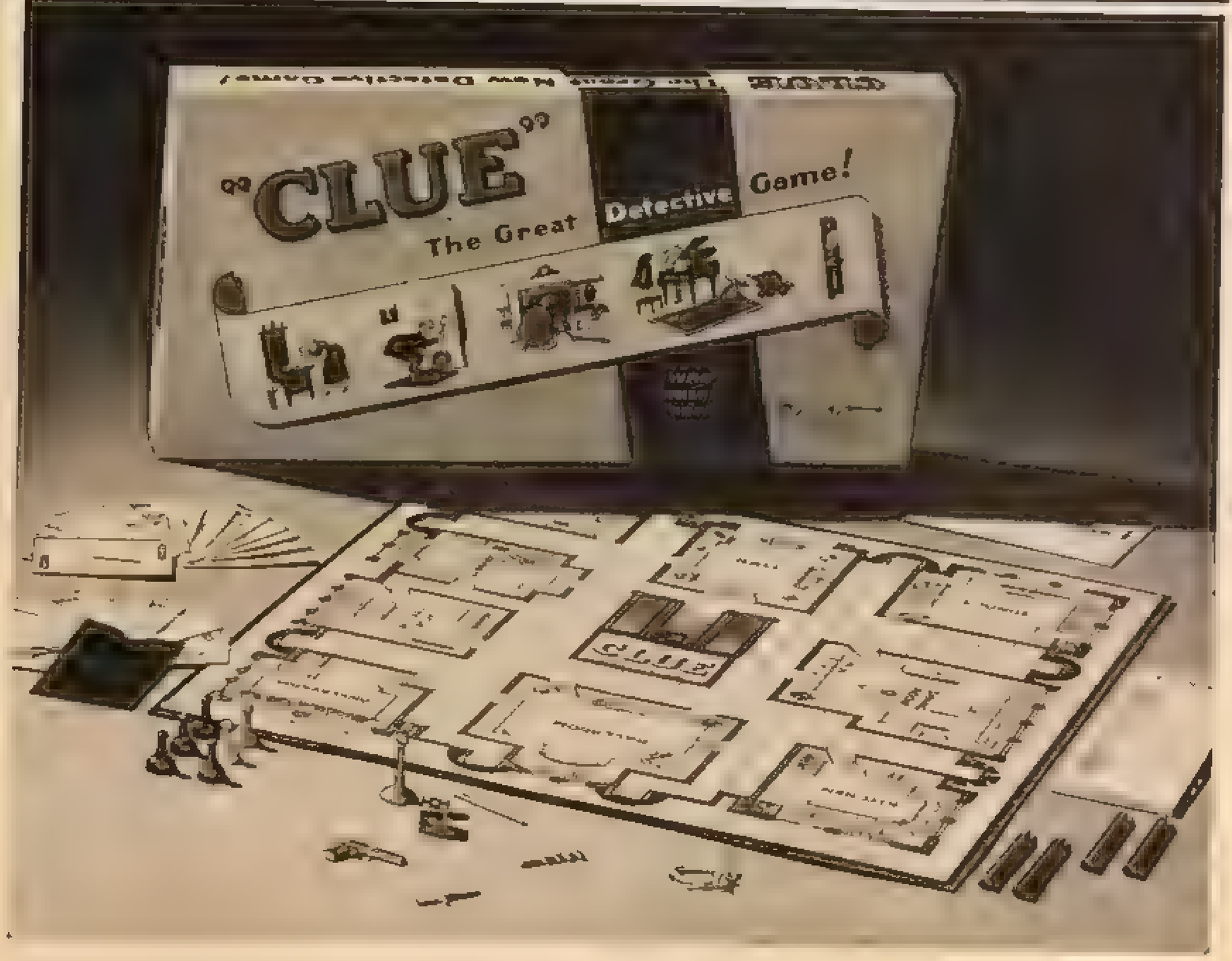
SOUTHWEST
Hughes Stocks
1064 Santa Fe Bldg
Dallas Texas

MOUNTAIN STATES
A F Wells, Inc
157 Motor Ave
Salt Lake City Utah

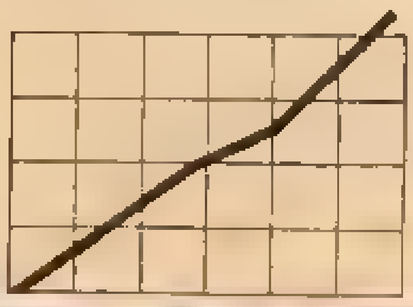
FAMOUS

Parker Games

THE MOST FAMOUS AND LARGEST SELLING GAMES IN THE WORLD



You'll Detect a Sales Increase...CLUE



CLUE is the fast-selling detective game that attracts customers of every age in every *much of the year*. Be sure to feature it this summer for family and party play — and as a most appealing gift for birthdays, graduations, teachers and the working hostess.

Parker Brothers, Inc. SALEM, MASSACHUSETTS

200 FIFTH AVE., NEW YORK 10 — MERCHANDISE MARTS, CHICAGO AND SAN FRANCISCO

nation-wide publicity SELLS . . . . .

LAS VEGAS WILD©

the exciting new card tile game rage!

RETAILS AT $2.00

Here's the game that's fast becoming the national pastime! Children, teen-agers and adults are going w-i-l-d about LAS VEGAS WILD© . . . the brand new card tile game which can be played by 1 to 4 players, or partners.

LAS VEGAS WILD© is actually pre-sold for you . . . through the combined efforts of a gigantic national publicity campaign designed to make it the best-known, most-asked-for game on the market today! LAS VEGAS WILD© is being introduced nationally through the combined efforts of T.V., disk jockeys, newspapers and magazines. The demand for this fascinating, intriguing card game is growing day by day . . . and your SALES can grow with it if you act now. Don't risk the chance of LOST SALES . . . send in your order today!

Packed 1 dozen sets to a carton.
Weight, 19 lbs.

Window streamers in every carton. Mats and glossy photographs available.

fast becoming the rage of the nation!

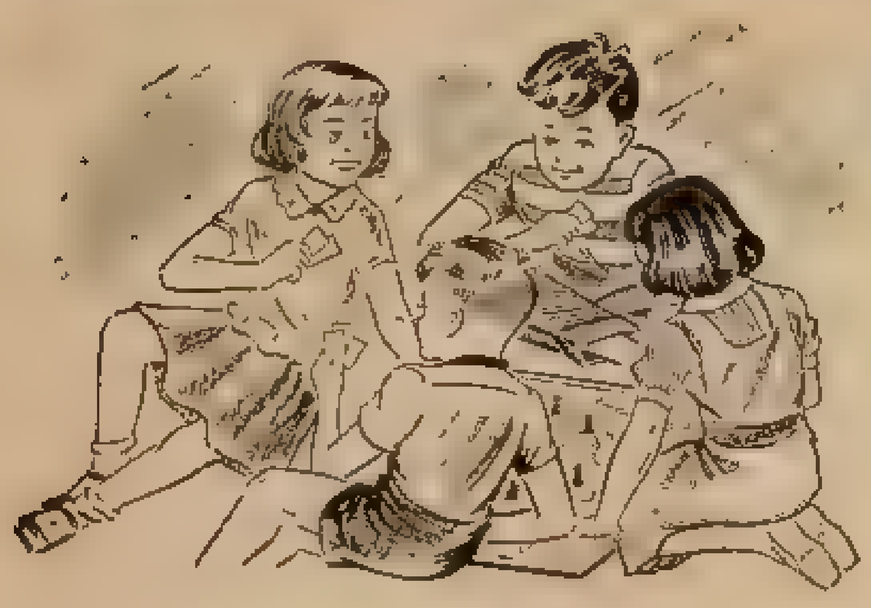
You will note the designated ® wherever Las Vegas Wild is mentioned. Good products are often imitated. Las Vegas Wild is no exception. Beware of imitators. They are being prosecuted. Don't be misled. There can only be one original—that's the original Las Vegas Wild.

Order LAS VEGAS WILD© . . . TODAY!
Your local jobber has it.

Lith-o-Ware PRODUCTS, INCORPORATED

4612 West 21st Street • Chicago 50, Illinois

12



Uncle Wiggily

Advertised in LIFE

Uncle Wiggily has been the favorite of millions for generations. Year after year the suspense and thrills of this "Happy Rabbit" game keep it a best-seller for children four to eight. It's an absolute MUST for your game department.

DELUXE EDITION

RETAIL $2.00—Contains four enameled metal rabbit playing pieces, set of red and white draw cards and heavy playing board 18⅝" x 18⅝". Handsome display cover measures 19" x 9½".

STANDARD EDITION

RETAIL $1.00—Somewhat smaller than the DeLuxe Edition and designed for instantaneous appeal to the dollar market . . . assures volume sales and rapid turnover.

COMPLETE CATALOGUE OF MILTON BRADLEY TOYS AND GAMES FREE ON REQUEST. WRITE FOR YOURS, TODAY!

93 YEARS OF FUN AT ITS BEST

MB MILTON BRADLEY

MILTON BRADLEY COMPANY, SPRINGFIELD 2, MASS.

NEW YORK BOSTON PHILADELPHIA CHICAGO

[redacted]

• AUTHENTIC WORKING M

TOY •

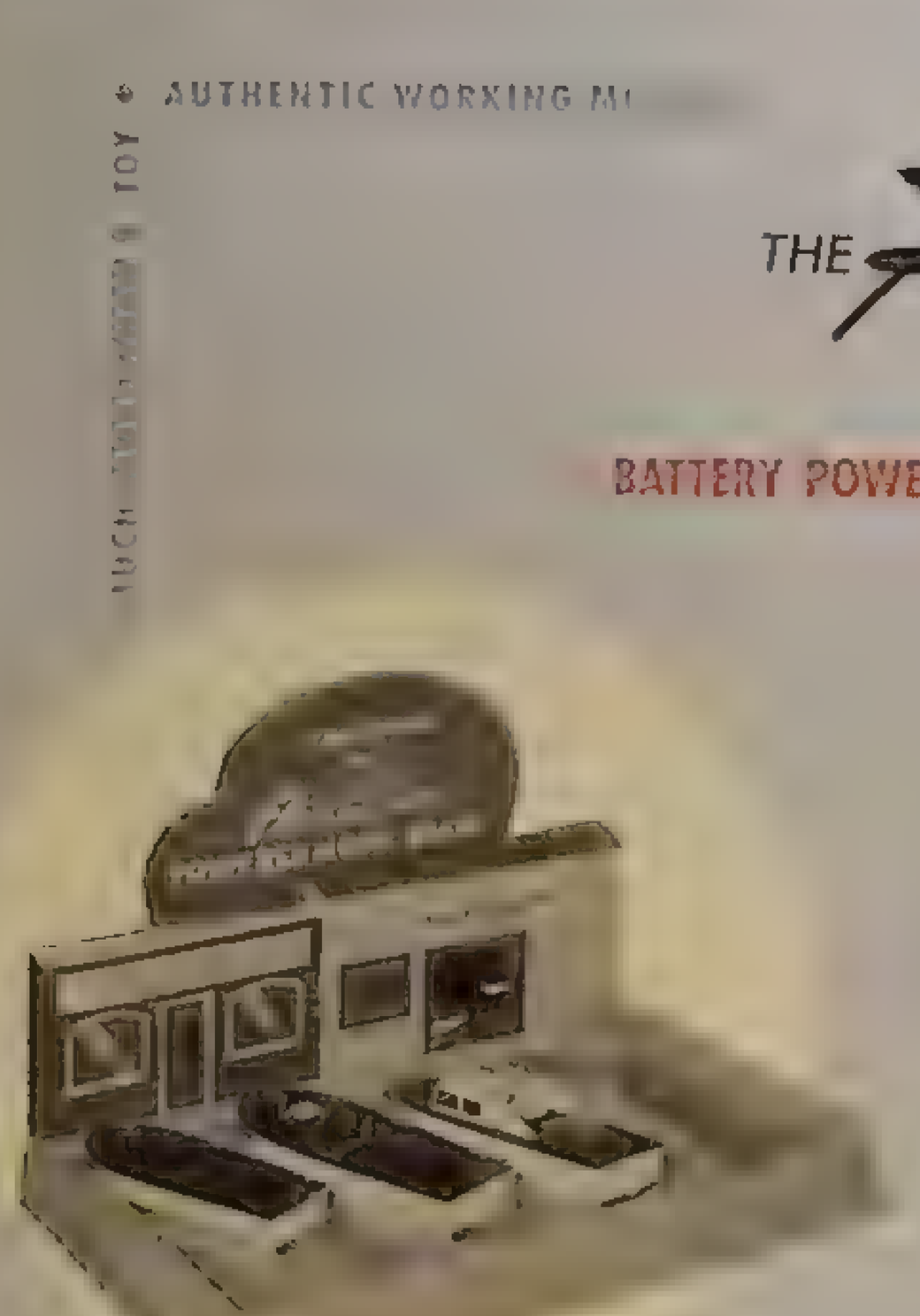
THE Fleet Line

MADE IN U.S.A.

BATTERY POWERED BOATS · FULLY BUILT · READY TO GO

A quality line of beautiful scale model speed boats, including deluxe cabin cruiser—all completely built, painted and fitted, including powerful electric motors. Just add regular flashlight batteries for powering, throw the switch—watch 'em go! Each boat, individually packed in deluxe box, features rich mahogany stained grooved wood deck, silver-like nickel-plated fittings, switch-controlled headlight, heavy nickeled brass drive assembly, cadmium plated battery clips and hardware. Water-proof, warp-proof, pressed wood white hull, red bottom, painted with finest non-peel marine paint. Finest quality throughout!

No. D-100 Fleet Line Action BOAT DISPLAY unit, with boats in dock actually floating in 4 inches of water. Made of sturdy plastic 32 x 22 x 21" high, in realistic full natural color, a sensational display, furnished at partial cost with Display Deal order of 12 No. 200 speed boats, 4 No. 300 speed boats and 2 No. 400 cabin cruisers. Total shipping weight, 33 lbs



The SEA COMBER · $10.95

No. 400—Deluxe 15" Cabin Cruiser, 5½" wide, individually boxed, packed 6 boxes to carton. Shipping weight per carton, 22 lbs

Deluxe Cabin Cruiser

Fully Guaranteed • Jobber Distributed

UNEQUALLED IN SALES APPEAL, QUALITY, PRICE

TURN THE PAGE FOR OTHER BOATS

THE Fleet Line

MADE IN U S A

When you see these scale model boats you'll be amazed at their beauty, construction and completeness, the low prices, too! They sell on sight! Each boat is factory tested, all parts fully guaranteed

Each boat includes [illegible] any stained, grained wood deck, bright nickel plated fittings, switch, [illegible] powerful [illegible] motor, [illegible] brass drive [illegible] cups and hardware, water proof, warp-proof hull painted white, red bottom, with non peel marine paint. [illegible] batteries will power 12 [illegible] boat, 4 each for 15" boats

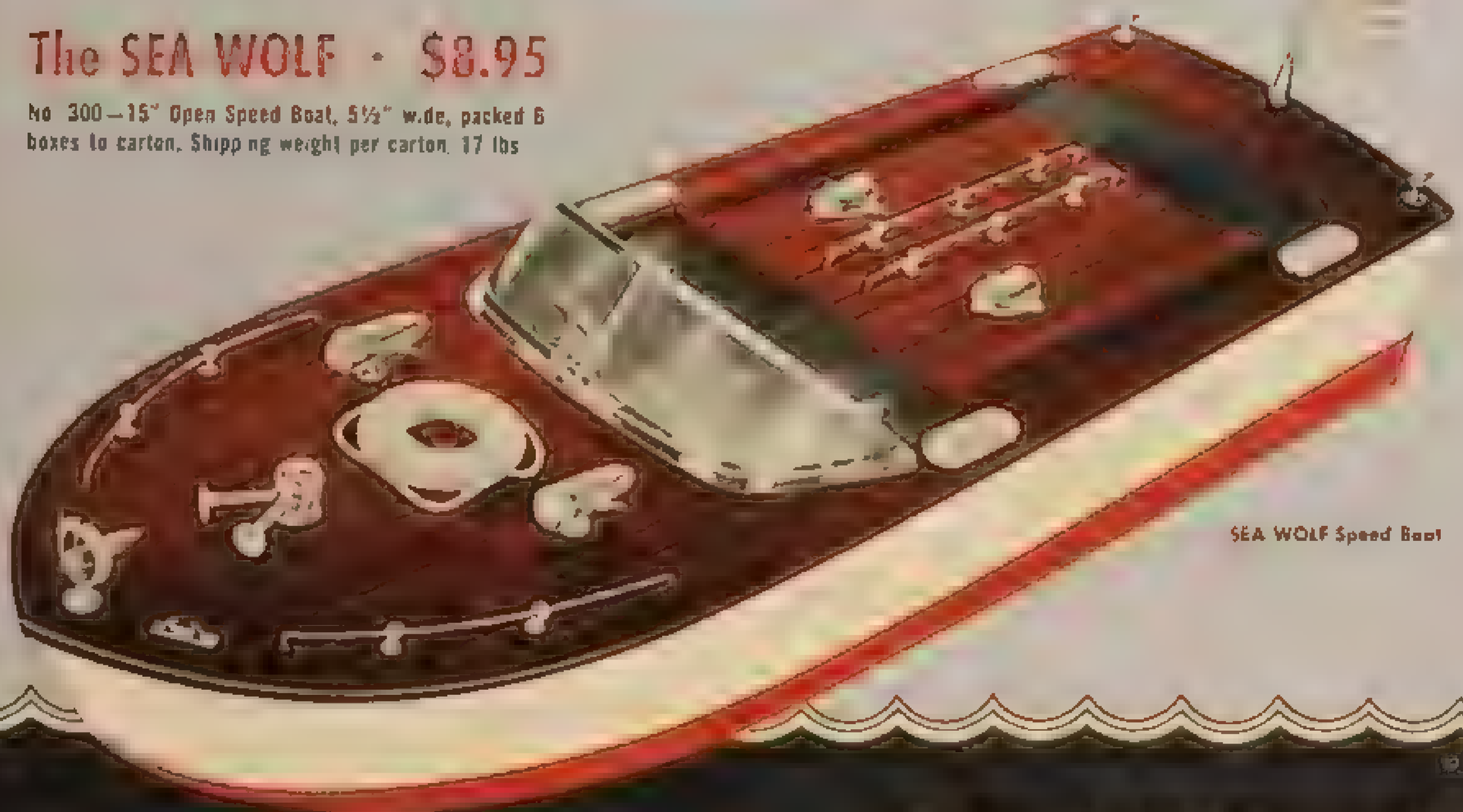
The SEA BABE · $4.95

No. 200—12½" Open Speed Boat, 4⅜" wide, packed 12 boxes to carton. Shipping weight per carton, 13 lbs

SEA BABE Speed Boat

The SEA WOLF · $8.95

No 300—15" Open Speed Boat, 5½" wide, packed 6 boxes to carton. Shipping weight per carton, 17 lbs



SEA WOLF Speed Boat

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MADE IN U.S.A

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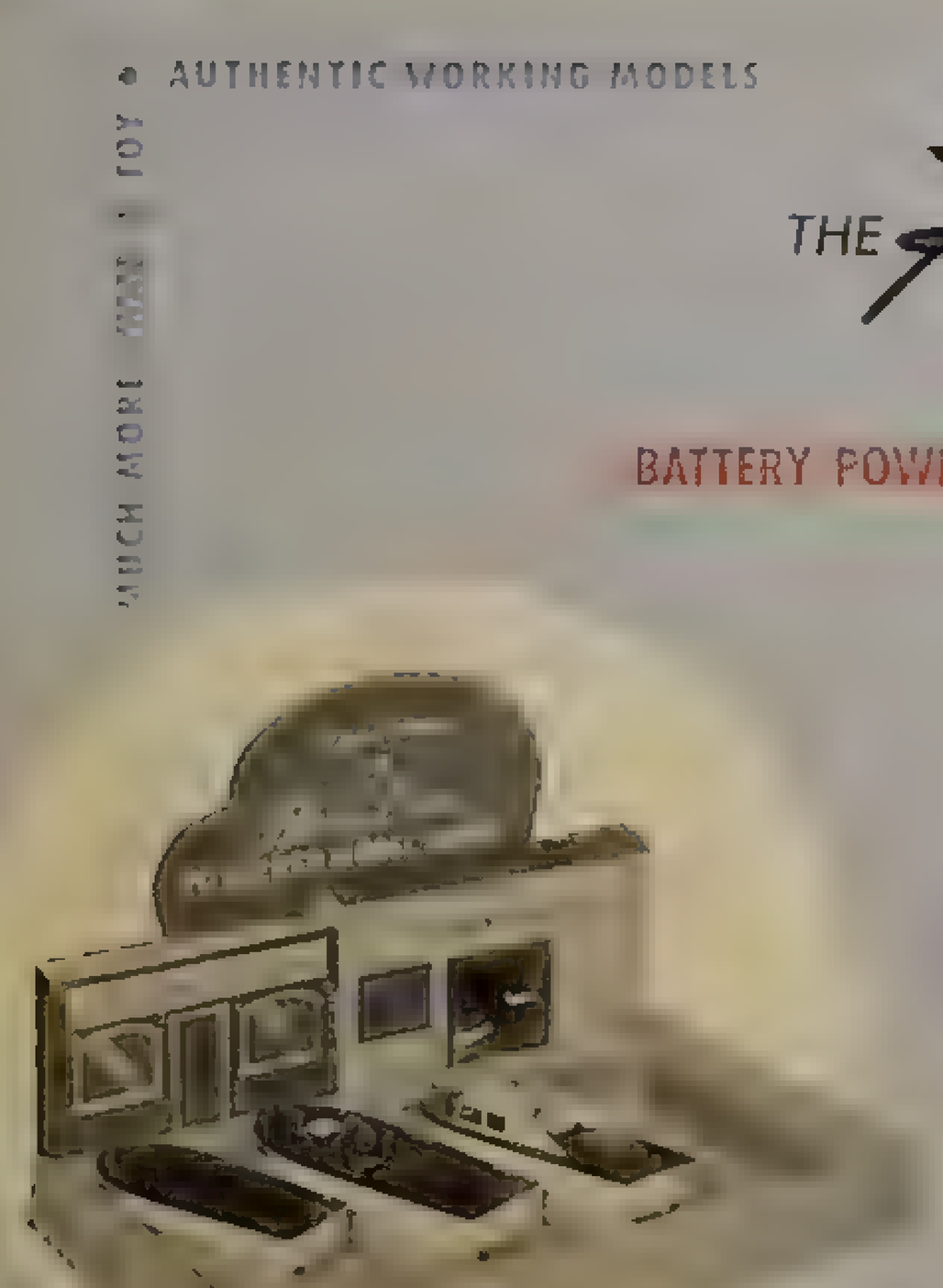

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SEA COMBER
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Each boat, individually boxed, features mahog[illegible] stained g[illegible]d wood deck, brig[illegible] nickel plated fittings, switch, control lever, heavy gauge electric motor, h[illegible] speed pl[illegible] bronze propeller and [illegible] p[illegible]ed for rea[illegible] clips. Hull is waterproof, warp-proof hi[illegible] painted white, red bottom, with non-peel m[illegible] paint. Two regular flashlight batteries will power 12½" boat, 4 each for 15" boat

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SEA WOLF Speed Boat

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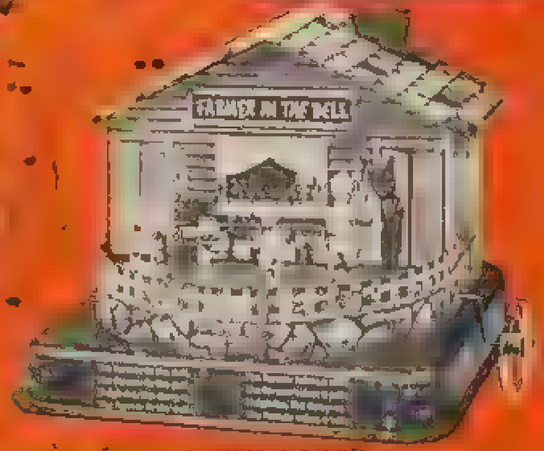

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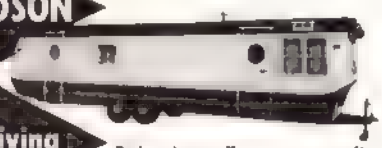

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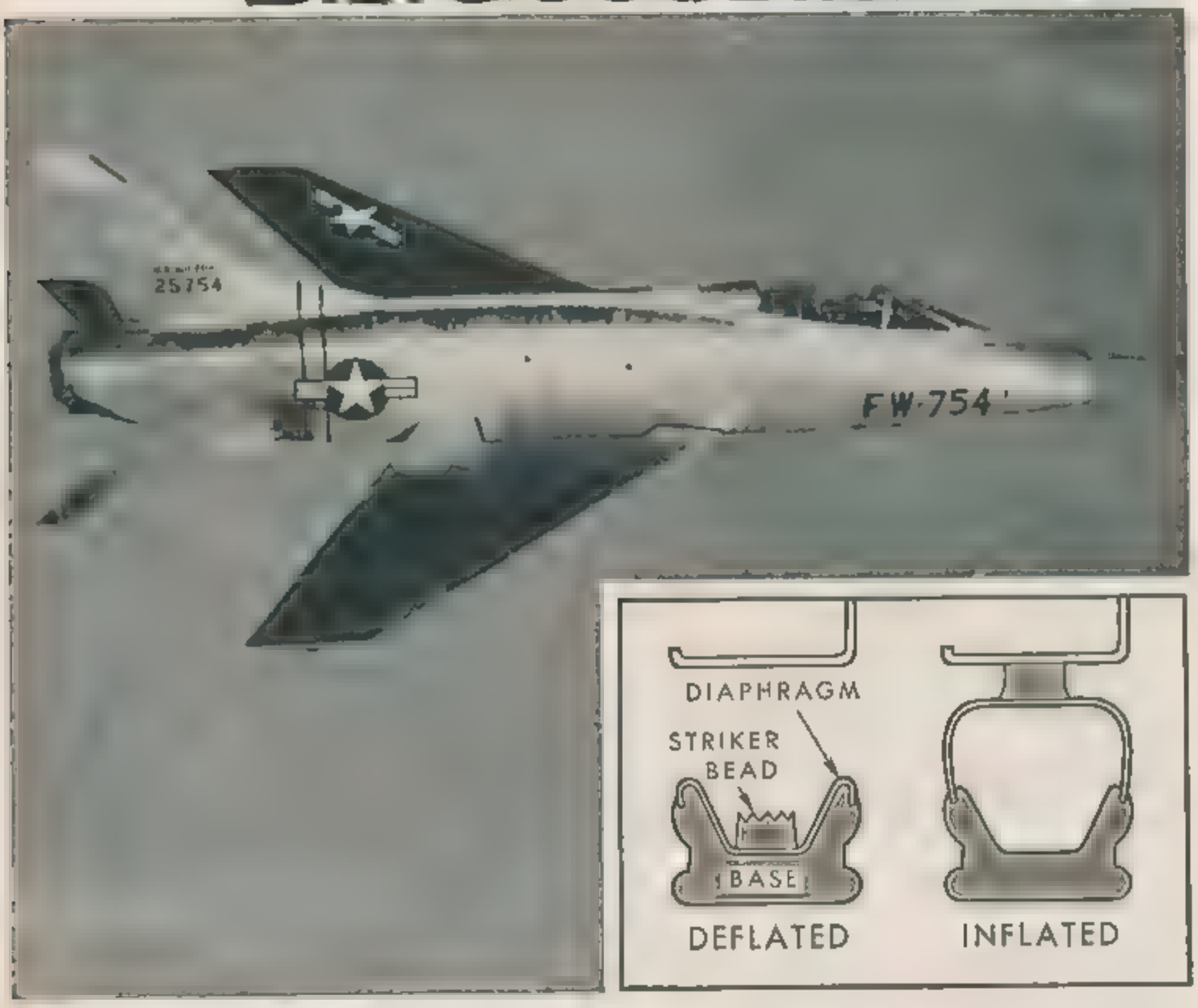

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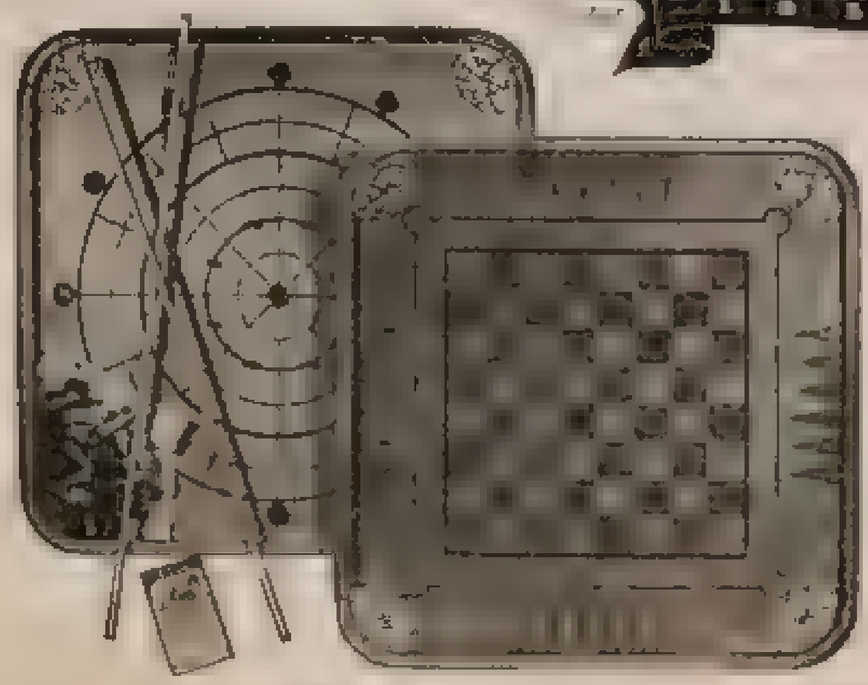

NO. 85 CARROM BOARD. This reversible board plays 85 different games. Official 28½" size. Wood frame construction with plywood center panel, round corners, reversible net pockets and green felt cushions on Carrom side. Other types and sizes also available

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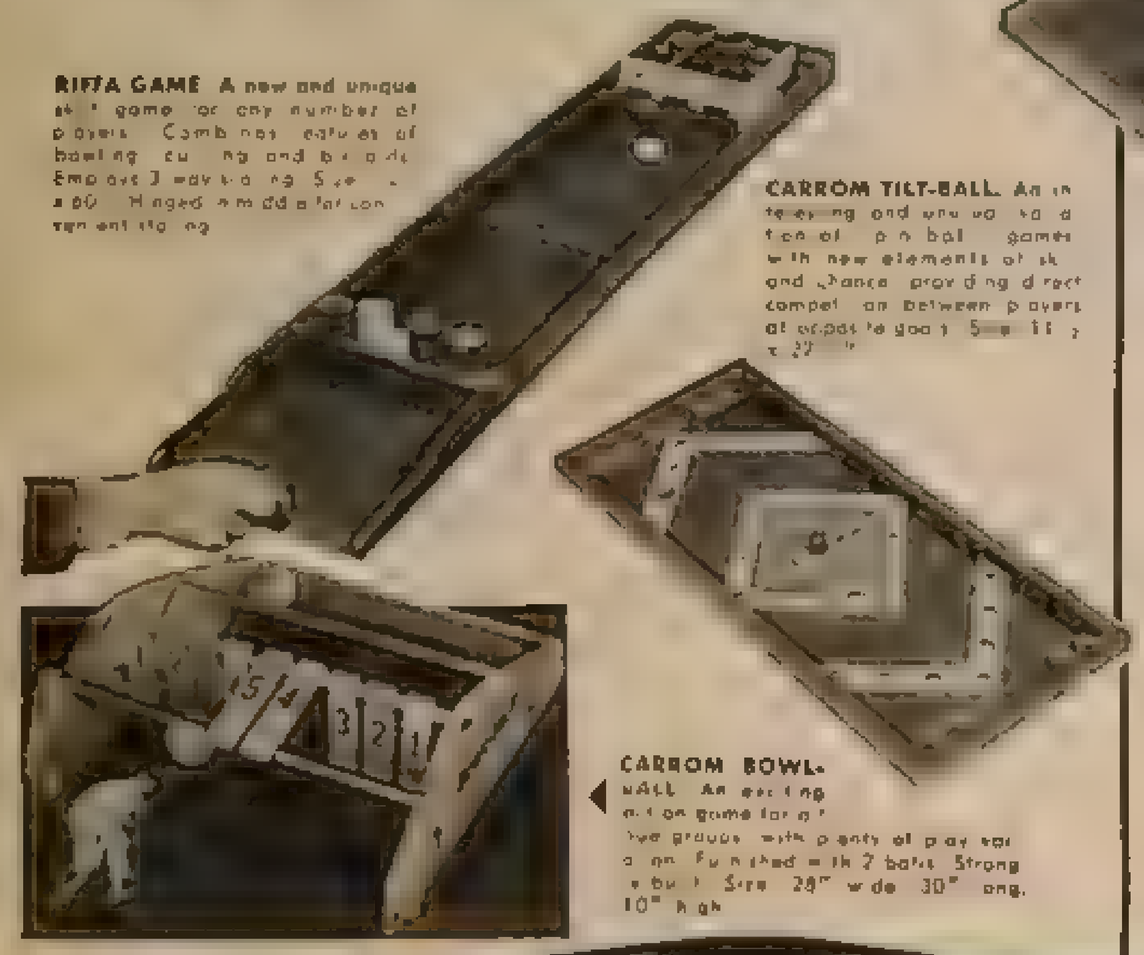
BALLA-ROLLA



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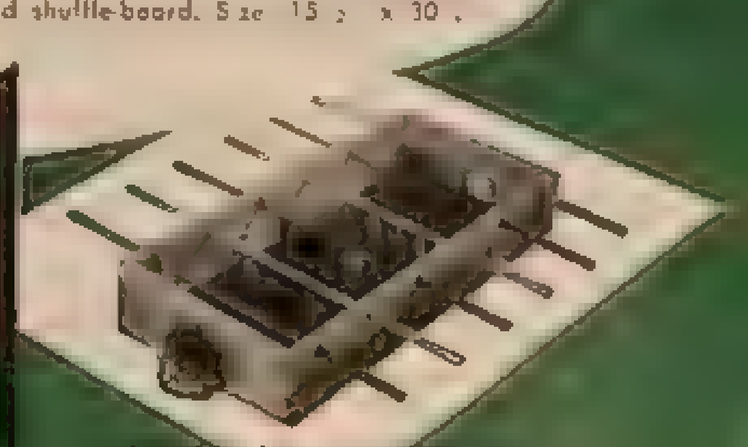

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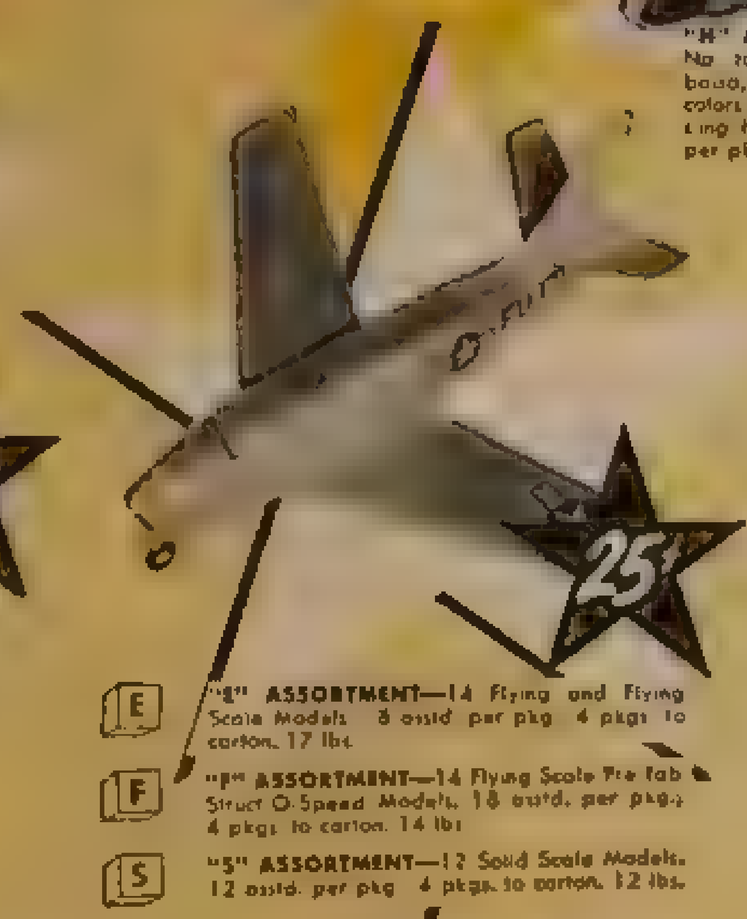

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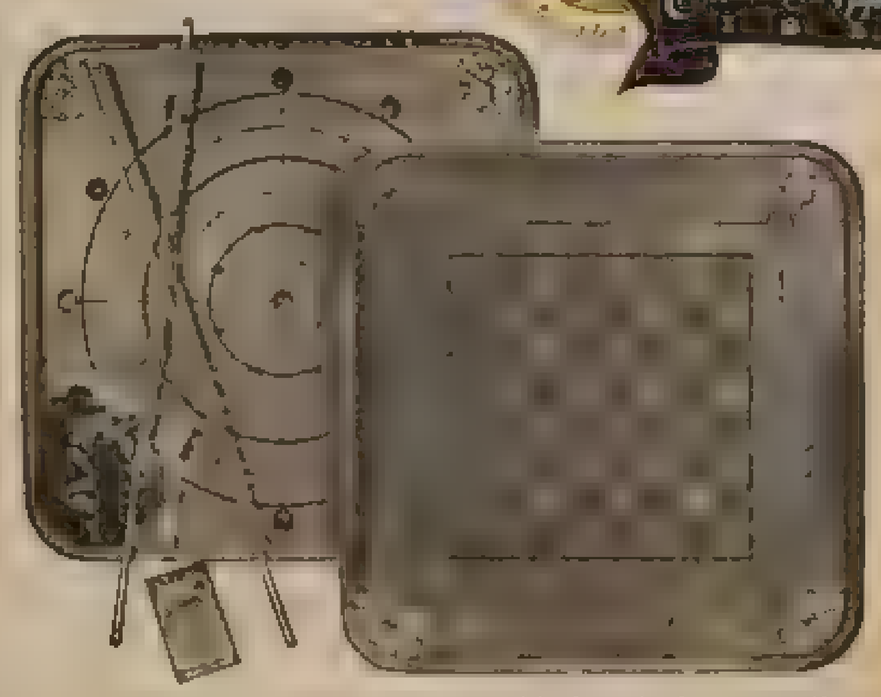

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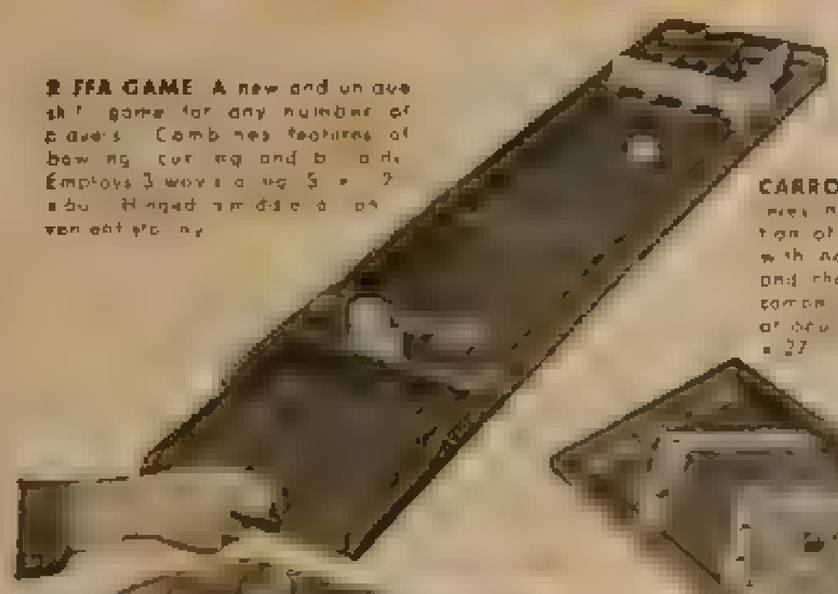

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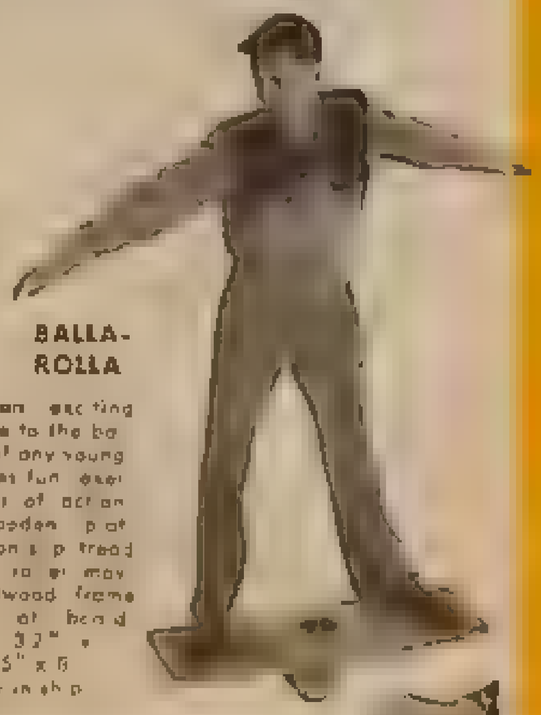

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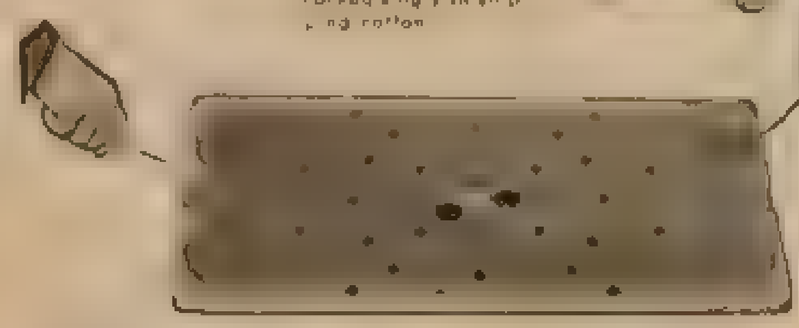

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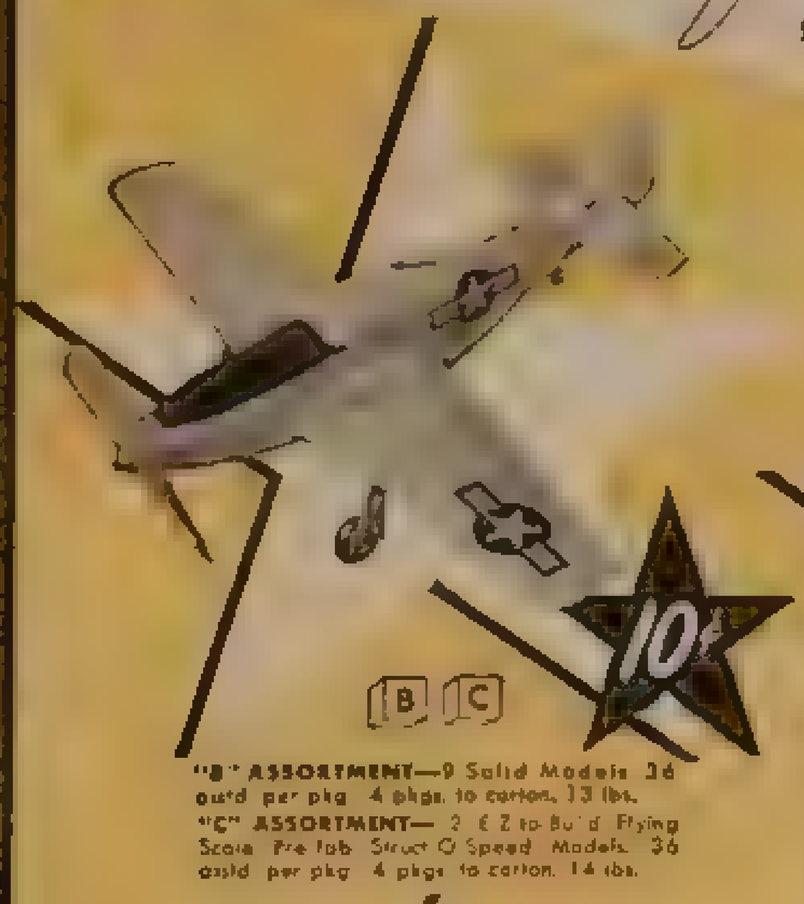

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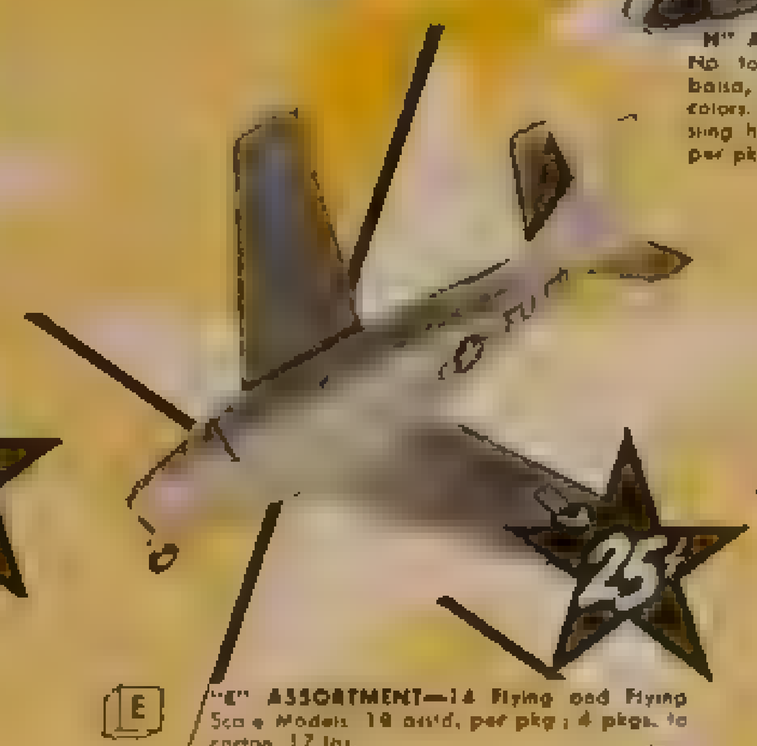

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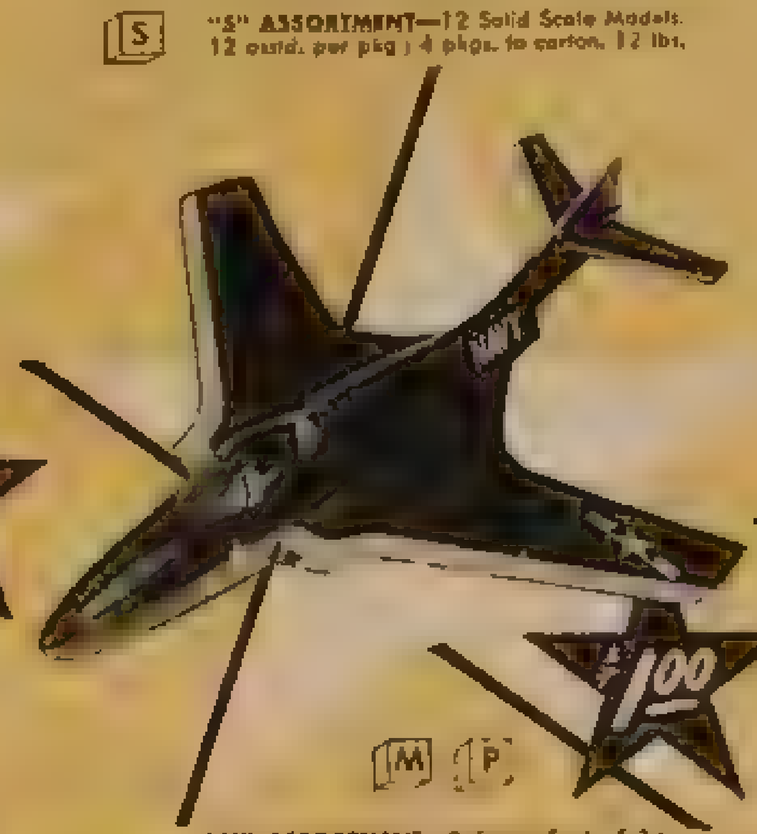

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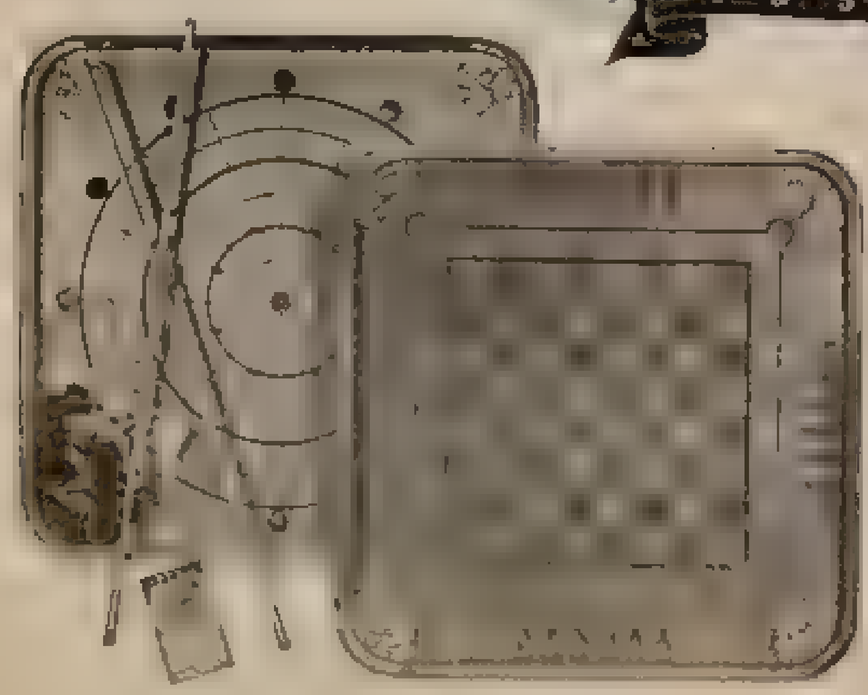

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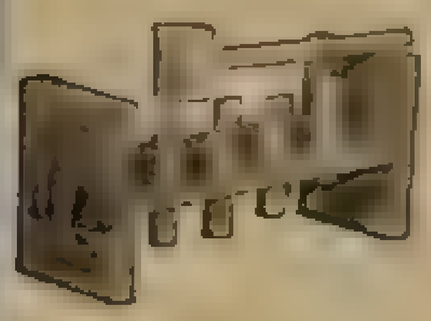

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KIKIT. A fast, action skill game for 2 to 8 players. Combines teamwork and individual skill. Two sizes.

SHOO FLY. Duck horse and dog master. Hardwood plywood construction with ripping design

BALLA-ROLLA ... gives an exciting handicap to the bowling skill of any youngster. Provides fun, exercise and lots of action. Features wooden platform with non-skid tread and wooden ball moving in hardwood frame on bottom of board. Platform 32" x 9"; ramp 5" x 8". Polished natural finish

GUSHER. The exciting Oil Boom game. Intensely realistic. Employs miniature derricks, oil tanks and lots of "money". Two to four may play. An excellent teen-ager and adult game.

NOK-HOCKEY. A very realistic table hockey game for 2 to 4 players. Size: 34" x 46". Hardwood frame, hardwood playing surface

SHUFFLE HOCKEY. One of the newest Carrom games. Combines principles of ice hockey and shuffle-board. Size: 15½" x 30". Sturdy construction

Carrom Industries, Inc.

LUDINGTON — Established 1889 — MICHIGAN

Largest Makers of Game Boards in the World

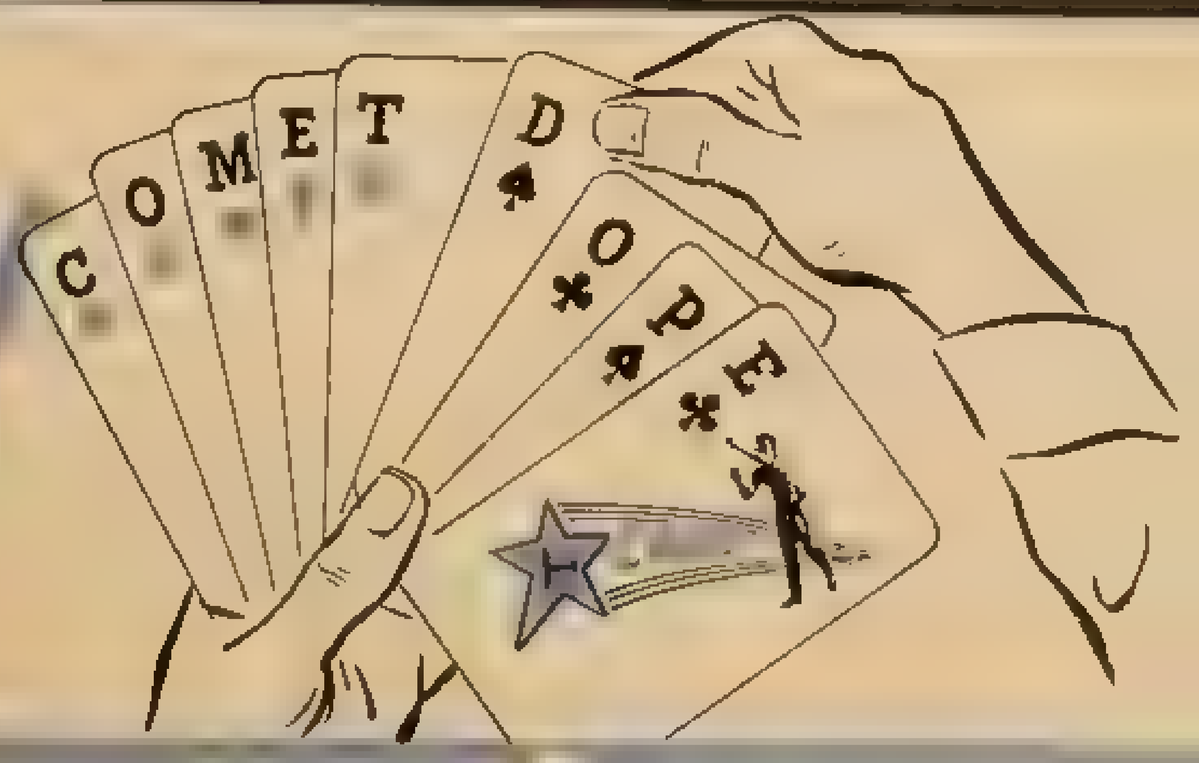
NEW YORK SHOWROOM: 135 Fifth Avenue — 6th Floor

CARROMS

The Carrom Company

Known Since 1889

What a Deal!



10¢ a jar

Free! The new COMET DOPE DISPLAY RACK with purchase of ONLY 6 DOZEN ASSORTED

COMET DOPE

Two (2) dozen each of the following up-to-the-minute colors:
INSIGNIA BLUE, INSIGNIA RED
AERONCA ORANGE, TAYLORCRAFT
YELLOW, STINSON GREEN, HORIZON
BLUE, INSIGNIA WHITE, JET BLACK,
BATTLESHIP GRAY, REGAL MAROON,
RICH GOLD, SILVER AIRCRAFT CREAM,
CHOCOLATE BROWN, OLIVE DRAB

Also:
Two (2) dozen THINNER, Two (2) dozen CLEAR, One (1) dozen GLOSS TOP COAT, One (1) dozen SANDING SEALER

TOTAL:
Three (3) gross, Retail value— $43.20

Plus—Heavy gauge wire rack, with eye-catching Color-Chart, with actual Color Chips. Value— 5.50

and the RACK is yours FREE!

"Just the Best"—that's all! —and only 10c for a big jar!

Every jar of COMET DOPE you sell, makes more sales for you! That's because COMET DOPE offers the highest quality, in a big, big jar—at a sensibly low price—only 10c! Covers like no other, flows on smoothly, dries quickly, resists separation and hardening. Because we're the biggest model aircraft manufacturers, we know what model builders want in a dope—and THIS IS IT!

Order a Comet "Dope-Deal" Now!

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The No. 1 Line Since 1889

Only games of outstanding play value can win and hold public interest and acceptance, generation after generation. Carrom-Crokinole Game Boards, introduced in 1889, are still leaders in the Carrom line . . . going stronger than ever! No other games, even today, offer so much in diversified entertainment for all age groups.

But popular demand also calls for constantly new, ingenious toys and games . . . well represented in the always expanding Carrom line. For high *Play Value* and high *Pay Value*, in terms of turnover and profit per sale, CARROM should rate "No. 1" in your Toy and Game Department.

If you do not have a copy of our latest catalog, write for it . . . and keep a representative assortment of Carrom Toys and Games on hand the year 'round.

See the Carrom exhibit at the National Sporting Goods Show, January 17-20, 1954, Room 845, Hotel Morrison, Chicago.

NO. 85 CARROM BOARD. This reversible board plays 85 different games. Official 28½" size. Wood frame construction with plywood center pane round corners reversible net pockets and green felt cushions on Carrom side. Other types and sizes also available.

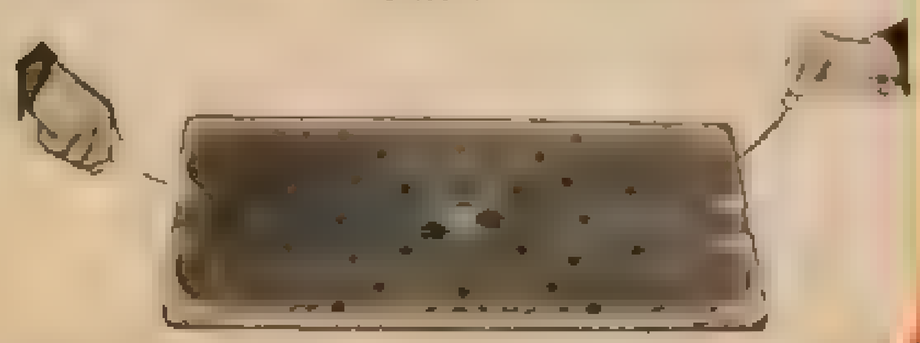
NOK-HOCKEY. A very realistic table hockey game for 2 to 4 players. Size 34" x 46". Hardwood frame hardwood playing surface.

DART BOARDS. Two distinctive original-design reversible boards, 2 different dart games on each side. Games include Triple Ring, Splasho, 20-Point and Dart Baseball.

RIFFA GAME. A new and unique game for any number of players. Combines features of bowling, curling and quoits. Employs 3 wooden rings. Size 2 x 8". Hinged triangle at one end for variant scoring.

CARROM TILT-BALL. An interesting and unusual variation of "pin ball" games with new elements of skill and chance providing different action between players at opposite goals. Size 17" x 27".

CARROM BOWL-BALL. An exciting Carrom game for a group. Has variety of play with action. Furnished with 2 balls. Strong board. Size 24" wide, 30" long, 9" high.



SHUFFLE HOCKEY. One of the newest Carrom games. Combines principles of ice hockey and shuffle-board. Sizes 15½" x 30". Sturdy construction.

KIKIT. A fast action game for 2 to 6 players. Two sizes. Two styles.

Carrom Industries, Inc.

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– the MODERN WAY TO STOCK, SELL and SHIP MODEL PLANES!

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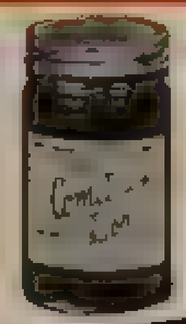

Easy to ORDER!
Easy to STOCK!
Easy to SHIP!

"The Year 'Round Assortment"

The Greatest Assortment for Repeat Profits

72 10c Retail Assorted Flyers	12 50c Retail Assorted Flyers
52 10c Retail Assorted Solids	6 1.00 Retail Assorted Flyers
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FREE Window Streamer and Illustrated Catalog Sheet

Complete Assortment: 206 Kits, 72 Dope, 24 Cement, Shipping weight, 48 lbs., total retail value.....$50.00

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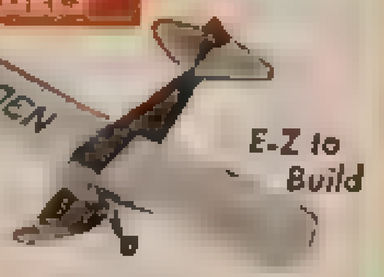
"L" ASSORTMENT 50c Flying Models. 12 different fast-selling models. 12 assorted per package. 4 packages to shipping carton. Wt. per carton, 16 lbs.

$1 FLYING MODELS



Struct-o-Speed

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"K" ASSORTMENT 50c Struct-O-Speed Models. 6 different fast-selling models, 12 assorted per package. 4 packages to shipping carton. Wt. per carton, 12 lbs.

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"B" ASSORTMENT 10c Solid Models. 9 different fast-selling kits. 36 assorted per package. 4 packages to shipping carton. Wt. per carton, 13 lbs.

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"S" ASSORTMENT 25c Solid Models. 12 different fast-selling models, 12 assorted per package. 4 packages to shipping carton. Wt. per carton, 12 lbs.

• COMET DOPE 10c
Full range of colors

10c FLYING MODELS

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"C" ASSORTMENT 10c Struct-O-Speed Models, every part completely pre-fabricated. 12 different models. 36 assorted per package. 4 packages to shipping carton. Wt. per carton, 14 lbs.

$1 FLYING MODELS

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OVER 122 MODELS THE WORLD'S BIGGEST LINE

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501 WEST 35th STREET, CHICAGO 16, ILL.

CARROM

Toys and Games

Only games of outstanding play value can win and hold public interest and acceptance, generation after generation. Carrom-Crokinole Game Boards, introduced in 1889, are still leaders in the Carrom line . . . going stronger than ever! No other games, even today, offer so much in diversified entertainment for all age groups.

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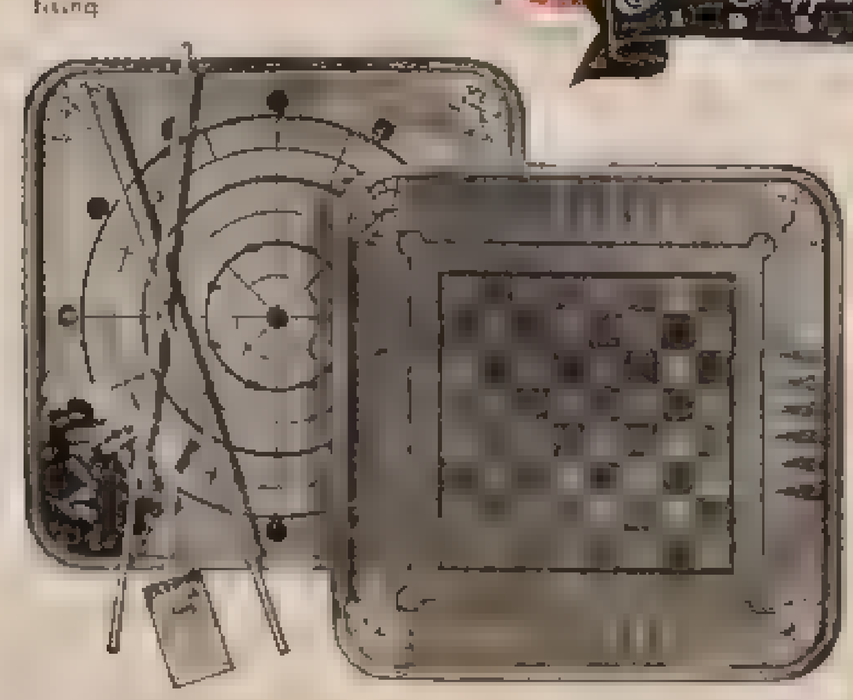
If you do not have a copy of our latest catalog, write for it . . . and keep a representative assortment of Carrom Toys and Games on hand the year 'round.

COMPETITIVE SKILL GAMES for ALL AGE GROUPS

Awarded the Toy Guidance Council's "Prestige Toy" Seal by four panels of experts as an "Educator-Approved Game and to be included in the Council's national advertising



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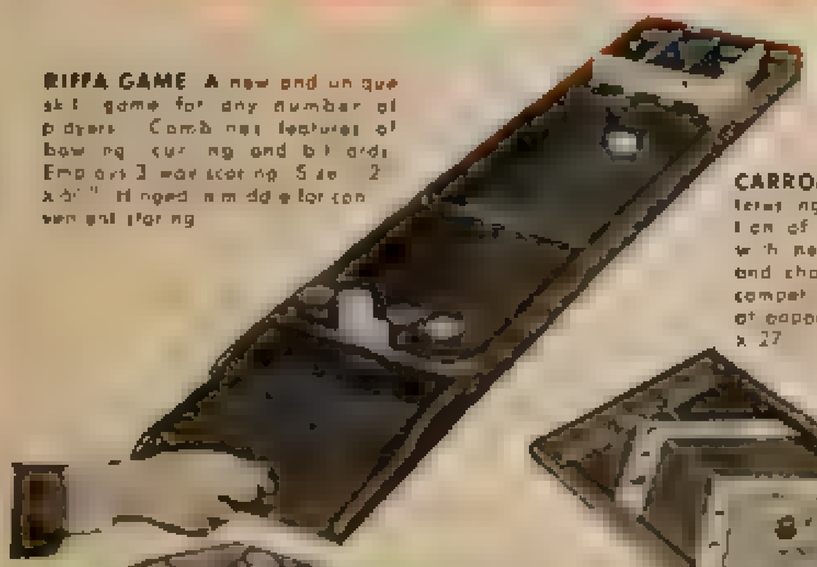
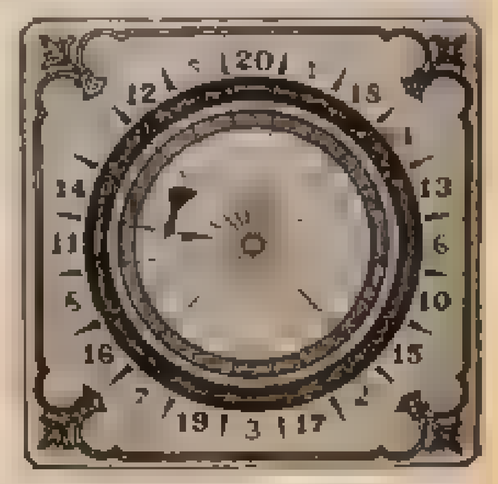


RIFFA GAME A new and unique skill game for any number of players. Combines features of bowling, curling and billiards. Employs 3 way scoring. Size 2 x 6'. Hinged in middle for convenient storing.

CARROM TILT-BALL. An interesting and unusual version of pin ball games with new elements of skill and chance providing direct competition between players of opposite goals. Size 1' x 27"

CARROM BOWL-BALL. An exciting action game for all age groups with plenty of play variation. Furnished with 2 balls. Strongly built. Size 28" wide, 30" long 10" high

NOK-HOCKEY. A very realistic table hockey game for 2 to 4 players. Sizes: 34" x 48". Hardwood frames; hardwood playing surface.



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Carrom Industries, Inc.

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Largest Makers of Game Boards in the World

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COMET'S All-Star ASSORTMENTS

THE MODERN EASY WAY

. . . to stock, sell and ship model airplanes and supplies—Comet Assortments! You order by assortment, sell by assortment; each case consists of 4 complete assortments ready to re-ship to your customers. You can sell more Comet kits because (1) you have more models to sell, (2) Comet is nationally advertised; (3) Comet can — and does — give model builders more for their money!

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During the Toy Fair
Room 1138—
HOTEL NEW YORKER

SLING-LAUNCHED or may be thrown as glider

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SLING LAUNCHED FLYING JETS and FIGHTERS

"D" ASSORTMENT— Smaller versions of 12 Flash-Bilt models 36 assid per pkg 4 pkgs. to carton. 12 lbs. 10¢

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"A" ASSORTMENT—9 Solid Models. 36 assid per pkg 4 pkgs. to carton. 13 lbs.
"C" ASSORTMENT—12 E Z-to Build Flying Scale Pre-fab Struct-O Speed Models, 36 assid per pkg 4 pkgs. to carton, 14 lbs.

25¢

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"E" ASSORTMENT—14 Flying and Flying Scale Models, 18 assid. per pkg; 4 pkgs. to carton, 17 lbs.

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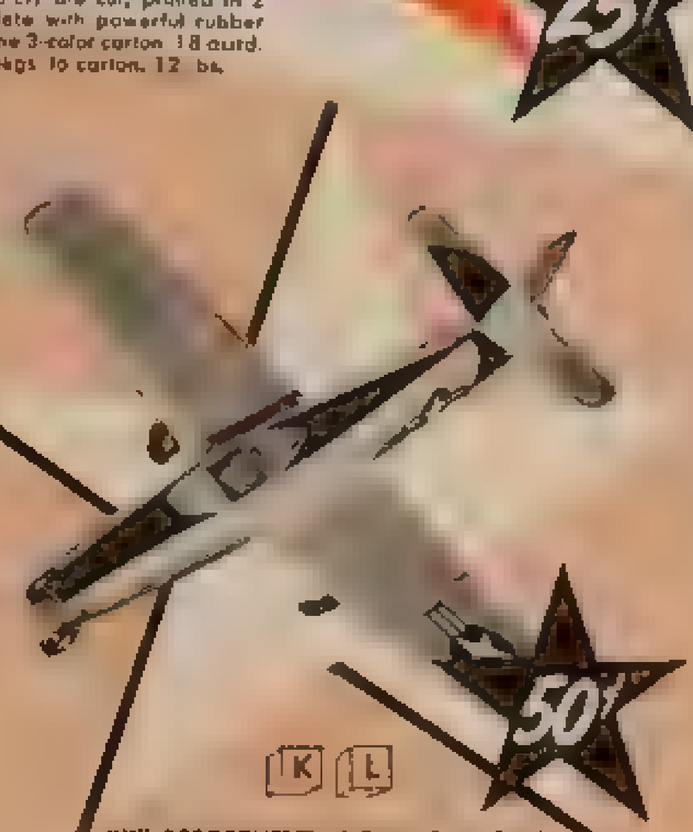
"F" ASSORTMENT—14 Flying Scale Pre-fab Struct-O Speed Models, 18 assrd per pkg., 4 pkgs. to carton. 14 lbs.

S

"S" ASSORTMENT—12 Solid Scale Models 12 assid. per pkg. 4 pkgs to carton. 12 lbs.



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K L

"K" ASSORTMENT—6 Flying Scale Pre-fab Struct-O Speed Models. 12 assid. per pkg. 4 pkgs. to carton, 14 lbs.

"L" ASSORTMENT—12 Flying & Flying Scale Models. 12 assid. per pkg.; 4 pkgs. to carton. 16 lbs.

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Dries to the touch in 5 minutes, thoroughly dry in 20 minutes. For plastic toys, household articles wood, metal, ceramics, autos, refrigerators, bikes, etc. 14 sparkling colors, generously sized jars .10c each
Also new Set of Seven in handy container 69c

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"P" ASSORTMENT—12 Flying & Flying Scale Models, 6 assid. per pkg; 4 pkgs to carton. 19 lbs.

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One for every purpose Regular, Extra Fast Drying and Cement for Plastics. 8 grand top quality!

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SKIPPY the CLOWN

AND HIS 7 PIECE CIRCUS ACT

$1.98

Suggested Retail Price

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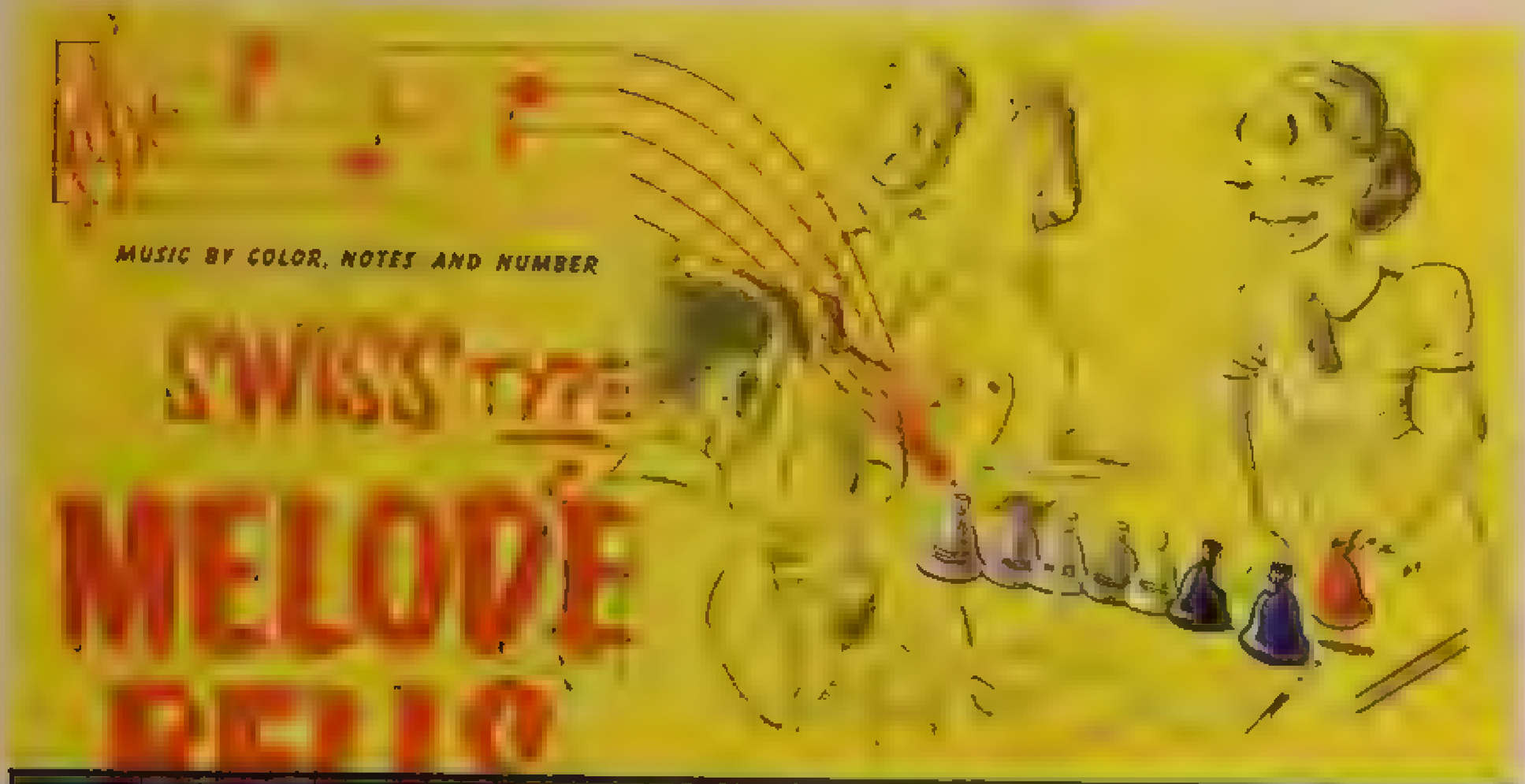
Each piece interlocks to make an endless variety of tricks! Seven separate gaily-colored parts: 7" dressed clown with hand-painted features, terrier dog, ladder, chair, umbrella, dumbell, and stand. Packaged in a bright, eye-appealing, clever display box.

KNICKERBOCKER PLASTIC CO. North Hollywood California

MUSIC BY COLOR, NOTES AND NUMBER

SWISS TYPE

MELODÉ BELLS



Music for all age groups!

Knickerbocker's

Melodé Bells

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Coral More Sales with Cowboy Hats

by Newark Felt Novelty Co.

No. 800
Beaded
Band

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Price $1.89

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HAT

Something Brand New in WESTERNS - - -

a four color beaded band trim that will Guarantee Sales on Sight

Made from 100% wool bodies, with plastic beaded band, reeded sweat and chin cord.
Sizes: Small, Medium, Large
Color: Mid-Nite Black
Packed. 1 doz. to carton
Weight: 4 lbs. to doz.

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ORIGINATORS AND EXCLUSIVE MANUFACTURERS OF FELT AND STRAW NOVELTY HATS

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No. 585 DELUXE WESTERN

Made from 100% wool bodies,
Super embroidered crown, laced edge,
Reeded sweat and chin cord.
Sizes: Small — Medium — Large
Colors: Mid-Nite Black, Sunset Red,
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Packed: 1 doz. to carton
Weight: 4 lbs. per doz.

Suggested Retail $1.98

No. 580 WESTERN

Made from 100% wool bodies,
Laced edge,
Reeded sweat and chin cord.
Sizes Small — Medium — Large
Colors. Mid-Nite Black, Sunset Red,
Desert Sand, Cactus Green
Packed: 1 doz. to carton
Weight: 4 lbs. per doz.

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Embroidered crown,
Two-tone plastic binding and chin cord.
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Packed: 1 or 2 doz. to carton
Weight: 3 lbs. per doz.

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Plastic Two-tone, binding and chin cord.
Sizes: Small — Medium — Large
Color: Mid-Nite Black
Packed: 1 or 2 doz. to carton
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AMERICA'S MOST BEAUTIFUL LINE OF THOROUGHBRED HOBBY HORSES

THE WONDER HORSE DE LUXE

Healthful fun for children 1 to 7

- PRESTIGE THAT PAYS — The Wonder Horse De Luxe has been selected as one of the year's 104 outstanding toys by Toy Guidance Council experts. It bears the Parents' Seal of Commendation and is advertised in Life.
- Patented MAGIC SPRING Action gives rocking, bouncing motion children love.
- MOST BEAUTIFUL hobby horse ever designed. Rich, natural color of the Palomino faithfully reproduced.

Patented MODEL 2 & 2W (Wood Base) **Fair Traded* at $29.95 Retail**

- Develops grace and muscular co-ordination. Many doctors use it in waiting rooms.
- Body molded of new extra-tough plastic.
- Stands up under rough riding without shattering chipping or peeling . . . washes easily with soap and water. Sturdy, high-test springs are replaceable if they sag after long wear.
- FAIR TRADED* to protect your profit.

MODEL 2

MODEL 2W

MODEL 2M

Patented MODEL 2-M (Chromium Metal Base)
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WONDER PRODUCTS CO.

Manufacturers
COLLIERVILLE, TENN.
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THE WONDER HORSE

TRADE MARK REGISTERED

"it's gaited"

"REGULAR" *for children 1 to 6*

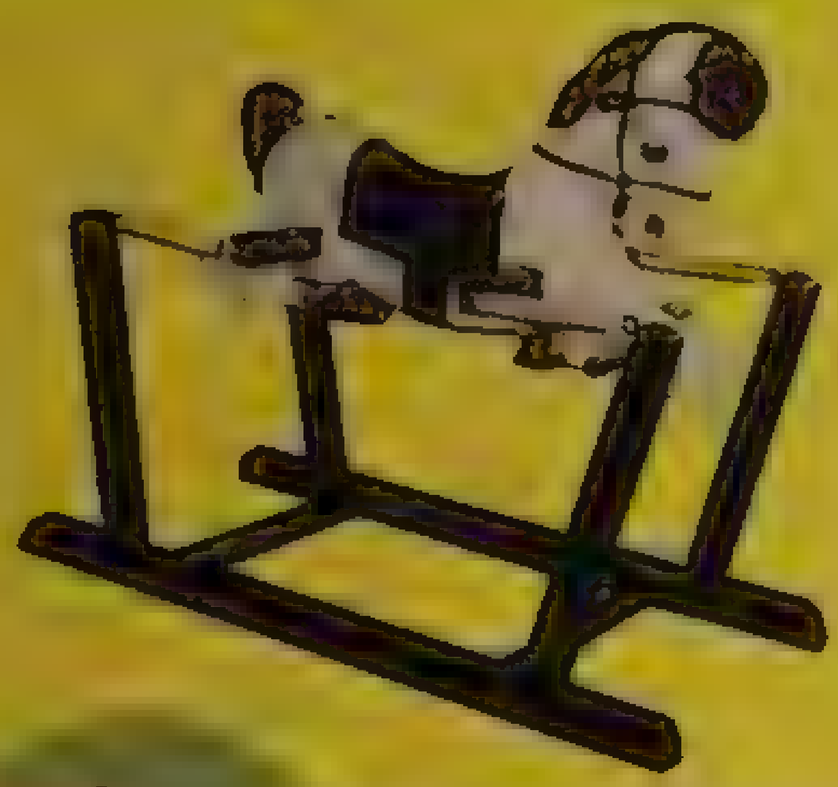
- Patented Magic Spring Action gives rocking, bouncing "real horseback" ride that fascinates youngsters.
- Develops grace and muscular co-ordination. Babies as young as 11 months enjoy riding
- Top-quality, long-lasting construction—select hardwood used.
- Durable, bright-red finish.
- Fair traded to insure legitimate profit.
- Fun INDOORS OR OUT.

WONDER HORSE REGULAR MODEL No. 1

Fair Traded* at $16.95 Retail ($17.95 Northeast and Far West)

MODEL 1
Set Up Cartons
Ind. Packed Set
Up. Length 35", Width 19½", Height 19½"
Weight 24#

MODEL 1 KD
Knocked Down Cartons
Length 34½", Width 8"
Height 20 3" Weight 23#



The

WONDER PONY . . .

For youngsters One to Three

Lovable, coltish Wonder Pony has the same Magic Action as its two "big brothers." The Pony's body is durable plastic that stands up indoors or out. The sturdy wood frame is designed for maximum strength.

PATENTED MODEL No. 3

Fair Traded at $12.95 Retail*

Ind. Packed. Length 30¼
Width 6½", Height 14
Weight 14#.

Genuine

REPLACEMENT SPRINGS
(Fit All Models)

Attractive counter display case contains 36 cadmium-plated, high-test Wonder Horse springs. Jobbers and dealers should stock them for customer convenience and extra profit
Spring Box Size 5" x 6½" x 11"—Weight 15#

*In all states where legal

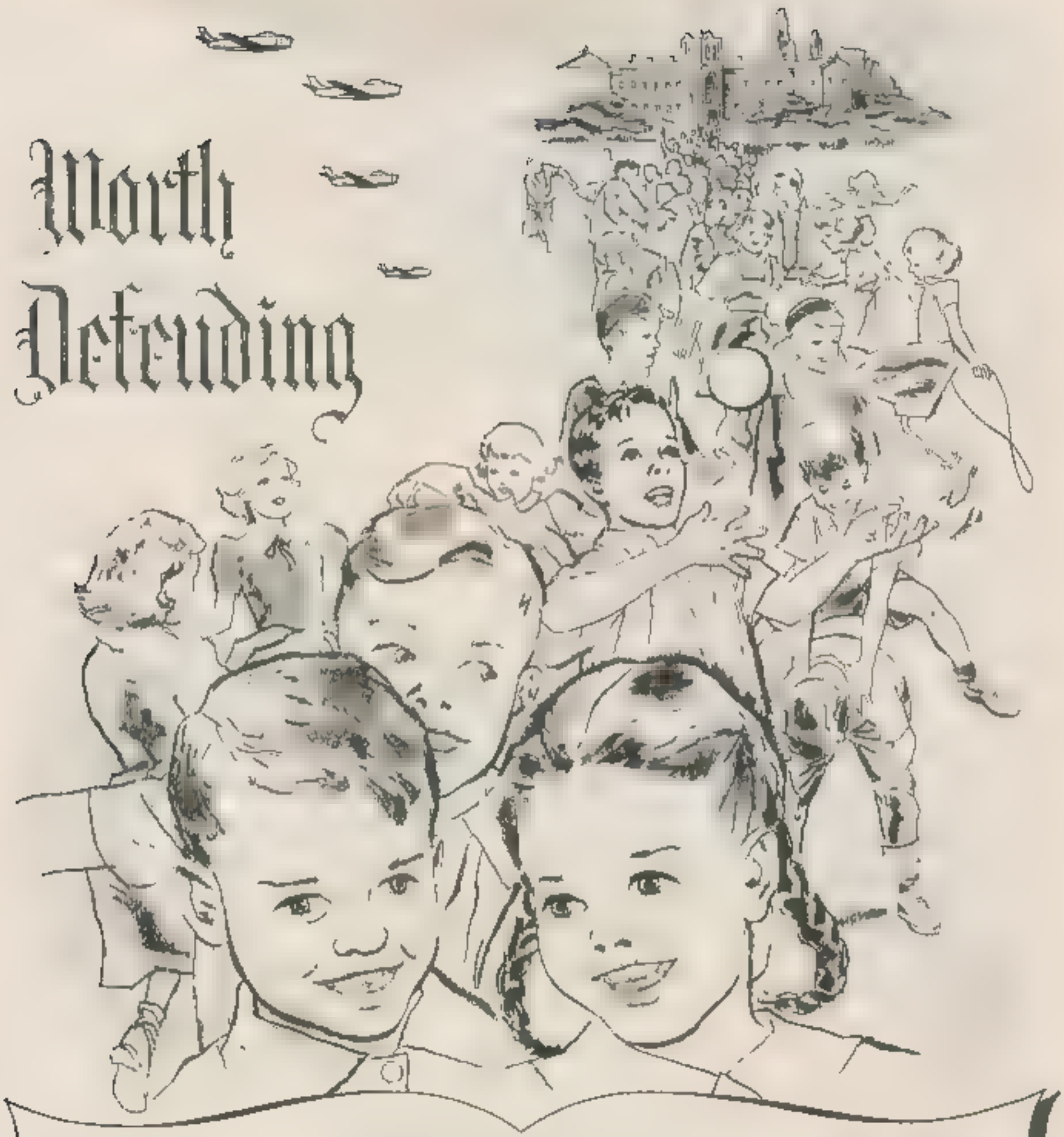
WONDER PRODUCTS CO.

Manufacturers

Collierville, Tenn. **Suburb of Memphis**

Tel. LD 4242

Worth Defending



THE LIVES OF OUR CHILDREN . . .

your d Hren — our hare — hu dren of [illegible] ourselves — [illegible] Their morrow

What will [illegible] be? What will *they* be tomorrow?

Happy [illegible] world —
[illegible]?

Their hopes can only be realized through our preparedness: the will and might to deter any who would harm our children: the determination that the free [illegible] shall [illegible] serve are *worth defending!*

AM 3037

C-L

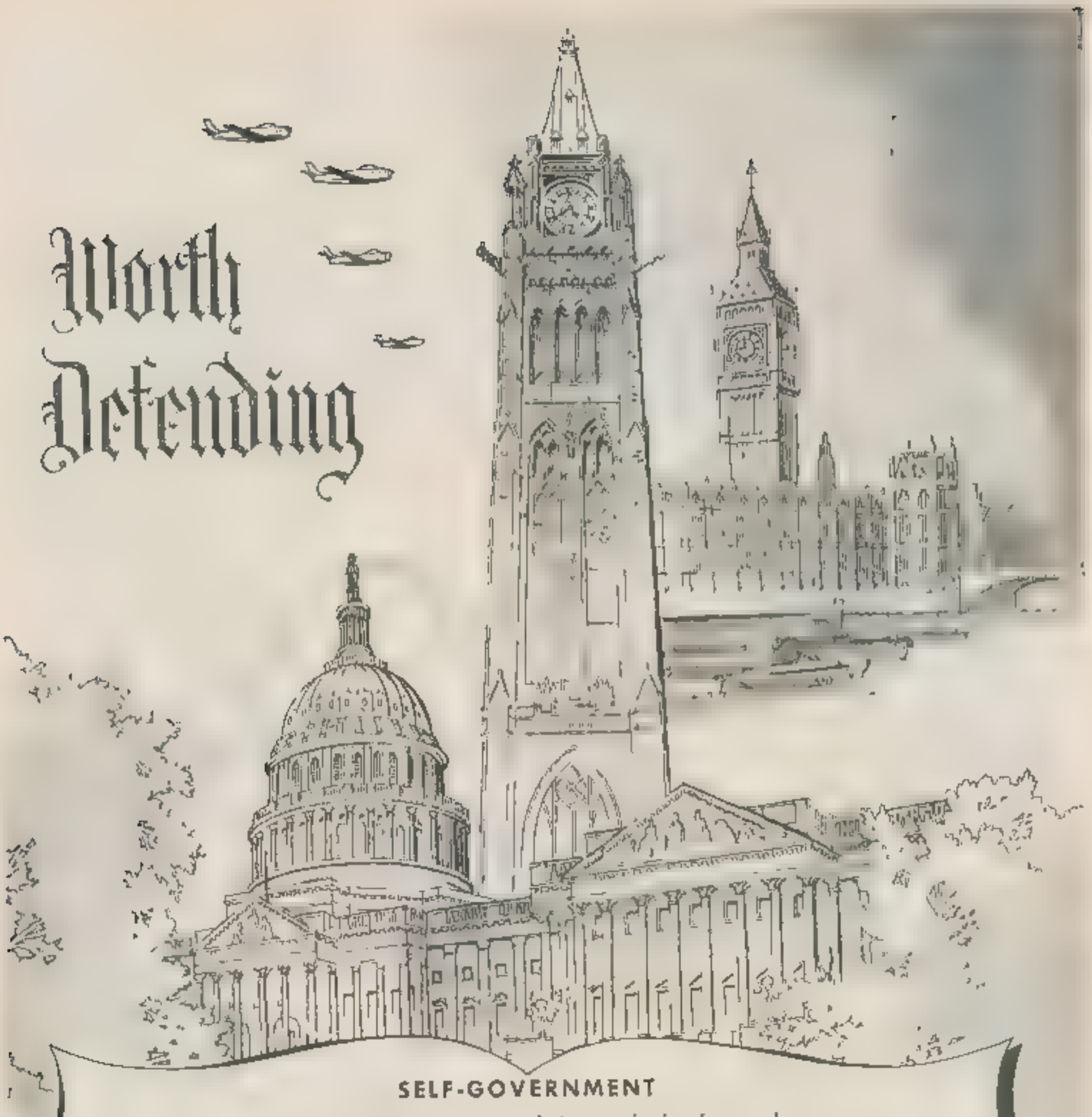
CANADAIR

— A BOEING MANUFACTURERS

LIMITED. MONTREAL, CANADA

One of a series dedicated to the survival of freedom [illegible]

A subsidiary of GENERAL DYNAMICS CORPORATION New York, N.Y. — Washington, D.C.



SELF-GOVERNMENT

". . . that government of the people, by the people, for the people, shall not perish from the earth."

The whole point of democracy is the happiness and freedom of all citizens . . . not the glorification of rulers, races or creeds. The responsibility of the government to the people is the cornerstone of democracy and the biggest obstacle in the path of totalitarianism: that's why self government is *worth defending!*

CASH 3057

C-L CANADAIR LIMITED

CANADAIR

AIRCRAFT MANUFACTURERS —

LIMITED, MONTREAL, CANADA

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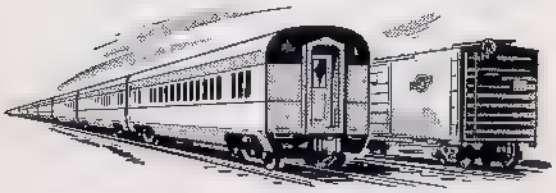
The Better to Serve You!

North Western transportation is a "moving" business in more ways than one. Every day new developments are taking place along our line that add up to only one thing—*Better Service!*

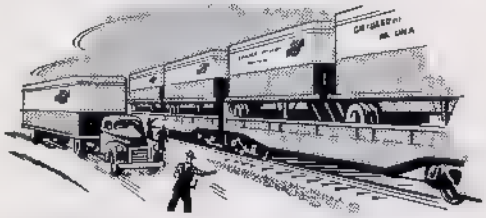
For instance:



$24,709,700 was spent in 1953 alone for new diesel locomotives, passenger cars and freight cars so that you might ride in greater comfort and we might more efficiently move your goods.

Freight moves faster today and arrives on time. In 1953 our fleet of regularly scheduled time-freights were 90.2% on time —an enviable record, as experienced shippers will recognize, since it involved 5,556 train movements.

In a single year over $34 million was spent in maintenance of way and structures —making our own private highway safer and smoother for your travel and your shipments.



In the past year new developments like our Trailer-On-Flat-Car Freight Service have been inaugurated. Two completely new streamliners have taken to the rails and soon double-deck suburban coaches will see service.

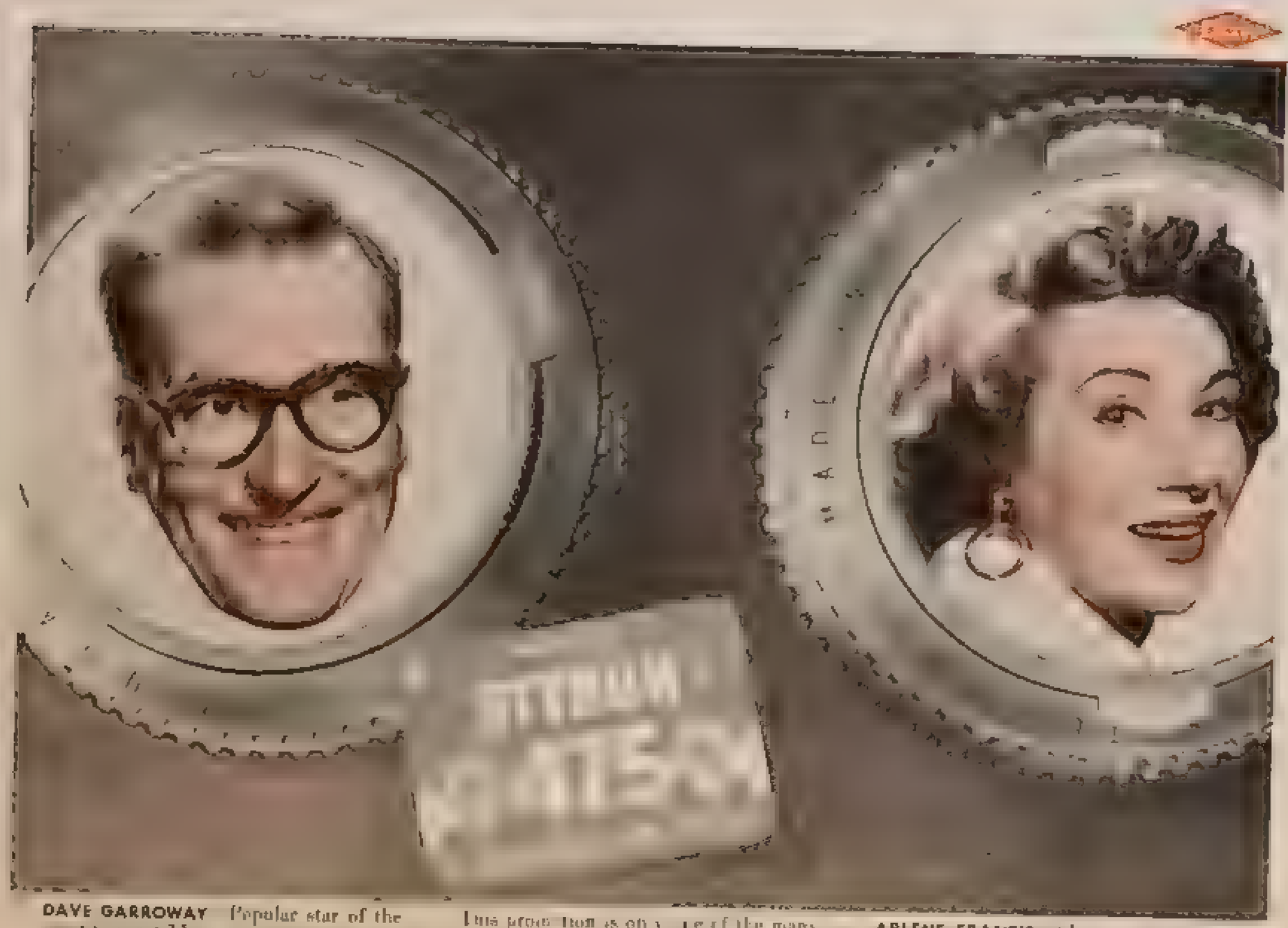
Modern diesel locomotives are replacing steam power to provide more efficient mass movement of people and goods. Today 95% of all North Western freight and 79% of all passenger trains are diesel powered.

★ ★ ★

That's what we mean when we say ours is a "moving" business—constantly progressing to the end that we may serve you better.

CHICAGO AND NORTH WESTERN SYSTEM

CHICAGO AND NORTH WESTERN RAILWAY SYSTEM



DAVE GARROWAY Popular star of the east coast TV now [illegible] days weekly over the NBC network. Twelve million [illegible] TODAY every week and let it guide their buying habits to a remarkable degree.

This promotion is one of the many regular network television campaigns to support products made of famous Dow plastics. Every TV announcement by Styron label acceptors will [illegible] who make or sell Dow plastics [illegible]

ARLENE FRANCIS Charming editor of NBC [illegible] HOME. Appearing for [illegible] five days a week, these [illegible] each week at [illegible] purchases is [illegible]

Here's big Television news about plastic toys of STYRON 475

Cash in on this great promotion with two top TV stars working for you

Now for the first time, you can take advantage of a national advertising campaign featuring toys made of Styron® 475—and utilizing the dramatic medium of television combined with the selling power of two famous personalities, Dave Garroway and Arlene Francis.

Throughout November, these two stars will demonstrate and talk about Styron 475 toys on their top-rated daytime TV shows, "TODAY" and "HOME". They'll tell millions of viewers the importance of looking for the famous Styron 475 label on plastic toys during the Christmas season. And they'll *show them* that plastic toys can be as tough and durable as toys made of other materials.

This is a golden opportunity for a tie-in campaign that links your company with these outstanding television names. Dave Garroway and Arlene Francis *sell products* as [illegible] again and again. Make your local advertising a part of this hard-hitting campaign. Feature TV-advertised toys in your window displays. Contact your toy manufacturer for tie-in merchandising material or write The Dow Chemical Company, maker of Styron 475, for information on display materials.

Styron 475 is five times tougher than general-purpose polystyrene, and consumers from coast to coast will be looking for the Styron 475 label on plastic toys this Christmas. THE DOW CHEMICAL COMPANY, Midland, Michigan, Plastics Sales, PL 110.

you can depend on DOW PLASTICS

DOW

[redacted]

THE NEW GAME FOR SIX

it's here — Deluxe 6 COOTIE

The arrival of the Deluxe "6" Cootie Game was to accommodate a demand for a Party Size Cootie Game. The set consists of six complete Cootie Bugs with a total of 78 gaily colored plastic parts.

Packaged in a beautifully designed box measuring 10" x 13" x 1¾"

FAIR TRADE PRICE
$3.00

PACKED 1 DOZEN
WEIGHT 12 LB
F.O.B. MINNEAPOLIS

HIGHLANDER SALES COMPANY

MINNEAPOLIS 11, MINNESOTA

STADIUM CHECKERS

A GAME
SENSATION THAT
SWEEPS

As exciting as a Football Game
As interesting as Checkers

Stadium Checkers is designed to accommodate from 2 to 4 players. It is packaged in a beautifully designed box and features colors and

FAIR TRADE PRICE

$3.00

F. O. B. MINNEAPOLIS

CATALOG NO. 303

Packed 1 DOZEN IN CARTON

NET WEIGHT 16 lbs

HIGHLANDER SALES COMPANY

MINNEAPOLIS 11, MINNESOTA

Miss Frances
on famous
Ding Dong
TV Show
on NBC

STAR PUPILS OF THE

DING DONG SCHOOL

Tiny Tears

the doll that CRIES REAL TEARS

Sweet Sue

the beautiful doll that WALKS
has ROOTED hair

DING DONG SCHOOL

DRESSING UP

4,000,000 CHILDREN EVERY DAY

millions of children will see these
Featured American Character Dolls
on Ding Dong School—every week
on N B C Television network

AMERICAN CHARACTER DOLL

AMERICAN CHARACTER DOLL CO., 200 Fifth Ave., New York

Sunbabes SELL!

NATURALLY PRICED FROM

98¢ to $9.98

FOR VOLUME SELLING

LAY AWAY

Drink · Wet · Sleep · Cry

Huggable · Lovable · Tubbable

"BANNISTER BABY"

Huggable

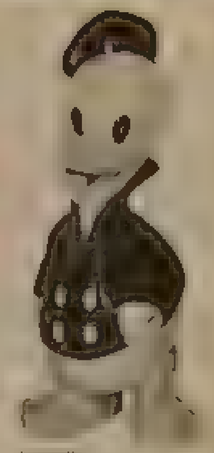
Lovable

Tubbable

THE SUN RUBBER COMPANY

BARBERTON OHIO

Begins in October!



11 inch Wood Standing Dolls

No 1600 Mickey Mouse, colorful fashion dress

No 4007 Minnie Mouse, gaily sun dress, hair ribbon

No 4002 Donald Duck, gay painted on sailor suit

No 1407 Mickey and Donald on 6 wheel glider 6½ long 1 doz per carton

No 20 Donald Duck in scooter 6½ long 1 doz to carton

No 12049 Mickey in airplane 6½ long doz to carton

No 020 Mickey with tractor 6½ long 1 doz to carton

No 1920 Rubber Bluto 6½ high

No 524 Thumper Rubber 6½ high

No 11327 Donald Duck 6½ high

No 5 5 Dumbo the elephant 6 high

No 1924 Mickey Mouse, Band Leader 6½ high

Donald Duck Soap Bear 6½ long 1 doz to carton

No 14023 Clown Fish 7½ long 1 doz to carton

We've Moved!

200 FIFTH AVENUE

ROOMS 1208-1210

NEW OFFICES AND SHOWROOMS

Our NEW telephone number is

ORegon 5-8815

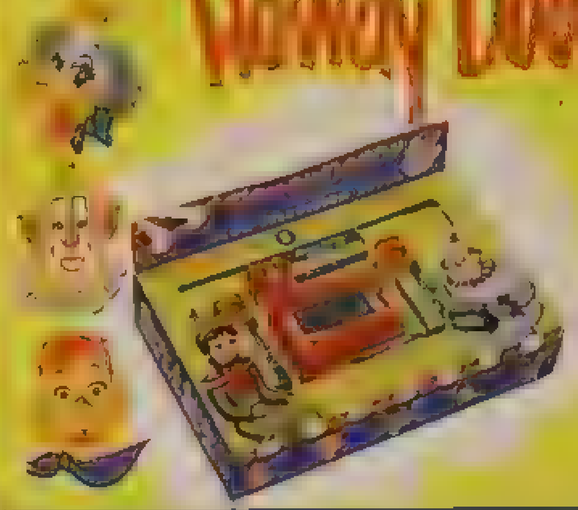
the SUN rubber company

CAMERON, OHIO

the **LIDO** Line

BIG IN '53... BIGGER IN '54!

Howdy Doody TV SET



America's best known character with all his famous friends. For bigger sales in 54 we have added a new series of strips plus a 'Large Deluxe Set'. Also we will be showing new items under special licensing arrangement with Howdy Doody designed and produced by Lido Toy Co.

ADD THESE NEW NOVELTIES TO YOUR LIST OF "BEST SELLERS" IN '54!

No. 80 Airplane Carrier

No. 444 Target Set

No. 90 Side Arms

No. 94 Telescope

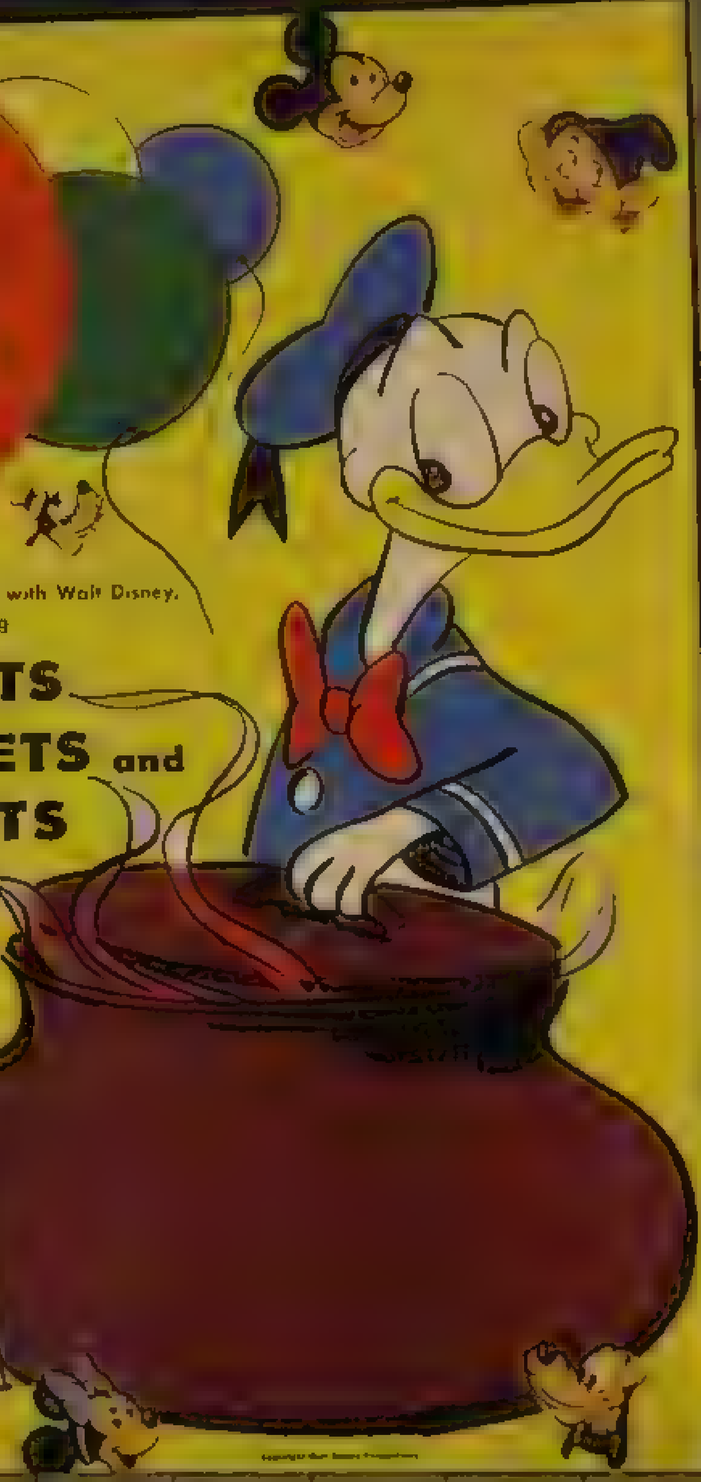
No. 710 Drill Set

No. 70 Bulldozer

LIDO TOY CO., New York 51, N. Y.

LIDO

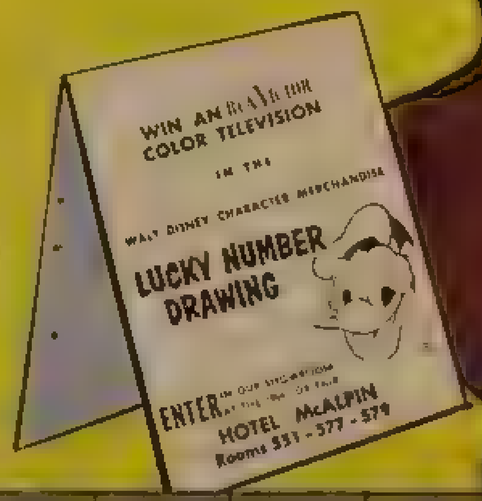
NEW FOR '54!



Under special licensing arrangement with Walt Disney, we will be showing

STENCIL SETS
TRACING SETS and
TARGET SETS

in the popular price range and featuring all the popular Walt Disney characters



Hear Ye! Hear Ye! Hear Ye!

...Medieval Knights, Horses...

BE SURE TO SEE THE **LIDO** LINE FOR '54

at the *Hotel McAlpin*, Rooms 551-577-579

and our permanent showroom: Room 206 200 Fifth Avenue

THE FASTEST-MOVING LINE OF WESTERN TOYS

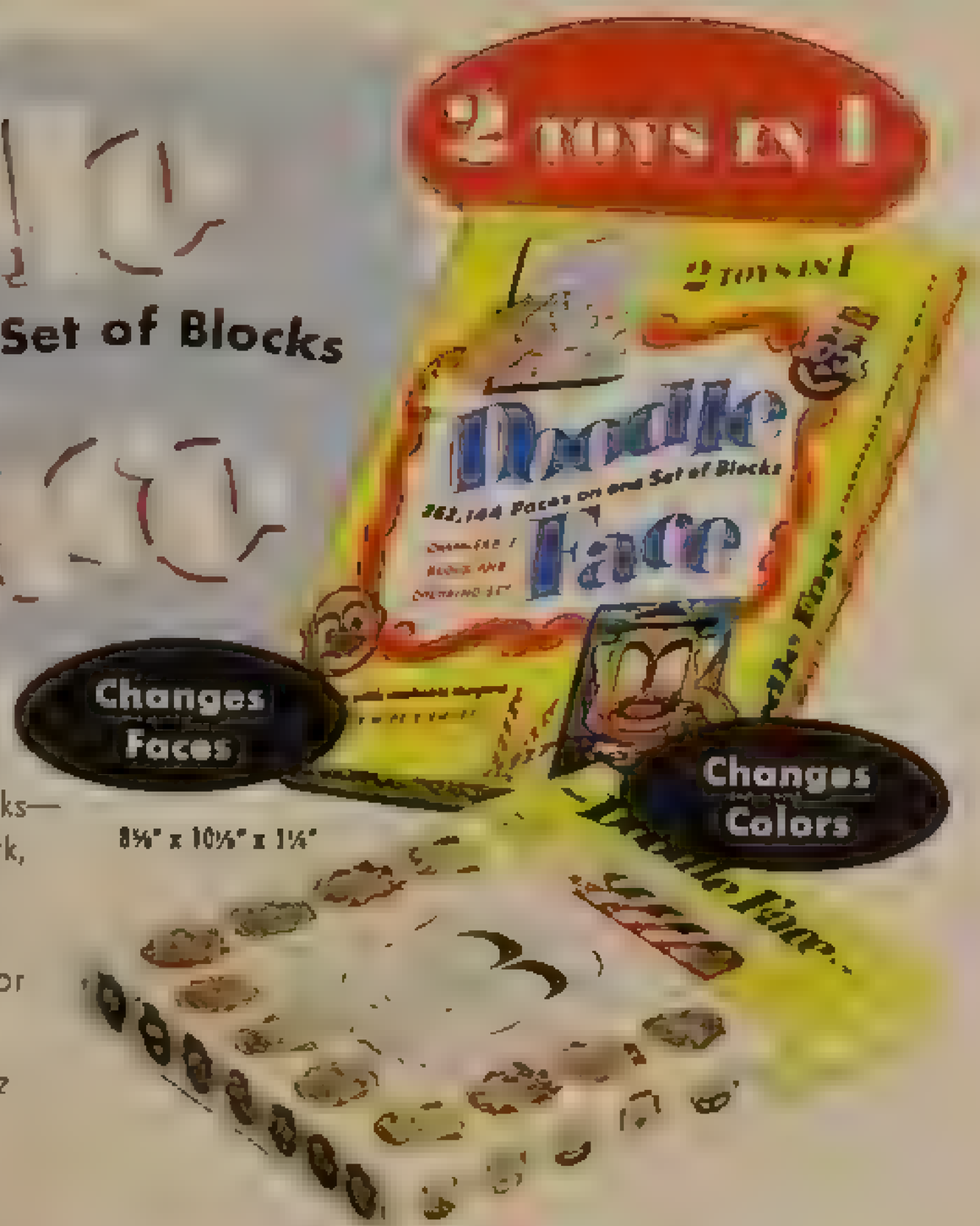
AND HERE ARE MORE SENSATIONAL NUMBERS TO LOOK FOR →

BE SURE TO SEE THE **LIDO** LINE FOR '54 AT THE *Hotel McAlpin* ROOMS 551 - 577 - 579

and our permanent showroom Room 206 200 Fifth Avenue

262,144 Faces on One Set of Blocks

CHANGEABLE BLOCKS



DOODLE FACE is a child's delight—a boon to mothers! Comes complete with WASHABLE CRAYONS for coloring and recoloring blocks—made with soap base that won't harm woodwork, walls, furniture, anything washable. DOODLE FACE has 262,144 different faces—provides endless hours of constructive entertainment for the kiddies, plenty of sales action for you

Suggested retail price $1.50. Minimum order 1 doz to carton Shipping Weight Approx. 12 lbs

and 2 new famous DISNEY characters

DUMBO and the Three Little Pigs

As these wonderful children's stories are read, *Changeable Blocks* provide lively *animation* for extra fun! Even the grown-ups will enjoy them—read them to the kiddies over and over again! Suggested Retail 90c each.
Minimum Order 2 doz. to carton, 1 doz. of each.
Approx. Shipping Wt. 15 lbs

GASTON MANUFACTURING CO.

234 W. SECOND STREET
CINCINNATI 2, OHIO

They're Different! They're New!

EACH CARD A TOY AND GREETING CARD, TOO!

Suggested Retail 70c

This card isn't folds or covered with lacre but rotate the blocks and make hundreds of faces!

Birthday or "get well" verse here

Four Changeable Blocks provide hours of fun 256 different faces

NEW GASTON Changeable TOY CARDS!

Size 5¾" x 4½" x 1"

A BRAND NEW PROFIT MAKER from the makers of famous Gaston Changeable Blocks—a combination greeting card and toy! A wonderful and different way to send birthday or "get well" wishes. Six designs: 3 birthday and 3 "get well." Colorful, entertaining. Each complete with decorated mailing sleeve conveniently marked with cost of mailing. Postman delivers for only a nickel

The Greatest Innovation Since Greeting Cards

THIS TERRIFIC SALES MAKER DISPLAY YOURS AT NO COST WITH EVERY ORDER FOR ONE DOZEN CHANGEABLE-TOY GREETING CARDS. Holds 2 each of 6 designs. Tells and sells to swell your profits on impulse sales! Minimum order four 1 dozen display trays per shipping carton—approx. wt. 16 lbs.

FREE SAMPLE yours for the asking Write Dept. GA,

GASTON MANUFACTURING CO., 234 W Second St, Cincinnati 2, Ohio

DOODLE FACE is a child's delight—a boon to mothers! Comes complete with WASHABLE CRAYONS for coloring and recoloring blocks—made with soap base that won't harm woodwork, walls, furniture, anything washable. DOODLE FACE has 262,144 different faces—provides endless hours of constructive entertainment for the kiddies, plenty of sales action for you.

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GASTON MANUFACTURING CO.

234 W. SECOND STREET
CINCINNATI 2, OHIO

They're Different! They're NEW!

TALK BACK A TOY A GREETING CARD, TOO!

NEW GASTON

CHANGEABLE

TOY CARDS!

Suggested Retail 70c

A BRAND NEW PROFIT MAKER from the makers of famous Gaston Changeable Blocks—a combination greeting card and toy! A wonderful and different way to send birthday or "get well" wishes. Six designs: 3 birthday and 3 "get well." Colorful, entertaining. Each complete with decorated mailing sleeve conveniently marked with cost of mailing. Postman delivers for only a nickel

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FREE SAMPLE yours for the asking Write Dept. GA

GASTON MANUFACTURING CO., 234 W. Second St., Cincinnati 2, Ohio

"27,000,000 CHILDREN will see "Living Picture Books" on Television in 1954!

PRINCIPAL TV STATIONS IN YOUR LOCAL TRADING AREAS...YOUR CHILDREN'S FAVORITE PROGRAMS...will carry the story of...

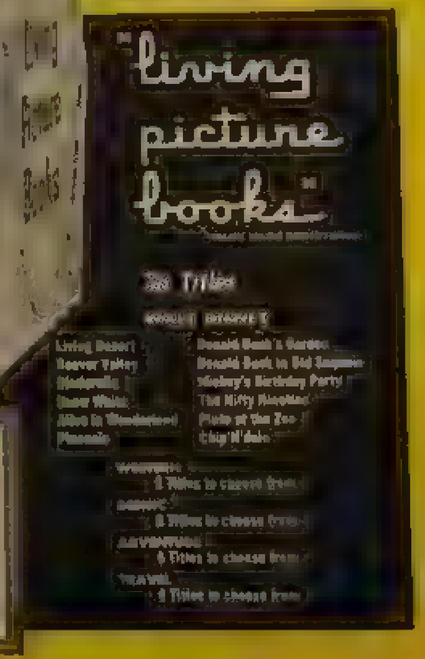
"LIVING PICTURE BOOKS"

in addition, "LIVING PICTURE BOOKS" will be advertised in leading consumer

"LIVING PICTURE BOOKS"

.. the staple you have been dreaming of!

FOR VOLUME SALES TODAY TOMORROW for years to come!



"Living Picture Books"

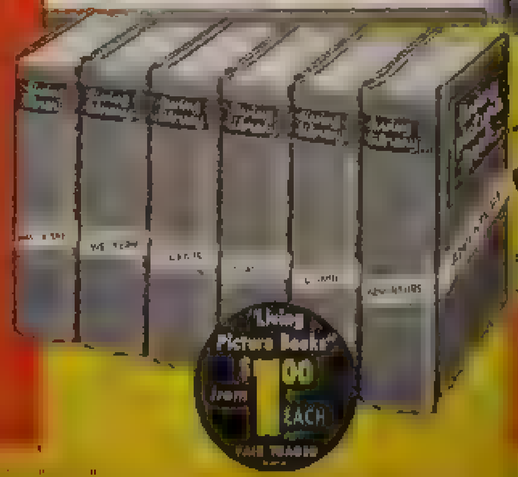
...a whole new world in animated story-book form!

WALT DISNEY

TRAVEL

ADVENTURE • WESTERNS

SCENIC • COMICS



DEALER DISPLAYS

Natural blonde hardwood ... a handsome hold ... complete assortment of titles ... 65 wide ... Space saving ... complete edge space ... for periodic and new books at

AUTHORIZED DEALER ... Wholesale Dealers ... merchandise ... dealers

EXCLUSIVE JOBBERS ... Prospective ...

Glenn **BEVER** • Bob **McCLELLAND**

Sole Sales Agents

1256 West Seventh Street Los Angeles 17 California

The symbol of Leadership

TRANSOGRAM

GOLD MEDAL

Toys and Games

SINCE 1915

T[illegible] the trademark of A[illegible] that stands for the toys and games [illegible] TRANSOGRAM [illegible] Toys [illegible]

PRODUCTION T[illegible] program has built new modern facilities to keep up [illegible] Transogram customers will benefit from the [illegible]

DESIGN [illegible] constructive effort in developing exciting new items [illegible] that have proved [illegible] past. Every product is useful, clever and of quality [illegible] and packaged for maximum eye appeal.

PROFITS T[illegible] program offers consistent dollar for dollar value. Profit by buying Transogram [illegible] displaying and promoting Transogram throughout the year.

PROMOTION [illegible] will continue its consumer advertising campaign in Transogram dominated [illegible] reaching over 30[illegible] adult and [illegible] viewers.

in toys and games

LITTLE COUNTRY DOCTOR PLASTIC VISITING KIT

[illegible] Retail at $2.98

LADY LOVELY BEAUTY KIT

[illegible] Retail at $1.98

PRINCE VALIANT GAME

Serve great [illegible] with 20th Century Fox's [illegible] Prince Valiant [illegible] new game. Each of [illegible] is [illegible] to step on the [illegible] Be [illegible] with pen [illegible] dice [illegible]

No. 3621 Retail at $1.98

TAK-A-PEG DESKETTE

[illegible] Retail at $5.98

Items illustrated will be featured in the Christmas [illegible] Toy Promotion and all Transogram National Advertising

TRANSOGRAM

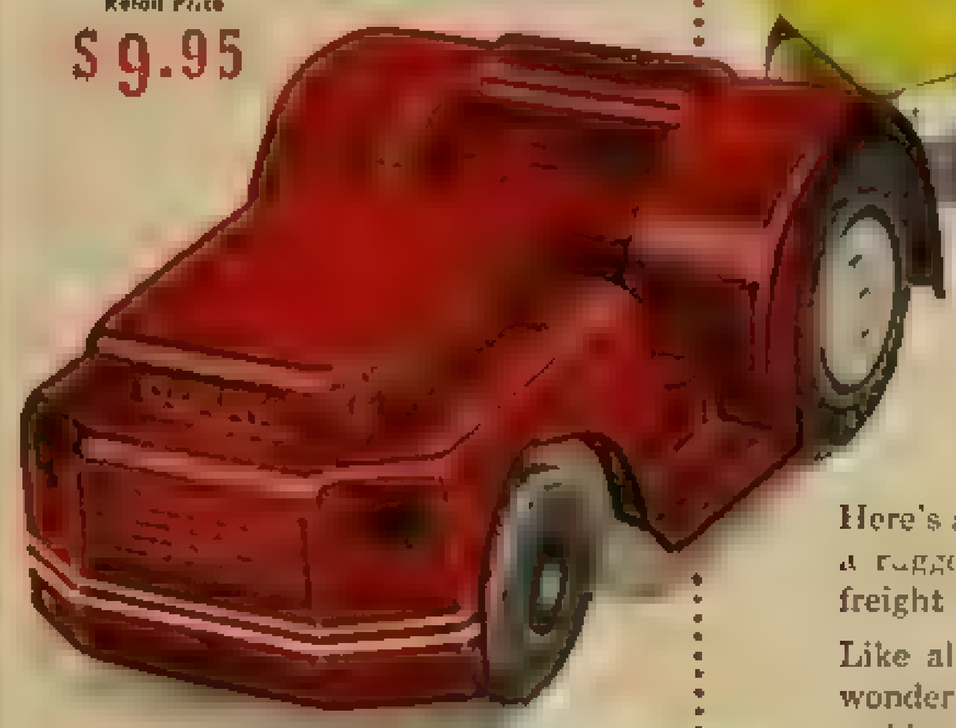
TRANSOGRAM COMPANY INC Charles S [illegible] President
200 FIFTH AVENUE NEW YORK 10 N Y

[illegible]

FOR AGES 2 TO 8

MODEL AIRPORT TRACTOR
and 2 TRAILERS
Overall Length 27"

Retail Price
$9.95



NEW Model TOY

packaged to SELL ITSELF- and priced for volume sales!

Here's an exciting, new Model Toy that's loaded with customer appeal -- a rugged scale miniature of the Clark Airport Tractor that hauls air freight and baggage!

Like all Model Toys, this AIRPORT TRACTOR and TRAILERS is wonderfully realistic in appearance and performance. Trailers bear the emblems of leading airlines AMERICAN, DELTA AND C & S, TWA, UNITED and BRANIFF an authentic touch that will thrill and impress all youngsters. The emblems will be alternated, with only one airline name appearing on each toy.

LIFE

This fascinating New Model Toy will be featured in LIFE'S big Summer Toy Promotion (June 7 issue) and in Model Toys' extensive consumer advertising campaign. Millions will be shopping for this toy, so be ready for volume demand!

TOP QUALITY TOY - AT LOWER PRICE!

This new Model Toy is built to withstand years of roughest treatment The tractor is of durable, die-cast construction. Trailers are heavy-gauge, welded steel. All units have baked automotive enamel finish. In every way, this new toy conforms to the *[illegible] of the larger Model* Toys yet is *priced under $10.00* to assure large [illegible].

SELF-MERCHANDISING!

Packaged in this colorful, compact display carton that attracts shoppers, stimulates buying at the point of sale!

EASY TO OPERATE!

With self-locking couplings on tractor and both trailers, this fun-packed toy can be operated by the very young, yet is exciting enough for older youngsters, [illegible] ring maximum sales scope in the 2 - 6 age bracket.

ORDER NOW!

SAMPLE ORDER—1 CARTON

Packed 6 toys to carton. Shipping Wt. 33 lbs.

AVAILABLE FOR IMMEDIATE DELIVERY!

THE REGULAR LINE OF MODEL TOYS REMAINS INTACT—AND AS POPULAR AS EVER. MODEL OFFERS TWO MORE EXCITING NEW TOYS IN 1954.

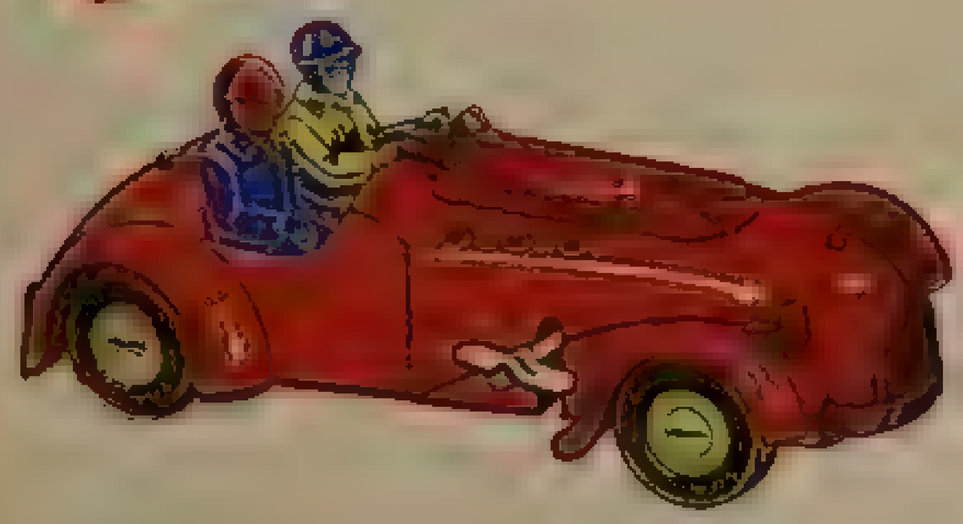
DOEPKE Model TOYS

THE CHAS. WM. DOEPKE
MANUFACTURING CO., INC.
ROSSMOYNE, OHIO

[illegible]
MODEL TOYS
Room 611, Hot[illegible]
[illegible]

NOSCO

PROFIT BUILDERS FOR *1954*



SPEEDY SPORT CAR No. 6725

A Wind-up Toy Individually Packaged.
Size: 7¼" long, 3⅝" wide, 2⅛" high
Ship. Wt: 1 doz. ass'td. colors 7½ lbs.

UNBREAKABLE FIRE TRUCK No. 6387

A Friction Motor Toy With Siren Individually Packaged
Size: 7⅛" long, 3⅛" wide, 2⅛" high.
Ship. Wt: 1 doz. ass'td. colors 6 lbs.

BIG HANK FARM TRACTOR No. 6655

Authentic Visual Engine With Giro Spring Motor Individually Packaged
Size: 10⅝" long, 5¼" wide, 6⅞" high.
Ship. Wt: ½ doz. ass'td. colors 17 lbs

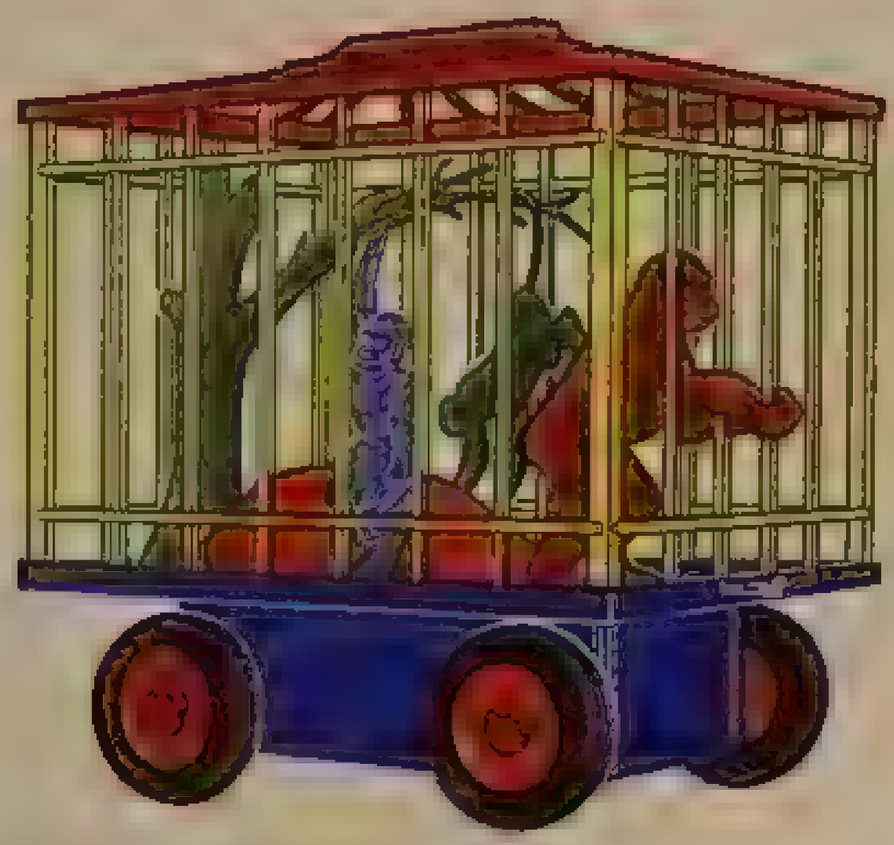
U-BUILD-IT TRACTOR KIT No. 6656

A 53 Part Kit Individually Packaged.
Complete Instructions to Build Big Hank Tractor with Authentic Visual Engine and Giro Spring Motor
Size: 10⅝" long, 5¼" wide, 6⅞" high.
Ship. Wt: ½ doz. ass'td. colors 17 lbs.

BIG HANK FARM TRACTOR No. 6657

Authentic Visual Engine Individually Packaged
Size: 10⅝" long, 5¼" wide, 6⅞" high.
Ship. Wt: ½ doz. ass'td. colors 14 lbs.

NOSCO PLASTICS, INC.
ERIE, PA.

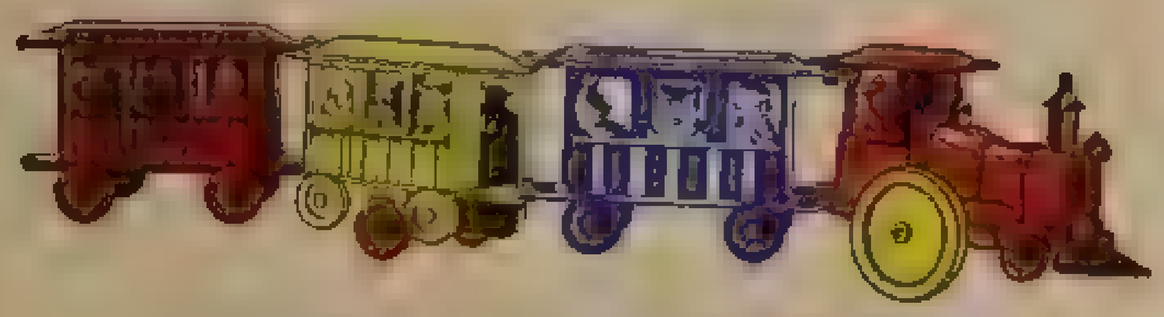


MONKEY CAGE No. 6735

Musical Act on Packed Pull Toy Individually Packaged.
Size: 7⅛" long, 5⅛" wide, 7⅞" high
Ship. Wt: ½ doz. ass'td. colors 11 lbs.

SPEED BUSTER No. 6730

Educational Action Packed Toy With Fast Friction Motor and Siren Individually Packaged.
Size: 9⅛" long, 3⅛" wide, 3⅝" high
Ship. Wt: 1 doz. ass'td. colors 13 lbs.



MECHANICAL LOONEY LOCO No. 6720

Sturdy Wind-up Motor Individually Packaged
Size: 13⅛" long, 2⅝" wide, 2⅝" high.
Ship. Wt: 1 doz. ass'td. colors 6½ lbs

LOONEY LOCO No. 6650

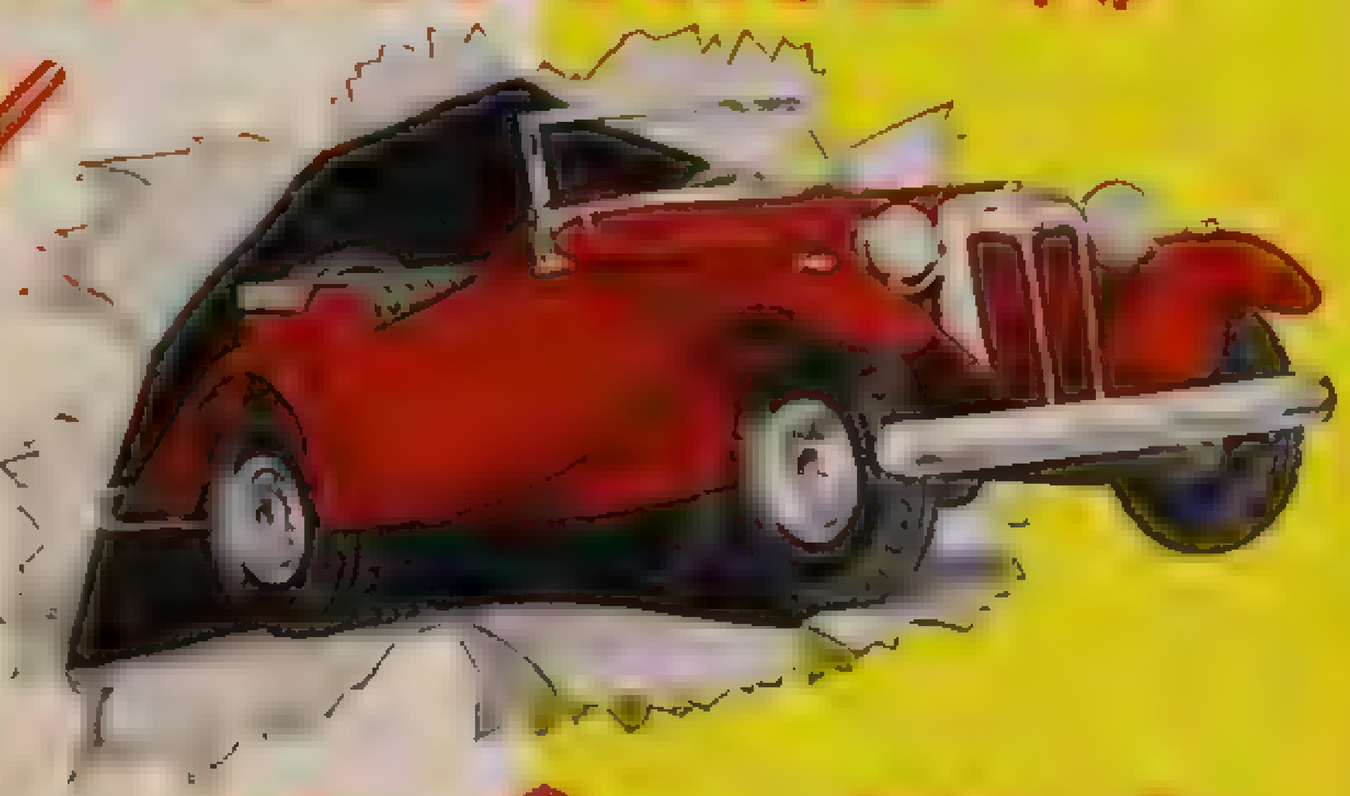
A Pull Toy Individually Packaged
Size: 13⅛" long, 2⅝" wide, 2⅝" high
Ship. Wt: 2 doz. ass'td. colors 11 lbs.

SEE OUR DISPLAY AT ROOM 218 • 200 FIFTH AVENUE
BUILDING and ROOM 723 HOTEL NEW YORKER

A KNOCKOUT AND A BEAUTY

. . . the racy, rugged

new Model



MT Sports Car Kit!

Here's the *finest*, most *completely different* kit model ever produced. It's rugged, realistic and styled after the famous MG sports car—packed with customer appeal and profit potential.

Chrome-plate trim. Body finished in prime coat, permitting kit builders to apply own color schemes. Length, 15"; weight, 5 lbs. Price, $10.95. ($11.75 in 11 Western States).

Unlike other kits, the Model "MT" is *more* than a [illegible]. With over 50 precision-fit parts [illegible] elliptical rear springs, it's an absorbing "father-and son" project, requiring only a screwdriver for assembly. And when put together it's a [illegible] push-pull toy with steerable front wheels [illegible] that *would cost much more* if factory assembled.

The Model "MT" has *wider sales scope* than any other kit model ever devised. In addition to its "boy and dad" appeal, it's a "natural" for [illegible] car lovers and hobbyists—an irresistible challenge to power enthusiasts [illegible]

SUPERB STRUCTURAL QUALITY!

The Model "MT" is built to the same high standards of world famous Model Toys. Body is durable die-cast construction, chassis is heavy-gauge steel. All parts are metal, except the seats and real rubber tires.

The "MT" Will Be Featured In Model Toys National Advertising, and *will be in great demand*

BE SURE TO SEE IT AT THE TOY FAIR!

Rooms 510-512 at 200 5th Ave., and Room 611 at Hotel New Yorker.

ANOTHER TRIUMPH
by the makers of world famous

DOEPKE Model TOYS

PACKAGED FOR DISPLAY!

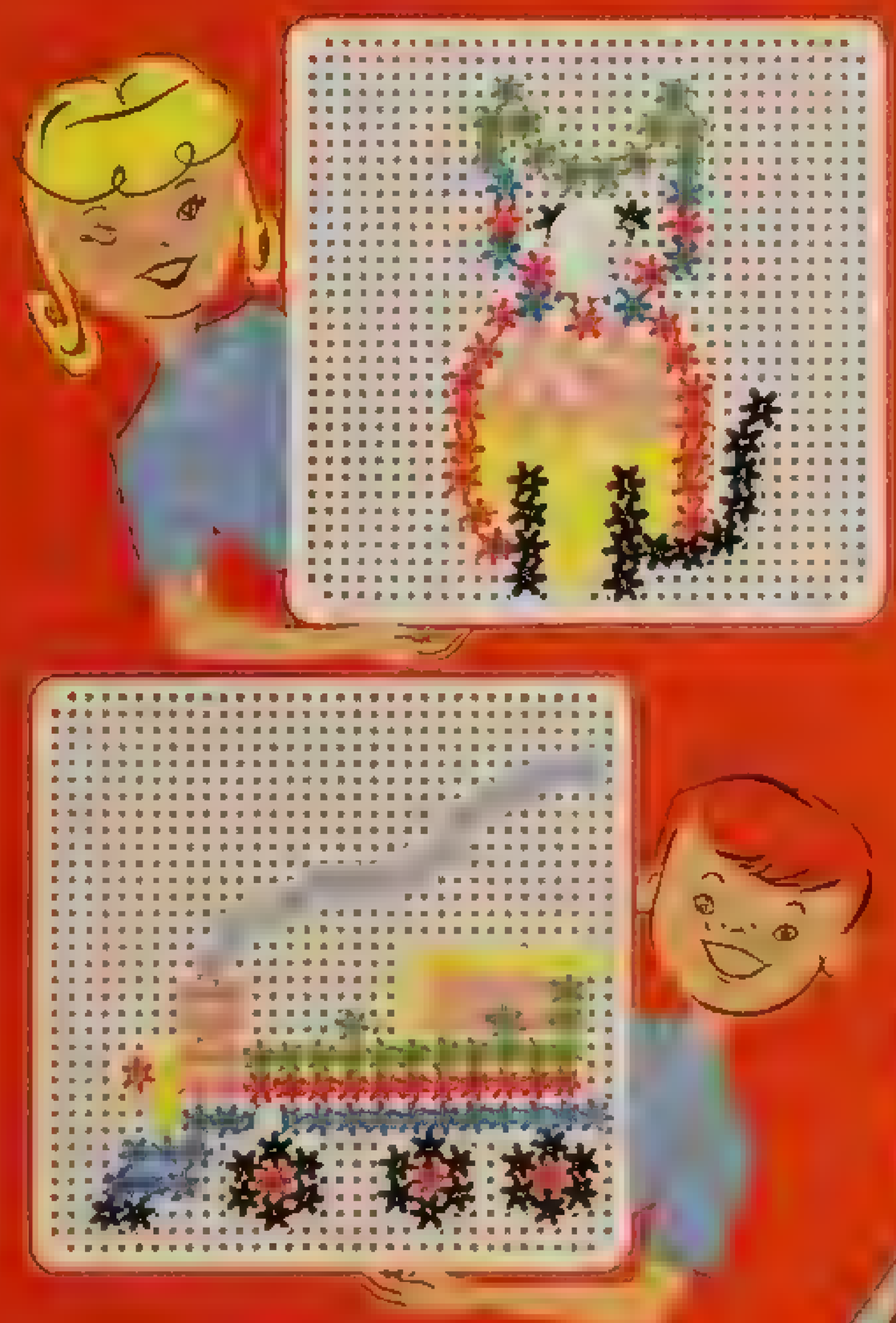
Colorful, self-merchandising box displays all parts—attracts shoppers, stimulates impulse buying. Packed 6 to the carton. Shipping weight, 36 lbs.

THE CHAS. WM. DOEPKE MANUFACTURING CO., Inc.
ROSSMOYNE, OHIO

PETAL CRAFT

designed to sell as soon as it's displayed!

designed to delight as soon as it's played!



Every one loves PETAL CRAFT [illegible]
stands of bows [illegible]
the top [illegible]
the [illegible]
sel[illegible] [illegible] Art [illegible]
greeter [illegible] CRAFT provides

Colorful

free display

on request

Powerful **NATIONAL ADVERTISING**

LIFE, LADIES' HOME JOURNAL,
PARENTS, GOOD HOUSEKEEPING,
WOMAN'S DAY,
NEW YORK TIMES MAGAZINE.

ORDER NOW!

Meet the PETAL CRAFT [illegible] right [illegible]

PETAL CRAFT Junior

[illegible] $2.00

PETAL CRAFT Senior

$3.98

[illegible]

[illegible]

PETAL CRAFT, INC., [illegible]

[illegible] New York 20, N.Y.

[illegible]

Model
Toys

No. 2006 Model ADAMS ROAD GRADER

No. 2007 [illegible]

No. 2009 [illegible]

No. 2010 Model AMERICAN LA FRANCE PUMPER

No. 2011 [illegible]

No. 2012 Model CATERPILLAR D6 TRACTOR and [illegible]

No. 2013 Model BARBER GREENE BUCKET LOAD[illegible]

No. 2014 Model AMERICAN LA FRANCE AERIAL LADDER [illegible]

Model

Model

THE CHAS. WM. DOEPKE MANUFACTURING CO., Inc
ROSSMOYNE, OHIO

Model Toy Representatives in the United States

[illegible]

STOCK THESE WHITMAN TOYS AND "THINGS-TO-DO"
...THEN WATCH YOUR CUSTOMERS

Buy 'em by the box!

Whitman coloring books, games, stencils, story books, and many other fun items that children love . . . in full color boxes that sell on sight! The "lucky seven" numbers shown here from actual photographs will prove to be winners on your counters.

Stock them now for *bigger volume . . . extra sales . . . more profit.*

See your listings, or write for our complete line catalog.

No. 7006
Disney's Play Box

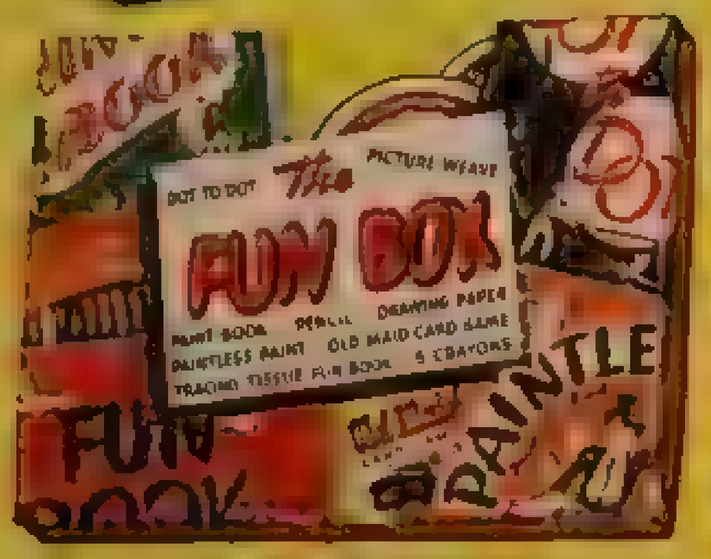
Fun with Disney's pals in story book coloring books, crayons, pencil, sewing cards and laces, scissors and sticker fun.

Retail at **98¢**

No. 5375 Bugs Bunny

Fourteen separate picture boards of Bugs Bunny and his friends to color with the 6 magic crayons. Erasing tissues are supplied to clean off the boards for fun all over again.

Retail at **69¢**



No. 7008 The Fun Box

Packed with things to do! Dot-to-dot, paint book, pencil, drawing paper, paintless paint, card game, tracing, crayons.

Retail at **98¢**

No. 5620 Paint and Color

Imagine this value . . . 256 pages of pictures to color! Plus a special plastic paint kit with 8 assorted colors and brush in addition to 6 colored crayons.

Retail at **98¢**

No. 7009 Kindergarten Box

Tiny tots will love the coloring books, tracing book, stencils, crayons, daisy chains and magic slate to use over and over.

Retail at **98¢**

No. 7007 The Busy Box

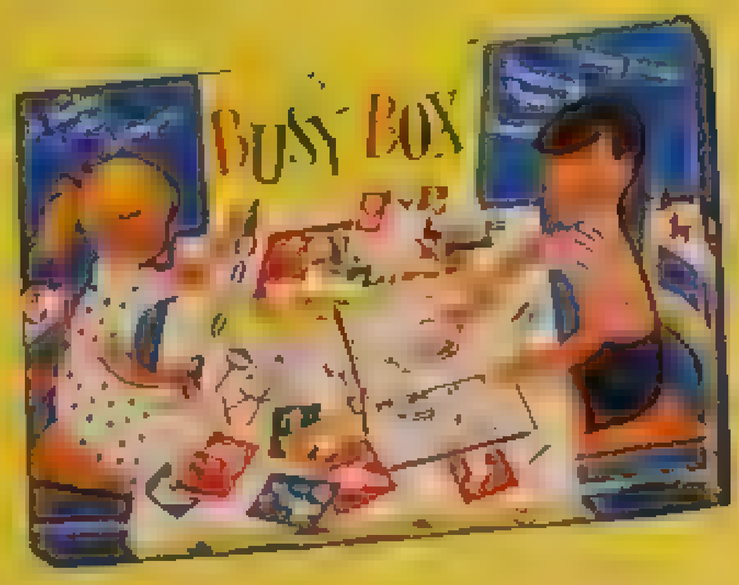
Not 1, not 2, but six books to color. Plus tracing tissue, drawing paper, pencil, crayons, daisy chain.

Retail at **98¢**

No. 5692 My Big Box

This is Big G! Provides hours of play! Holds all this: Tray with scissors, pencil, 3 rolls of print paper, plastic kit with 8 paint colors, brush and 6 crayons, sewing cards with laces, picture stickers, stencils, color dolls, paper for making chains and baskets, pictures to color, construction paper, etc. for fun, fun, fun.

Retail at **$1.98**



Whitman PUBLISHING COMPANY • RACINE, WISCONSIN

SHOWROOMS: NEW YORK, 200 5th Avenue, Room 3 D, New York 10, New York; ATLANTA, 2035 Peachtree Rd. N. E., Atlanta, Georgia; LOS ANGELES, 8916 Santa Monica Blvd., Beverly Hills, California

০ ১ ২ ৩ ৪ ৫ ৬ ৭ ৮ ৯

Year 'round selling is Easy Sledding with Doughboy

"TRULY AN OUTSTANDING TOY"

PLAYROOM PALS

PLAY IT SAFE, PLAY IT SMART with the one inflatable line that's got everything. Only Doughboy makes toys of Forti-plyed® Krene with exclusive patented heat seams for lasting strength. Doughboy's weighted-bottom toys *bounce* back, but once sold, they don't *come* back!

FORTI-PLYED

Krene

BOBO — Voted America's outstanding clown with a new look He's laughable, loveable and saleable. Weighted bottom for "boomerang" action

No. 524 . . . 54" with squawking nose, packed individually, 4 to 27 lb. case. **$4.00**

No. 525 . . . 39" Packed individually, 6 to 27 lb. case. **$3.00**

No. 526 . . . 27" Packed individually, 12 to 27 lb. case. **$2.00**

CHAMP — There's a brand new Champ this year—a guaranteed "knock-out." Built to take all the punishment young sluggers can give him. Weighted bottom keeps him coming back for more

No. 556 . . . 54" Packed individually, 4 to 27 lb. case **$4.00**

No. 557 . . . 39" Packed individually, 6 to 27 lb. case **$3.00**

No. 558 . . . 27" Packed individually, 12 to 27 lb. case **$2.00**

KELLY the Cop Brand new toddler toy with irresistible appeal. 'Kelly' not only has a rolling body (it's weighted!), but rolling eyes as well The kind of safe, 'let off steam" toy that parents demand **No. 647** . . . 20" t. . . Packed individually, 24 to 16 lb. case. **$2.00**

COMMENDED BY PARENTS MAGAZINE

No. 555 — CHAMP-BOXING GLOVE SET — 54" Champ and 1 pr. Hutch high quality professional type boxing gloves For children 2 to 5 years Well padded real leather. Packed individually in display carton, 4 to 28 lb. case. **$7.00**

DOUGHBOY INDUSTRIES INC.

NEW RICHMOND, WISCONSIN

THE CHAMP — Now comes complete with r e a l leather boxing g l o v e s; attractively packaged

BOBO — All new this year from topper to toe.

ROCKY THE HORSE — Available now with sturdy r e d wooden rockers.

Doughboy

NEW PLAYROOM PALS MAKE YOUR DOUGHBOY

"Profit Picture"

PRETTIER THAN EVER

Count on Doughboy to give you a fast-selling line of "personality" inflatables season after season. Count on Doughboy for quality, too: All Playroom Pals are sturdily made of Forti-plyed Krene with special heat-sealed seams (two exclusive Doughboy patented features)

Krene

DOUGHBOY INDUSTRIES, INC., New Richmond, Wisconsin

Founded in 1856

Year 'round selling is Easy Sledding with **Doughboy**

PLAYROOM PALS

PLAY IT SAFE, PLAY IT SMART with the one inflatable line that's got everything. Only Doughboy makes toys of Forti-plyed® Krene with exclusive patented heat seams for lasting strength. Doughboy's weighted-bottom toys *bounce* back, but once sold, they don't *come* back!

FORTI-PLYED

BOBO — America's favorite clown has a completely new look . . . He's laughable, loveable and **soleable.** Squeaky nose, weighted bottom for "boomerang" action

No. 524 . . . 54" Packed individually, 4 to 27 lb. case. **$4.00**

No. 525 . . . 39" Packed individually, 6 to 27 lb. case. **$3.00**

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No. 558 . . . 27" Packed individually, 12 to 27 lb. case. **$2.00**

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No. 647 . . . 20" tall. Packed individually, 24 to 16 lb. case. **$2.00**

DOUGHBOY INDUSTRIES, INC.
NEW RICHMOND, WISCONSIN

Doughboy

PLAYROOM PALS

"Make-believe" toys for Real Profit

Count on Doughboy to lead the inflatable field, season in, season out — year in, year out. Count on Doughboy to give you the best in toys, expertly made of long-wearing Fortiplyed® Krene.

RANCH HOUSE — Imaginative, indoor-outdoor play favorite. Sets up in seconds over standard card table — even has a "gabled" roof. Roomy doorway: gay, permanent colors. Extra-tough plastic.

No. 625 . . . 30" sq., 28" high. Packed individually, 12 to 13 lb. case. **$3.50**

ROCKY the Horse — A high ridin', high-profit mount for junior cowboys. Endurance-tested by strict DOUGHBOY standards. Weighted bottom keeps Rocky in upright position. Inflated, "squeaky" tail

No. 656 . . . 24" high. Packed individually 24 to 35 lb. case **$3.00**

No. 658 . . . 17" high. Packed individually, 24 to 31 lb. case **$2.00**

Doughboy

DOUGHBOY INDUSTRIES INC., New Richmond, Wis.

THE CHAMP — Now comes complete with r e a l leather boxing g l o v e s; attractively packaged.

BOBO — All new this year from topper to toe.

ROCKY THE HORSE — Available now with sturdy r e d wooden rockers.

Doughboy

NEW PLAYROOM PALS MAKE YOUR DOUGHBOY

"Profit Picture"

PRETTIER THAN EVER

Count on Doughboy to give you a fast-selling line of "personality" inflatables season after season. Count on Doughboy for quality, too: All Playroom Pals are sturdily made of Forti-plyed Krene with special heat-sealed seams (two exclusive Doughboy patented features)

Krene

DOUGHBOY INDUSTRIES, INC., New Richmond, Wisconsin

Founded in 1856

Year 'round selling is Easy Sledding with Doughboy

"TRULY AN OUTSTANDING TOY"

PLAYROOM PALS

PLAY IT SAFE, PLAY IT SMART with the one inflatable line that's got everything. Only Doughboy makes toys of Forti-plyed® Krene with exclusive patented heat seams for lasting strength. Doughboy's weighted-bottom toys *bounce* back, but once sold, they don't *come* back!

FORTI-PLYED

Krene

BOBO — Voted America's outstanding clown with a new look . . . He's laughable, loveable and saleable. Weighted bottom for boomerang action

No. 524 . . . 34" with squeaking nose, packed individually, 4 to 27 lb case **$4.00**

No. 525 . . . 29" Packed individually, 6 to 27 lb case. **$3.00**

No. 526 . . . 22" Packed individually, 12 to 27 lb case **$2.00**

CHAMP — There's a brand new Champ this year—a patented [illegible]. Built to take all the punishment young sports can give him. Weighted bottom keeps him coming back for more

No. 556 . . . 34" Packed individually, 4 to 27 lb case **$4.00**

No. 557 . . . 29" Packed individually, 6 to 27 lb case **$3.00**

No. 558 . . . 22" Packed individually, 12 to 27 lb case **$2.00**

KELLY the Cop — Brand new toddler toy with irresistible appeal "Kelly" not only has a rolling body (is weighted), but rolling eyes as well. The kind of safe, "let-off steam" toy that parents demand. **No. 647** . . . 22" tall. Packed individually, 24 to 16 lb case **$2.00**

COMMENDED PARENTS

No. 555 — CHAMP-BOXING GLOVE SET . . . Champ and [illegible] high quality protective [illegible] boxing gloves. For children [illegible] year. Wine padded real leather. Packed individually in [illegible] case, 4 to 25 lb case **$7.00**

DOUGHBOY INDUSTRIES INC.

NEW RICHMOND, WISCONSIN

Doughboy

NEW PLAYROOM PALS MAKE YOUR DOUGHBOY

"Profit Picture"

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FORTI-PLYED

Krene

BOBO . . . World America's outstanding clown with a new look. He's laughable, lovable and saleable. Weighted bottom for bounce back action.

No. 524 . . . 54" with squeeze nose, packed individually, 4 to 7 lb. case. **$4.00**

No. 525 . . . 39" Packed individually, 6 to 27 lb. case. **$3.00**

No. 526 . . . 27" Packed individually, 12 to 27 lb. case. **$2.00**

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No. 557 . . . 39" Packed individually, 6 to 27 lb. case. **$3.00**

No. 558 . . . 27" Packed individually, 12 to 27 lb. case. **$2.00**

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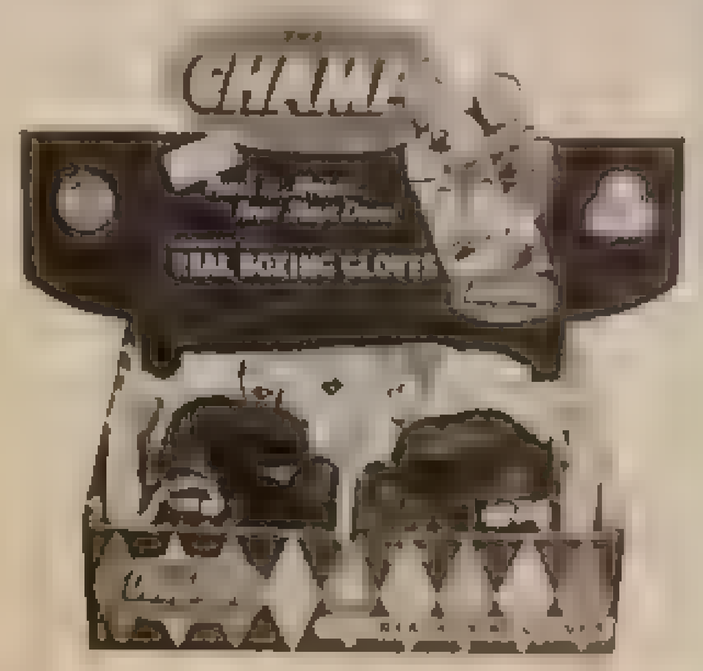
No. 647 . . . 20" Packed individually, 24 to 45 lb. case. **$2.00**

COMMENDED BY PARENTS



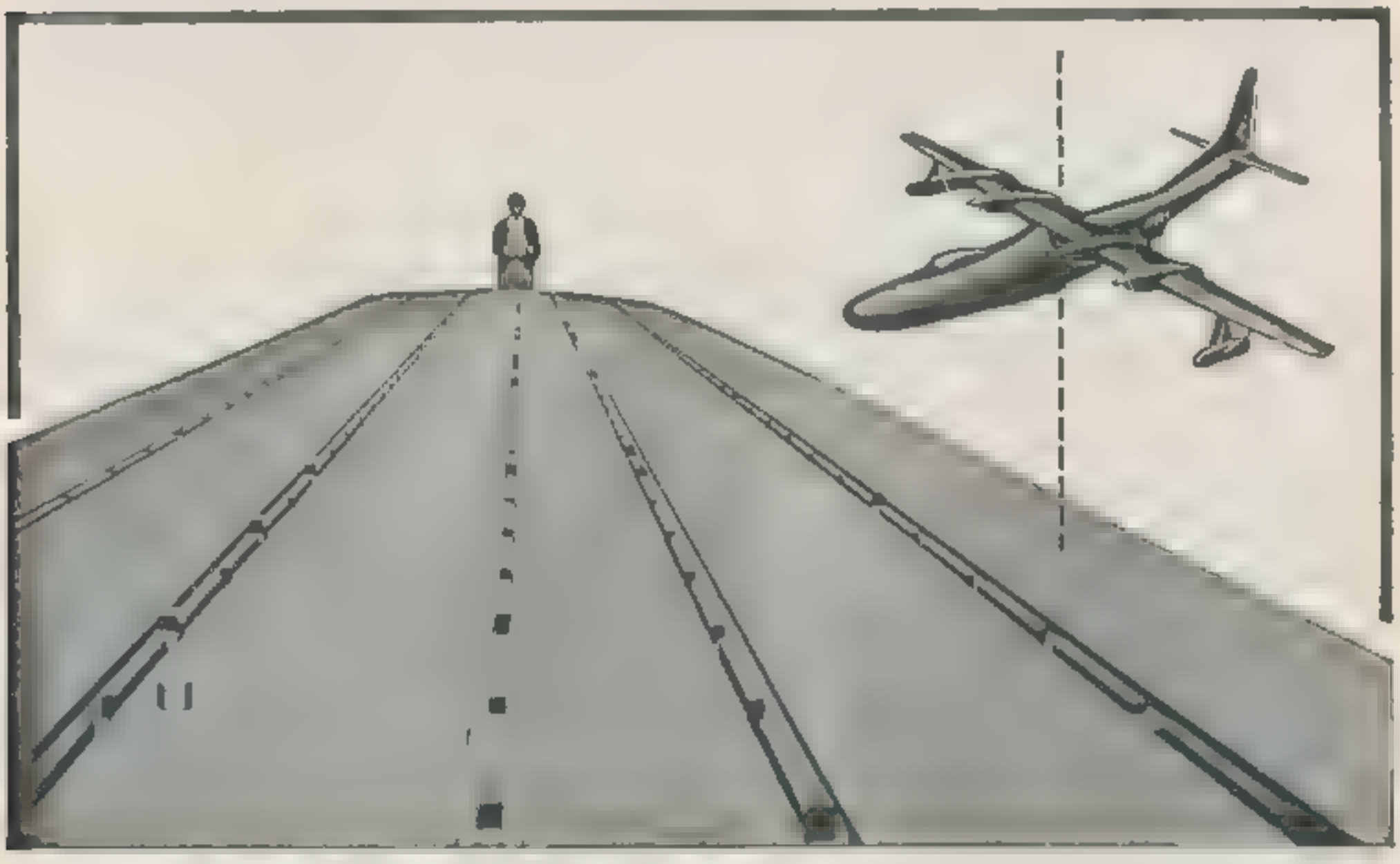
No. 555 — CHAMP-BOXING GLOVE SET — 54" Champ and [illegible] high quality professional type boxing gloves. For [illegible] padded real leather. Packed individually in display carton, 4 to [illegible] **$7.00**

DOUGHBOY INDUSTRIES INC.

NEW RICHMOND, WISCONSIN

NAVY'S R3Y-1 FEATURES MAGNESIUM CARGO DECK

"Fastest flying boat" demonstrates extruded magnesium's combination of light weight and toughness for better flooring



MAGNESIUM EXTRUDED CARGO DECK SECTION *of the new Convair-built Navy R3Y-1 "Tradewind" now in production at San Diego. Magnesium provides the R3Y-1 with a tough, yet lightweight, sturdy insulated cargo deck for heavy-duty service*

In all its 40-year history, water-based aircraft has never been appraised in terms of speed or maneuverability. The big lumbering transports of past years were reputedly slow and cumbersome in flight. This was true primarily because of their great weight.

Today, however, Convair and the U. S. Navy present the "Tradewind" as the fastest flying boat in aviation history. Its turbo-prop engines provide a top speed of more than 350 mph . . . enable it to take off in 30 seconds with full load.

One factor that contributes greatly to the increased speed and easy handling of this giant seaplane is the extensive use of magnesium in its design. Take as an example, the cargo deck. It's made of magnesium ZK60A extrusion alloy. It's light in weight. (Magnesium is the world's lightest structural metal!) And it's strong and rugged enough for heaviest duty. This combination of qualities makes magnesium perfectly suited for this application.

There are other instances, too, in this and in other aircraft, where magnesium has helped designers solve some of their weight and speed problems. Have you considered magnesium for your uses? For more detailed information, contact your nearest Dow sales office, or write directly to THE DOW CHEMICAL COMPANY, Magnesium Department, Midland, Michigan.

you can depend on DOW MAGNESIUM

DOW

THE GLAMOUR TOYS

Originators of the "Glamour Duck"

216

512

104

INDIVIDUALLY BOXED IN ATTRAC
TIVELY DESIGNED CELLOPHANE
WINDOW CARTONS

SPECIAL INTRODUCTORY ASSORTMENT PACK

Consisting of One Dozen — — two each of the six numbers.

When ordering specify INTRODUCTORY PACK.

America's finest line of pure Vinyl Toys especially designed to Float.

ECONOLITE CORPORATION

3517 W WASHINGTON BLVD

LOS ANGELES 18

MORE GLAMOUR BATHTUB TOYS

By the originators of the "Glamour Duck"

No. 354

Cap'n Tug

A cleverly designed tugboat... soft plastic bathtub toy. Whistle in smokestack blows when squeezed.

Size: 7" long, 3¾" wide by 4" high

Packed: One, two or four dozen to shipping carton

Weight: 6 pounds per dozen

No. 853

Flipper THE GLAMOUR SEAL

Cute, realistic-looking seal that appeals to all tots

Soft safe durable

Size: 8¼ long 5½ wide by 3½ high

Packed: One, two or four dozen to shipping carton

Weight: 6 pounds per dozen

No. 952

Jasper the Frog

A real croaker that floats
Soft and colorful

Size: 7¼ long 5¼ wide by 2¾ high

Packed: One two or four dozen to shipping carton

Weight: 6 pounds per dozen

A [illegible] with permanently buried squeezed [illegible] Each toy has pleasant sounding [illegible]

INDIVIDUALLY BOXED IN ATTRACTIVELY DESIGNED CELLOPHANE WINDOW CARTONS

SPECIAL INTRODUCTORY ASSORTMENT PACK

Consisting of One Dozen,—— two each of the six numbers
When ordering specify INTRODUCTORY PACK.

DISTRIBUTED BY

ECONOLITE CORPORATION
3517 W. WASHINGTON BLVD.
LOS ANGELES 18, CALIF

America's finest line of pure Vinyl Toys especially designed to Float.

MASTER PAINT-PEN SET

No. 505 MASTER PAINT PEN Set Contains TWELVE PAINT-PENS, 12 colors, 36 Color Tablets, all mounted on 4-color lithographed, die-cut Artist's Palette. 24 refills contained in 12 capsules,

Contains THREE large Pictures 15¾ x 10⅛ and SIX Pictures 10 x 8, PLUS NINE small Pictures for Number Guides and Painting. Picture subjects are ALL KNOWN TO CHILDREN.

Packaged in 4-color lithographed, varnished hard box.

SUGGESTED RETAIL PRICE $2.00
One Dozen to Shipping Carton.
Weight 12½ lbs.

MAC-REY CORP., LAKE GENEVA, WIS.

TRACE-ME-SET

No. 354. FIVE lovable Anima Figures of beautifully colored Plastic for play-time tracing. May be used as ornaments on walls furniture, etc. Complete with Five Plastic Stands, Blank Sheets for Tracing, Box of Eight Crayons, and pair of harmless blunt-nose Scissors.

Packaged in 3-color lithographed varnished hard box.

SUGGESTED RETAIL PRICE $1.00
2 Doz. to Carton.
Weight 18½ lbs.

2 IN 1
TRACING AND PAINT PEN SET

SUGGESTED RETAIL PRICE $2.00
One Dozen to Shipping Carton.
Weight 16 lbs.

No. 404. Contents. 5 Paint-Pens, 6 Colors, 15 Color Tablets, 6 large and 6 small pictures 5 Plastic Animal Figures and 5 Stands blank sheets 8 crayons, blunt nose scissors

Packaged in 4-color lithographed, varnished hard box

MAC-REY CORP., LAKE GENEVA, WIS.

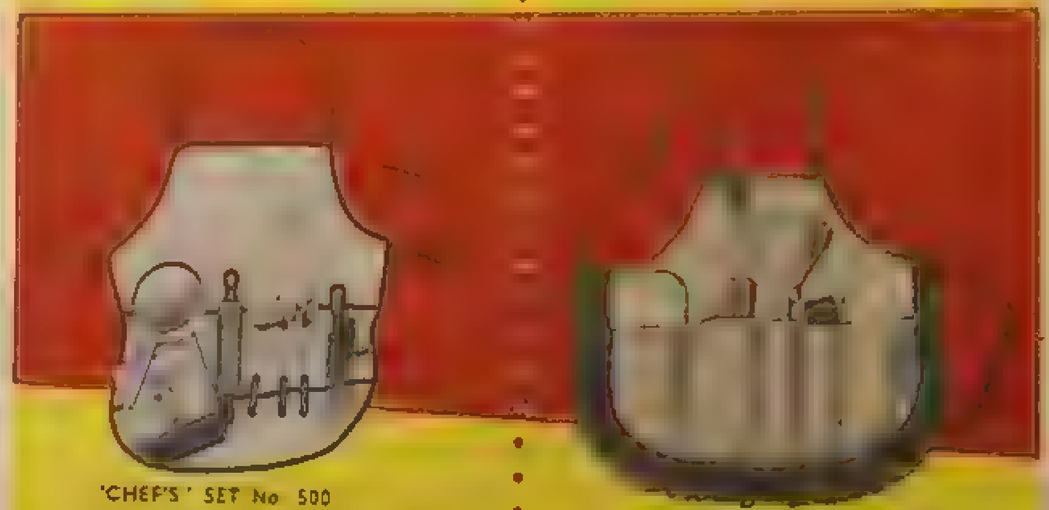
..... APRON SETS .....

GARDENER SET No 200

[illegible] $1.50

"LIL CARPENTER" SET No. 100

[illegible] $1.50



'CHEF'S' SET No 500

[illegible] $1.50

"MOTHER'S HELPER" SET No. 400

[illegible] $1.50

MAC-REY CORP., LAKE GENEVA, WIS.

the original PAINT PEN WATER COLOR SET by

No. 50 PAINT PEN SET

The ORIGINAL Paint-Pen Water Color Set. Contains FIVE PAINT-PENS made of TRANSPARENT Colored Plastic, mounted on vivid, die-cut, lithographed ARTIST'S PALETTE; six large pictures for coloring; six small pictures, numbered for guides. Packaged in 4-color lithographed, varnished hard box.

SUGGESTED RETAIL PRICE $1.00
2 Doz. to Carton
Weight 12½ lbs.

L·E·C·T·O·C·H·E·M.

ELECTROCHEMISTRY SET

IDEALLY SUITED FOR TEEN-AGERS!

AN ENTIRELY NEW KIND OF CHEMISTRY SET!

ELECTRONIC REACTIONS!

- NO FLAMES OR HEATING
- HARMLESS—ODORLESS NON-TOXIC
- FLASH-LIGHT BATTERY OPERATION
- SELF-ASSEMBLY OF PARTS
- EDUCATIONAL—RECOMMENDED BY SCIENCE TEACHERS
- SIMPLE DIRECTIONS
- EASILY-READ INSTRUCTION BOOK
- NO ACCESSORIES REQUIRED
- SELLS ON SIGHT

LEARN BY EXPERIMENT

WHY METALS CORRODE

HOW TO ELECTROPLATE

HOW TO DISSOLVE METALS IN WATER

HOW TO PREVENT IRON FROM RUSTING

HOW TO MAKE A SIMPLE BATTERY

WHY GALVANIZED IRON DOES NOT RUST

SPECIFICATIONS:

BOX SIZE - 15¾ X 9¾ X 1¾ inches MASTER CARTON [illegible]
[illegible] PACKED 12 in shipping [illegible]

RETAIL LIST PRICE $3.00 MAINTAIN MINIMUM $2.98

SET INCLUDES

BATTERY, ELECTRODES, WRENCH, NUTS & BOLTS, WIRES, CHEMICALS, COLORFUL ILLUSTRATED MANUAL

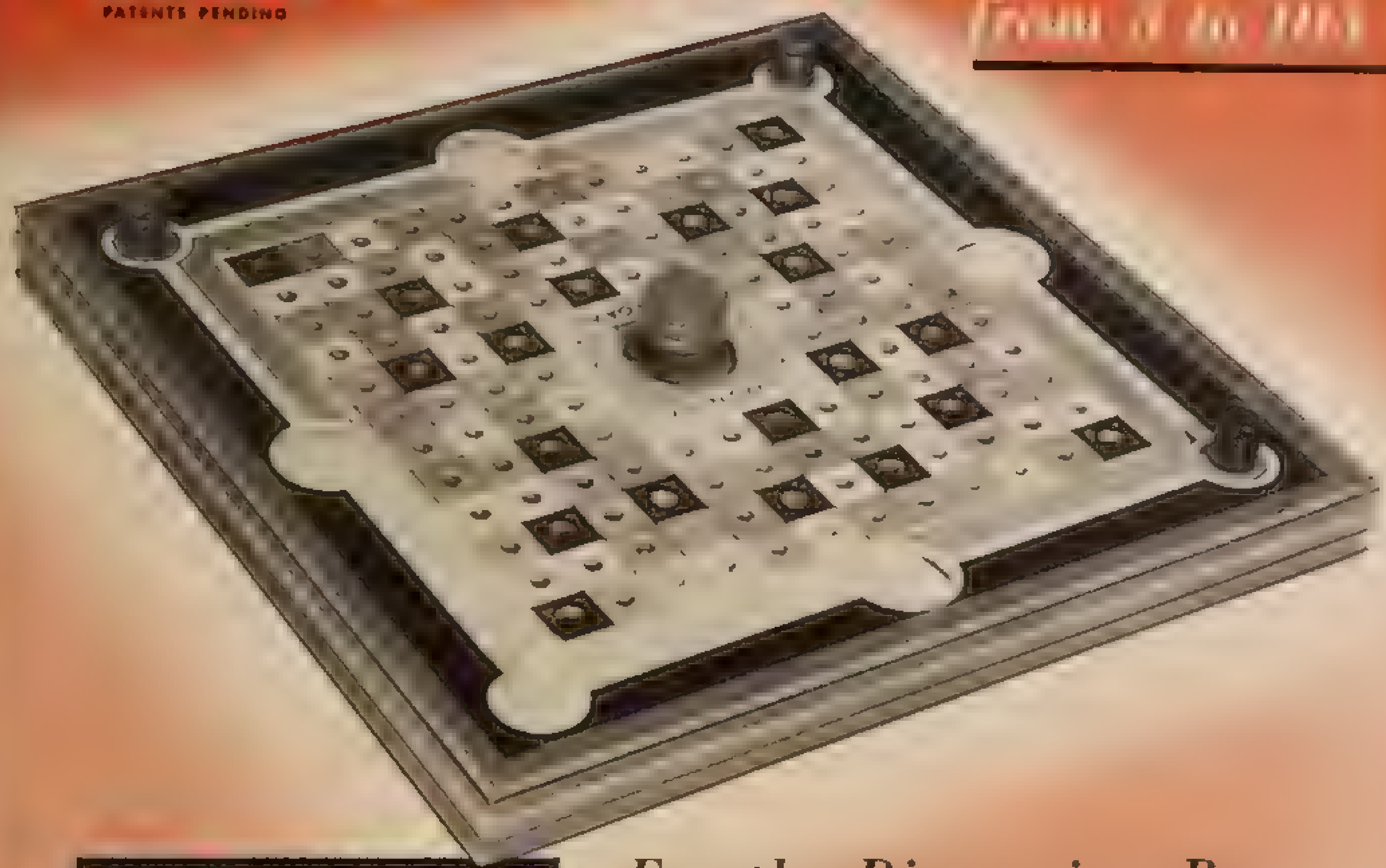
[illegible]

ADDRESS ALL CORRESPONDENCE AND ORDERS TO NATIONAL SALES OFFICES - [illegible]

ROTO-CHESS

absorbing entertainment for everyone

PATENTS PENDING



A COMPLETELY NEW AND INTERESTING GAME FEATURING:

- A precise mechanical action
- A pleasing ear-catching sound
- Brilliant styling in 6 colors
- Flawless Workmanship
- Extra sturdy construction
- Educational and stimulating fun
- Non-toxic paint

SPECIFICATIONS

Size of each game—11" x 11" x 1¾"
Size of master carton—11½" x 11½" x 22"
(1 dozen per carton)
Weight of master carton—30 lbs.
RETAIL LIST PRICE $3.00
MAINTAIN MINIMUM $2.98

For the Discerning Buyer

Be among the first to feature ROTO-CHESS and get the immediate benefit of the immense popularity of this new and exciting game—

This item has no seasonal limitations and is definitely a year around profit maker—

The outstanding ROTO-CHESS display carton has six sparkling colors, appeals to all, draws customers' attention at once, and sells on impulse—

The colorful appearance of ROTO-CHESS plus its well-constructed look and attractive finish give it that "worth more" look—

Manufactured by

Atlantic Trading Co.

ADDRESS ALL CORRESPONDENCE AND ORDERS TO NATIONAL SALES OFFICES - 1481 MERCHANDISE MART CHICAGO 54, ILLINOIS

Now Learning Arithmetic is EASY...Because it's FUN!

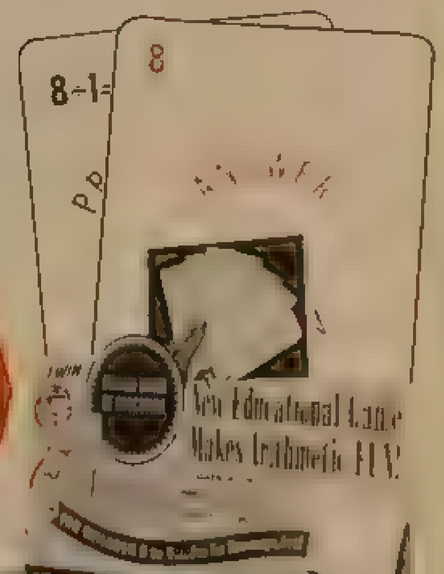
Approved by CHICAGO BOARD OF EDUCATION

New "I WIN" Educational Card Game teaches

ADDITION	SUBTRACTION
MULTIPLICATION	DIVISION

The children learn as they play!

FOR CHILDREN 5 to 14 — first to eighth grades



Youngsters 5 to 14 love to play I WIN

New I have fun with numbers at least almost since I was a baby!

Parents enjoy playing game too!

I enjoy playing with the kids' new game. In the first game, I was enjoy learning the numbers.

Teachers all in favor of new game

Makes my work more easy and my students get better grades!

FREE NEWSPAPER MATS

Use enclosed order blank and cash in on this great new sales maker!

(SEE FREE MAT OFFER ON BACK!)

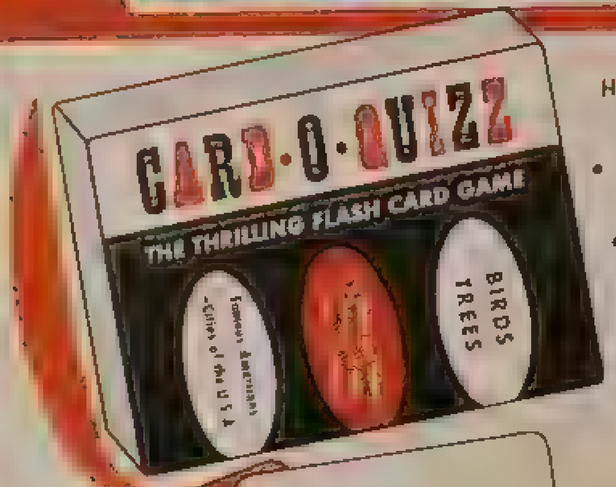
"I WIN" IS AN 18 TIMES SALES REPEATER!

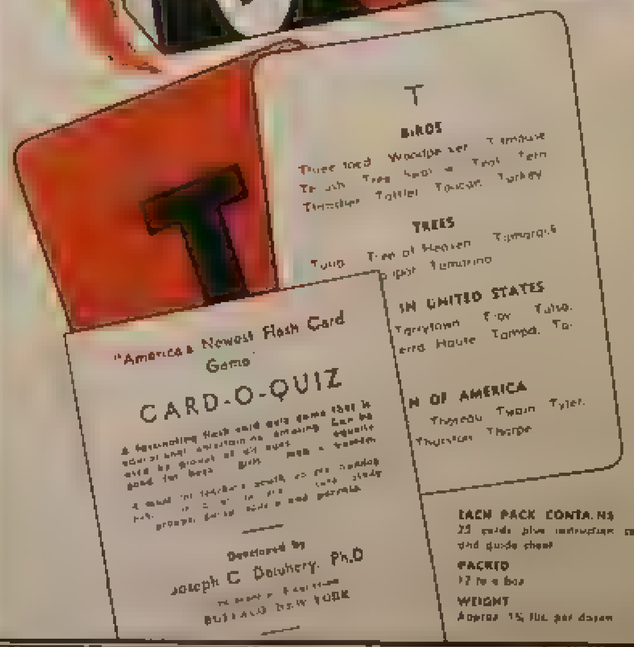
"I WIN" is more than a single deck of cards. There are 18 decks that take the child through arithmetic from first to eighth grades. They start with first deck and want new decks as they grow from five to fourteen years! That means the first sale leads to many more.

NO CHANGE FOR IN A AUTOMATIC SELLER

EXCLUSIVE PLAYING CARD CO. • 1139 South Wabash Avenue • Chicago 5, Ill.

CARD-O-QUIZZ





Here's A WHIZZ of a QUIZZ Game!

COLORFUL, AMUSING, ENTERTAINING, EDUCATIONAL FLASH CARDS

- **For Group Learning**
  A MUST for teachers, youth leaders, Sunday School or Scout leaders, study groups, parties, parents . . . makes learning FUN!
- **Ideal For**
  Boys, Girls, Men, Women . . . all Age AGES
- **Perfect Party Game and Gift**
  For children . . . and all the grown-ups
  A thoughtful, remembrance gift
  A fascinating, new, game
- **Developed by a Professor in Education**
  Scientific in design to make learning enjoyable for all

CARD-O-QUIZZ has been developed by Dr Joseph C. Dehuhery after many years of experience in youth work. Dr. Dehuhery is a guidance counselor in McKinley Vocational High School in Buffalo and is Professor of Education in Mt. St. Joseph Teachers College. He taught in the University of Buffalo and is President of the New York State Vocational and Practical Arts Teachers.

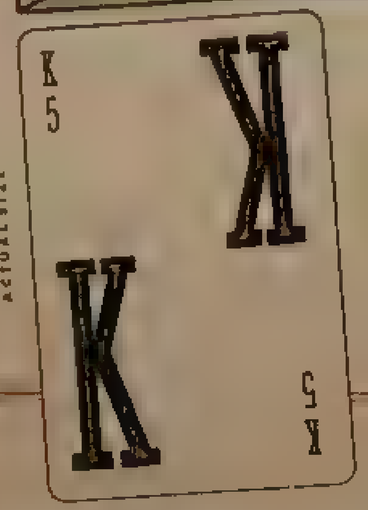
EACH PACK CONTAINS
25 cards plus instruction card and guide sheet
PACKED
12 to a box
WEIGHT
Approx 15 lbs. per dozen

Suggested RETAIL **59¢**

EXCLUSIVE PLAYING CARD CO. • 1139 South Wabash Avenue • Chicago 5, Ill.

SPELLBOUND

EACH PACK CONTAINS
108 Cards (Double Deck) Instruction Folder
Printed Score Pad



The GREAT New S-C-R-A-M-B-L-E WORD CARD GAME

(Double Deck)

A truly sensational SCRAMBLED WORD GAME. Takes full advantage of the present rage. Now, offer your customers a word-building game that is **compact, easy to learn, fast, exciting, educational, entertaining** a real challenge to old and young alike. THAT'S SPELLBOUND! PLUS SPELLBOUND is played with **cards**, a full-size double-deck of attractively-printed, easy-to-read **cards**. Each card is valued for competitive scoring. SPELLBOUND comes in a rich, attractive DOUBLE-DECK package: gold with flashing green and black. Cards are cellophane-wrapped. Each package includes 108 cards, instruction folder, printed score pad.

PACKED
6 to a box
72 to a carton

WEIGHT
Approx. 6 lbs. per Box

RETAIL **$1.50**

A game for two or more . . . for young and old . . . for the entire family . . . and a party game besides

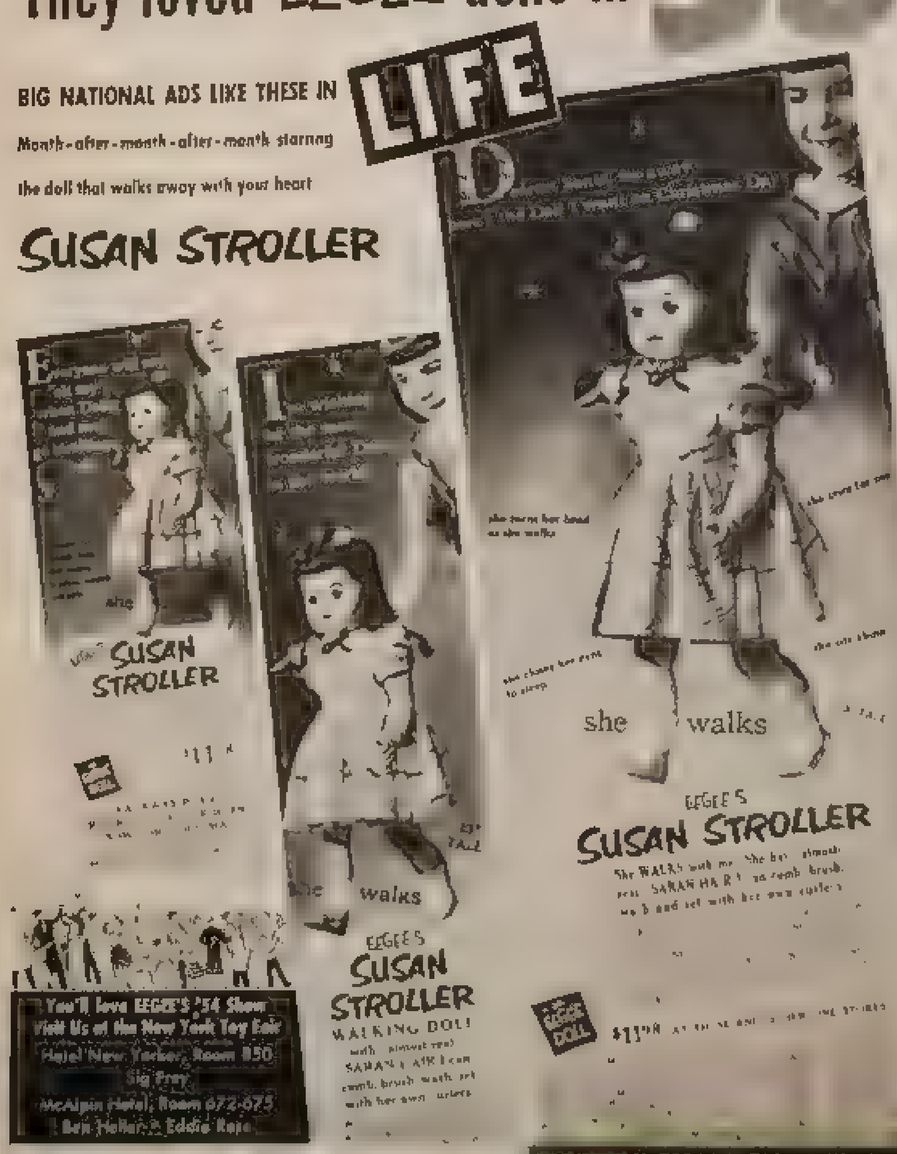
EXCLUSIVE PLAYING CARD CO. • 1139 South Wabash Avenue • Chicago 5, Ill

They loved EEGEE dolls in '53

BIG NATIONAL ADS LIKE THESE IN

Month-after-month-after-month starring

the doll that walks away with your heart

SUSAN STROLLER

and they'll love 'em more in '54

EEGEE America's Doll Darlings—

featuring her favorite "walk-with-me" dolly..

- **SUSAN STROLLER**

prettier than ever in her brand new '54 outfits

- ROOTED HAIR DOLLS
- ALL VINYL DOLLS

...AND FEATURING EVERYTHING GIRLS ADORE FROM BABY TO TEEN AGE DOLLS

You'll love EEGEE'S '54 Promotion!

for '54 EVERYTHING IN SALES PROMOTION FROM SCOOPS TO MATS!

Bright new ideas for your newspaper ads! Dramatic displays —for window, floor, counter! Publicity, TV and radio tie-ins! Glossy photos.

for '54 ANOTHER BIG AD CAMPAIGN! to help presell your customers.

GOLDBERGER DOLL MFG. CO., Inc.

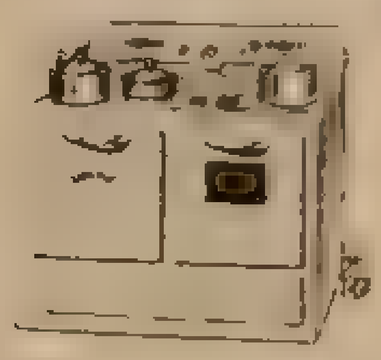
For over 30 years... the doll house of distinction

1107 Broadway, New York 10, N.Y.

Factory: 207 Richardson St., B'klyn, N.Y.

MODEL 300 P

MODEL 400 P



MODEL 1000 E

MODEL 500 E

MODEL 600 E

JOHN SCHACK SAYS:

BIGGEST YEAR YET !

MINIATURE UTENSILS

MINIATURE TRIG TEAKETTLE

MINIATURE FRYING PAN

MINIATURE SAUCE PAN WITH LID

Little Chef

TACOMA METAL PRODUCTS CO.

414 24TH AVENUE, TACOMA, WASHINGTON

agents

Adams-Whitney Co.
3127 Wilshire Blvd.
Los Angeles 14, Calif.

J. H. Eyerely & Assoc.
1442 Merchandise Mart
Chicago 54, Ill.

Lionel-Essex Intl. Corp.
15 East 26th St.
New York 10, N. Y.

Kelsey Bennett
30 Huntington Ave
Boston 16, Mass.

Al Moritz
1107 Broadway
New York 10, N. Y.

The Dennis Company
1069 Briarcliff Rd., N. E.
Atlanta, Georgia

NO CARRY-OVER PROBLEMS
WITH FISHER-PRICE TOYS

HERE'S THAT "RED HEN" AGAIN!

. . . receiving the most enthusiastic buyer-acceptance of any new Fisher-Price toy ever!
Place your order today.

FISHER PRICE TOYS

No. 140 KATY KACKLER

The Famous Fun-Filled Toys Featured by Advertised Two-and-a-Half-Year

FISHER-PRICE TOYS, INC., East Aurora, Erie County, N. Y.

New

FISHER-PRICE TOYS

EXCITING NEW DESIGNS

NEW TOYS with the famous Fisher-Price mixture of whimsy and realism now ready for the Toy Fair!

Children 1 to 6 love these brilliantly lithographed wood toy-personalities with their lovable designs, sounds and actions.

And letter after letter from pleased parents cite amazement at their strength and durability. Fisher Price Toys outlive the severest play and remain a happy childhood memory!

See them at Suite 417, 5th Ave. Bldg. or write for new 16-page catalog

NO. 175 GOLD STAR STAGE

Clang Clang!

NO. 200 HONEY BUNNY FIRE TRUCK

FISHER PRICE TOYS

FISHER-PRICE TOYS, INC., East Aurora, N.Y.

New York Office and Display
Suite 417, 200 5th Avenue Bldg.

8

PRICE TOYS

UNLIMITED PLAY-VALUE!

cluck cluck cluck SQUAWK
cluck cluck
cluck cluck SQUAWK

NO. 140
CACKLING RED HEN

NO. 935
FARM TRUCK

MARKET
MARKET
FARM TRUCK

NO. 450
JOLLY JUMPER

The Famous-for-FUN Toys
NATIONALLY ADVERTISED
for Year-round Sales!

9

New

FISHER-PRICE TOYS

EXCITING NEW DESIGNS

NEW TOYS with the famous Fisher-Price mixture of whimsy and realism now ready for the Toy Fair

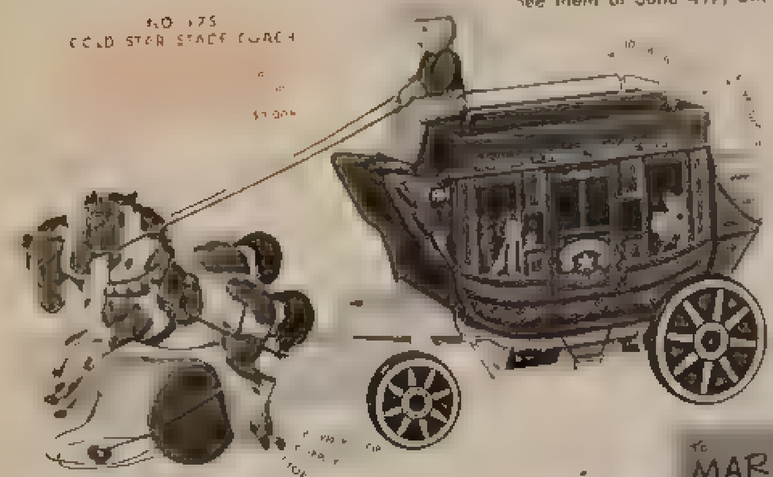
Children love these brightly lithographed wood toy-personalities with their lovable designs sounds and actions

And letter after letter from pleased parents cite amazement at their strength and durability Fisher-Price Toys outlive the severest play and remain a happy childhood memory!

See them at Suite 417, 5th Ave. Bldg

NO 175
COLD STAR STAGE COACH

$7.00*



NO 845
FARM TRUCK

$1.95*

FISHER PRICE TOYS INC East Aurora N Y

New York Office and Display
Suite 417 200 5th Avenue Bldg

PRICE TOYS

UNLIMITED PLAY-VALUE!

NO 140 KATY KACKLER
The Red Hen

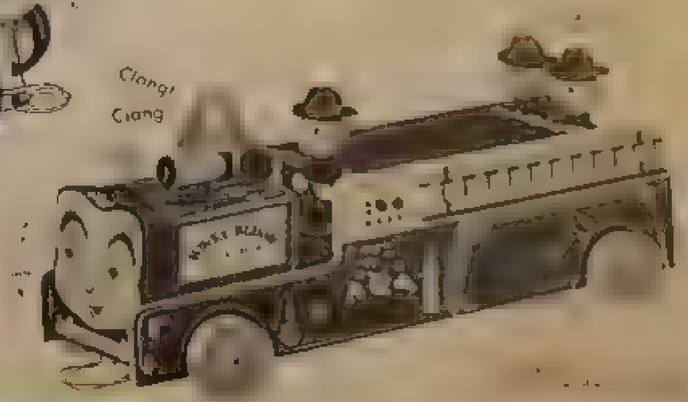
$2.50*

NO 450
JOLLY JUMPER

$3.50*

NO 465 WOOSY WAGGER

$3.00*



NO 200 WINKY BLINKY
FIRE TRUCK

$3.00*

"YEAR ROUND TOYS"

FAMOUS FLI-BACK RETURN TOPS

Perfectly Balanced for Easy Playing and Carefully Inspected for Quality

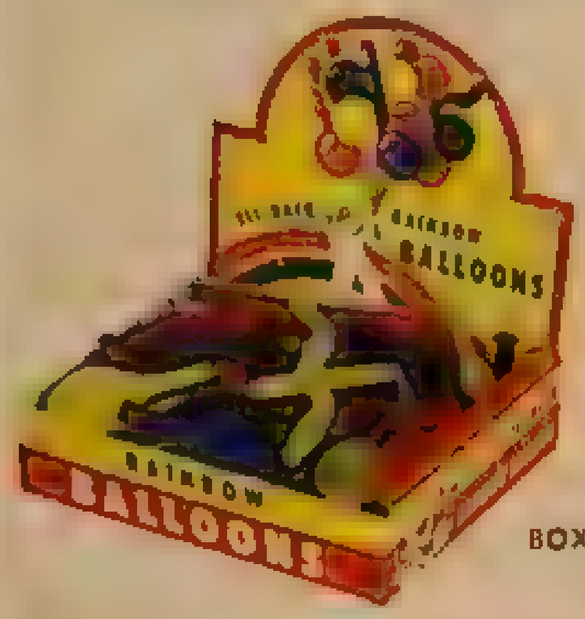
CHAMPION SPINNING TOPS

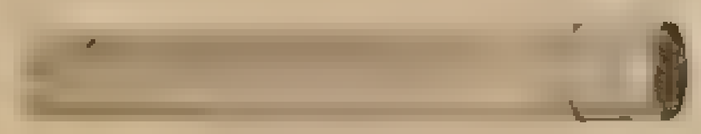
Each Box Contains One Top and One Heavy Gauge Playing String With Button

CHAMPION SPINNING TOPS

GENUINE TOURNAMENT MODEL FLI-BACK RETURN TOPS

Free Wheeling, Sleeper Type—Will Do All Known Playing Tricks





Every Balloon Needs a Balloon Stick

RAINBOW BALLOONS

FLI-BACK'S RAINBOW balloons are a must on your order. Get them in gay party packages that start the game with balloons on reverse side.

BOXED ILLUSTRATION ASSORTMENT

THE FLI-BACK SALES CORPORATION

HIGH POINT, NORTH CAROLINA

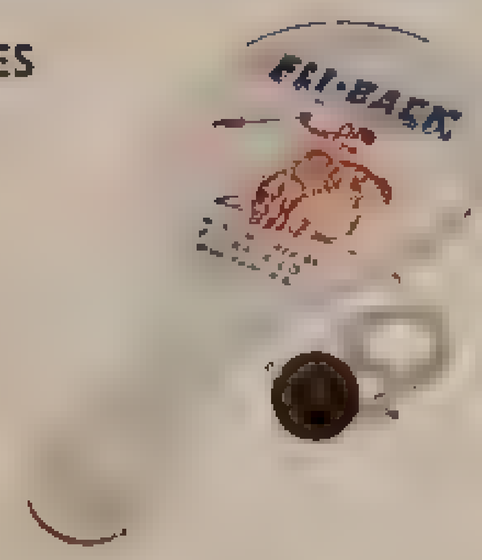
"YEAR ROUND TOYS"

You Are Invited To Visit Our Beautiful Display
During March 1954 Toy Fair.
Rooms 907-8-11 New Yorker Hotel.

FAMOUS FLI-BACK PADDLE BALL GAMES

25¢ DELUXE BALL GAMES

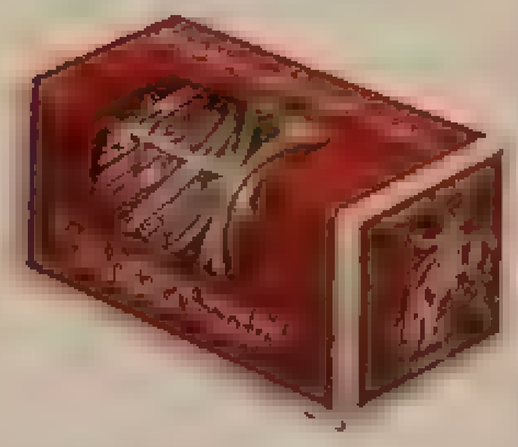
Brilliant Red
Non-Toxic Plastic Lacquer Finish
Equipped With
1¾" Rainbow Sponge Ball
Tied and Wrapped ½ Doz.



10¢ PADDLE BALL GAMES

Printed in Two Colors
Smooth Natural Plywood
Sanded Edges
Tied and Wrapped 1 Doz.

TWIN PACK SPONGE RETURN BALL



Size 12" x 8" x 6" Window Box
Red Gloss and Rainbow

Packed Equally Assorted
Red Gloss, Rainbow, 3-Color
Nos. 305 thru 309

SPONGE BALL ASSORTMENT

Consumes a minimum of counter space and has maximum eye appeal. No special pack for display or inventory is needed. Only the fastest selling balls are in this self dispensing unit. See price list for details.

Three Color, Cellophane Wrapped RETURN BALLS

"PLAY BALL WITH FLI-BACK"

SPONGE PLAY BALLS
ALL SIZES
Red Gloss, Rainbow, Three-Color

EMBOSSED STITCH BASEBALL
Sizes 2" - 2¼" - 2⅞"

SPONGE BASEBALLS
Sizes 1¾" - 2" - 2¼" - 2½"
2⅝" - 2⅞"
Printed With Baseball Seam
and Name

THE FLI-BACK SALES CORPORATION

HIGH POINT, NORTH CAROLINA

EXPERIENCED MANUFACTURER OF FINE TOYS SINCE 1931

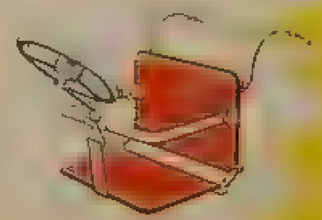
JESSAR SIT-N-STAND MEANS QUALITY!

#150

#250D

#225D

#200A



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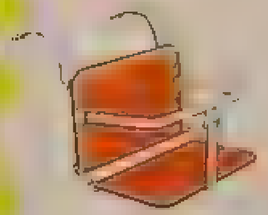

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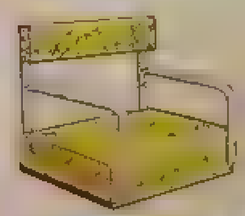

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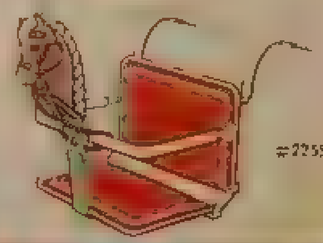


#225S

- 150 **SIT-N-STAND** — promotional, nicely finished, (not padded) red or blue—Ship 6 in, 19 lbs.
- 200A **SIT-N-STAND** — best seller, well-padded, chrome guard rail, red or blue print — Ship 6 in, 21 lbs
- 250 **SIT-N-STAND** — deluxe, super padding, extra safety strap, red and white print — Ship 6 in, 21 lbs.
- 150D **DRIVER SEAT** — low end, (not padded) imitation leatherette finish, red or blue — Ship 6 in, 24 lbs
- 225D **DRIVER SEAT** — best seller, nice padding, plastic covered guard rail, red or blue — Ship 6 in, 26 lbs
- 250D **DRIVER SEAT** — finest, de luxe padding, extra safety strap, red and white print — Ship 6 in, 26 lbs
- 225S **SADDLE SEAT** — newest, well-padded, plastic covered guard rail, red only—Ship 6 in, 30 lbs.
- 400 **EAT N SEAT** — boosts child to table level, sturdy construction, mother-of-pearl pattern — Ship 2 in, 10 lbs.

ALL CAR SEATS FOLD FLAT FOR EASY HANDLING

JESSAR
MANUFACTURING CORP.
19th AND WESTMORELAND STREETS
PHILADELPHIA 40, PENNA.

JESSAR proudly presents the FOLDING CHROME DINETTE

ALSO IN WROUGHT IRON FINISH

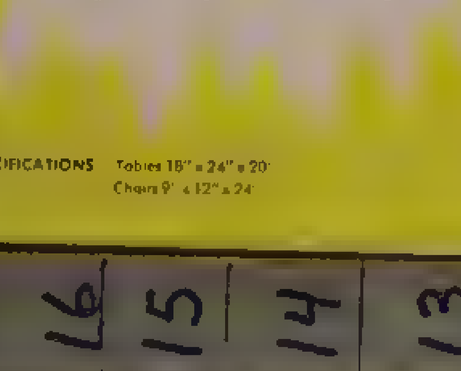
ANOTHER JESSAR ORIGINAL

Real Dinette • APPEARANCE
• [illegible]
• DURABILITY

Set folds flat
for storing and shipping

JESSAR
MANUFACTURING CORP.
19th AND WESTMORELAND STREETS
PHILADELPHIA 40, PENNA.

CHOICE OF CHROME OR WROUGHT IRON



KID-IT CHROME DINETTE

Model — C 31

This eye-catching chrome dinette is a true promotional item. Sturdily constructed throughout, upholstered in washable mother-of-pearl plastic in red or yellow. Weight — 25 lbs

KID-IT CHROME DINETTE

DE LUXE — Model — C 41

De luxe model boasts 2½" table edging just like Mommy's. High pressure laminated table top has an extra chrome plated tube beneath the apron. Chairs have heavier seat and back padding, in heavy gauge mother-of-pearl plastic, red or yellow. Weight — 27 lbs

FOLD-N-CHROMETTE

Model — F-51

Now, a real chrome dinette set that folds, saves space, saves freight. New design makes this dinette sturdy with appearance of regular table and chair set. Upholstered in heavy gauge colorful vinyl plastic. Weight — 28 lbs

FOLD-N-WINETTE

Model — F-61

In wrought iron finish this is the perfect companion to the Fold-N-Chromette. It has all the advantages of the folding set plus the beauty of modern upholstering in durable plastic. Weight — 28 lbs

SPECIFICATIONS Tables 18" x 24" x 20"
Chairs 9" x 12" x 24"

JESSAR MANUFACTURING CORP.
19th AND WESTMORELAND STREETS
PHILADELPHIA 40, PENNA.

A PATENT APPLIED FOR

JESSAR

SIT-N-PRETTY PRODUCTS FOR 1954

NEW SADD-L-SEAT

Gayly decorated horse's head is made of soft, pliable plastic that's safe enough to suit the most worrisome parent. De luxe padding and new lock safely hold Junior in sitting or standing position. Horse's head, easily detached, leaves regular Sit-N-Stand car seat ready for use.

DRIVE-R-SEAT

Our popular Drive R Seat is a favorite with the young set . . . and with safety-minded Mothers and Dads, too! Horn toots, wheel turns, Junior drives . . . Steering wheel may be easily detached, leaving regular Sit-N-Stand car seat ready for use.

SIT-N-STAND

Sit-N-Stand, America's most practical car seat . . . the seat in which your child can either sit or stand . . . in safety! Colorful patterns add to the powerful eye appeal of the complete line of Sit-N-Stand seats.

JESSAR MANUFACTURING CORP.
19th AND WESTMORELAND STREETS
PHILADELPHIA 40, PENNA.

11 10 9 8 7 6 5 4 3 2 1

18 17 16 15 14 13 12 11 10 9 8 7 6 5 4 3 2 1 0

NOW...TWO ADDITIONAL

Playwriter MODELS

TO INCREASE YOUR '54 SALES!

Model 500-P. Playwriter "Husky" —1953's most popular seller for children in age group 2 to 6 Sturdy sawhorse design, attractively finished in selected ponderosa pine Protective chalkboard molding Shipping weight, 90 lbs. per dozen

Suggested Retail . **$4.98**

All models packed K.D. in individual cartons 6 to a shipping carton

NEW! Model 150. Larger over all for increased sales to wider age group— up to 7 or 9 years. Higher seat, rubber box, longer. Beautifully finished in light maple shade. Larger seat adjusts forward or back. Protective molding completely surrounds chalkboard Shipping weight, 96 lbs. per dozen

Suggested Retail **$5.95**

NEW! Model 750. All features, same larger size as Model 600, plus box and chalk board adjustable for height Ultra modern hi-quality furniture design and appearance Choice of beautiful blonde or maple finish For all ages up to 9 years. Shipping weight 100 lbs. per dozen Suggested Retail **$7.45**

On display at our New York showroom.
Room 521, 200 Fifth Avenue
Also, Room 1181-1182, Hotel New Yorker

CASH IN ON THESE Playwriter SELLING FEATURES!

- Peg board with colored pegs.
- Patented offset hinges permit complete foldover of box tops.
- Sturdy boxes of good depth with interlocking corner construction.
- Rigid steel box support.
- Pre-sold customer acceptance—America's oldest manufacturer of combination desks, blackboards

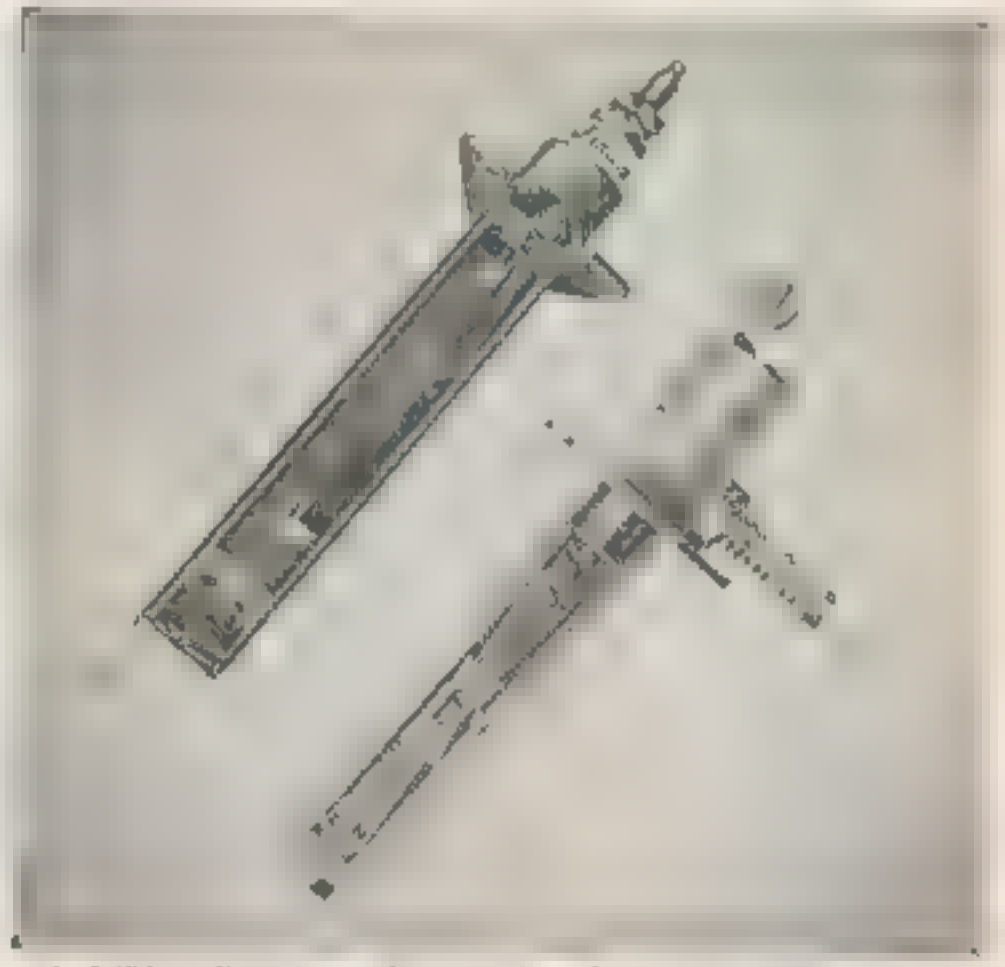
Play Craft Products COMPANY
P. O. Box 352 • Gresham, Oregon

Fenwal THERMOSWITCH® units increase safety and comfort in every type of modern aircraft

1. BIGGEST, FASTEST JET BOMBER EVER BUILT [illegible] USA [illegible]

2. WORLD'S FASTEST PISTON-POWERED AIRLINER, the Douglas DC-7, contact on top speed with maximum safe [illegible]

3. THE HIGH ACCURACY OF FENWAL PRODUCTS [illegible] thorough testing and inspection in this modern quality control laboratory. Supplying the aircraft industry [illegible]



4. CUTAWAY VIEWS [illegible] **Fenwal Incorporated, 229 Pleasant Street, Ashland, Mass.**

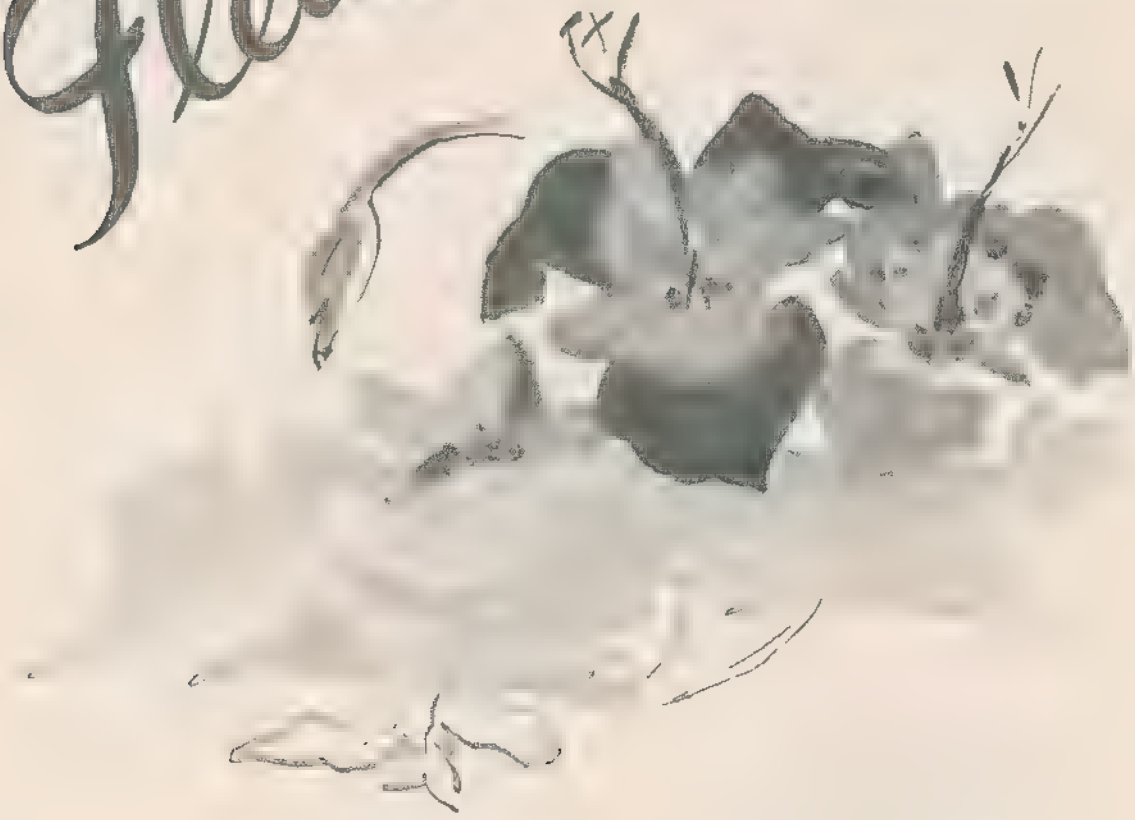
Fenwal

THERMOSWITCH®

Electric Temperature Control and Detection Devices

SENSITIVE . . . *but only to heat*

Fleur Sauvage



the latest, most seductive perfume
from Paris

MONTEIL

PLAY YOUR CARDS RIGHT AND TURN EYERS INTO BUYERS!

cash in on the hottest game sensation of 1954!

BALI

the long-word, high-count game.

Completely different!

Not a cross-word or word-rummy game!

Some proven sales points:

- insures repeat business—one retail sale brought phone order of two dozen more the same day.
- can be arrestingly displayed without using much space.
- good quick sale. Hurry-up customers can drop game in purse or pocket.
- exciting publicity program creating demand—watch the magazines!
- pre-testing has created eager audience from Maine to California.
- already in better shops in New York and Washington and spreading fast.
- volume re-orders in the first two weeks!

FREE on request. attractive two-color counter display sign and eye-catching two-color folders.

BALI Competitive card word game for 1-4 players.
Fascinating high-scoring solitaire and team play features.

2 colorful, cellophane wrapped decks plastic coated, gilt-edged cards Easy-on-the-eye letters and numbers. 54 cards per deck. Packaged in cellophane wrapped, gold-edged three color slide box with complete set of playing instructions

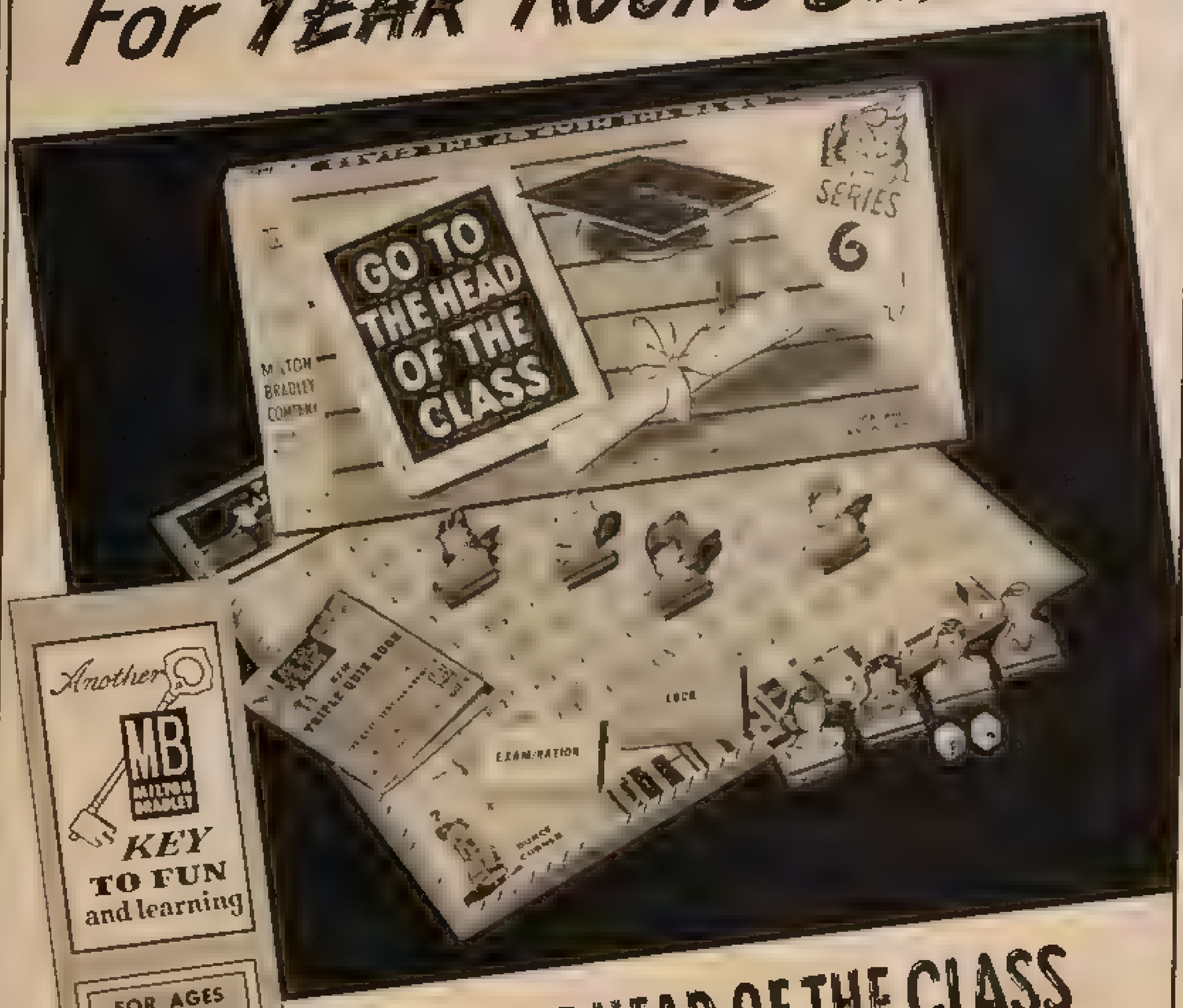
$2.98 Retail—fair traded
Cost: $20.60 per dozen
F.O.B. New York, N. Y.

PACKING:
6 games to chipboard carton for easy handling. Shipping carton—2 dozen games 14 lbs. 6 dozen games—41 lbs.

I-S ULTD., Inc.
148 E. 38th Street. New York 16
manufacturers and distributors of

BALI
the best word game under the sun.

For YEAR 'ROUND SALES



GO TO THE HEAD OF THE CLASS

Advertised in **LIFE**—Advertised in **Saturday Evening Post**

Day in, day out, the demand for GO TO THE HEAD OF THE CLASS climbs steadily upward. This stimulating, super-charged QUIZ GAME with 792 questions and answers keeps players on their toes and is loaded with educational fun for the whole family. STOCK AND DISPLAY THIS PROFIT-PROVEN YEAR ROUND STAPLE, retailing for $2.50, and when it comes to sales you'll be sure to GO TO THE HEAD OF THE CLASS.

LOOK FOR THE PACKAGE WITH THE KEY
.....YOUR KEY TO MORE SALES

Made in Canada by Somerville Limited, London, Canada

[redacted]

The Line that

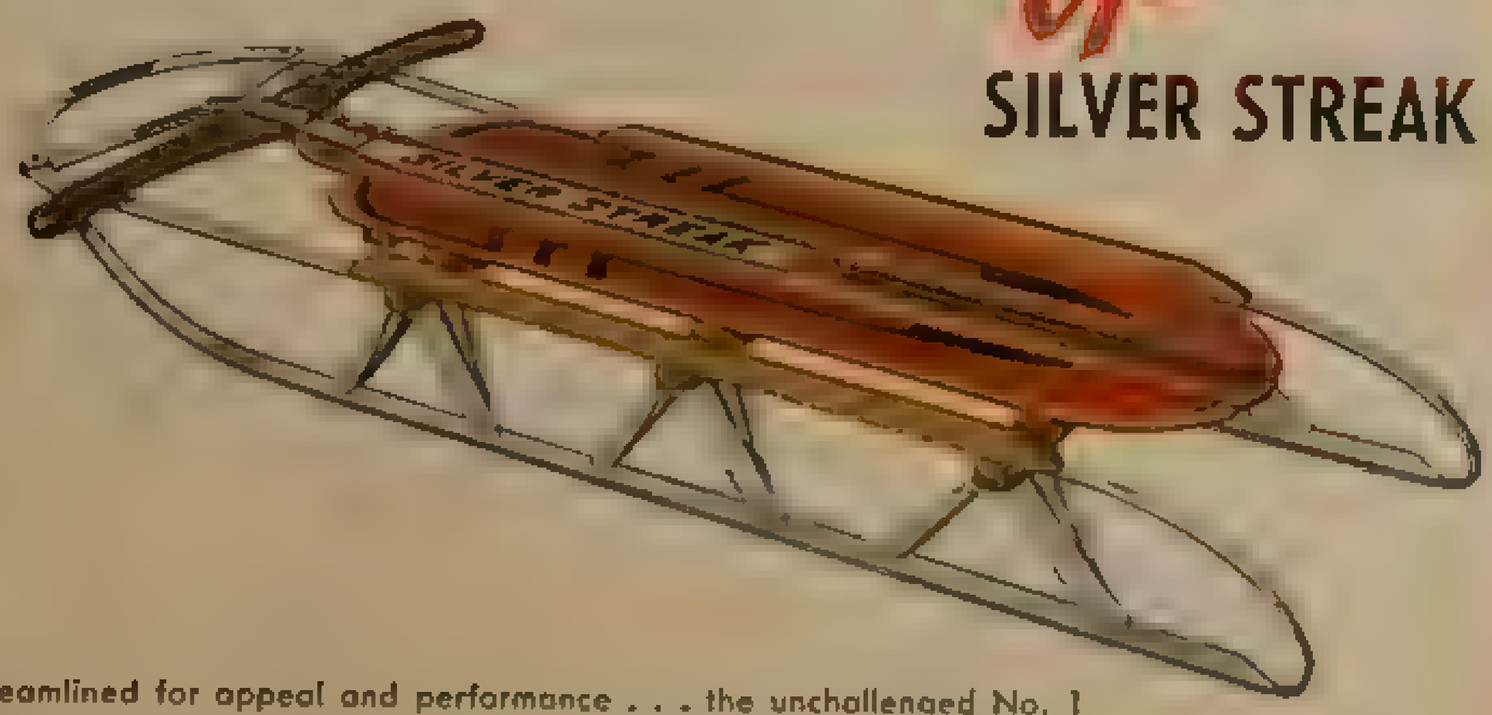
"SETS THE PACE"

in Wheelgoods Innovations

FEATURES THE LEADER IN SLEDS

THE *Garton*

SILVER STREAK



Streamlined for appeal and performance . . . the unchallenged No. 1 leader in sled sales from coast-to-coast . . . the "SILVER STREAK" features the famous patented "Y" steering that brings high flexibility to sled steering for the first time. For safety and streamlined appearance, runner ends are closed . . . rear of sled is lower than front. "T" shaped grooved runners of high carbon crucible steel and patented knees of heavy gauge stamped steel. Made of selected hardwoods, finished in red, blue and silver color-fast enamels, it's coated with weather resistant varnish. All metal parts are finished in bright baked-on aluminum. Offered in 40", 46", 52" and 58" lengths. Here is your feature seller for the 1954-55 Winter Season . . . priced to sell—*fast!*

Everything on Wheels FOR YOUNG AMERICA!

For everything that is "new and different" in wheelgoods—for the one line that features everything on wheels that every child has dreamed about—write for the new GARTON Catalog today. The pace-setting GARTON Line is designed to spell BIG SALES and priced to spell BIG PROFITS. Complete Catalog sent on request

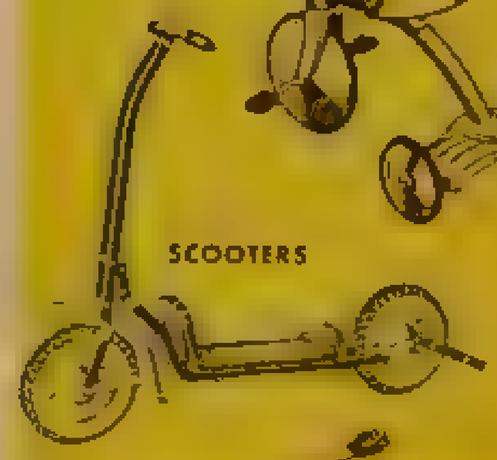
SHOW THE LINE THAT SELLS ITSELF

Garton **TOY COMPANY**

SHEBOYGAN, WISCONSIN

SINCE *1879*

LEADERS IN MANUFACTURE OF WHEEL GOODS, CROQUET SETS AND SLEDS



58 USES for TRADE PRESS ADVERTISING

- Announce new products, new styles
- Cultivate future buyers.
- Forestall patent expirations
- Show how to make or save money.
- Sell with reason-why appeal.
- Merchandise national advertising
- Gain good-will of buyers and users.
- Proclaim product's leadership.
- Establish jobber as source of supply
- Show market opportunities
- Show uses of product; feature new uses
- Point out the advantages of quality.
- Quicken interest of distributors.
- Suggest merchandising methods
- Tie in with exhibits and trade shows
- Build prestige for salesmen
- Advertise installations.
- Tie in product with names of satisfied customers
- Announce contests for dealers
- Introduce new manufacturing processes.
- Get retailers to merchandise complete line.
- Feature results of tests.
- Suggest what to say to customer.
- Cite performance tests
- Offer sales literature.
- Offset seasonal decline in sales
- Announce new catalogs.
- Combat substitution
- Promote better product design
- Feature dealer testimonials
- Get a trial order
- Announce consumer contests
- Give information about product advantages
- Suggest seasonal or timely tie-ups
- Dramatize or emphasize trade-mark
- Warn against patent and trade-mark infringements
- Hold the market
- Carry institutional messages
- Broaden the market
- Announce manufacturer's sales policy
- Keep name and product before buying audience
- Feature the speed and scope of service facilities
- Suggest related selling ideas
- Create a favorable attitude toward product or firm
- Tie in with news events
- Introduce new sales personnel
- Discuss package design
- Tell of new developments
- Educate store clerks about product
- Fill the gap between salesmen's calls
- Remind store clerks to push product
- Stimulate salesmen's morale
- Assist salesmen in their selling job
- Seek new outlets
- Give customers and prospects ... pful information
- Combat false impressions
- Create demand on the jobber
- Reach executives that salesmen cannot see

Let the Trade Journal Do Your Talking!

TOYS and NOVELTIES

CHICAGO 1 NEW YORK 10 LOS ANGELES 17

1879 1954

Garton TOY COMPANY

75th ANNIVERSARY

The handsome, exclusive *Space Cruiser* is typical of the many pace-setting wheel goods innovations originated by Garton.

See the Garton 75th Anniversary line during the TOY FAIR at
BLAKE & CONROY
1107 BROADWAY
NEW YORK

"SELL THE LINE THAT SELLS ITSELF!"

Garton TOY COMPANY
SHEBOYGAN, WISCONSIN

1879

ADVERTISED IN

LIFE

June 7 issue

CARNELL ROUNDUP

HOLSTER SETS

designed and manufactured by the one company that concentrates all its tremendous resources upon Holster Sets and nothing else! Here is shown but a single example of the many thrilling new 1954 numbers your customers will go for in a **BIG** *way.*

STYLE #1700J—Double holster set of genuine bark tanned cowhide in saddle mahogany finish with authentic western trim. Two Texan Jr. roll cap pistols. Leather belt has real-looking cartridges! ADJUSTABLE to most children's sizes from 22" to 32" waist. To retail at $5.98

See us at the **TOY FAIR**

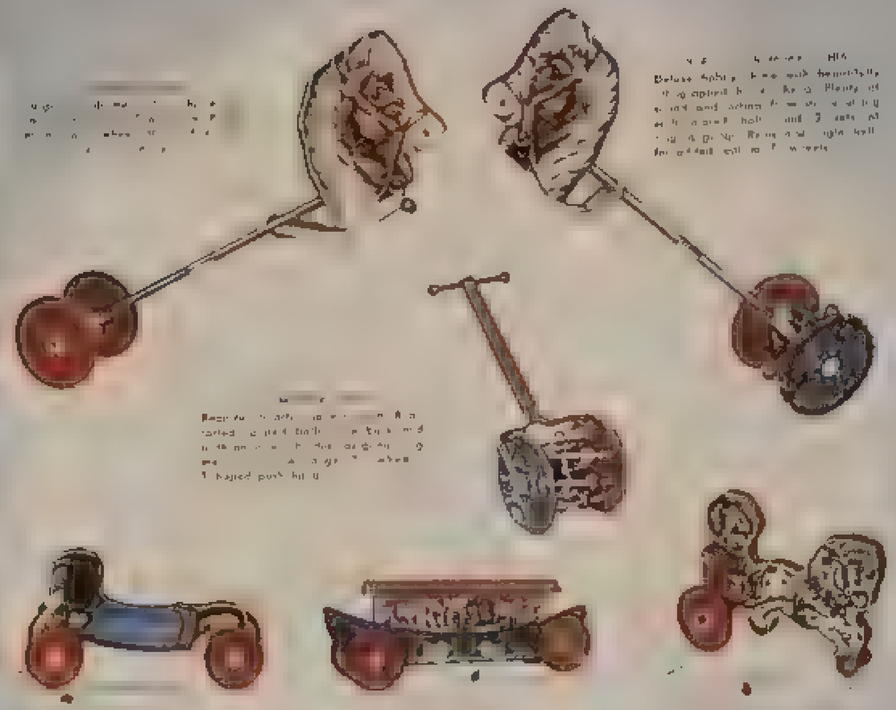
Room 324 FIFTH AVENUE BUILDING

In attendance—

STANLEY BRESLOW • DANIEL M. WEISS • GARY WARREN

CARNELL
MFG. CO., INC.
N. Y. SHOWROOM: 200 5th Avenue
774 Fulton St., Brooklyn, N. Y.
PHONE: CHelsea 3-3312

GONG BELL TOYS

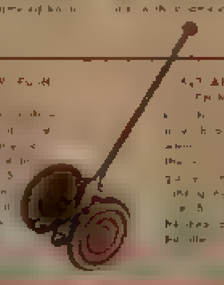


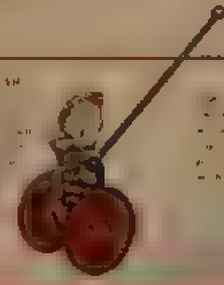
23 PIECE CHIME ASSORTMENT

GONG BELL TOYS

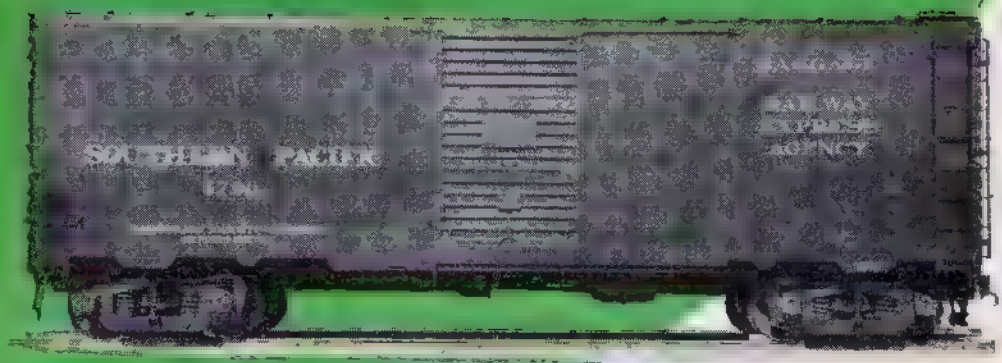
GONG BELL TOYS

Here are the toys with color action and musical sound Gong Bell Toys Each toy whether it be telephone horse rider push or pull toy or stroller type toy answers every fundamental toy requirement quality construction play value price appeal consumer acceptance Known and recognized as the original musical chime toy line that combines realistic design and action with musical sound Gong Bell toys have been year round selling favorites the country over since 1866





GONG BELL



Southern Pacific Box-Express Car
with latest type Commonwealth BX Trucks

Latest Type COMMONWEALTH BOX-EXPRESS CAR TRUCKS

Offer Many Advantages For Commodity Car In Passenger Train Operation . . .

Especially designed to meet the demand for a safe, rugged, practical, light-weight truck for Box-Express Cars operating in passenger trains, this newest type COMMONWEALTH Equalized Swing-Motion Truck provides a *smoother riding car* with greatly reduced upkeep costs.

The swing bolster arrangement permits effective lateral control, assuring smoother riding with *less shock and damage to car contents*, car body and track structure. The one-piece cast steel truck frame, with integral pedestals machined, insures that the axles are kept in tram at all times, which is most desirable whether plain bearings or roller bearings are used. The COMMONWEALTH Trucks may be arranged for either clasp or single shoe type brakes.

For true economy and dependability it will pay you to apply COMMONWEALTH BX Trucks to your express, refrigerator and merchandise cars in passenger train service.

GENERAL STEEL CASTINGS

GRANITE CITY, ILL. • EDDYSTONE, PA.

Superglow Face Powder

an entirely new concept of face powder which gives a natural luminosity to the wearer by reflecting light rays instead of absorbing them.

"Lumium" is the new chemical product of our research laboratories which enters into the mixing of this amazing face powder and which gives the complexion a new, more intense glow designed to make you look younger and more beautiful.

In eight exquisite shades to match all different skin tones.

Germaine Monteil

You'll talk for years about your Glacier Park vacation

How you explored Montana's Rocky Mountain magic in Glacier National Park—and discovered the secret of world famous Trick Falls, one of America's wonders.

How you relaxed in Nature's own air-conditioning—and thrilled to Glacier's snow-capped peaks right from the sun deck of your luxurious mountain hotel.

How you vacationed on the way—forgot travel worries on Great Northern's safe, luxurious Western Star *direct* to Glacier Park through 'Vacationland, U.S.A.'

How you photographed and talked with real Blackfeet Indians who greeted you at the train in full ceremonial dress—part of Glacier's excitingly colorful atmosphere.

How you marveled at the view from Logan Pass—6664 feet high on the Continental Divide—high point on the breath-taking 'Going-to-the-Sun' Highway.

How you harmonized that night on the shore of Swiftcurrent Lake—and promised yourself you'd *come back soon* to glorious Glacier where there's *more* to see and do.

For information on Glacier Park, Pacific Northwest or California, write P. G. Holmes, Passenger Traffic Manager, Great Northern Railway, Department G-24, St. Paul 1, Minnesota. Ask for literature about Western vacations.

WESTERN STAR

STOPS DAILY IN GLACIER PARK, JUNE 15 THROUGH SEPTEMBER 10

ALL-STEEL

DOLL BUNKBEDS

BUNKBEDS SEPARATE INTO 2 YOUTH BEDS

For busy "Little Mothers" with more than one "child" and limited space in the nursery. Bunkbeds can be separated to make 2 complete youth beds.

NO B-70—ALL-STEEL BUNKBEDS

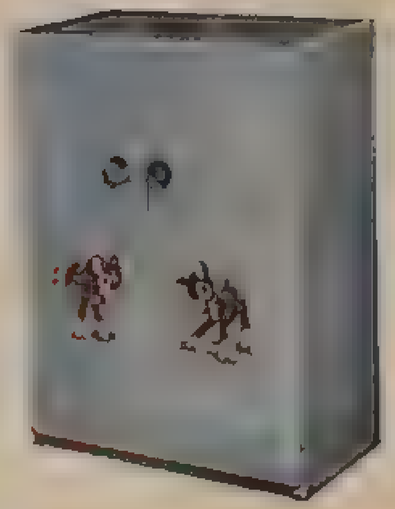
- ★ Waterfall panels
- ★ Steel side guard panels
- ★ Steel ladder with rubber feet
- ★ High bake non-toxic enamel finish on Bonderized steel
- ★ Tubular steel uprights
- ★ Steel fabric bedsprings
- ★ In Baby Blue
- ★ Colorful Decals
- ★ Glides on legs

Well constructed . . . beautifully finished. 26" long, 24" high and 3⅞" wide. Individually packed, weight 130 lbs. per dozen.

ALL-STEEL

DOLL WARDROBE

Tiny homemakers love this trim little wardrobe. Has a shelf to hold hats, shoes and accessories. A dress rack swings out of the cabinet and holds a complete wardrobe of doll clothes. 25" high, 18" wide and 10" deep. Individually packed, weight 180 lbs. per dozen.



NO W-200—ALL-STEEL DOLL WARDROBE

- ★ Electric weld construction
- ★ Polished brass door pulls
- ★ Shelf and dress rack
- ★ In Baby Blue
- ★ Welded hinges
- ★ High bake non-toxic enamel on Bonderized steel

DOLL SIZE . . . BUT NOT MADE LIKE A TOY

SINGLE DOLL BED

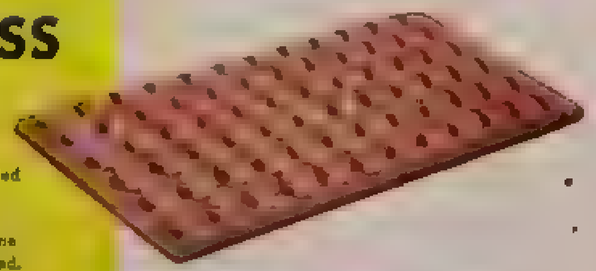
NO. B-50—ALL-STEEL SINGLE DOLL BED

Always a favorite of the small fry! 26" long, 12¾" high and 13¾" wide. Individually packed weight 75 lbs. per dozen.

- ★ Tubular steel frame
- ★ Detachable steel side panels
- ★ Swivel casters
- ★ Waterfall headboard
- ★ Colorful decals
- ★ In Baby Blue
- ★ High bake non-toxic enamel finish on Bonderized steel

DOLL MATTRESS

NO. M-100



- ★ Air-inflated
- ★ Pink only
- ★ Electronically heat sealed
- ★ Washes easily

This mattress fits any of the beds in our doll bed line 24" long, 13" wide and 1" thick. Individually packed, weight 4 lbs. per dozen.

MANUFACTURERS OF QUALITY METAL FURNITURE SINCE 1912

F. O. B. SCRANTON, PA.

STEEL UTILITY CABINET

NO U-300—ALL-STEEL DOLL UTILITY CABINET

- ★ Electric weld construction
- ★ Plastic door pulls
- ★ Welded hinges
- ★ High bake non toxic enamel on Bonderized Steel
- ★ Assortment of miniature famous brand packages
- ★ 3 shelves
- ★ In white
- ★ Colorful decals

Little girls who play house delight in owning their own utility cabinet. 3 spacious shelves hold pots, pans and groceries. 25" high, 18" wide and 10" deep. Individually packed, weight 180 lbs. per doz.

F. O. B. SCRANTON, PA.

HAP-EE HUB-EE TOYS HAP-EE HUB-EE TOYS

HAP-EE HUB-EE TOYS

PERMANENT SHOWROOMS 200 F 5TH AVENUE, ROOM 836, NEW YORK, N. Y.
AMERICA'S FURNITURE MART ROOMS 748 9 666 LAKE SHORE DR CHICAGO ILL
ROOM 4[illegible] MERCHANDISE MART CHICAGO ILL

★ A DOLL-SIZE REPLICA . . . BUT NOT MADE LIKE A TOY

ALL-STEEL

DOLL HIGH CHAIR

NO H-50—ALL-STEEL 30" DOLL HIGH CHAIR

- ★ ½" channel legs and arm rests
- ★ Seat and back drawn from one piece heavy furniture steel
- ★ No seam between seat and back to collect dirt
- ★ Sturdy step plate
- ★ Non-skid rubber feet
- ★ Curved back and formed seat to hold doll erect
- ★ "Easy-Swing" tray
- ★ Colorful decal
- ★ In Baby Blue

A big seller in every toy department! Appeals to every little girl for her dolly. A realistic miniature of a regular high chair scaled down to doll size. 30" high, 12¾" wide and 15" deep. Individually packed, weight 76 lbs. per dozen.

ALL-STEEL RECORD CABINET

NO. R-820

- ★ Metallic cloth grill
- ★ Heavy gauge steel top and door
- ★ Brass door pull
- ★ Rubber grommet opening for electric cord
- ★ Adjustable record shelf
- ★ Colorful decals
- ★ In Baby Blue

18" wide, 33" high and 13½" deep. Individually packed, weight 258 lbs. per dozen.

F. O. B. SCRANTON, PA.

HARRIS HUB BED AND SPRING COMPANY TOY DIVISION SCRANTON PA

NEW

HAP-EE HUB-EE TOYS

DOLL FURNITURE in our MINIATURE MASTERPIECE SERIES

PERMANENT SHOWROOMS
200 F 5TH AVENUE
Room 836
New York N Y
AMERICAN FURNITURE MART
Rooms 748 9
666 Lake Shore Dr Chicago Ill.
[illegible] MERCHANDISE MART
Chicago Ill.

SEE US at the Hotel New Yorker
Rooms 1066-1071
8th Ave. & 34th Street
New York, New York

- ★ DURABLE Steel Construction
- ★ Realistically Styled
- ★ Sells On Sight

ALL-STEEL

DOLL CRIB

NO. C-25 ALL-STEEL DOLL CRIB

- ★ Waterfall panels
- ★ Electric weld construction
- ★ Swivel casters
- ★ Plated hardware
- ★ Steel fabric bedsprings
- ★ Dropside with spring latches
- ★ Colorful decals
- ★ In Baby Blue

It's love at first sight when "Little Mothers" see this dropside crib. 26" long, 23½" high and 15½" wide. Individually packed, weight 180 lbs. per dozen.

F. O. B. SCRANTON, PA.

HARRIS HUB BED AND SPRING COMPANY TOY DIVISION SCRANTON PA

SKUNK

An SCENT becomes CENTS.. results are heavenly

SKUNK *The Exciting Dice Game for the Whole Family*

Truly the most entertaining game to hit the toy market in the last ten years. THRILLS LAUGHTER SUSPENSE EXCITEMENT in every roll of the dice

Children love it Adults demand it – easy to play, needs no deep concentration any number can play. A laff a minute.

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[illegible] $2.00

SCARE CROW — BEAVER — COOTIE — STADIUM CHECKERS — MILL — SQUARES — PICKUP

HIGHLANDER SALES COMPANY

[illegible]

The Spotlite's on

COOTIE

LOADS OF FUH
FOR EVERYONE

"COOTIE" is a game parents and their children can play together and enjoy together! It's an exciting "COOTIE" building race that delights adults and allows children to learn as they play. Two or more can play, depending upon the number of "COOTIES" you have on hand. "COOTIE" provides an interesting and exciting diversion for showers and parties.

. . . A FAMILY GAME . . .

Packed in	Net Weight
1 DOZEN CARTONS	7 LBS
3 DOZEN CARTONS	20 LBS.

F O B Minneapolis

FAIR TRADE PRICE

$2.00

CATALOG NO. 200

Manufacturers of SPARETIME BOWLING — SCARE CROW — SKUNK — COOTIE — STADIUM CHECKERS — MILL — SQUARES — PICKIN'

AMERICAN TOYS

HIGHLANDER SALES COMPANY

DIVISION OF W. H. SCHAPER MFG. CO., INC

MINNEAPOLIS 11, MINNESOTA

Wannatoy

Winners for '54

Sure sellers
Fast movers

See the Wannatoy line of 48 big value smartly packaged items at our Toy Fair exhibit at Room 712 Hotel New Yorker. Ask or write for beautifully illustrated catalogue of profit-makers

Santa Pack-410

An assortment to delight children of all ages. Handy packages for display with assorted toys in pliofilm bag over Santa's back. Fun for all — Retail 98c. 2 dozen to shipper — Weight 9 lbs.

Paint Set-317

There's a big painting fad with young and old — This new set with 7 water colors brush and book for only 29c is a real winner for the young artists of America. Labeled bag. Retail 29c. 4 dozen to shipper. Weight 5-1/2 lbs.

Western Pistol -314

Kids love the "Westerns" on T.V. — That's why these Clicker Pistols sell like hot cakes. Real cowboy fun for the kids — 25c. Retail 12 to chipboard — 6 dozen to shipper. Weight 7-1/2 lbs.

MG Roadster-128

Cash in on the foreign car fad, with this multi-colored MG Roadster, Detailed perfection, even to the transparent windshield and spare tire. Car-minded youngsters go for these MG's in a BIG way. 10c. Retail — Packed 2 dozen to the chipboard. 1 gross to shipper Weight 7 lbs.

National Sales Representatives Smith Benny Sales Co.
11 West 42nd Street New York 18, N.Y.
Dillon Beck Mfg. Co. Hillside N.J.

To our many friends
in the toy field whose
thoughtfulness and pa-
tronage have made this
year particularly eventful
A Merry Christmas
and
A Happy and Prosperous
New Year
EVERLY ASSOC. INC.

Still Producing-

THE MOST PROFITABLE CHRISTMAS ITEM!

MOUSLEY'S
CHRISTMAS STOCKINGS

also **GLITREE**
made of fine sparkling glittered cotton wadding.

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FELT STOCKINGS TOY FILLED STOCKINGS

GEO. E. MOUSLEY, Inc. WEST WARWICK, R. I.

Selling Agents:— KRAIN & CANTON, Room 503, 200 FIFTH AVE., N. Y. C.

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BLOW-ACCORDION

NO NOTES TO READ
A CINCH TO PLAY
PRECISION TUNED
POPULARLY PRICED
EVERYBODY PLAYS IT
2 OCTAVES - 16 KEYS

3-COLOR PICTURE BOX

OUTSTANDING Musical Toy of the YEAR!

BIGGEST THING in musical toys in a decade. Plays songs instantly "by numbers" . . . in single notes or rich chords: 2 full octaves. Amazingly simple to follow Instruction Folio and Songs included. Styled and produced exclusively by WM. KRATT Company, foremost reed instrument manufacturer in the U.S.A. Note these features: Beautifully modeled, finest quality styrene plastic in colors. 9 x 2 ½ x 1⅝ inches. Eight piano-like keys: 16 PRECISION, HAND-TUNED BRASS REEDS. Everybody buys it; young and old, schools, camps, party entertainers. Make your cash registers ring in '54 with a real profit maker.

INFORMATION AND LITERATURE PROMPTLY

SEE THE WM. KRATT BLOW ACCORDION
at WALTER MAAS Show Room 713 200 5th Ave. N Y And WM. KRATT American made Harmonicas from 79c to $10.

WM. KRATT CO. UNION, NEW JERSEY

3-51

Make it a Halco Halloween!

Hop on the Halco "Gravy Train"

Tiny Tot, Children's Teen-Age and Adult Costumes from $1.49 to $4.95 retail

NEW! EXCITING! BEST SELLERS!

Yes, make it a Halco Halloween—and you'll make it a profitable Halloween! Only Halco concentrates on such highly promotional designs as Eerie Electric Eyes, Mr and Mrs. Potato Head and Terry-Toon characters to insure you volume sales. Plan now to make the most of your Halloween Season—and of course, plan with

HALCO—America's Leading Creator of Costumes!

TRICK OR TREAT

JUMPIN' PARENTS

ROBOT and SPACE GIRL

EERIE ELECTRIC EYE COSTUMES

With flashing lights! Complete with long wire and battery case that can be concealed in pocket. Just squeeze cane to flash lights on and off.

Write FOR 24-PAGE CATALOG— COSTUMES, MASKS, WIGS, PLAYSUITS

With New Vinyl Masks

Halco

J. HALPERN COMPANY

810 PENN AVENUE PITTSBURGH, PA.

260 FIFTH AVENUE NEW YORK CITY

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Hop on the Halco "Gravy Train"

Very Tot, Children, Teen-Age and Adult Costumes from $1.49 to $4.95 retail

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TRICK OR TREAT

PARENTS

ROBOT and SPACE GIRL

EERIE ELECTRIC EYE COSTUMES

With flashing lights! Complete with long wire and battery case that can be concealed in pocket. Just squeeze case to flash lights on and off.

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*With New Vinyl Masks

These are the most realistic Halloween masks ever made! Greater facial details, better fit. They'll make a big hit!

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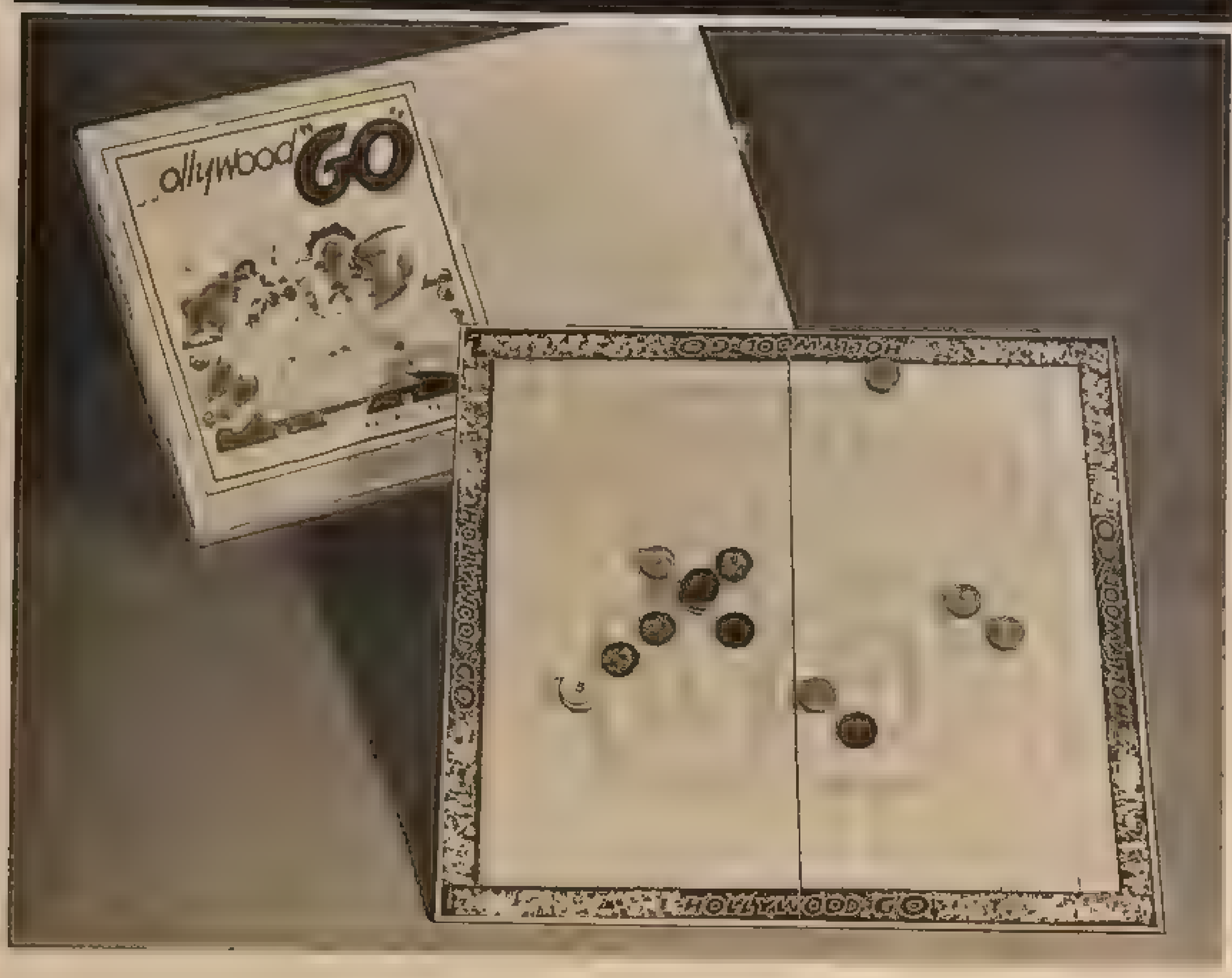
FAMOUS

Parker Games

THE MOST FAMOUS AND LARGEST SELLING GAMES IN THE WORLD



WATCH YOUR CUSTOMERS GO FOR HOLLYWOOD "GO"

NEW

Set up a game of HOLLYWOOD "GO" on your counter. Let customers try this fascinating new game for themselves! Rules can be learned very quickly. Play is continually exciting, with its perfect balance of chance and skill. Here's *the* game to feature for Washington's summer weekends! $2.50

Parker Brothers, Inc. SALEM, MASSACHUSETTS

209 FIFTH AVE., NEW YORK 10 — MERCHANDISE MARTS, CHICAGO AND SAN FRANCISCO

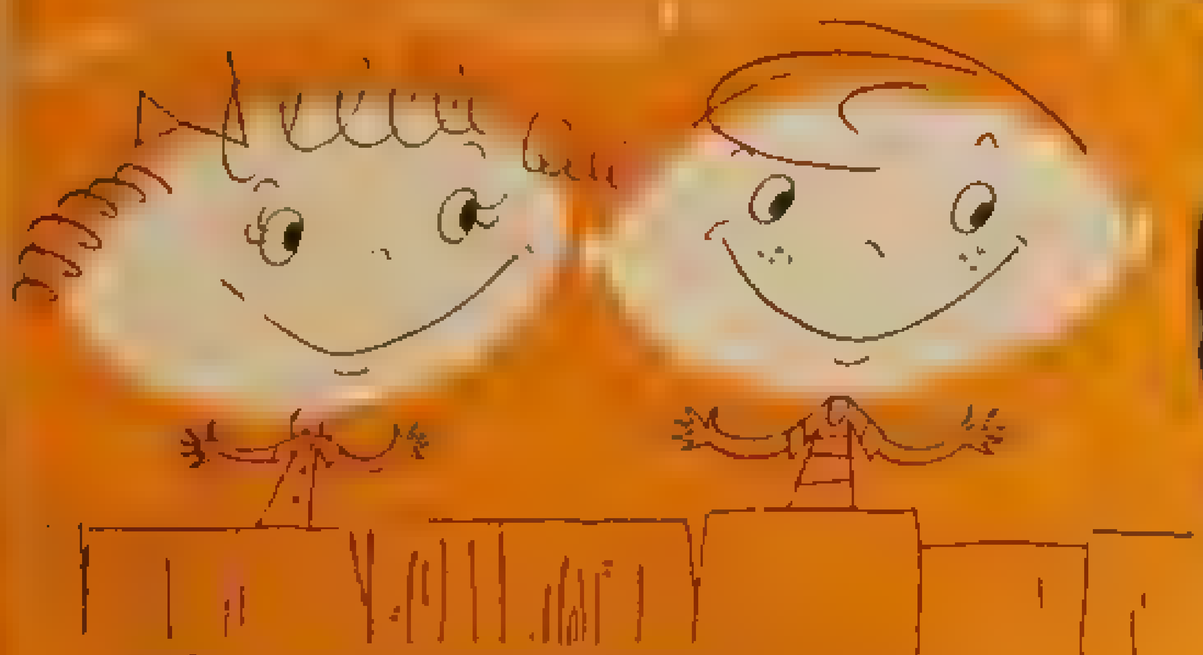
Alvin Colt provides the theatrical touch at Halloween for Bland Charnos with a host of exciting costumes: beautiful color, dramatic design, fresh new ideas! Stock this all-star cast of Wonderland Halloween styles for new-style Halloween profits!

50 Enchanting designs in all!

- Howdy Doody
- Clarabel
- Princess Summerfall Winterspring
- Prince Valiant
- Johnny Jupiter's Reject the Robot!
- and a wide supporting cast of skeletons, gypsies, witches, animals, etc

Millions of dollars back up your Wonderland Halloween line!

- Howdy Doody: the most famous kiddie character of all time, seen by 5,000,000 children, 5 days a week!
- Reject the Robot: the newest kiddie favorite!
- Prince Valiant: Popular hero of a full length motion picture!
- Clarabell: Supporting character in the Howdy Doody story!.. ..and many other highly-advertised, tremendously popular children's favorites!



Order now for earliest delivery of your Wonderland Halloween Costumes

"CHICO"—Is the Toy
Millions Will Adore... During 1954
The unusual appeal which made this little monkey the No. 1 Best Seller last year is sure to make him even more of a sensation during 1954. He's made of the finest rayon plush with hand painted vinyl face, hands, and feet . . . 15" tall, retails for $5.98.
Don't miss CHICO—the baby monk and dozens of other original RUSHTON creations on display at the Toy Fair
The RUSHTON COMPANY
and ATLANTA PLAYTHINGS Co.
578 BANKHEAD AVE., N. W., ATLANTA, GA
* Actual Photos of "CHICO"

HOWDY DOODY

CLIMBS HIGHER EVERY YEAR...

IN POPULARITY

Top rated multi-weekly
T.V. show for adults and children

IN COVERAGE

83 NBC T.V. stations across the nation
130 NBC radio stations; 32 radio stations in Canada

IN SALES RESULTS

Fully sponsored by National Products

The Number One Toy Salesman in America

Say "Howdy" to these licensees at the Toy Fair

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BENAY-ALBEE NOVELTY	Chr stmas stock ngs	New Yorker Rm 1146
BEN-HUR INDUSTRIES	Foam rubber dolls and sponges	New Yorker Rm 927
BLAND CHARNAS	Masks, costumes	New Yorker 4th fl 200 Fifth—344
CASTLE FILMS	Home movies	New Yorker 3rd, 4th, 5th fl
CATHEY FURNITURE	Rocker	New Yorker Rm 920
CHURCH CRAFT	3 D picture stories	200 Fifth Ave Rm 307
D & R INDUSTRIES	Doll house sets	New Yorker 4th fl, Rm. 1002
EMENEE INDUSTRIES	Ukulele	200 Fifth Ave. Rm 351
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PARKER BROS	Games	200 F 4th Ave Rm 634
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PILOT PLASTICS	Tracer and grease kit	McAlpin Rm 704
PIXIE PRODUCTS	Squeeze toys	200 Fifth Ave. Rm 1453
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RUSSELL MFG. CO	Card games	200 F 4th Ave Rm 457
SHURA-TONE CORP	Phonographs	New Yorker Rm 947
SIMON & SCHUSTER	Golden Books	New Yorker Rm 540
STAHLWOOD TOY MFG	Rattle and cr b toys	McAlpin Rms. 967 969
STICKLERS CORP	Soil grassing plates	200 F 4th Ave Rm 519
TEE-VEE TOYS	Plastic figures clay set	McAlpin Rm 704
TELEVISION PROD	Inflatable ball and figures	New Yorker Rm 9 0
TIGRETT ENTERPRISES	Gravity toy	New Yorker 4th fl C & H 200 F 4th Ave Rm 554
VAN DAM RUBBER	Ball game	New Yorker Rm 972
VINSON MFG	Lights, plaques	New Yorker Rm 970
WHITMAN PUBLISHING	Puzzles fun books	200 Fifth Ave Rm 1 0

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CORPORATION

See our exciting new line at the

TOY SHOW

Room 968

HOTEL NEW YORKER

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Fashions for DOLLS

FROM 8" to 23"

dresses on hangers

layettes • underwear

boxed sets

plastic shoes • stockings

knitted novelties

packaged wardrobes

accessories

sally seamstress

MAKE-IT-YOURSELF

PRE-CUT DOLLIE DRESS KIT

FREE revolving DISPLAY RACK

Write for CATALOG

THE ARDEE COMPANY

386 Wythe Avenue, Brooklyn 11, New York

No 600
SPACE GUN

$1.85

NEW ITEM!

– WITH ELECTRIC BUZZER!

Howdy Doody's Pals

Get TOP RATING Among TOY BUYERS...

* ZIPPY THE CHIMP

Approved by Toy Guidance as one of the most outstanding soft stuffed creations of the year. An authentic likeness of the live Zippy, star of TV's famous Howdy Doody Show. Made in a combination of black shaggy rayon plush with impish hand-painted vinyl face, hands, ears and shoes. In 2 sizes, 15", 21" to retail for $7., $10.

* WINDY THE DOG

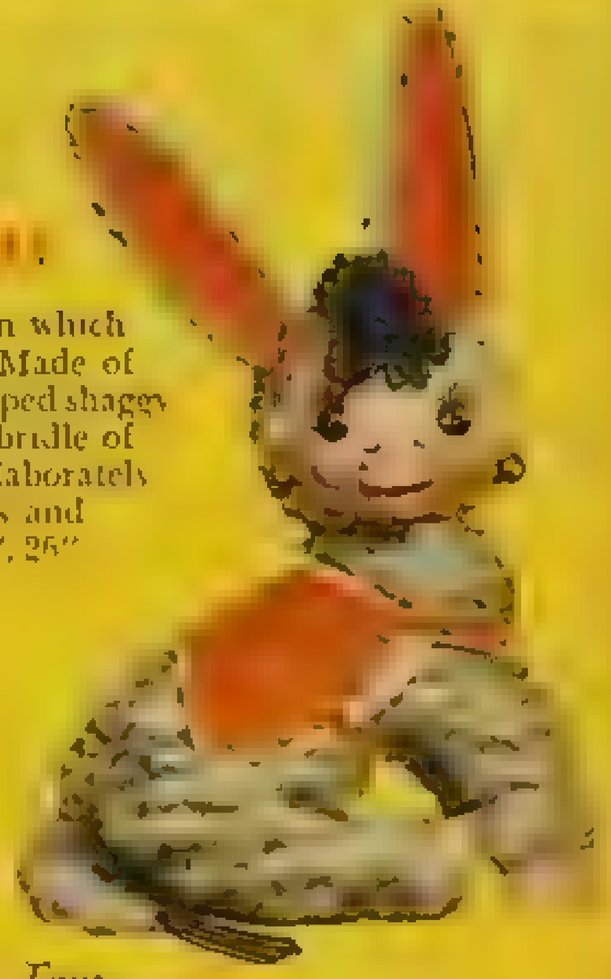
WINDY, English Sheep Dog, another favorite of the Howdy Doody Show. Made of long pile hand-sprayed plush with sewn in glass eyes, hand-painted vinyl nose and tongue. In 2 styles, lying and sitting. 3 sizes, 12", 15", 18". Retail $5., $8., $12.

*TV Stars EVERY KID ADORES!

* FULLY PROTECTED BY COPYRIGHT

*

New and unusual cuddle pony with flexible legs that can be placed in many positions. Beautifully made with hand painted vinyl face, ears, hoofs and tufts groomed with felt harness and bells. In 2 sizes 15", 24". Retail $7 $12



*

A very attractive creation which will intrigue any child. Made of beautiful quality grey tipped shaggy plush with blanket and bridle of red and white felt, elaborately trimmed with gilt braids and jingle bells. In 2 sizes 19", 26" to retail for $7 $12

Actual Photos of all Toys

WRITE For NEW TOY Catalogue

The RUSHTON COMPANY and ATLANTA PLAYTHINGS CO.

578 BANKHEAD AVENUE, N. W., ATLANTA, GA.

SALES OFFICES
New York
Chicago
Los Angeles

TOYS and Novelties

"THE VOICE OF THE INDUSTRY"

DECEMBER, 1954

VOL. 51—NO. 12

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IN THE TOY WORLD...
EVERYBODY,
BUT EVERYBODY
KNOWS

HOWDY DOODY

AND

THE RUSHTON COMPANY

AND NOW...

*WINDY, THE DOG Retails at $5, 8, 12

*ZIPPY, THE CHIMP Retails at $7 & 10

THESE TWO GREAT NAMES
JOIN TO PRESENT HOWDY'S LOVABLE
TELEVISION PALS AND STARS
OF HIS NATIONALLY FAMOUS SHOW...

WINDY THE DOG AND ZIPPY THE CHIMP

The RUSHTON COMPANY
and ATLANTA PLAYTHINGS CO.
578 BANKHEAD AVENUE, N. W., ATLANTA, GA.

Design Patent Applied for

WARNING: The ... protected ... copyright ... and will be ... prosecuted

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copr. KAGRAN corporation

everyone will see

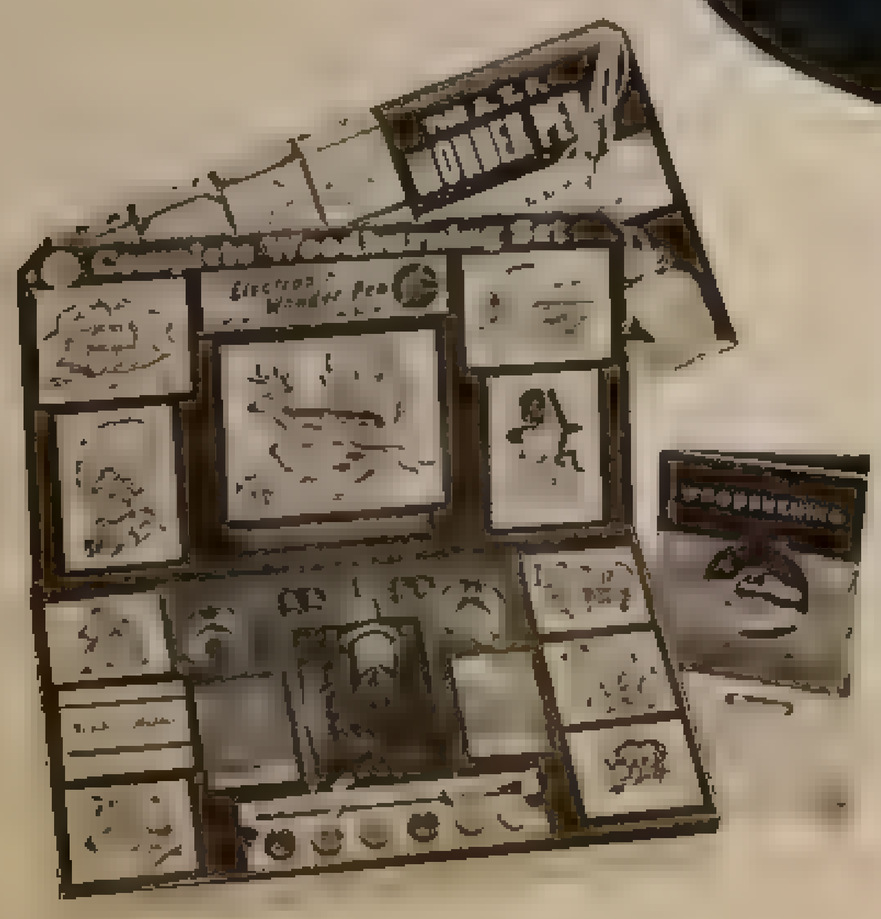
more will demand

most will buy

AMERICAN

Teach-N-Fun

EDUCATIONAL TOYS



No. 33—ELECTRIC WOODBURNING SET

A fascinating creative hobby kit that provides fun and entertainment for everyone. Contains U. L. approved electric woodburning pen, 4 points, 10 plaques, brush and paint in 6 pak paints, sandpaper and assorted forms plus projects and woodburning manual.

American Teach N Fun woodburning sets are ideal project kits for young and old. Redesigned, improved, attractively packaged, they include project projects and coloring equipment and are available in 3 sizes from $3 to $7.

MODEL W8—CARPENTER'S TOOL KIT

Handsomely assembled set in wooden carrying case. Consists of 19 pieces including large hand saw, hammer, plane, brace and bit, steel marking hammer, hatchet, putty knife, screwdriver, etc., plus new woodgluing project book.

The complete American Teach N Fun tool chest includes high quality wood and metal tools, chests and works beautifully. Ideal for girls and boys. Priced from $12.50 to $25.00.

as advertised in the

LIFE PROMOTION

The **BIG LIFE PROMOTION**—featuring American Teach N Fun items—will reach into millions of homes throughout the country at a time of the year when everyone is "buy" conscious. These exciting gift ideas will be seen, recognized and demanded by children and adults everywhere. The power of LIFE will stimulate them to buy—and when they do, they'll quickly recognize the many superior qualities of construction, safety, the educational value, outstanding play appeal—and become confirmed purchasers of other related Teach N Fun items. The American Teach N Fun line is the only complete pre-tested line that offers toys and hobby kits for boys and girls from 1 to 16 years.

Investigate how you can tie in with the entire Teach N Fun toy line—send for the big, colorful 12 page catalog now showing more than 50 items and the promotional push that's behind this amazing line.

"A TRUE FRIEND TO CHILDREN"

AMERICAN TOY AND FURNITURE COMPANY, INC.

6130 NORTH CLARK STREET CHICAGO, ILLINOIS

HOWDY DOODY'S PALS

Get TOP RATING Among TOY BUYERS...

* ZIPPY THE CHIMP

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* WINDY THE DOG

WINDY, English Sheep Dog, another favorite of the Howdy Doody Show. Made of long pile hand-sprayed plush with sewn in glass eyes, hand-painted vinyl nose and tongue In 2 styles, lying and sitting 3 sizes, 12", 15", 18". Retail $5., $8 , $12.

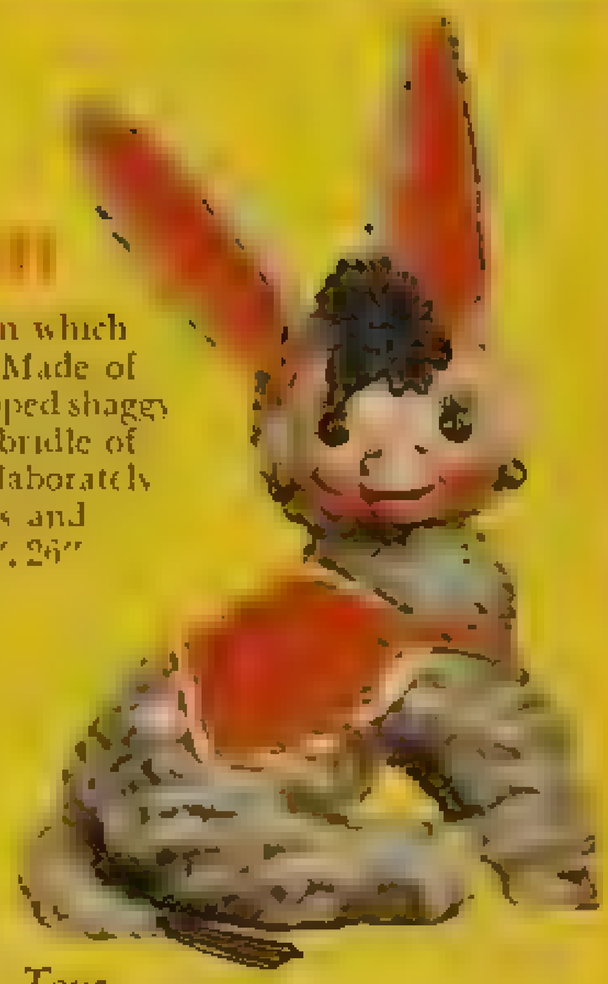
* FULLY PROTECTED BY COPYRIGHT

*[illegible]

New and unusual cuddle pony with flexible legs that can be placed in many positions Beautifully made with hand painted vinyl face, ears, hoofs . elaborately groomed with felt harness and bells In 2 sizes, 15", 23" Retail $7 , $12

*[illegible]

A very attractive creation which will intrigue any child Made of beautiful quality grey tipped shaggy plush with blanket and bridle of red and white felt elaborately trimmed with gilt braids and jingle bells In 2 sizes 19", 26" to retail for $7 , $12.



Actual Photos of all Toys

WRITE For NEW TOY Catalogue

The RUSHTON COMPANY and ATLANTA PLAYTHINGS CO.

578 BANKHEAD AVENUE, N. W., ATLANTA, GA.

SALES OFFICES
New York
Chicago
Los Angeles

TOYS and Novelties

"THE VOICE OF THE INDUSTRY"

SEPTEMBER, 1954
VOL. 51—NO. 9

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*TV Stars EVERY KID ADORES!

*FULLY PROTECTED BY COPYRIGHT

*DONKEY-DONNY

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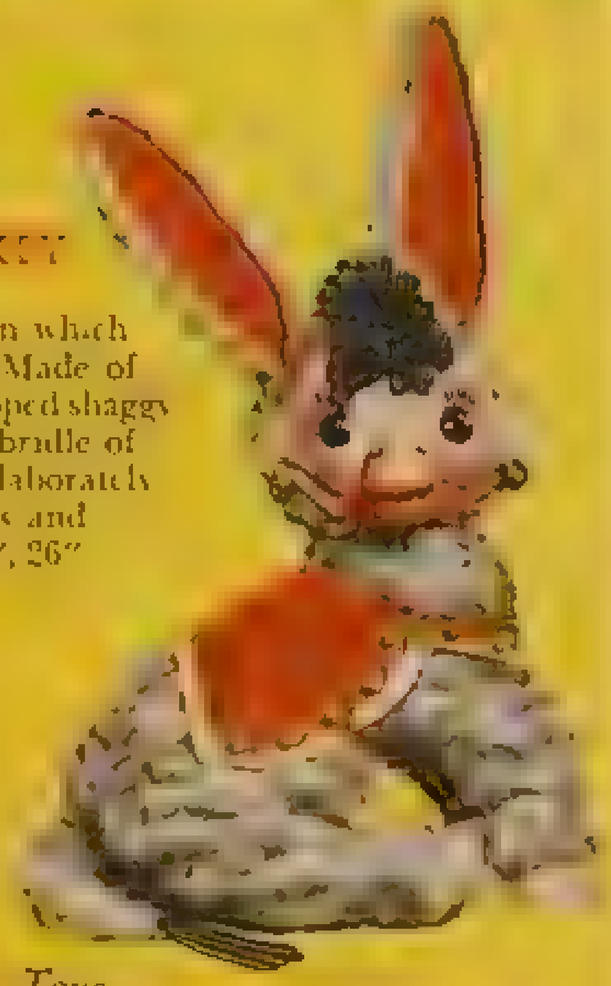

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SALES OFFICES
New York
Chicago
Los Angeles

2 Jr. Ace

TOY GUIDANCE COUNCIL WINNERS

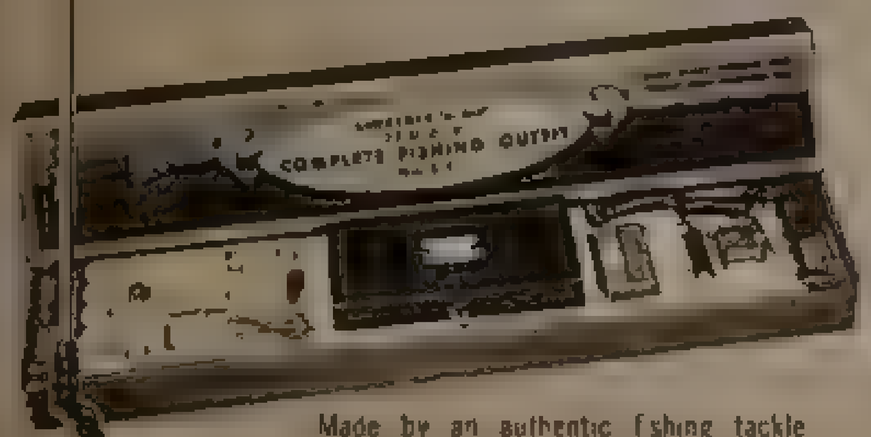
Featured below are two of the many JR. ACE play tools that are... "imagineered to sell." Authentic fishing outfits . . . educator-endorsed "DO-IT-YOURSELF" tool sets . . . basketball sets . . . punching bag sets and golf sets round out the broad and varied JR. ACE line.

YOU HOLD THE WINNING CARD WHEN YOU FEATURE JR. ACE

LAWRENCE TACKLE Jr. Ace

A Prestige Toy

No. 315—22-PC. FISHING OUTFIT



Made by an authentic fishing tackle manufacturer — for real fishermen, this 22-pc. outfit features a 4-ft. fibreglass rod with pistol grip handle; double-multiplying geared reel with click, and steel tackle box.

List $5.98

Other Outfits 59¢ to $9.98

A Prestige Toy

ADJUSTO

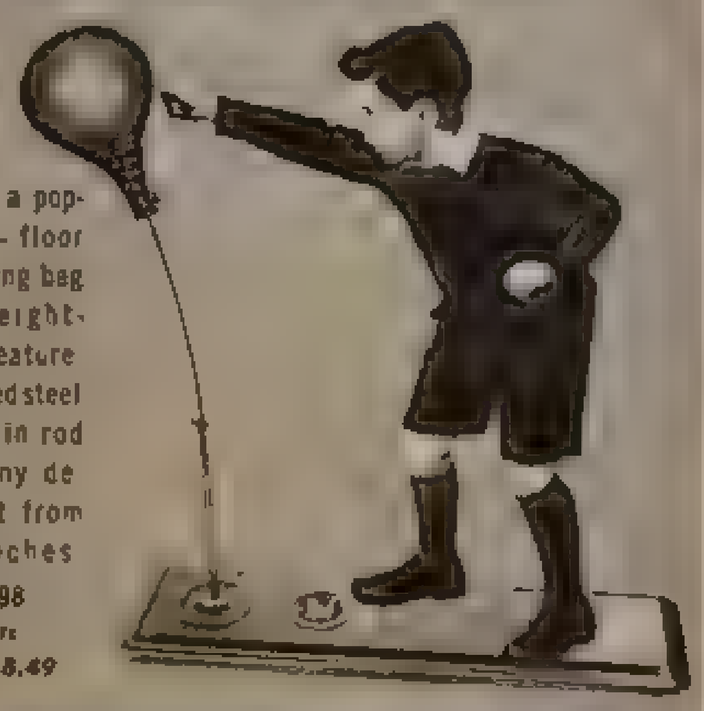
HEIGHT ADJUSTABLE PUNCHING BAG SET

No. 27

First time at a popular price — floor model punching bag set with height-adjustable feature. Flexible, plated steel rod adjusts in rod holder to any desired height from 36 to 47 inches

List, $4.98

Other Sets
$4.25 to $8.49



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WATERFORD, CONN.

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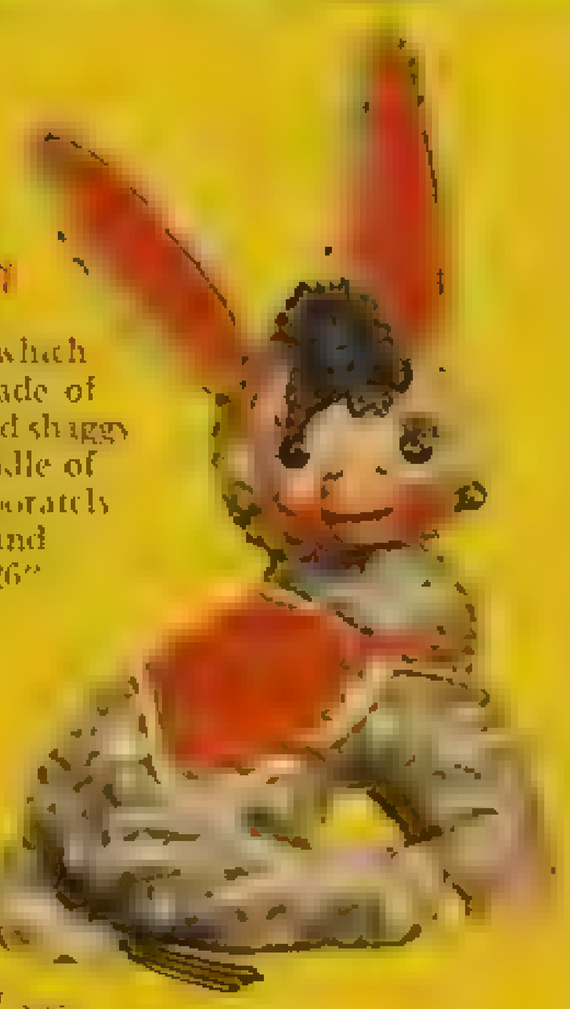
*TV Stars EVERY KID ADORES!

*FULLY PROTECTED BY COPYRIGHT

*[illegible]

New and unusual cuddly pets with 4 wide legs that can be placed in many positions. Beautifully made with hand painted vinyl face eyes, hoofs and ears, covered with [illegible] bells. In 2 sizes. Retail $7 up



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Actual Photos of all Toys

WRITE for NEW TOY Catalogue

The RUSHTON COMPANY and ATLANTA PLAYTHINGS CO.

578 BANKHEAD AVENUE, N. W., ATLANTA, GA.

SALES OFFICES
New York
Chicago
Los Angeles

Display Hints

help you sell

FISHER-PRICE

faster than ever!

1 **Display Toys Out of Carton . . .** show each toy . . . colorful lithographs and whimsical designs are sure eye-catchers! Discard soiled samples **at once.**

2 **Use full-color Display Sign.** Wording identifies push-pull section, ties in with Fisher-Price **national advertising.**

3 **Mass Display Under $1.00 Toys.** They are colorful . . . attract attention, create impulse, pick-up sales!

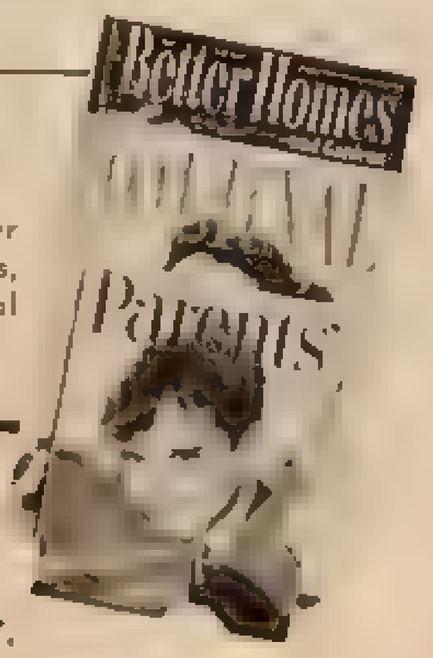
4 **Provide Toy Runway.** Fisher-Price toys sell themselves when clerk or customer can move them about. Letter on runway "See Action — Hear Sounds — Pull Toys Here".

5 **Use Cartons To Build Display, but** leave room for runway. Cartons now show picture of toy and age level

6 **Maintain Handy Stock Area** so display can be quickly replenished

DISPLAY AIDS

Send for free Kit of full color counter and window signs, streamers, mats, etc Tie-in with Fisher-Price national advertising in .



In Western New York State at EAST AURORA, ERIE COUNTY, N. Y.

New York Office and Display: Suite 417, 200 5th Avenue Building

IN THE TOY WORLD...
EVERYBODY,
BUT EVERYBODY
KNOWS

HOWDY DOODY

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THE RUSHTON COMPANY

AND NOW...

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578 BANKHEAD AVENUE, N. W., ATLANTA, GA.

Design Patent Applied for

copr. KAGRAN corporation

OUT OF THE BLUE

comes the toy sensation of the century . . . the new, exciting Spitz Junior Planetarium, already receiving wide-spread national publicity! Scientifically designed to show the stars above us . . . exactly as they appear . . . any time, any place in the northern hemisphere! Projects all the major constellations . . . see the Big Dipper, Orion, Southern Cross! Fascinating . . . educational! Nothing like it on the market! Packaged in colorful, star-struck box with full-color 32-page star book to help identify constellations.

Retails at $13.95

HARMONIC REED CORPORATION

ROSEMONT, PENNA.

Built to save money. This car combines stamina and corrosion-resistance, yet saves weight. It utilizes a high strength low alloy steel containing nickel, sold under the trade name, "Yoloy," and produced by Youngstown Sheet and Tube Company, Youngstown, Ohio.

Cut Car Weight Yet Extend Car Life By Using a Nickel Alloy Steel

5 Times as Corrosion-Resistant as Carbon Steels

There are two reasons why you can cut deadweight when you use high strength, low alloy steels containing nickel . . .

First, because thin light sections of these steels provide the same strength and ruggedness as thicker, heavier sections of plain carbon steel.

Second, weight saving is practical with these steels because long tests in actual service have shown their unusually good corrosion resistance: five times that of carbon steels and two and one half times that of copper-bearing steels. A high degree of original strength is thus retained during years of use by steels containing nickel.

In addition, these steels withstand battering, abrasion and shocks. They answer the railroad man's call for minimum maintenance, and maximum use per dollar invested.

They'll give you a good return on your money by adding years of life to relatively light-weight cars. And less car-weight increases your revenue per ton mile.

Moderate in cost, high strength, low alloy steels containing nickel along with other alloying elements, are produced under a variety of trade names by leading steel companies.

Learn more about these steels, and how they can help you . . . send for a copy of "High-Strength, Low-Alloy Steels." It's yours for the asking.

INCO

THE INTERNATIONAL NICKEL COMPANY, INC. 67 WALL STREET NEW YORK 5, N. Y.

KNICKERBOCKER'S

Sleepy Head DOLL

OFTEN IMITATED...NEVER DUPLICATED

Knickerbocker's famous sleepy-head doll, designed to cuddle and adorn a little girls bed. Wonderful angelic expression with ever-sleeping eyes. Made of the finest rayon with a washable plastic face. In pink, mint, blue, and maize.

NO. 210/30

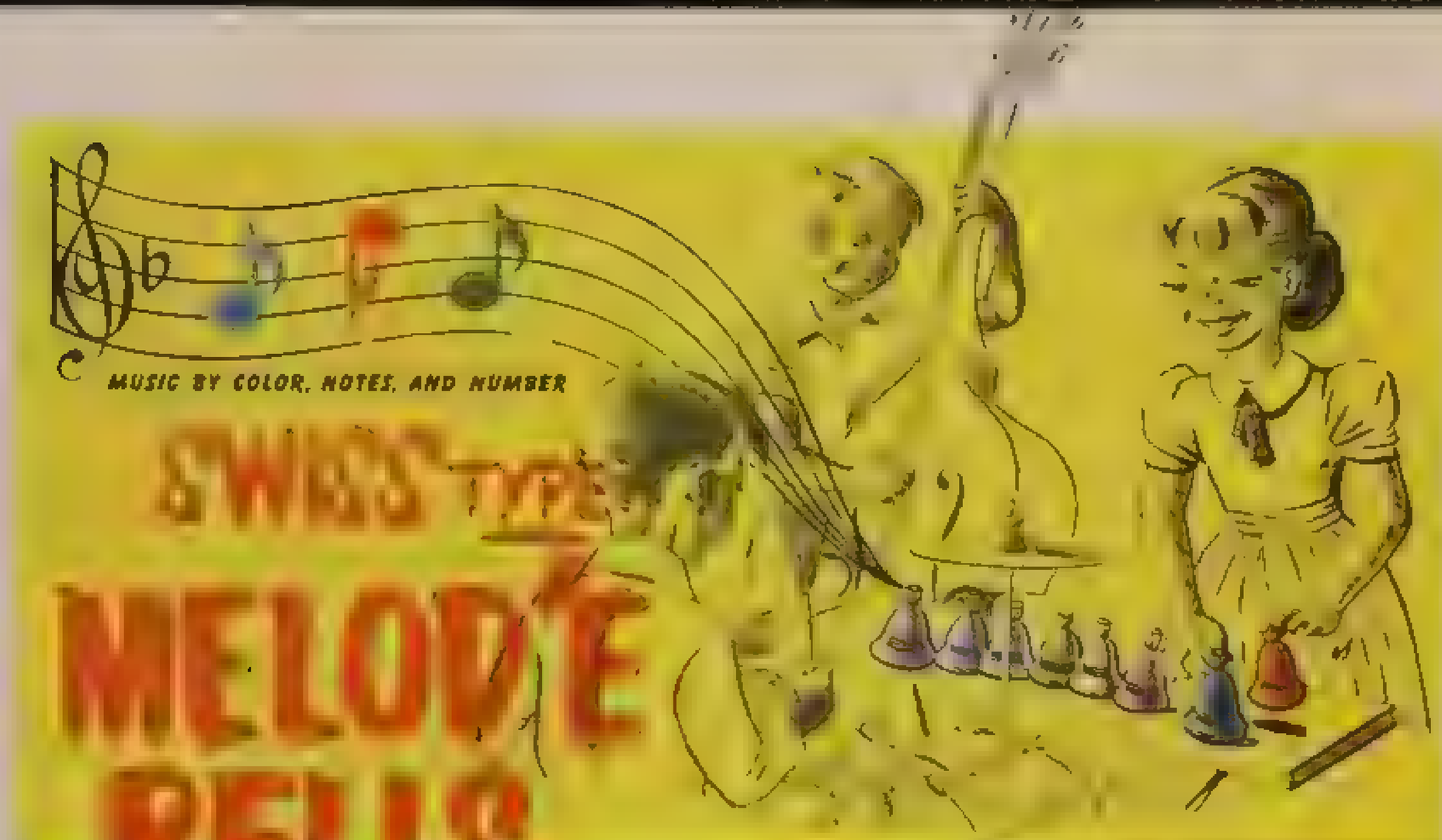
Suggested Retail Price

KNICKERBOCKER TOY CO. INC.

1107 Broadway, New York City, N.Y.

MUSIC BY COLOR, NOTES, AND NUMBER

SWISS TYPE MELODÉ BELLS



Children and grown-ups alike can now play and enjoy Knickerbocker's Melodé Bells as featured by Swiss bell ringers and concert players. The full diatonic scale of precision-tuned bells are musically appealing when played alone or with accompaniment

no 575

Teaches
- MUSIC
- COLORS
- PITCH
- NUMBERS

Music for all age groups!

Knickerbocker's Melodé Bells

KNICKERBOCKER, 1107 BROADWAY, NEW YORK CITY, N. Y.

single-package construction, one has only to look at the F-94C's fire control system, with some 35 "black boxes" scattered around the nose section. However, this Hughes system is of an earlier vintage than the new Westinghouse package. It is possible that newer Hughes systems now under design will come in single-package-type construction.

► **Other Advantages**—The single-package construction permits Westinghouse to fabricate and furnish practically all of the interconnecting wiring between system components, simplifying the initial installation by the aircraft manufacturer.

Another advantage of the packaged construction is that a single ducted cooling system can serve all of the black boxes in the package, with the amount of cooling air for each set according to its internal heat dissipation. This is a more efficient arrangement than the more common practice of putting individual cooling fans in each box.

From a logistics standpoint, the new Westinghouse packaged system is particularly attractive to the Navy. Except for cockpit accessories, the same fire control package can be used on all of the Navy's new crop of interceptors.

► **Push to Test**—Westinghouse has made it easy for a pilot, radar operator, or maintenance man to spot-check its new fire control system. Equipment can be checked by setting up a test problem (using special built-in circuitry), pushing a button, and then watching the radar scope. Air Arm believes strongly in built-in test provisions, wherever feasible.

External test equipment for field use is also required and Air Arm has set up a separate group whose prime function is to get such equipment designed and out on time. The group handles test equipment design for all Air Arm products.

Westinghouse says it has been delivering equipment instruction books in advance of the equipment itself, a very desirable, but not-too-frequent practice in the industry.

Another maintenance aid is an elapsed-time meter which keeps a running tabulation of the number of hours the fire control is operated. This permits establishing maintenance and overhaul periods based on equipment use instead of on the less significant airplane hours.

► **Engineering Staff**—Air Arm engineering department numbers around 1,000, of whom approximately 500 are graduate engineers or scientists, 150 are craftsmen. The balance are in supporting functions, including model shop and flight engineering. Many of the Air Arm test pilots are also engineers, an important requirement when testing complex equipment in a single-place aircraft.

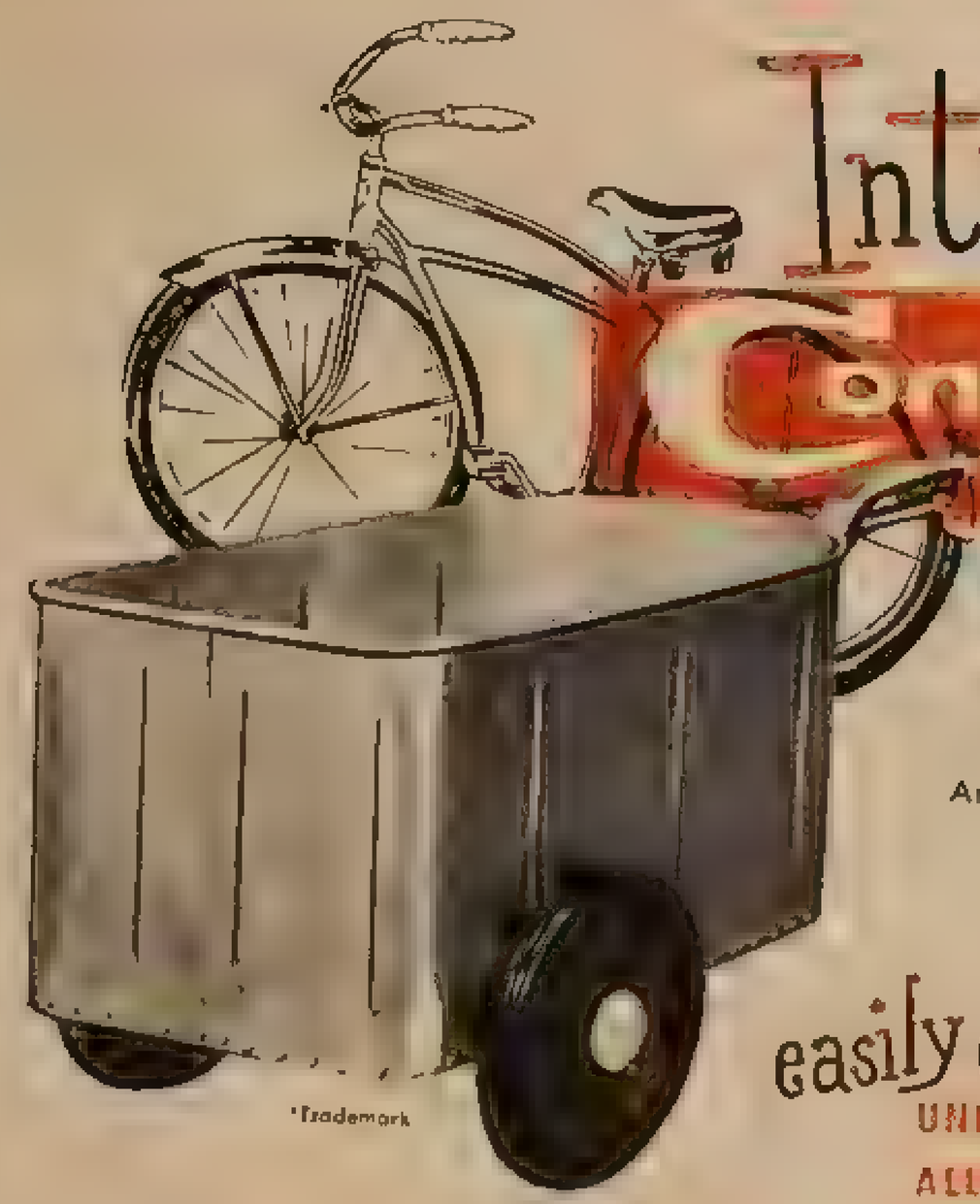
The Air Arm engineering staff is effectively larger than its numbers would indicate, Herwald emphasizes. Reason is that the division draws on engineering talents in other company divisions.

Small Actuator

Lightweight actuator, weighing under 2 lb., developed by Minneapolis-Honeywell's Aeronautical Division for avionic use, consists of two-phase 400-cps. induction motor, velocity signal generator, and 50:1 gear train. Output torque of new model MG13A is rated at 1 in.-lb. for continuous duty, 1.4 in.-lb under stalled conditions. It measures 2.5 in. dia. and 5 in. long. M-H says actuator meets all appropriate MIL and AN specs.

Introducing . . .

Convert-a-cart



*Trademark

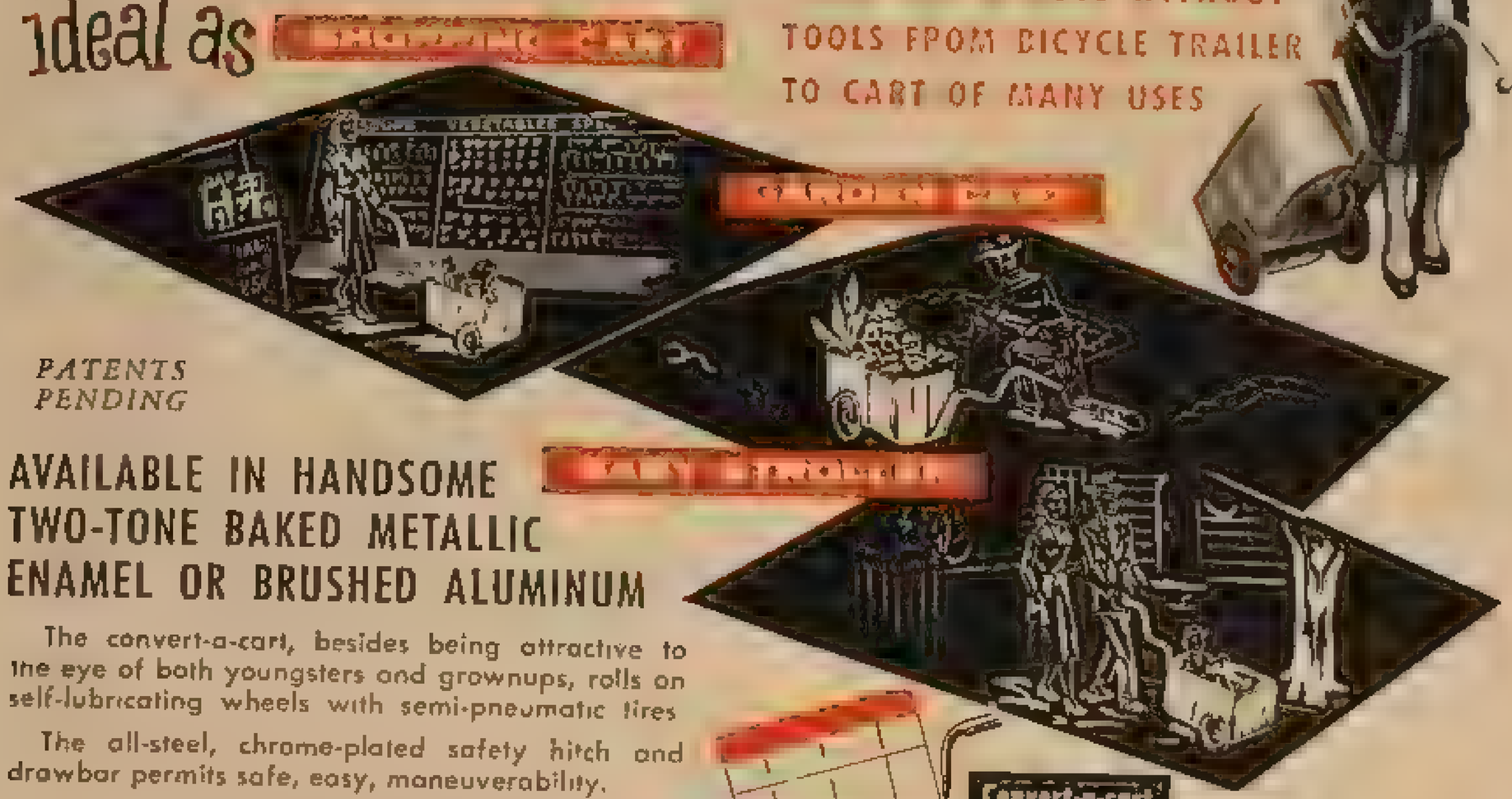
BICYCLE TRAILER COMPLETE
WITH AUTOMOTIVE TYPE TRAILER HITCH

Quickly . . . easily attached and detached
Airplane-type construction of riveted aluminum.
Light—Strong and Safe. Perfect for Boy Scouts,
paper boys and deliveries

easily converted . . . .

UNIQUE CONCEALED HANDLE
ALLOWS CONVERSION IN LESS
THAN ONE MINUTE WITHOUT
TOOLS FROM BICYCLE TRAILER
TO CART OF MANY USES

ideal as



PATENTS PENDING

AVAILABLE IN HANDSOME TWO-TONE BAKED METALLIC ENAMEL OR BRUSHED ALUMINUM

The convert-a-cart, besides being attractive to the eye of both youngsters and grownups, rolls on self-lubricating wheels with semi-pneumatic tires

The all-steel, chrome-plated safety hitch and drawbar permits safe, easy, maneuverability.

Convert-a-cart retails for $17.95 in aluminum and for $15.95 in steel. Striking, colored, waterproof covers optional

• TERRITORIES AVAILABLE-INQUIRIES INVITED

Convert-a-cart

ALSO AVAILABLE IN DOUBLE DECKER MODEL with COVER OPT.

Lakewood Manufacturing Co.

MANUFACTURED BY . . . . .

[redacted]

L&M

The Perfect Gift

FOR EVERY FILTER
SMOKER ON YOUR LIST!

KING SIZE OR REGULAR

Perfect to give...no filter compares with L&M's Miracle Tip for quality or effectiveness. Much more flavor, much less nicotine. L&M—America's best filter cigarette...in the most distinctive of holiday cartons.

L&M—America's *Best* Filter Cigarette!

Lackawanna's Crusade for **FREIGHT SAFETY**

THE GREATEST SINGLE CAUSE of loss and damage to freight is *rough handling*. For years, Lackawanna has pioneered in the use of the most modern mechanized equipment to assure maximum protection for shipments at every stage of their handling.

Batteries of fork-lift trucks provide greater speed yet minimize damage. Special facilities provide de pendable coupling supports. Every *mechanical* means possible for safe transportation is in service at Lackawanna yards, piers and terminals.

But beyond the mechanical controls, there is the human element. ***At Lackawanna the education of personnel to handle freight with care is an active CRUSADE!***

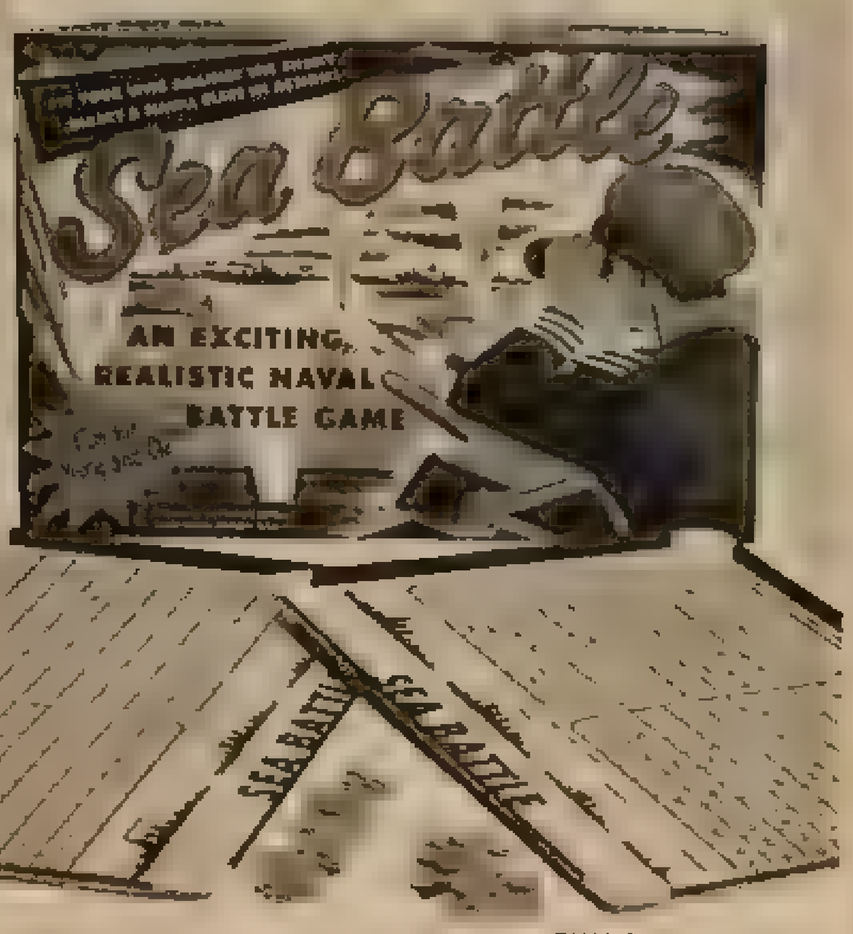
Constant attention is directed to correct stowing, blocking and bracing of shipments. An intensive campaign during the first two months of this year placed special emphasis on yard switching and road operations where most of the rough handling occurs.

On posters, in bulletins and by close personal supervision, the Lackawanna Safety Crusade is directed to every Lackawanna employee. It is a constant reminder of his individual responsibility to make 1954 a banner year for *perfect shipping!*

Lackawanna Railroad

SHIPPERS WHO ARE IN THE KNOW, CHOOSE THE ROUTE OF PHOEBE SNOW

A Brand New Game for Young and Old



PROVEN IN POPULARITY

That's right . . . *brand new* yet old in popularity. SEA BATTLE is based on an exciting navy game popular with all branches of the armed forces since before World War I and played by them with pencil and paper. Now, Kaywood makes it available to everyone in a permanent *all-metal*, colorful, easy-to-play game. It's a cinch to capture all the ex-gobs . . . plus the millions of potential gobs.

THIS IS SEA BATTLE

1. 3-Color Box
2. Two colorful, metal playing boards.
3. Two packs of playing pieces.

Recommended to Retail for Only $2.95

PACKED IN EYE-CATCHING 3-COLOR PACKAGE

PROVE IT YOURSELF . . . SEND AN ORDER TODAY!

KAYWOOD CORPORATION

Milton Street, Benton Harbor, Mich.

If you don't know

PLATT and MUNK

Activity Boxes

. . . it's time you did

Things to Do

for every day

To keep children busy and happy for days and days. That's why it's good to disp ay these fast selling

BOOKS and BOX SETS

retailing at

50c to $2.50

Fascinating cutouts, stencil sets and stick ems . . . th ngs to trace and paint . . books that will keep 'em out of m sch'ef. All designed to help k.ds Learn while they Play.

The

PLATT and MUNK Co., Inc.

200 Fifth Avenue New York 10, N. Y.

Rooms 401-403

YOU'LL MILL
REAL DOUGH WITH
THE MILL GAME

We were pretty sure Mill was another big seller when we first produced it. But when the first few people got their hands on it, we just knew that here was a game scheduled for big things.

Some said, "Mill! This is the old German game, Mühle. A wonderful, wonderful game."

Others remembered it as Morelles. Nearly everyone recognized it as an old favorite game, now available with the colorful streamlining of handsome plastic.

Each Mill game includes the playing field with 18 *Jolly Miller* figures.

The catchy idea of Mill has lasted a century. It comes from the old flour millers, which is just one reason for our believing that the game will mean "dough" for you!

$2.00
fair trade price)
CATALOG NO. 450

HIGHLANDER SALES COMPANY

to coin a phrase...

IT'S OUT OF THIS WORLD

Remember the old schooltime game, Dots and Squares? Here's a plastic adaptation of that standby that's guaranteed to stir the imagination of the entire family.

We predict that Squares will become one of your biggest selling games And what a bundle of merchandise for the price! Imagine, nearly 170 separate pieces make up the game. And they are all sparkling plastic in red, blue and yellow

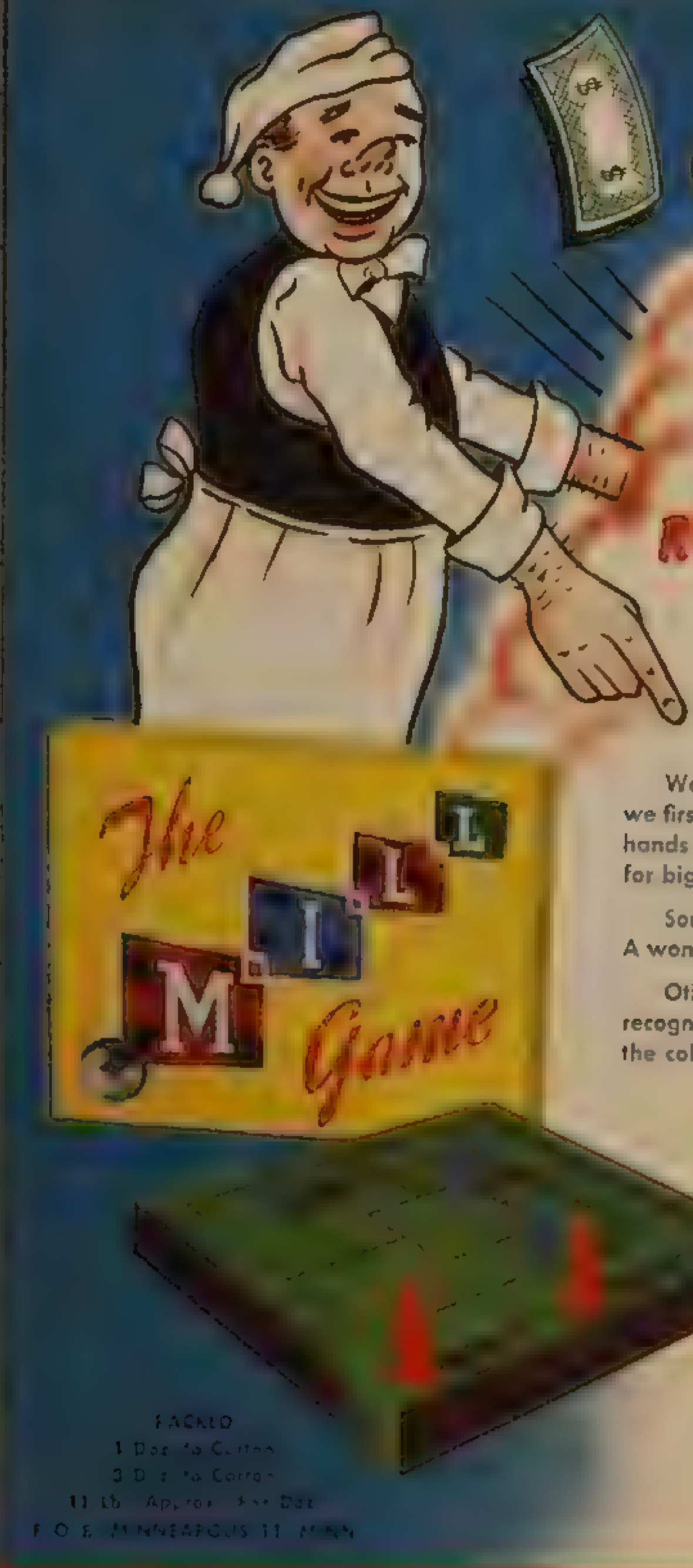
Squares is easy to play, yet it's tricky and jammed with suspense

$2.00

NET WT 11 LBS PER DOZ
F O B MINNEAPOLIS 11, MINN

CATALOG NO. 900

HIGHLANDER SALES COMPANY
MINNEAPOLIS 11, MINNESOTA



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$2.00

fair trade price

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Squares is easy to play, yet it's tricky and jammed with suspense

$2.00

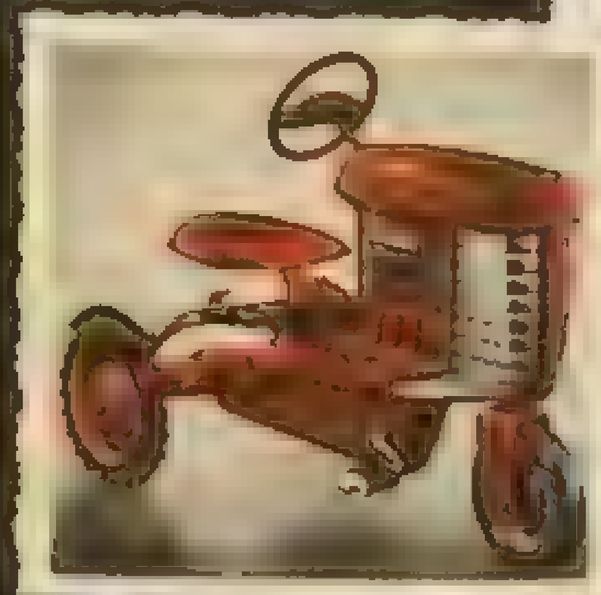
fair trade price

NET WT 11 LBS PER DOZ
F.O.B. MINNEAPOLIS 11 MINN

HIGHLANDER SALES COMPANY
DIVISION OF W. H. SCHAPER MFG. CO. INC.
MINNEAPOLIS 11 MINNESOTA

Preview Snap-shots of the new . . .

New Monarch Line



NO. 3212

Deluxe MONCO POWER TRACTOR

It's features plus in this new all-steel tractor with its 3 dimensional motor construction

- Easily supports up to 200 lb. man
- 4 dummy wire connected spark plugs
- Actual shift lever produces motor sounds
- Heavy duty grip-tread 1.75 rubber tires
- Brilliantly finished with baked-on enamels

NO. 3213 DELUXE

NO. 3197

MONCO CHRISTMAS TREE HOLDERS

Extremely rugged construction and handsome appearance

- Wide spread legs practically eliminate tipping
- Large capacity water pan keeps tree green and safe from fire hazard
- Easy assembly, no tools required
- Brilliantly finished baked-on enamels

MANUFACTURED BY

NEW MONARCH MACHINE & STAMPING CO.

DES MOINES, IOWA

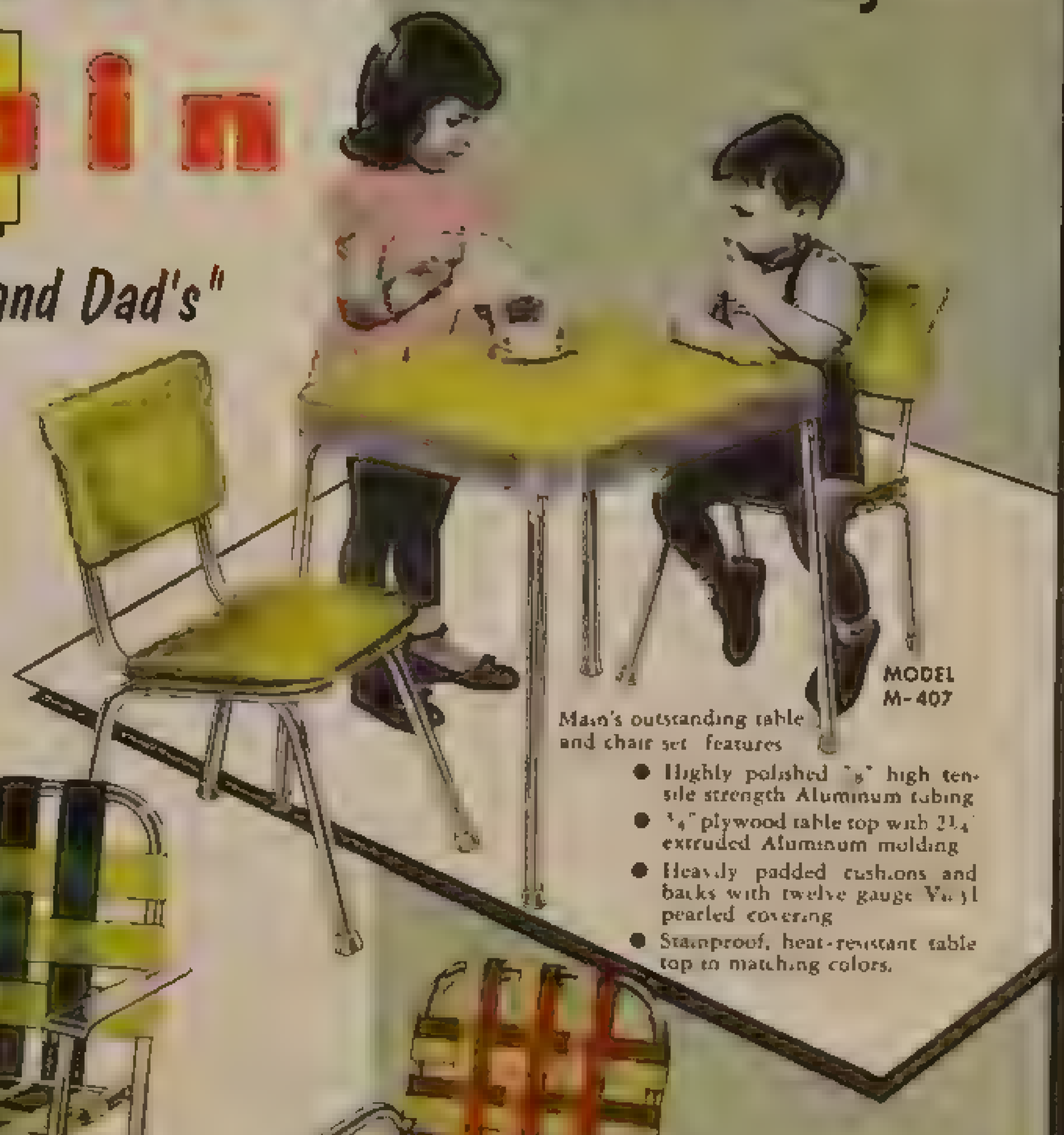
HENRY KATZ
ROOM 540
200 FIFTH AVENUE
NEW YORK 10 N Y

Children's ALUMINUM CHAIRS by

Main

"Just like Mom's and Dad's"

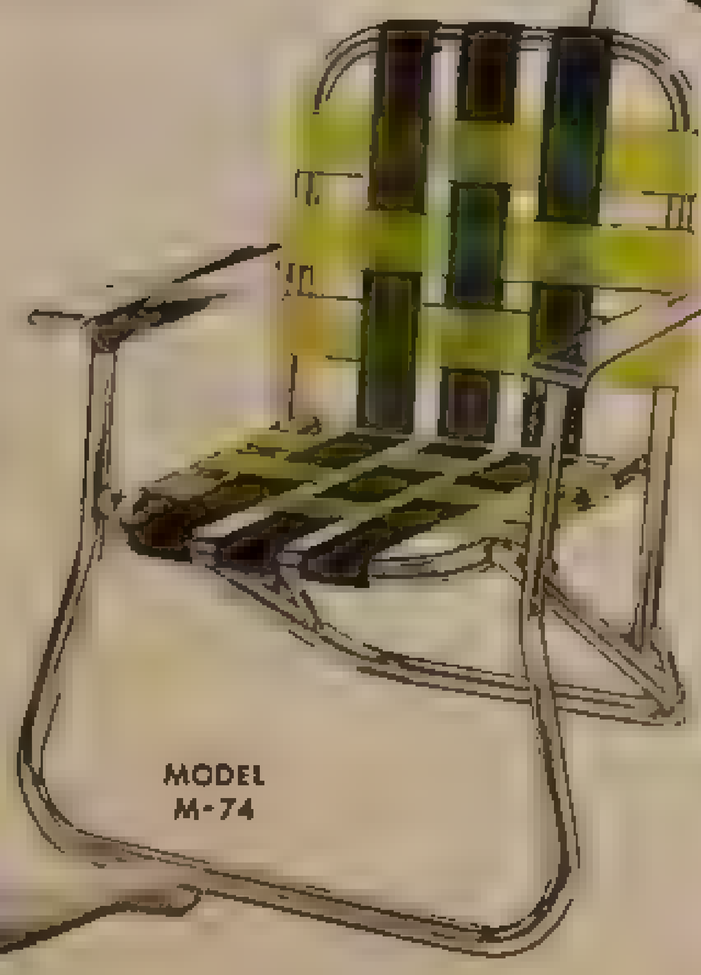
- INDOORS
- OUTDOORS
- TELEVISION
- PLAYROOM
- BEACH
- LAWN



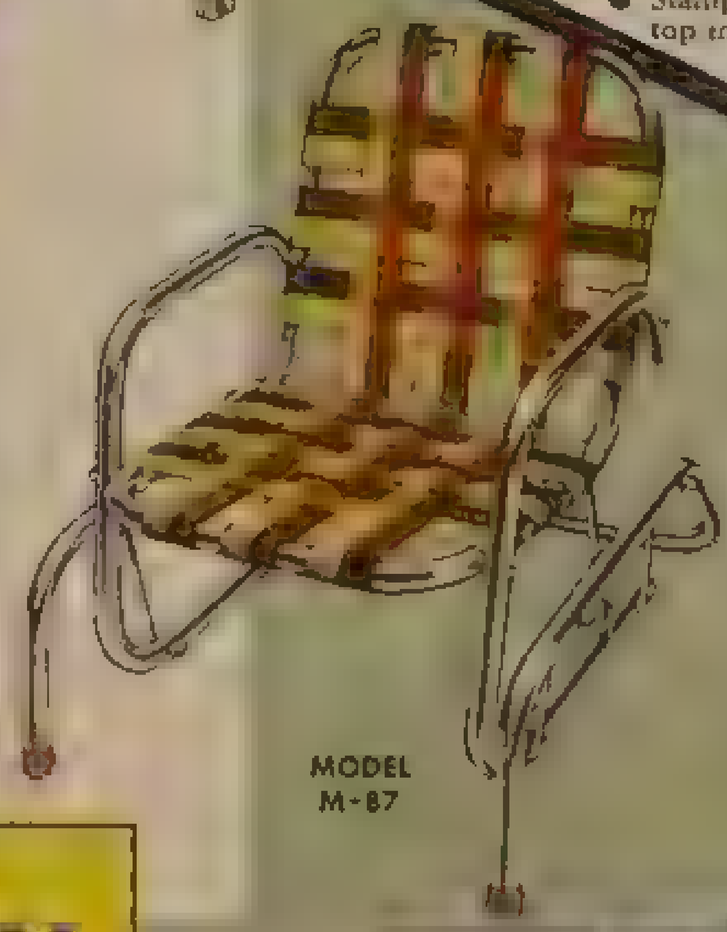
MODEL M-407

Main's outstanding table and chair set features

- Highly polished ⅞" high tensile strength Aluminum tubing
- ¾" plywood table top with 2¼" extruded Aluminum molding
- Heavily padded cushions and backs with twelve gauge Vinyl pearled covering
- Stainproof, heat-resistant table top in matching colors.

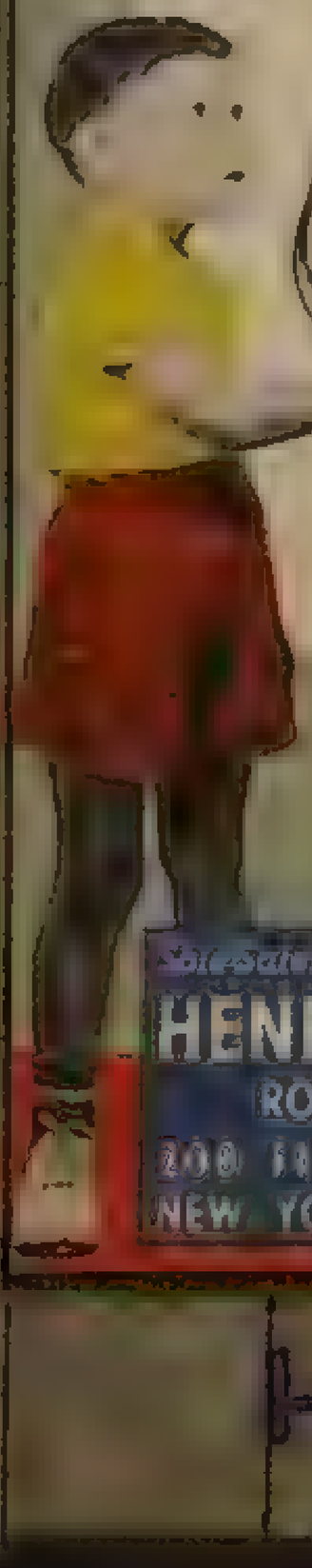


MODEL M-74



MODEL M-87

Main uses stronger, thicker ¾" highly polished Aluminum tubing for greater rigidity and durability. The colorful woven Velon belies its great strength. Extra sturdy, yet featherweight.



an ORIGINAL

by

light... as a feather

Also included in our outstanding line M-93 LOVE GLIDER • M-75 JR. DIRECTOR • TELEVISION CHAIR • M-90 LOVE SEAT M-92 CONTOUR • M-89 COMFY • M-665C SARAN MODEL • M-186 and many other exclusive models

Sales Representative
HENRY KATZ
ROOM 540
200 FIFTH AVENUE
NEW YORK (D. N. Y.

MAIN MACHINE CO.
[illegible] WORTH ST. STAMFORD, CONN.

New Movie makes GABRIEL'S Hansel & Gretel

Backed by Gabriel's Tremendous Multi-media Advertising Program

Gabriel's new Hansel & Gretel Toys will be advertised and publicized in newspapers from coast to coast as the movie appears in each city — a tremendous tie-in advertising program with huge impact right in your own area to move Gabriel Toys in volume! Ask Gabriel about promotion plans for your city.

Movie To Be Seen By Millions

(Nationwide Showings Start Oct. 15)

—in Over 300 Cities by Xmas

in Over 10,000 Theaters by Spring

Featured in October Parents Magazine Awarded Parents Magazine Medal as Outstanding Family Movie Publicized in Newspapers, Magazines, Radio, TV Advertised with Full Color Ads in Life, Parade, and leading magazines!

NEW!

Hansel & Gretel SEW CARDS

Cards Actually Stand Up!

Each of ten full color Hansel & Gretel Cookie Cottage and Characters mat actually stand up by themselves after they've been quickly designed, perforated, ready to-finish supply of child-tested hours. Box plays 3 ways. No. G-7 $1.00

NEW!

Hansel & Gretel COME TO LIFE BOOK

Really Different Idea

Nothing like it anywhere. Sixteen exciting pages in all. Pages with full-page scenes and little figures from scenes that pop up right out of the book as you open the page. Fully complete Hansel & Gretel story. Size 9" x 12". No. G-7 $1.00

NEW!

Hansel & Gretel KNITTING SPOOLS

Fun! Easy

Easy for kids to do! Complete instructions with each spool. Simply wind yarn around the pegs and knit with a crochet hook. Makes colorful scarves, belts, etc. Ready to hang in colorful sell-selling [illegible] Size No. G-7 $2.00

Toys Smash Hits!

MADE BY Gabriel

NEW!

Hansel & Gretel Cookie Cottage

ONLY FULL COLOR KIDDIE HOUSE ON THE MARKET

Featured in Displays, Promotions, Tie-ins!

From coast to coast in theaters showing Hansel & Gretel movie—in major chains of Nabisco and Coca Cola Hansel & Gretel Theater Parties.

The most outstanding Hansel & Gretel toy made anywhere! An actual life-size model! 2 young tots can play inside at the same time. The only full color kiddie house. Easy to put up anywhere. Extra sturdy, heavy board construction in sides, giant-size colorful key to cottage. Size: 60" high x 24" x 72". Individual shipping carton 31" x 6" x 74". No. C-72. 4 do. Cwt. 24 lbs.

$4.98 each

NEW!

5 Hansel & Gretel NURSERY PLAYS

Colorful & Educational

Six colorful full-color reproductions of Hansel & Gretel scenes characters. Sturdy cardboard frame 8½" x 11". Plug-in hard construction with [illegible] bedroom playroom etc. Ready easy to hang in colorful sell-selling [illegible] x 11" Size No. G-7 $2.00

NEW!

Hansel & Gretel KNITTING SPOOLS

Fun! Easy

Easy for kids to do! Complete instructions with each spool. Simply wind yarn around the pegs and knit with a crochet hook. Makes colorful scarves, belts, etc. Ready to hang in colorful sell-selling [illegible] Size No. G-7 $1.00

Order Today

[illegible], 300 Fifth Avenue, New York City

[illegible]

Emenee INDUSTRIES

EMENEE MUSICAL TOYS

200 Fifth Ave., New York 10

521

Ebony and Silver Clarinet

$4.00

531

Golden Trumpet

with mellow tone MUTE

$4.00

EMENEE MUSICAL TOYS

571

Golden Glockenspiel

(XYLOPHONE)

$4.00

561

Golden Tuba

$15.00

Emenee INDUSTRIES

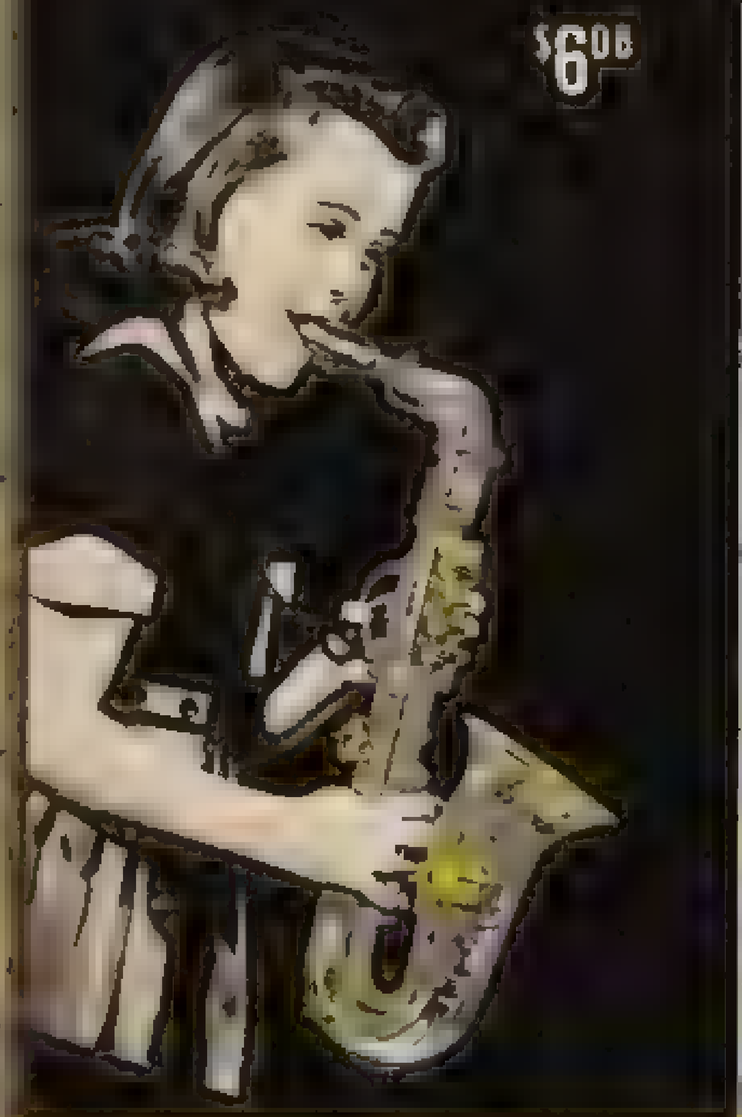
EMENEE MUSICAL TOYS

200 Fifth Ave., New York 10

541

Silver Saxophone

$6.00



551

Golden S-L-I-D-E Trombone

$7.00

101

Arthur Godfrey

UKE PLAYER plus FLAMINGO UKULELE

WITH THE NEW EMENEE EXCLUSIVE SELF-TUNER

$5.00

103

NEW! HOWDY DOODY UKE

$1.00

PRICE LIST 1954

ITEM No.	DESCRIPTION	M N PKG	WT PER CTN	SUG RET PRICE
101	**ARTHUR GODFREY UKE PLAYER PLUS FLAMINGO UKE SELF TUNER! COMBINATION** Professional size ukulele. Adjustable metal screw type tuning pegs, magnetized tone. Has four brass reed pitch pipes built in for easy tuning. Mahogany and ivory color finish. Complete with original Arthur Godfrey uke player song and instruction book and last page Celluloname wrapped. Colorful individual box	1 doz	18 lbs	$5.00
100	**ARTHUR GODFREY UKE PLAYER** Fine standard ukulele. Just snap it on and play without lessons! Complete with book of instructions and songs. Colorful individual box	2 doz	5 lbs	$1.00
300	**WAIKIKI UKULELE** Unequalled musician approved tone. Full professional size. Two tone plastic design. Foolproof tuning pegs, nylon strings, instruction book and test pitch. Colorful individual box	1 doz	13 lbs	$2.00
103	**HOWDY DOODY UKE** Has magnificent tone, perfectly blended to perform as mate of instrument for children. Beautiful color print with Howdy Doody design. Nylon strings, friction type tuning pegs, songs and instructions and pitch. Colorful individual box	2 doz	12½ lbs	$1.00
571	**THE GOLDEN GLOCKENSPIEL (XYLOPHONE)** No lessons needed. Over 25 long and wide thin metal bar instrument serves a dual purpose. Can be played indoors as a Xylophone and used outdoors as an authentic looking and sounding marching band music instrument. Heavy gold finished frame with supports at four sides of perfectly tuned high pitched metal bars decorated with beautifully colored keys. Rubber grommet legs prevent marring furniture when used as Xylophone for playing. Carrying sling when playing or marching has 1" handle grip with clip attaches to frame. Centering device holds bars in place. Has music stand and music books containing many songs. Complete with individual luggage carrying case which opens to form its own display	1 doz	30 lbs	$4.00
521	**EBONY & SILVER CLARINET** No lessons needed. Over 27 long, detailed, copied from authentic professional Clarinet. Heavy silver finished keys and linings, mounted with break resistant ebony black plastic with fine engraving throughout. 14 durable hand tuned bamboo reeds (full scale) includes two triple reed harmony chords, plays countless songs. Mouthpiece is sterilized and sealed. Has adjustable strap and hook and music stand and music books containing many songs. Complete with individual luggage carrying case which opens to form its own display	1 doz	15 lbs	$4.00

TERMS 2% 10 NET 30 Days — F.O.B. New York City, N.Y.

ITEM No.	DESCRIPTION	M N PKG	WT PER CTN	SUG RET PRICE
531	**THE GOLDEN TRUMPET** No lessons needed. Over 30 long, authentic details copied from professional trumpet. Heavy gold finish on beautifully engraved break resistant plastic. Has brass hand tuned reeds which are operated by simply blowing through mouthpiece and depressing any one of four valves. New and extra this year beautiful authentic looking trumpet mute. Mouthpiece is sterilized and sealed. Complete with music stand and music book to play dozens of bugle calls, marches and songs. Packaged individual luggage carrying case which opens to form its own display	1 doz	15 lbs	$4.00
541	**THE SILVER SAXOPHONE** No lessons needed. Over 30 long, authentic details copied from the professional saxophone. Heavy silver and gold finish on beautifully engraved break resistant plastic with ebony black sax mouthpiece which is sterilized and sealed. 14 durable hand tuned bamboo reeds (full scale) includes two triple reed harmony chords, plays countless songs. Has adjustable strap and hook and music book containing many songs. Complete with individual luggage carrying case which opens to form its own display	½ doz	13 lbs	$6.00
551	**THE GOLDEN SLIDE TROMBONE (Advanced Automatic Mode)** No lessons needed. Over 27 long authentic details copied from the professional slide trombone. New this year. Notes play automatically as slide is operated by observing new fully visible dial indicator. Mouthpiece is sterilized and sealed. Complete heavy gold finish on beautifully engraved break resistant plastic with solid brass metal tubing for slide. 8 durable hand tuned brass reeds (full scale) plays countless songs. Has music stand and music book containing many songs. Complete with individual luggage carrying case which opens to form its own display	½ doz	15 lbs	$7.00
561	**THE GOLDEN TUBA** No lessons needed. Nearly 3 feet high with bell over 3 feet in circumference and 4 feet around body. Brass easy light weight. Has fine deep tone quality to play professional instrument. Designed from authentic Tuba. Heavy gold finish on beautifully engraved bell with 8 silent pistons. Has eight brass hand tuned reeds which are operated by simply blowing through object mouthpiece and depressing any one of eight valves. Complete with music stand and music book to play dozens of popular songs and marches. Packaged individual 10 foot luggage carrying case which opens to form its own display	½ doz	17 lbs	$15.00

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There's joy on children's faces all over the world

when they open their gifts of Emenee Musical Toys.

Emenee industries, inc. EMENEE MUSICAL TOYS 200 FIFTH AVENUE, NEW YORK 10, N. Y.

Backed by
Advertising in

LIFE

and

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NEWSPAPERS • TV
RADIO

Featured editorially in
America's leading publications
and
powerfully merchandised with
WINDOW STREAMERS
AD MATS
CATALOG SHEETS
COUNTER DISPLAYS

Emenee Industries, Inc.

EMENEE
MUSICAL TOYS

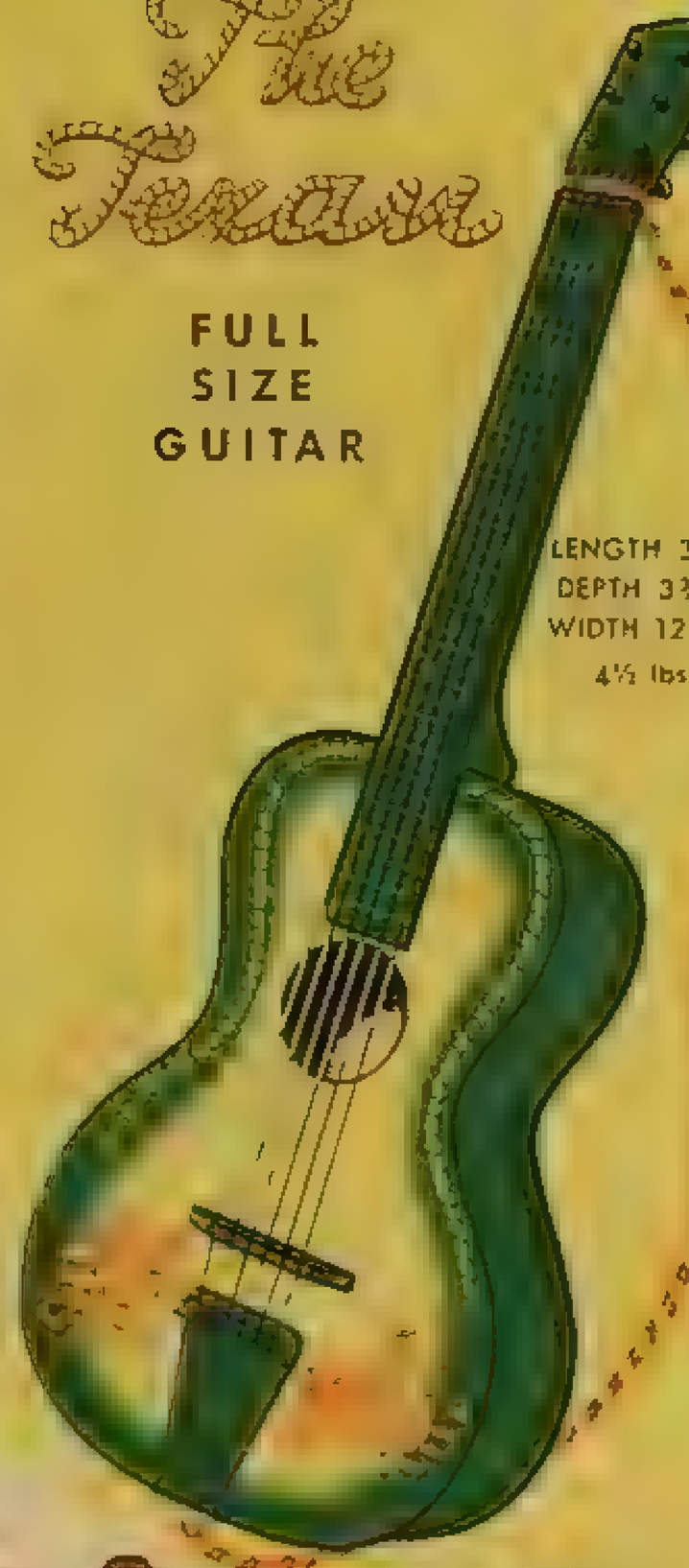
200 Fifth Ave., New York 10

SERENADING WITH FINE MUSICAL TOYS

HOTEL NEW YORKER Room 946

The Teen

FULL SIZE GUITAR



LENGTH 35
DEPTH 3¾
WIDTH 12¾
4½ lbs

No. 95 GREEN
No. 96 BROWN

The Teen Jr.

ALL GUITARS

Finished in Ivory with Green or Brown shading, decorated with two harmonizing colors. Equipped with the latest nylon strings.

Each packed in separate shipping container with instructions for tuning and playing.

LENGTH 30"
DEPTH 3¼"
WIDTH 11"

No. 97 GREEN
No. 98 BROWN
Weight 3 lbs.

Featured in

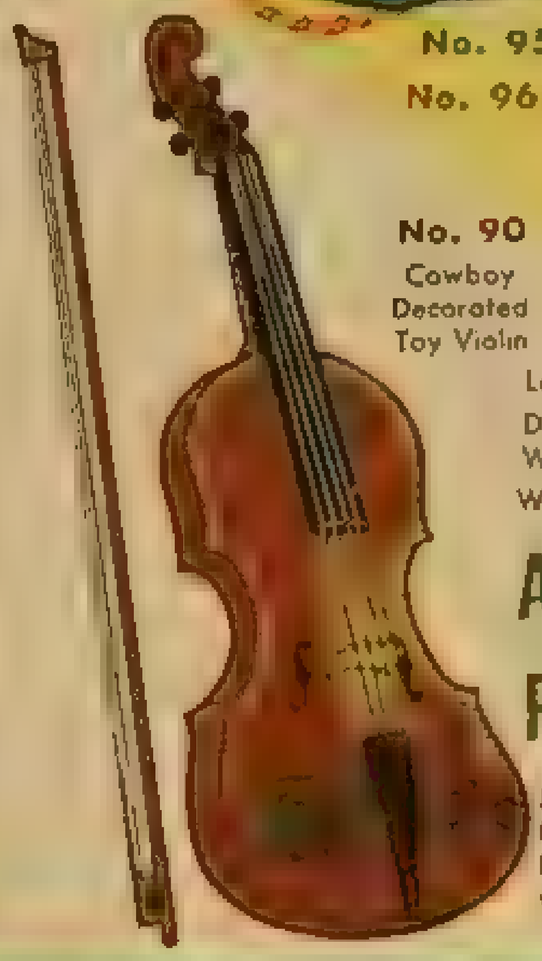
Suggested Retail Price $3.98

Promotions

Spanish Guitar

LENGTH 24"
DEPTH 2½"
WIDTH 9½"
Weight 2 lbs.

No. 92 GREEN
No. 93 BROWN



No. 90

Cowboy Decorated Toy Violin

Length, 22
Depth, 2½"
Width, 7½"
Weight 2 lbs.

A REAL PLAYING TOY VIOLIN

Finished in beautiful two-tone harmonizing colors with black fingerboard and tail piece. Equipped with nylon and steel strings. Bow for playing packed with each violin in shipping container with instructions for tuning and playing.

JEFFERSON PHILADELPHIA TRADE MARK

Manufactured by JEFFERSON MANUFACTURING CO.
2433 NORTH ORIANNA STREET PHILADELPHIA 33, PENNSYLVANIA

A NURSERY SET designed for JUVENILE TV PROBLEMS

Bear Chair

Height 25"
Width 12"
Depth 12"
Weight 9 lbs.

Attractively finished in bright Red, Yellow, Green and Blue

Table
Height 19½"
Length 24"
Width 18"
Weight 16 lbs.

Rabbit Chair
Height 25"
Width 12"
Depth 12"
Weight 9 lbs.

Each packed K. D. in corrugated shipping container

No. 103 No. 105 No. 104

SKEE-BALL GAME

Length 18"
Width 10"
Depth 7"
Weight 1½ lbs.

No. 101

RUN-PIG-RUN GAME

Length 18"
Width 10"
Depth 7"
Weight 1½ lbs.

No. 102

Each packed in separate carton

COWBOY UKULELE

"ON THE RANGE"

Packed two dozen in shipping carton

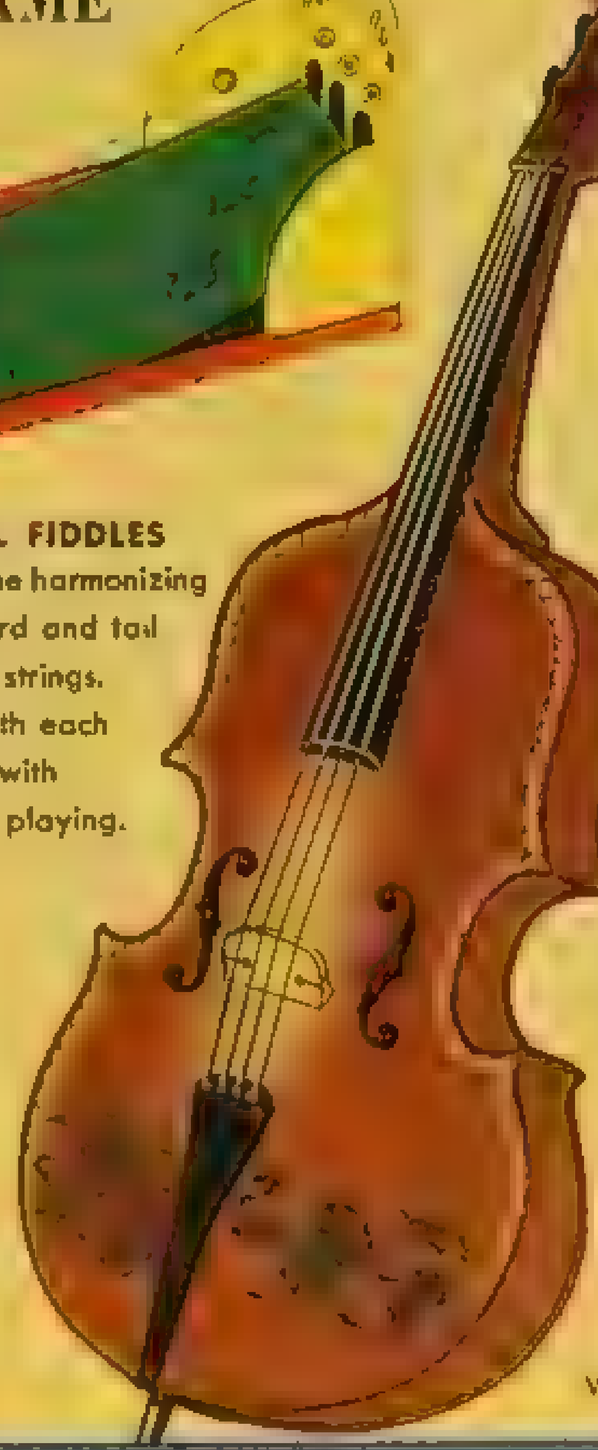
LENGTH 19"
DEPTH 2¼"
WIDTH 6½

No. 82
weight 24 lbs

VIOLINS AND BULL FIDDLES

Finished in beautiful two-tone harmonizing colors with black fingerboard and tail piece. Equipped with nylon strings. Bow for playing packed with each violin in shipping container with instructions for tuning and playing.

No. 91
Regular Toy Violin



No. 99
Cowboy Decorated Bull Fiddle

No. 100
Regular Bull Fiddle

LENGTH 36
DEPTH 3'3"
WIDTH 12½

Weight, 4 lbs

Manufactured by JEFFERSON MANUFACTURING CO.
2433 NORTH ORIANNA STREET PHILADELPHIA 33, PENNSYLVANIA
Permanent Display at GEO BORGFELDT CORP. 4460 E. 23rd St, New York 10, N Y.

Miss Frances and Ding Dong School*

MELODE BELLS

..an outstanding
MUSICAL TOY

Teaches:

- MUSIC
- COLORS
- PITCH
- NUMBERS

no. 575

Children and grown ups alike can now play and enjoy Knickerbocker's Melodé Bells as featured by Swiss bell ringers and concert players. The full diatonic scale of precision-tuned bells are musically appealing when played alone or with accompaniment. The brilliantly colored 3⅝" bells of durable high-impact styrene are packaged in an eye-appealing display box which serves as a music stand for the many musical selections included in book form.

$4.98
SUGGESTED RETAIL PRICE

NATIONAL BROADCASTING CO. INC. SERVICE AND TRADEMARK 'DING DONG SCHOOL'

KNICKERBOCKER NO HOLLYWOOD CALIFORNIA

KNICKERBOCKER'S

TROJAN HORSE

no. 259

Another addition to Knickerbocker's line of outstanding pull toys. Mounted on large eccentric wheels with chrome hub-caps, sounds like a galloping horse. 8" x 10½". Made of durable Hi-Impact plastic in red and yellow. Packaged in individual, color ful boxes

SUGGESTED RETAIL PRICE **$1.29**

KNICKERBOCKER NO. HOLLYWOOD, CALIF.

What a Value!
What a Package!

Includes
"Scotties"
Cleansing lotion
Cotton pads
Cotton buds
Make-up wipes
Hand lotion
Nail polish remover
Powder puff

All Safe and Harmless

Following in the footsteps of My Merry Make-Up Kit, Sonny's Shave & Shine Kit

MY MERRY DOLLY'S FACIAL KIT

SALES REPRESENTATIVES

East
Ernest Nathan
200 Fifth Ave., New York City

Midwest
Paul Oberlin, Jr.
209 S. State Street, Chicago

South
Ralph Kohn
2236 Country Club Dr., Montgomery

Minn., N. D., S. D., Nebr., Iowa
Nat I Fleshar
903 Foshay Tower, Minneapolis

Missouri, Kan
Alvin M. Goldstein
2326 Olive St., St. Louis

Okla., Tex., Ark., La.
Wm. B. Stowers
500 S. Ervay St., Dallas

Mountain States
Mountain State Sales
220 Mining Exchg. Bldg., Denver

West Coast
Frank A. McMillan
1355 Market St., San Francisco

Canada
Menzies & Company, Limited
21 Wellington W., Toronto

Yes, we're saying it over and over again, for there's good reason to be excited about the brilliant new My Merry Dolly's Facial Kit. It's a brand new toy idea . . . it was thoroughly pre-tested consumer-wise . . . it was picked as a sure fire hit by top toy merchandisers.

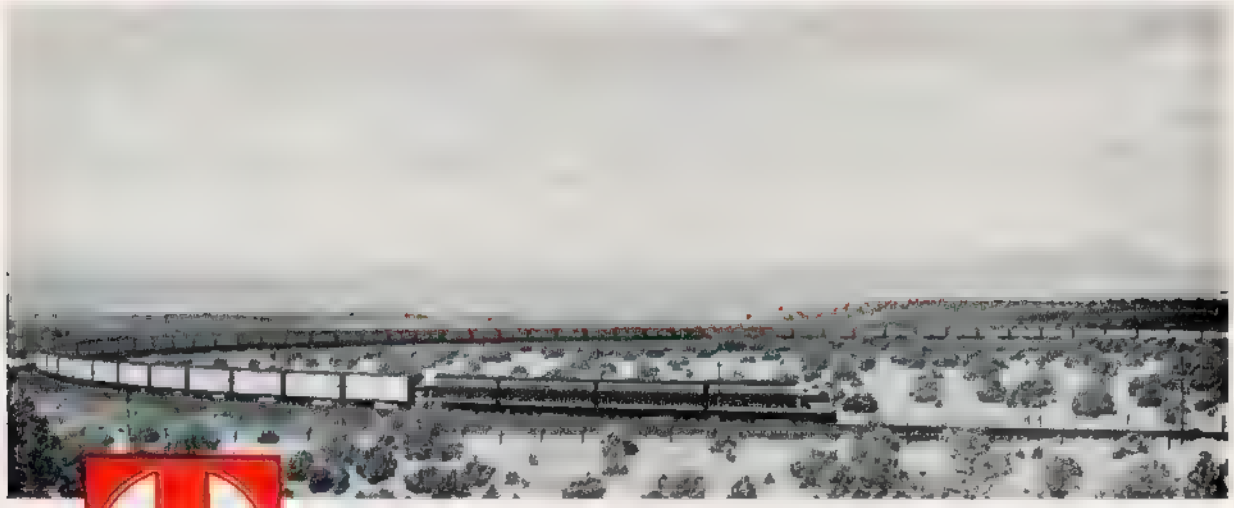
Rush your orders now for January and February delivery. Send for free descriptive catalog sheet.

Write for catalog sheets and information on complete Merry line.

MERRY MANUFACTURING CO.
711 Sycamore St., Cincinnati 2, Ohio

Now SATCO-LINED JOURNAL BEARINGS

MAKE NEW RECORDS IN FREIGHT SERVICE, TOO!



Santa Fe

Santa Fe Puts 1000 Refrigerator Cars on LOW COST SATCO—with only 14 removals (including wheel changes) in 26,000,000 miles

Putting Satco lined journal bearings on freight cars costs only about $3.00 more per car. That's a very low price for the premium performance you can get.

On the Santa Fe, in November, 1952, 1000 "reefers" were put on Satco — part of the big progressive improvement program for "America's New Railroad." After one full year (including one of the hottest summers on record) these 1000 reefers had accumulated 26,000,000 car miles with a total of only 14 bearing removals. Some of the 14 removals had to be made because of wheel changes that require new bearings whether the old ones have worn or not. *And the Santa Fe is still getting the same top quality performance.*

Why Satco Bearings are Better

Satco proved itself on passenger cars and locomotives years ago. Now it's making records in freight service, too. The reasons: Satco has a melting point 150°F. higher than standard AAR babbitt. That means a harder and stronger bearing at high temperatures. In the laboratory and in service, Satco-lined bearings have actually been run under full load at temperatures of 400°F. and over, without ill effect. When you consider that normally the bearings operate at temperatures about 100°F. above atmospheric, the big extra margin of safety you get with Satco is apparent.

More Satco for the Santa Fe

This extensive freight car application has been so satisfactory that now the Santa Fe plans to put 500 box cars on Satco-lined bearings. Other roads are freight-testing Satco, too, with hopper cars, cement cars, and other types already in service.

Ask us to give you the facts and figures about Satco lining metal and what it can do to improve your freight car performance. Just write to Magnus Metal Corporation, 111 Broadway, New York 6; or 80 E. Jackson Blvd., Chicago 4.

MAGNUS

Solid Bearings

Right for Railroads ...in performance ...in cost

MAGNUS METAL CORPORATION *Subsidiary of* **NATIONAL LEAD COMPANY**

IN FLYING BOATS OR FLYING BATS . . .

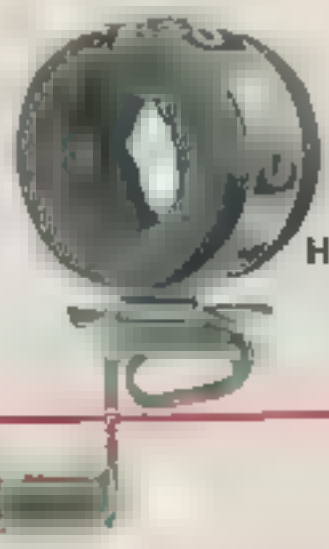
Specialized fasteners by Monadnock

★ SPEED ASSEMBLY ★ EASE MAINTENANCE ★ GIVE TROUBLE-FREE PERFORMANCE

Monadnock, with a wealth of fastening experience, also has reliable development and production facilities available to manufacturers of other quality products.

AIRLOC
Cowling & Panel Fastener

WEDJIT
Seat & Cargo Tie-Down Fastener



WIRE HARNESS BAND
Non chafing Snap locking Clamp

SOL-A-NUT
Heat Resistant Stainless Steel Nut

MONADNOCK MILLS
San Leandro
California

Subsidiary of UNITED-CARR FASTENER CORPORATION

NANCY ANN STORYBOOK DOLLS

with **MUFFIE** the "add-a-costume" doll . . .

SHE WALKS!

'Storybook Series'

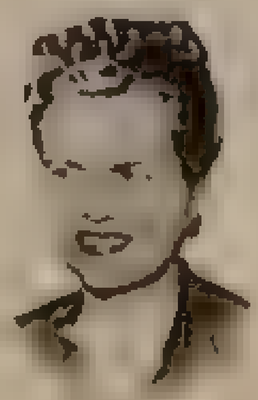
BRIDAL
RELIGIOUS
SEASONS
COMMENCEMENT
MOTHER GOOSE
FAIRYTALE
FAIRYLAND
NURSERY RHYME
DOLLS OF THE DAY
DOLLS OF THE MONTH
OPERETTA

AND 8" MUFFIE PLAYTIME SERIES • 18" STYLE SHOW DOLLS

NANCY ANN *Storybook* DOLLS, INC.

MANUFACTURERS OF THE ORIGINAL 'STORYBOOK DOLLS'

1262 POST STREET, SAN FRANCISCO 9, CALIFORNIA



California: Ralph Heatherington, 712 South Olive Street, Los Angeles 14, California
East: Joseph J. Barnett, Inc., Room 510, 512, 200 Fifth Avenue, New York 10, New York
West: Lee Scherrer Company, 2840 West 93rd Street, Seattle 7, Washington
Midwest: Hugh D. Kenney, 1443 Merchandise Mart, Chicago, Illinois
Southwest: Melville Marx, Governor Clinton Hotel, New York 1, New York
Southeast: M. M. Hanson Sales Co., Room 101, Marietta Bldg., Atlanta, Ga.
Canada: H. F. Hooker Agencies, Room 110, 319 W. Pender St., Vancouver 1, B. C.

"Blue Bird" BALLOONS OFFER YOU THE

Black Magic of proven sales, Sales, SALES

No. 345
No. 4778
No. 5BN
No. 525
No. 4WR
No. H-1547
No. 977F
No. 6113
No. 4W
No. 79W
No. 47W
No. 1 Box-O-Fun
No. 11 Balloon Sleeve
No. 29W Circus Box
No. 1
No. 1
No. 1

AMAZING!

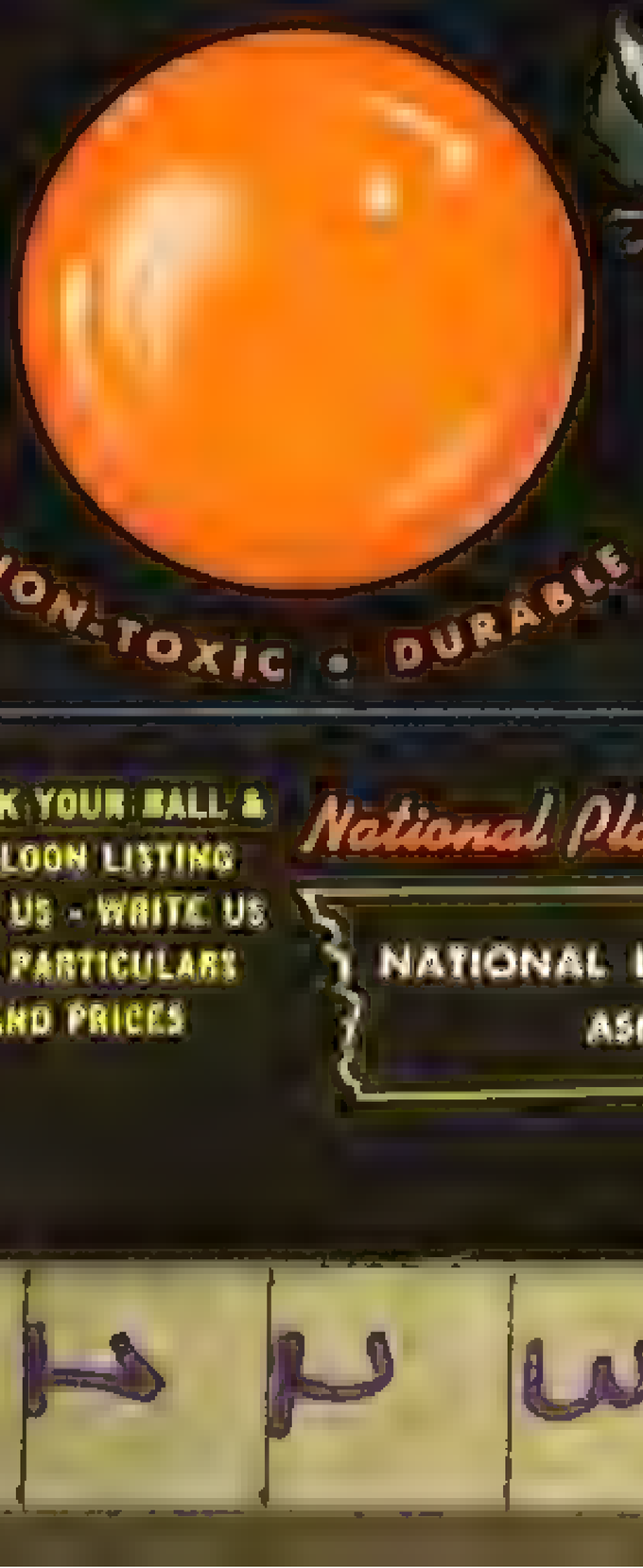
OH BOY!

YES SIR!

TERRIFIC!

FELL EM!

CLEAN!



Blue Bird

PROUDLY PRESENTS

THESE "VINYL" INFLATED BALLS

These inflated play balls are now available in one color plain, or 2 or 3-color variegated design.

Colors are molded right into plastic body assuring lifetime of brilliance. They are easy to wash, non-toxic, high bounce, and long lasting.

Polyvinyl the King of Plastics means balls that are Beautiful, Brilliant, and retain inflation for the lifetime of the ball.

These and many other features assure you of greater sales. Get in on the beginning!

Available in all popular sizes in one color plain, or 2 and 3-color marbleized.

See Our Display at the Toy Show

CHECK YOUR BALL & BALLOON LISTING WITH US - WRITE US FOR PARTICULARS AND PRICES

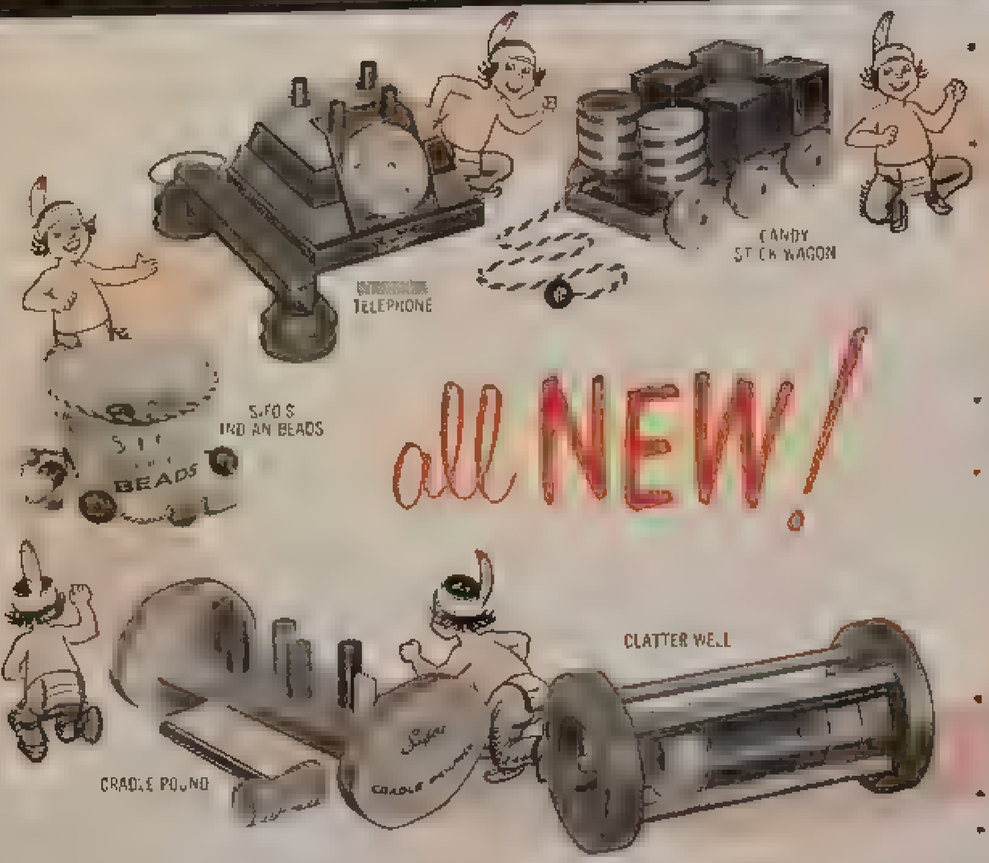
National Plastex Division of . . .

NATIONAL LATEX PRODUCTS CO.

ASHLAND, OHIO

West Coast Address
1905 West 8th St.
Los Angeles, California

Join the Sifo '54 Pow! Wow!



Sifo's 1954 Educational Toy Line includes all the regular Sifo favorites so popular with parents and educators throughout the nation.

The *Ten Little Indians, Timmy Tune, Sammy Sun* and Sifo's original hardwood self-contained *U. S. Map Puzzle* will again be among the year's "best sellers." These famous Sifo numbers will be supplemented by Sifo's *24 for '54*—twenty-four new and *fresh*, items including stacking toys, pull toys, blocks and beads designed to capture the imagination of children—to stimulate new sales!

and don't forget—all Sifo Educational Toys will be backed by one of the hardest hitting National Advertising Campaigns ever conceived to capture the Toy Market!

Join the Sifo '54 Pow! Wow! Get in on quick sales—quick profits now! The entire Sifo '54 Line will be on display in Sifo's NEW, PERMANENT show rooms located in the FIFTH AVE. BUILDING, 200 Fifth Ave., New York City. Courteous, helpful personnel will help you make your selections.

Pow!

Sifo will again hit the Educational Toy Market with such impact that dealers everywhere will find sales records shattered by new, all-time HIGHS!

Wow!

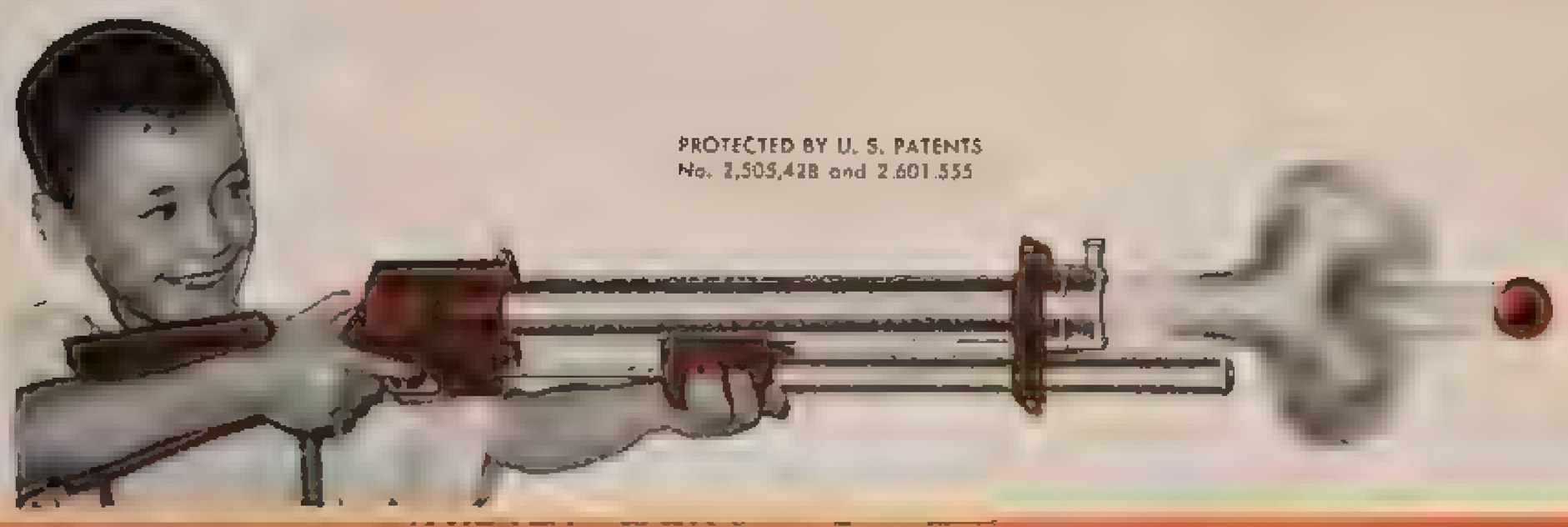
Twenty-four new and fresh items have been added to Sifo's sales-tested, sales-proved regular favorites!

How?

Each and every Sifo Toy is beautifully packaged for "self-service, self selection" selling. Sifo's revolutionary revolving display rack makes Sifo Toys sell better than ever! This display holds up to 12 dozen units and takes a minimum of floor space.

Sifo's hard hitting Nation-wide Advertising campaign which includes magazine, radio and TV media, pre-sell Sifo Toys before you stock them!

SIFO EDUCATIONAL TOYS
"...from the Land of Hiawatha!"



PROTECTED BY U. S. PATENTS
No. 2,505,428 and 2,601,555

When you buy a NEWELL You are buying the Original . . .

NO. 300 Single Shot THUNDER GUN

Here's Newell's dual-action, single shot gun with the smoke attachment! Equipped with the Newell muzzle compensator that fits on front end of gun. Muzzle compensator is used when a series of rapid reports is desired without expelling the ball from the gun. Gun barrel, ammunition chamber and guide rod are made of heavy duty aluminum. Other parts are of molded Tenite plastic finished in light walnut. Packed 1 gun to carton; 12 to shipping carton. Weight 25 lbs. per dozen guns.

NO. 500 Deluxe 6 BALL REPEATER

This gun shoots 6 rounds of ammunition on each loading . . . giving that realistic smoke effect every time ball leaves the gun. New smoke attachment gives as many as 250 shots with one loading. This gun is a faithful reproduction in design and styling of a real repeater . . . with even a stationary trigger and trigger guard. Packed 1 gun to carton; 12 to shipping carton.

NEWELL JUNIOR 4 BALL REPEATER NO. 400

Is the junior partner of the DELUXE SENIOR (shown above). Differs only in length of barrel and number of rounds that can be shot at each loading, to adapt it for the smaller youngster. Packed 1 gun to a carton; 12 to shipping carton.

BUILD UP your SALES VOLUME WITH THE BEST AIR-FIRE GUNS on the MARKET TODAY!

When ordering your supply of air-fire guns for Christmas selling make sure you specify NEWELL AIR-FIRE GUNS . . . the original and finest air-fire guns on the market today! NEWELL guns have been imitated, but NEVER matched in quality, performance and authenticity.

Building up sales volume with NEWELL guns is simple—because they sell on sight! Their realistic appearance and patented SMOKE attachment makes them a natural selling item . . . with high-powered appeal to your customers.

The complete line of NEWELL Air-Fire Guns is covered by U. S. Patents and any infringement will be vigorously prosecuted. We therefore ask the trade to respect our patents so that it will not be necessary for us to take legal action.

With the big Christmas selling season coming up fast . . . act NOW! Remember—these are guns with plenty of sell-appeal! Write, wire or phone your order today!

NEWELL MANUFACTURING COMPANY

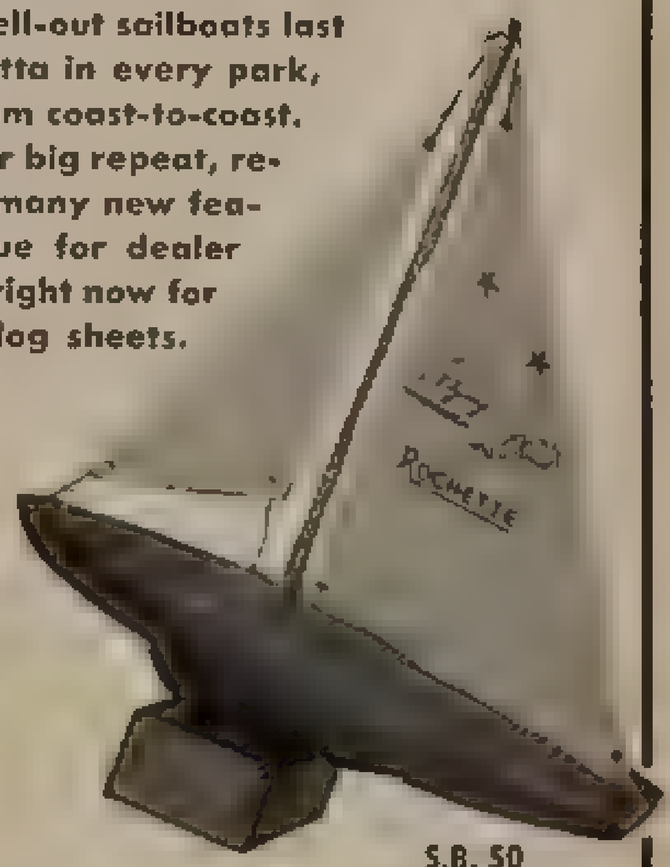
NEWELL, Wisconsin

CLEAR *'SELLING'* AHEAD WITH CONSOLIDATED!

WE SOLD thousands of these sell-out sailboats last year . . . the hit of the regatta in every park, lake, creek and bathtub from coast-to-coast. They're available again for big repeat, re-order business . . . with many new features. Here's real value for dealer and consumer. Write, right now for samples, prices, catalog sheets.

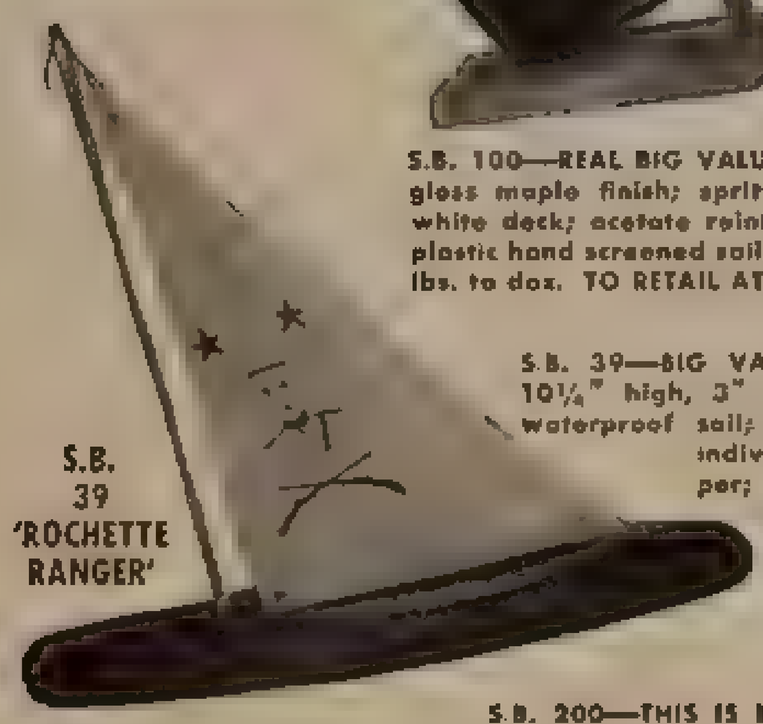
S.B. 100
'SEA GULL'

S.B. 100—REAL BIG VALUE: 22" long, 25" high, 3⅓" wide; high gloss maple finish; sprit boom metal red keel; hand screened white deck; acetate reinforced sails prevent tearing; waterproof plastic hand screened sail. Individually boxed, dozen to carton, 17 lbs. to doz. TO RETAIL AT 98c.



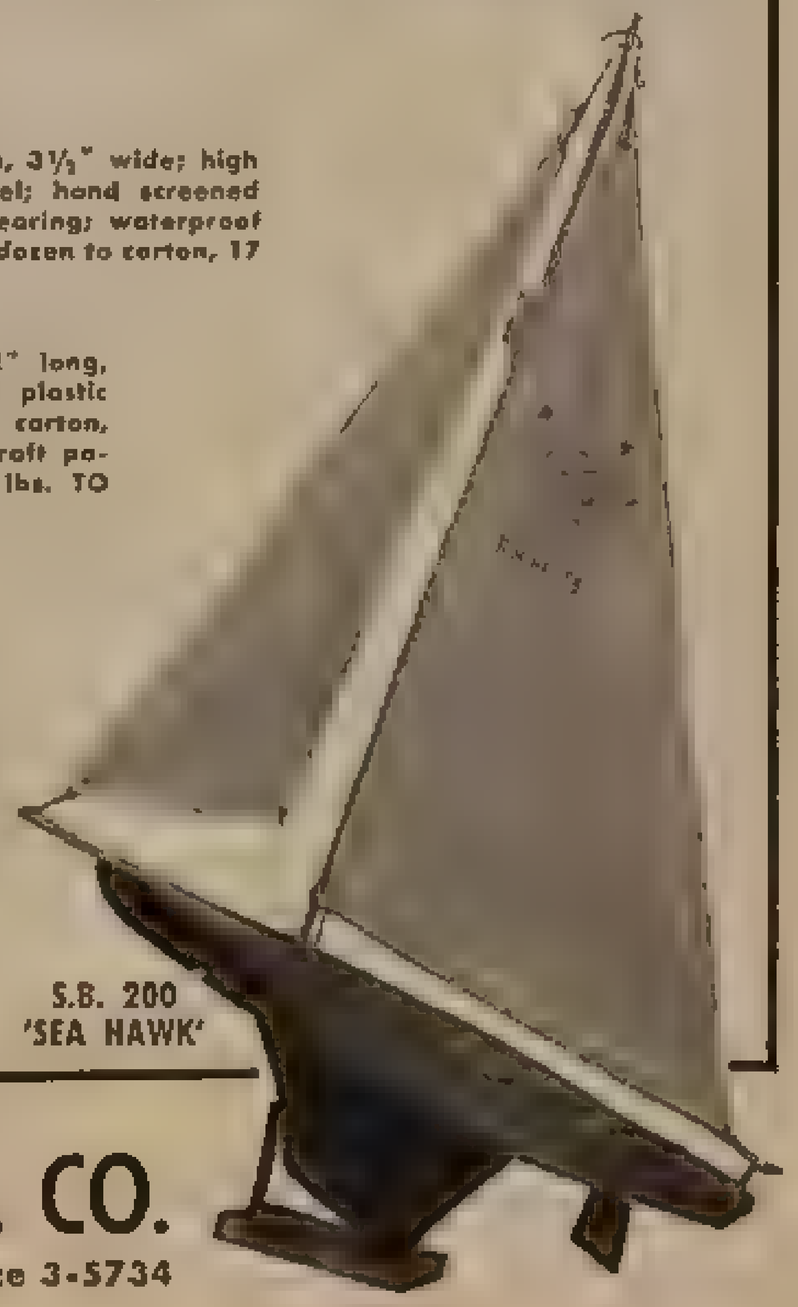
S.B. 50
'FLYING CLOUD'

S.B. 50—A CINCH TO SELL: 12" long, 12" high, 3" wide; hand screened plastic waterproof sail; screened white deck with front jib sail; red metal keel; individually wrapped in kraft paper; packed 4 dozen to carton, 25 lbs. to carton. TO RETAIL AT 49c.



S.B.
39
'ROCHETTE
RANGER'

S.B. 39—BIG VALUE, LOW PRICE: 12" long, 10¼" high, 3" wide; hand screened plastic waterproof sail; packed 4 dozen to carton, individually wrapped in kraft paper; shipping weight 25 lbs. TO RETAIL AT 39c



S.B. 200
'SEA HAWK'

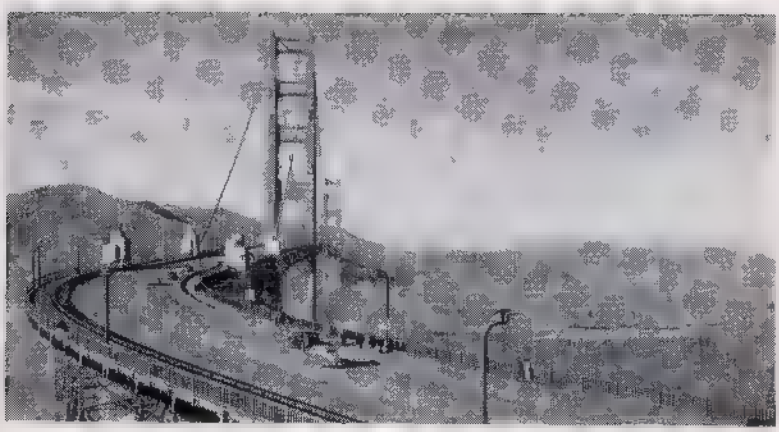
S.B. 200—THIS IS IT! A big 25" length, 30" height, 4" width; high gloss maple finish; sprit-boom; weighted metal red keel; hand screened white deck; acetate reinforced sails; red metal steering rudder with handle knob; waterproof plastic screened sail; stand with each boat; individually packed in triangle box, dozen to carton, 25 lbs. to carton. TO RETAIL AT $1.98.

S.B. 39, 50, 100 AVAILABLE IN POLYETHYLENE BAGS FOR RACK JOBBERS

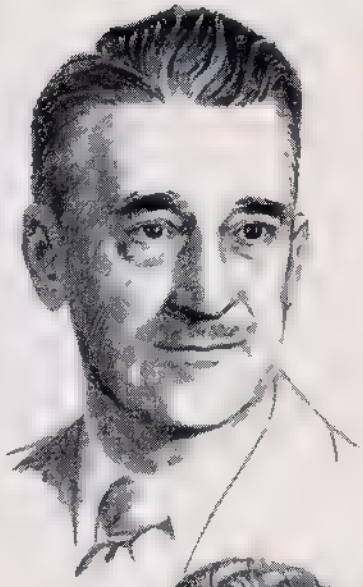
Manufactured by

CONSOLIDATED TOY MFG. CO.

49 OSGOOD STREET, Methuen, Mass. LAwrence 3-5734



If you're located in the PACIFIC COAST AREA these men are your link with Norfolk & Western



E. T. Ayers
General Agent

Carl P. Stegner
Commercial Agent

John P. Conlin
Steno-Clerk

If you're located in the Pacific Coast Area, there may be many ways in which you can be served by the Norfolk and Western—operating between points shown on the map below and connecting with other major lines at strategic locations.

The men pictured on this page are your link with the Norfolk and Western and the eastern part of the nation. They have accumulated many years' experience in transportation and their specialized knowledge is at your disposal. They have a dependable, strategically located railroad behind them and they know what it can do. They can help you with your transportation problems in shipping to or receiving freight from the eastern part of the country.

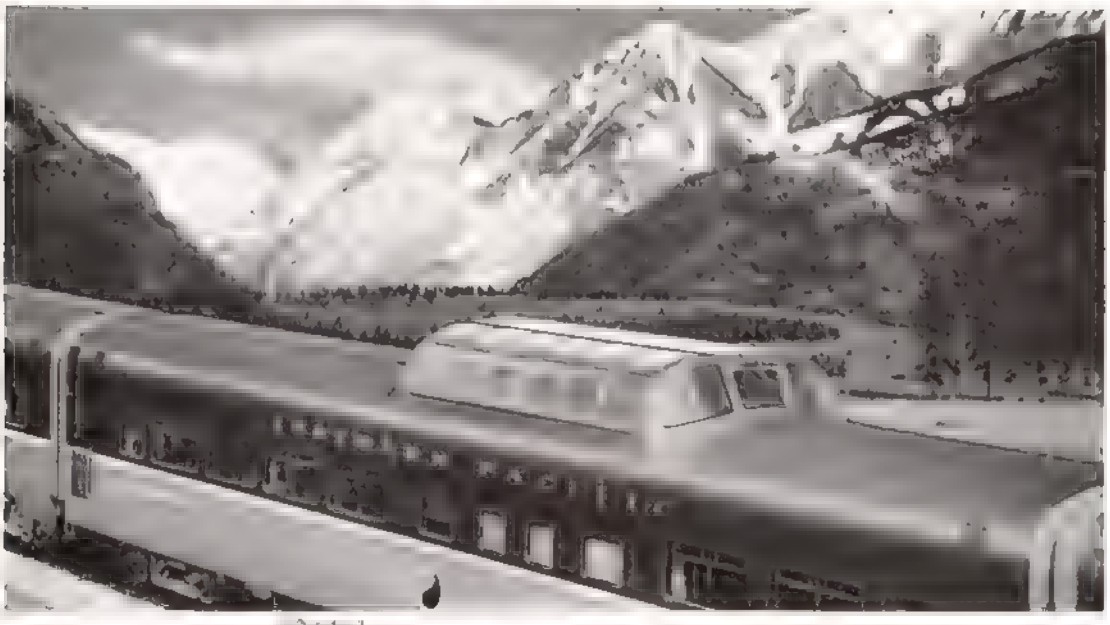
Call on them . . . they're as near as your telephone.

343 MONADNOCK BUILDING
Telephone DOuglas 2-6754
SAN FRANCISCO, CALIF.

Norfolk and Western Railway

PRECISION TRANSPORTATION

Now...4 VISTA-DOMES on the North Coast Limited...



...let you SEE the Northwest as never before!

Ahead, above, all around you—you see all the scenery from your Vista-Dome seat. Lush evergreen forests parade past your window. Lofty mountain peaks loom high above you. The sky's the limit when you're sightseeing on Northern Pacific's Scenic Route across the Northwest.

Now you'll find *four* Vista-Domes on the swift North Coast Limited: two coach and two sleeper domes with a total of 96 "grandstand" seats—at no extra cost! There's always a Vista-Dome just a few steps away.

Going to California?—Travel one way through the magnificent Northwest on the Vista-Dome North Coast Limited.

Write now for "Northwest Adventure", a colorful new picture-booklet about the Northwest and the Vista-Dome North Coast Limited. It's free. Ask about money-saving family fares. Address G. W. Rodine, Passenger Traffic Manager, Room 955, Northern Pacific Railway, St. Paul 1, Minn.

NORTHERN PACIFIC RAILWAY

VISTA-DOME NORTH COAST LIMITED

MAIN STREET OF THE NORTHWEST • CHICAGO-NORTH PACIFIC COAST

Mention the National Geographic—It identifies you

Coming soon...

VISTA DOMES for the faster NORTH COAST LIMITED!

Late this summer a fleet of new Vista-Dome cars will begin service on Northern Pacific's crack train. Between Chicago and the North Pacific Coast, passengers aboard the faster North Coast Limited will see some 2000 magnificent miles of Northwest mountains, plains, forests and rivers — as they could never see them before!

There'll be plenty of room for sightseers, too — four Vista-Domes on each North Coast Limited when all cars are in service. Two Coach Domes and two Pullman Domes — the first Vista-Dome sleepers in America — will seat 24 passengers each in their Dome sections.

Handsome Raymond Loewy-designed diners and observation lounge cars will add extra luxury and down-to-earth comfort. You'll like the faster North Coast Limited . . . with Vista-Domes!

G. W. RODINE, *Passenger Traffic Manager*
St. Paul, Minnesota

NORTHERN PACIFIC RAILWAY

Main Street of the Northwest

C'mon in! The profits are fine with

DOUGHBOY TOYS·POOLS

For profits, follow the leader! The Doughboy name is a household word. Doughboy offers the perfect affordable fads. Popular in-ground and above ground pools, exciting new pool toys in addition to the proved best sellers. Every Doughboy item is backed by a powerful and penetrating program of advertising, promotion and publicity. Plan now to get on the profits team with Doughboy

Doughboy

DOUGHBOY INDUSTRIES, INC.
NEW RICHMOND, WIS

MAGAZINES, TV JOIN IN GREATEST DOUGHBOY PROMOTION PROGRAM

MAGAZINE AUDIENCE OF 124,500,000!

	APRIL	MAY	JUNE
Life			X
Parents	X	X	X
Household	X	X	X
Living For Young Homemakers	X	X	X
Better Homes & Gardens	X	X	X
Country Gentleman	X	X	X

NBC and CBS TELEVISION 30,000,000 HOMES!

Continuing and expanding its last year's TV advertising program, Doughboy is readying an aggressive TV selling schedule. Well-known TV personalities will again sell Doughboy toys and pools to NBC and CBS Television audiences from coast to coast, to a potential 30 million homes.

DOUGHBOY SALES REPRESENTATIVES:

NEW YORK, N. Y. *Doughboy Industries, Inc., 1107 Broadway*
ATLANTA, GA. *Coursey & King, Inc., 84 Tenth St. N.W.*
CHICAGO, ILL. *Eyerly Associates, 1442 Merchandise Mart*
DENVER, COLO. *Mountain States Sales Co., 210 Exchange Bldg*
DALLAS, TEXAS *Ben G. Higgins, 2554 Overton Rd*
MINNEAPOLIS, MINN. *Lowell Taylor, Merchandise Bldg*
SEATTLE, WASH. *Ward Frantz Co., Terminal Sales Bldg*
LOS ANGELES, CALIF. *Ward Frantz Co., 1533 Wilshire Blvd*

C'mon in! The profits are fine with

DOUGHBOY TOYS·POOLS

For profits follow the Leader!

Doughboy

DOUGHBOY INDUSTRIES, INC.
NEW RICHMOND WIS

VISIT TOY FAIR DISPLAY AT HOTEL NEW YORKER, ROOMS 729, 730, 738, 740
Permanent Display at Room 502, 1107 Broadway

MAGAZINES, TV JOIN IN GREATEST DOUGHBOY PROMOTION PROGRAM

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CHICAGO, ILL.	*Eyerly Associates, 1442 Merchandise Mart*
DENVER, COLO.	*Mountain States Sales Co., 210 Exchange Bldg*
DALLAS, TEXAS	*Ben G. Jr[illegible] 2554 O[illegible] R*
MINNEAPOLIS, MINN	*[illegible] Merchandise B*
SEATTLE, WASH	*Ward Frame Co., [illegible]*
LOS ANGELES, CALIF	*Ward Frame Co., 1533 W[illegible]*

George Reid George Hampton C. W. MacDowell

Bob Collette, President

John W. Shira, Sr., Retiring President

Oak Rubber Has New Management Slate

The Oak Rubber Company of Ravenna, Ohio, world's largest toy balloon manufacturer, has released the names of new officers and directors elected following the recent acquisition by the Collette family of the entire interest of the Shira family in the firm.

The new president is W. R. (Bob) Collette, son of the late Paul E. Collette, co-founder of the company. He is shown above shaking hands with John W. Shira, Sr., as the negotiations for the purchase of the Shira interests were successfully completed.

C. W. MacDowell, sales manager for the past eight years, has been elected secretary. He will continue as director of sales, in which capacity he will be a member of the new operating team of sales, advertising, and production pictured above: George F. Reed, production manager; George L. Hampton, advertising and product development manager; and Mr. MacDowell. Mr. Reed has been with Oak for 21 years, while Mr. Hampton for the past eight years has been in charge of advertising and advertising balloon sales.

In addition to his new duties as president, Mr. Collette will continue as treasurer of the company. The former president, John W. Shira, Sr., a director of the Toy Manufacturers of the U. S. A., Inc., will be retained in the capacity of consultant.

The Oak Rubber Company was founded in 1916, and in addition to attaining its present established position in the toy balloon industry, has become well known as a manufacturer of latex toys for infants under the trade name "Squeeze-Me Toys." President W. R. Collette and his new management team have aggressive plans for the future, including the continuing development of new balloon and toy items and new ways to merchandise and promote them. Their latest achievement, soon to be announced, is an automatic balloon vending machine, that not only dispenses a packaged balloon, but actually blows it up.

QUEEN MOTHER ELIZABETH TAKES TOUR AT SCHWARZ

During the recent visit of England's Queen Mother Elizabeth to the United States, Her Majesty managed to take time out, despite the many functions tended in her honor, to make an extensive shopping tour of New York stores.

As might be expected, the last but not least of her visits was to world-famous F. A. O. Schwarz of Fifth Avenue. Her Majesty who was escorted throughout the store by President Phillip L. Kirkman appeared to enjoy every minute of her tour. The Queen Mother is said to have expressed an interest in items suitable for a six year-old boy and a four-year-old girl, and after testing a variety of toys, purchased a steam shovel, a plastic tea set and a variety of other playthings.

Noticing a Selchow & Righter "Scrabble" set on one of the counters, she remarked "I am just learning to play this game" and promptly purchased a set. It is interesting to note that Selchow & Righter Company, manufacturers of "Scrabble," Parcheesi, and other well-known games have been supplying F. A. O. Schwarz for the past 87 years.

GOOD EITHER WAY

Bicycling is a real bargain, according to a well-known beauty authority. It provides a perfect exercise for the girl who's too plump, or too thin.

Globe Miniature Railroad Kits Scale Models of Actual Trains

Among the newest developments in the toy and hobby field is the Globe line of authentic miniature railroad kits—a new series expected to find heavy sales among the millions of Americans who have seen or ridden a train. The easily-assembled plastic kits have been manufactured to retail for 98c and 89c.

First in the line are a Diesel locomotive and a Booster Unit, each intricately detailed for display on the mantle, in the playroom or den. The locomotive ("A" Unit) retails for 98c, the Booster Unit ("B") for 9c less.

The Diesels, which are being successfully pre-tested in key department and toy stores, are scale models of the locomotives found at the head of freight and passenger trains on the nation's numerous great railroads.

"The realism of the locomotives has appeal for Dad . . . as well as for the youngster," spokesmen for the company emphasize. "Our test sales in department stores indicate that the Diesels will for this reason become a steady, year-around best seller."

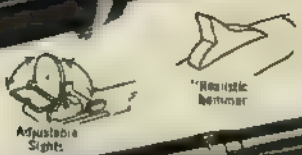
The locomotives, which always are run in pairs and usually are run on real railroads in units of four, mark the toy industry debut of Irvin R. Athearn, for 10 years one of the top-selling manufacturers in the hobby field.

Mr. Athearn reports his advance sales are heavy in the hobby trade, where he is receiving his third and fourth round of re-orders on the new Globe line. Veteran model railroaders have written the firm to say that even in the toy trains, the "Athearn touch"—meaning an inordinately high degree of realism—is evident, the manufacturer adds.

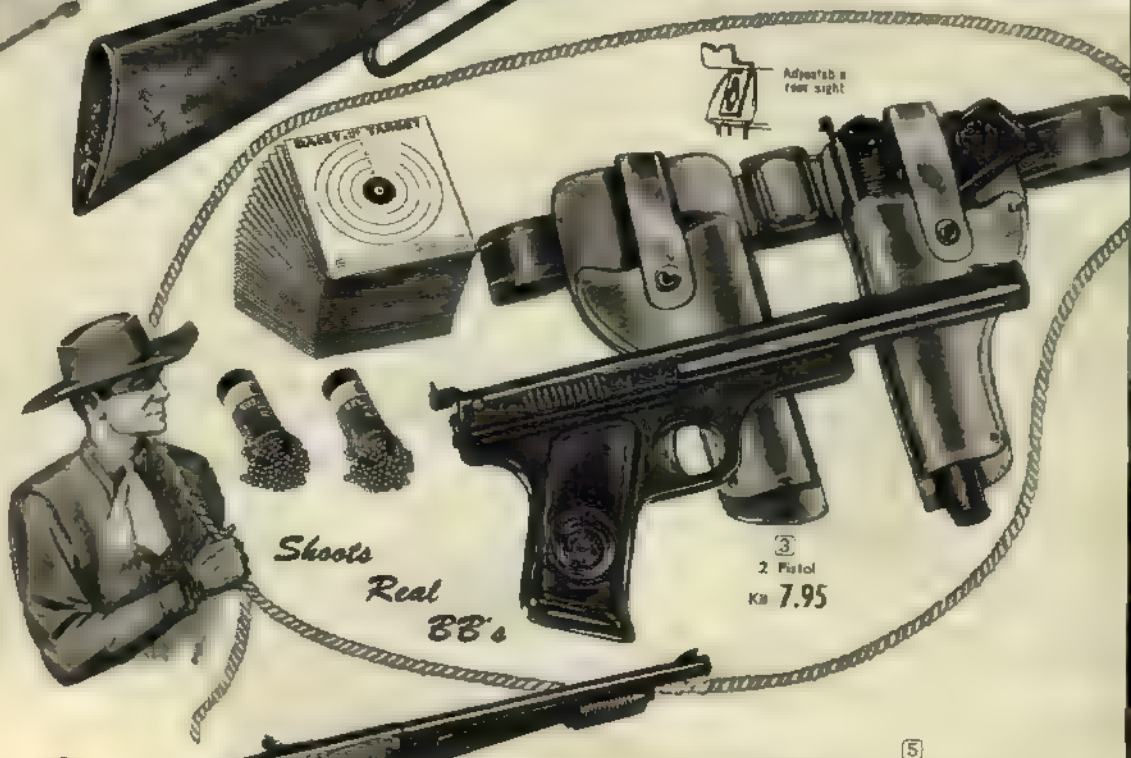
New 1954 Daisy Red Ryder Air Rifle Outfit

RED RYDER AIR RIFLES

1
7.95



2
4.69



3
2 Pistol Kit 7.95

4
Model 25 7.49

5
Model 80 5.47

6
Model 75 4.59

7
Model 102 3.69

Daisy Red Ryder Air Guns

(Items 1 to 7 shown on facing page)

DAISY WESTERN STYLE-CARBINES

■ Offer real competitive fun for the entire family

[1] RED RYDER MODEL 94 CARBINE KIT

■ 1000 shot repeater with new "lightning" loader

■ Kit has 2 tubes of shot, 25 targets and scabbard

Real Western beauty, just like hard ridin' cowpunchers carry! Secondary "lightning" loader barrel holds extra 850 shots. Real lustre, bright finish hammer and cocking lever. Open or peep rear sight, adjustable for windage and elevation. Checkered forepiece with engraved Indian design carbine band. 36 in. long. Scabbard is genuine leather with handsome studs.

R50 J 1460 Outfit. Mailable. (4 lbs.) 7.95
R50 J 1461 Gun only. Mailable. (3 lbs.) 6.99
50 J 1459. Scabbard only; for all Daisy rifles. (1 lb.). 1.98

[2] RED RYDER "CORK-BALL" CARBINE & POUCH

■ Safest gun you can give . . . it shoots soft cork balls

■ Permitted in most cities where air guns are banned

Here's competitive indoor winter fun for whole family. Gun makes loud bang. Dummy secondary barrel gives it a realistic appearance. Full-fashioned stock with checkered forearm and carbine band like a regular gun. Swivel sling. Gun is 35 in. long. Genuine leather pouch attaches to belt. 8 cork balls.

R50 J 455M. Gun and Pouch. Mailable. (4 lbs.) 4.69
50 J 475M. Extra cork balls (8 oz.). . . . . 36 for 69c

TARGET SET—SHOOTIN' GALLERY FUN

■ Choice of one or two pistol sets—priced low

[3] "TWO GUN" DAISY TARGETEER KIT

Daisy kit with 2 "Targeteer" pistols, 2 cans of BB ammunition (smaller than regular size), 25 targets, 2 cowhide holsters, 1 cow hide belt, 400 shot, low power pistol—accurate up to 12 feet. 10 in. long. Open and rear sights. Exp. only.

B50 J 1450. 2 Pistol Kit. Shipping weight 4 lbs. 7.95

ONE PISTOL KIT. Includes holster, belt, targets and BB's.

B50 J 1451. 1 Pistol Kit. Exp. only. (2 lbs.) 4.69

DAISY AIR RIFLES

■ Safest of their kind; power limited at factory

[4] DAISY PUMP MODEL 25 AIR RIFLE

■ Sturdy 50-shot rifle—only pump action air gun made

Fine Daisy quality—always dependable—priced to save. Combination peep and open sight with adjustment for windage and elevation. Has new "ramp type" front sight. Handsome gold filled engraving on receiver jacket with checkering on grip of stock. Easy takedown for carrying in car or suitcase. 37 in. long.

R50 J 1463 Mailable (5 lbs.) 7.49

[5] DAISY MODEL 80 LONG RIFLE

■ 1000 shot carbine with lever action—trimmed like a real gun

■ Double-notch rear sight adjustable for elevation

A gun that looks as real as Dad's. Fast lever action with plated trigger and carbine band. Checkered forearm for better gripping. Adjustable sling with swivels. Full 35 in. long.

R50 J 1462 Mailable. Shpg. wt. 4 lbs. 5.47

[6] DAISY MODEL 75 SCOUT RIFLE

■ 500 shot lever action air rifle—with adjustable sight

Priced low, yet with many features of higher priced guns. Has adjustable sight. Full fashioned checkered forearm. Bright plated carbine band and trigger. Yellow sling with swivels.

R50 J 1465. 35 in. long. Mailable (4 lbs.) 4.59

[7] DAISY MODEL 102 CUB RIFLE

■ 350 shot air gun at an outstanding low, low price

Looks like grown-up's high power gun. Bright plated trigger. Blued metal parts, full size checkered hardwood stock.

R50 J 1464 Mailable (4 lbs.) 3.69

AMMUNITION FOR AIR GUNS

22 Caliber Pellets. Shipped Postpaid.

R50 J 1486M — One can of 500 for 2.15

Regular BB's. (1 lb.)
R50 J 1472M. . . . 1600 for 45¢

Targeteer BB's (1 lb.)
R50 J 1474M . . . 3 cans 49¢

5 PC. MARKSMAN AIR PISTOL KIT PRICED LOW

■ It looks, weighs and feels like a .45 cal. Armed Forces service automatic

■ Only gun made that shoots darts, pellets and BB's

■ Kit contains targets, BB's, pellets, darts and box

This is the Christmas "gun-buy" of the year! Just look at the value in this kit. Here's an air pistol that's man sized, that feels and looks like a U.S. "45". It's easy cocking, noiseless and accurate too! Single shot with thumb safety. Front and rear sights. All metal construction with copper lined barrel. Comes complete with targets, BB's, pellets, and darts (.177 cal.)

B50 J 1440. Shipped freight or express only. (3 lbs.). . . . 5.95

CROSSMAN AIR RIFLE AND PISTOL SETS

Air Rifle Outfit 17.05

AIR RIFLE KIT includes .22 cal. rifle, can of 250 pellets, ball target with 4 in. gong and 100 target inserts. Hammerless bolt action; 19½ in. rifled barrel. Enclosed loading chamber. Powerful—pressure can be built up by additional strokes on pump. Valve cannot unlock regardless of pressure. Prepaid.

S3C J 1421W . . . Outfit 17.05
R50 J 1420. . . . . Gun only 14.19

5-Pc. Pistol Outfit 14.19

PNEUMATIC PISTOL KIT includes .22 cal. pistol, ball target, 100 paper inserts, leather holster, 250 pellets, 8 in. precision rifled barrel. Hammerless action. Enclosed loading chamber. Finger tip cocking. Valves cannot air-lock regardless of pressure. Freight or express.

B50 J 1432 (7 lbs.). Kit 14.19
B50 J 1433 (3 lbs.) Gun only 9.45

CHECK LOCAL LAWS REGARDING SALE OF AIR GUNS BEFORE ORDERING.

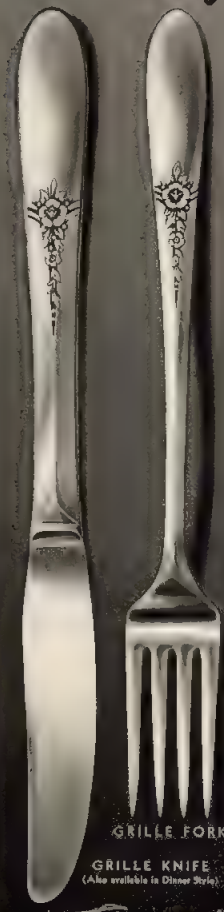
TUDOR* PLATE
Oneida Community

DINNER FORK

DINNER KNIFE
(Also available in Grille Style)

*Bridal Wreath**

The informality of its graceful garland of flowers makes this pattern an all-time favorite.



GRILLE FORK

GRILLE KNIFE
(Also available in Dinner Style)

*Fantasy**

Fresh, modern lines offset by a traditional center ornament make this an out-of-the-ordinary pattern.

DINNER FORK

DINNER KNIFE
(Also available in Grille Style)

*Sweet Briar**

A lovely pattern with a highly embossed floral design that sets any dinner table agleam with outstanding beauty

*Trade-marks of Oneida Ltd.

TUDOR* PLATE
Oneida Community

OPEN STOCK PRICES ON ALL TUDOR PLATE PATTERNS

JULY 1, 1953

ITEM		CONSUMER PRICE (Fair Traded) Set of 8	Set of 12	List Price Per Dozen
SPOONS				
Tea	8 in box	$ 3.00	$ 4.50	$ 5.40
Oval Bowl Soup (Dessert)	8 in box	6.00	9.00	10.80
Round Bowl Soup	8 in box	6.00	9.00	10.80
Serving or Table	8 in box	6.00	9.00	10.80
Iced Drink	8 in box	6.00	9.00	10.80
†5 O'Clock Tea or Sherbet	8 in box	3.00	4.50	5.40
FORKS				
Dinner	8 in box	6.00	9.00	10.80
Grille	8 in box	6.00	9.00	10.80
Salad or Pastry	8 in box	6.00	9.00	10.80
Cocktail or Oyster	8 in box	6.00	9.00	10.80
KNIVES				
*Dinner	8 in box	13.33	20.00	24.00
*Grille	8 in box	13.33	20.00	24.00
(Above Knives have Hollow Handles and Mirror Stainless Blades)				
Individual Butter or Cheese Spreader	8 in box	6.00	9.00	10.80
SERVING PIECES			Each	Each
Butter Knife	1 in box		1.15	1.38
Sugar Spoon	1 in box		1.15	1.38
Cold Meat or Serving Fork	1 in box		1.50	1.80
Serving or Gravy Ladle	1 in box		1.50	1.80
Pierced Dessert Server	1 in box		1.50	1.80
Pierced Round Server	1 in box		1.50	1.80

6-PIECE PLACE SETTING

(Knife, Fork, 2 Teaspoons, Soup Spoon, Salad Fork) Each	$4.67	5.60

*All Tudor Plate Dinner and Grille Knives have Serrated Blades.
†Available in Bridal Wreath and Fantasy patterns only

NO FEDERAL TAX

SPECIFY PATTERN WANTED

Bridal Wreath* — Sweet Briar* — Fantasy*

Prices subject to change without notice. All orders subject to prices prevailing at date of shipment and availability of merchandise. The Consumer's Prices listed herein are the prescribed minimum or stipulated resale prices on Tudor Plate in all states which have enacted Fair Trade Acts.

*Trade-marks of Oneida Ltd.

Live the Life you Love

Three exciting new models in 1951. Built in the finest tradition of Chesapeake boat builders by M. M. Davis & Son who have been building boats for over 70 years.

View showing four berths

View looking forward

View looking aft

the NEW VACATIONER 22′

Incredible that a boat so complete can be yours at the same low Cruis-Along price!

See this complete family Cruiser . . . Check these features and compare:

SLEEPS FOUR! Six inches more headroom than previous models, a foot more beam now make it possible to sleep four in 2 permanent berths, 2 removable berths, easy to put up (3 minutes by the clock), easy to stow in the daytime.

REVOLUTIONARY NEW SUPER-HYPLANE HULL! Combining the best features of the round bottom hull with the fast planing V bottom hull. An unbeatable combination that steps up speed, guarantees stable, level running. It will never squat with a heavy load in the cockpit, never slap in a seaway, and with the stabilizing spray rail will ride out the heaviest seas in comfort.

SELF BAILING COCKPIT! For dryness and security. This feature is usually found only in boats twice the size and price.

SEVEN INBOARD ENGINE OPTIONS! Speeds from 20 to 32 miles per hour, depending upon engine selected. Worm gear steering standard equipment.

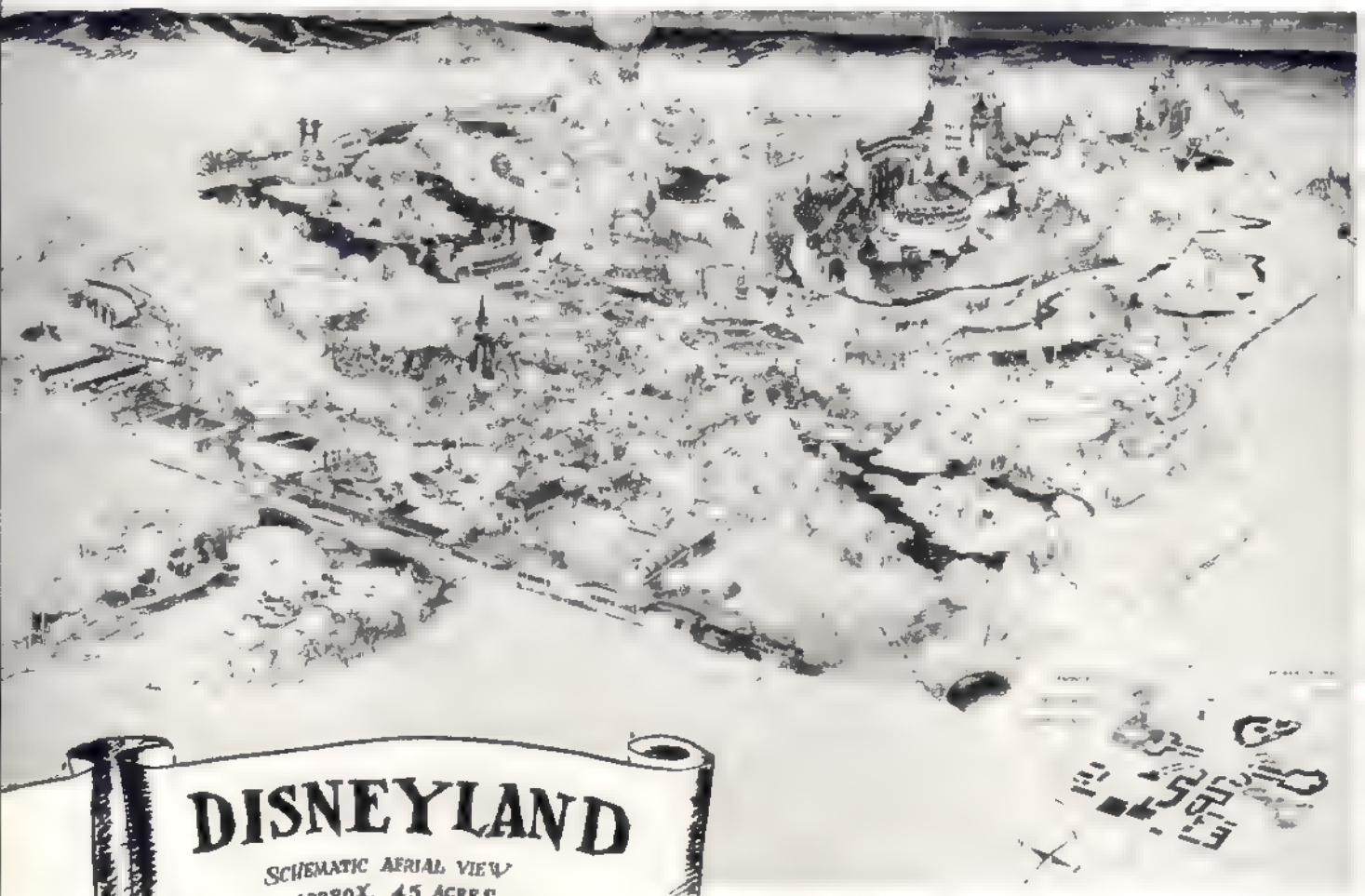
COMPLETE DOWN TO THE LAST DETAIL! Full sized galley complete with alcohol stove, running water, metal sink, dish and glass racks. Shelves, insulated ice box and dry grocery cabinet. • Sea Clo Marine toilet is concealed, when closed forms cabin seat and has separate curtain for complete privacy. • Large full length hanging locker, chart racks, generous underberth and cockpit stowage space. • All these features plus running gear are standard equipment.

M. M. Davis & Son, Inc., Solomons 4, Md., Boat building for over 70 years

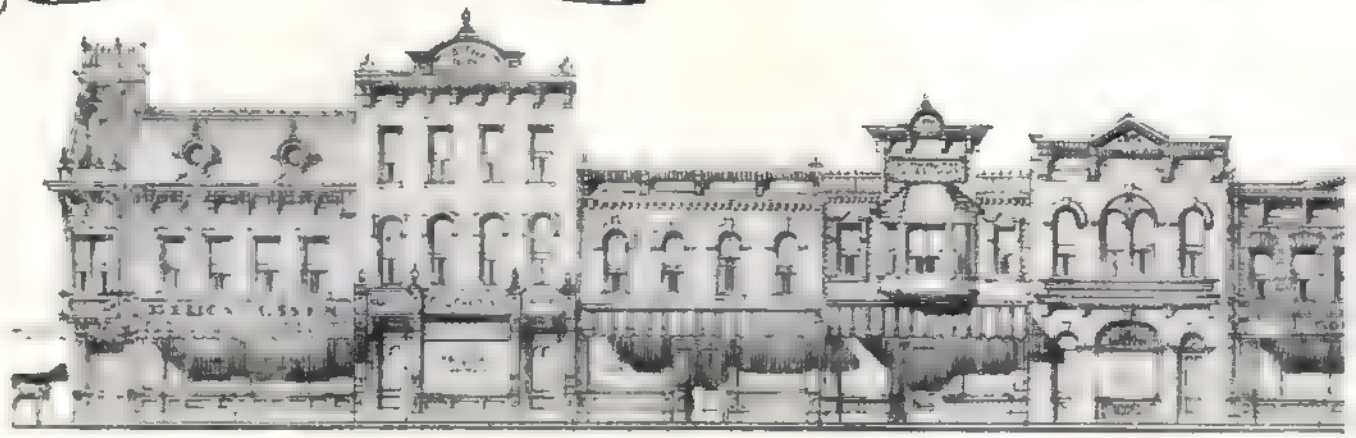
Cruis-Along

brings you speedboat speed and cruiser comfort at a remarkably low Cruis-Along price.

with the smart, tough, seaworthy clinker-built hull . . . 19 feet long—7 foot beam. . .



in California



DISNEYLAND, a $9,000,000 overall project, and undoubtedly the most fabulous enterprise of its kind ever conceived any place in the world, will come into being on a 160-acre tract which was part of the historic Rancho San Juan Cajon de Santa Ana in Orange County, California.

So vast is the project that it will take more than a year to complete and, when in operation, it will provide employment for more than 500 persons.

Associated with the famed movie producer in establishing Disneyland will be the American Broadcasting Company, Paramount Theatres Inc., and the Western Printing and Lithograph Company of Racine, Wisconsin. The latter has been exclusive publisher of all Disney publications for 20 years.

Disneyland will serve as the focal point from which ABC-TV shows will be produced. Mr. Disney's contract with ABC and United Paramount Theatres is for seven years.

Virtually beyond description the park is defined by Disney as "a combination of a world fair, a playground, a community center, a museum of living facts, and a showplace of beauty and magic. Once you walk through

the portals, you will leave today behind and enter a world of yesterday, tomorrow and fantasy."

A dream of Disney for years, he confidently predicts more than 5,000,000 people will come from all over the world to view the spectacle each year, terming it California's *greatest tourist magnet.*

Parking space will accommodate 15,000 cars at a time

Set in several sections, each of which is an innovation, the entire park will be educational as well as entertaining, and will be dedicated to, and based on, the ideals that created America.

Sections will include True-Life Adventure Land, The Land of Tomorrow, Frontier Land, Fantasy Land, Recreation Land and Holiday Land.

Many leading corporations of America will participate in the Land of Tomorrow section, where the wonders of science will be demonstrated.

All of Disney's cartoon characters, Mickey Mouse, Donald Duck, Snow White, etc., as well as many of his famous live-action features, have been projected into the planning.

Of interest to people in merchandising, Walt Disney has revealed plans to make available to independent concessionaires, a number of stores in the fabulous Disneyland. Adding authenticity to Main Street with apothecary shops dispensing merchandise, a Trading Post in Frontier Land, curio shops in Fantasy Land and many others, Disneyland will be a bright, warm community flowing with life.

Disneyland, over the counters of some twenty or thirty fine shops, will offer for sale to an estimated 5,000,000 patrons annually, quality merchandise at fair trade prices covering a great many lines, including Disney character merchandise, western goods, ceramics, toys, etc. These shops will vary in size and have exterior facades compatible with the motif of the Land they are in.

Disneyland has established a Retail Merchandise Division at 2400 W. Alameda Ave., Burbank, Calif., to assist business men interested in leasing stores in Disneyland.

PLANS FOR DISNEYLAND

One of the highlights of Walt Disney's "Disneyland" television series, which premieres in October on ABC, will be a preview of his $9,000,000 wonderland near Anaheim in Orange County, California, where construction will start late this summer.

IN giving his television audience an advance peek, Walt will reveal the over-all plan he has devised for the real-life magic kingdom that bears the same name as his video show, *"Disneyland."*

On 160 sunny southern California acres, purchased in May, 1954, Disney will create an authentic wonder of the entertainment world. It is a 20-year dream of his come true

Disneyland, Inc.

2400 WEST ALAMEDA AVENUE
BURBANK CALIFORNIA
VICTORIA 9-5594

June 15, 1954

Miss Martha Fuller
Toys & Novelties Publishing Co.
1127 Wilshire Blvd.
Los Angeles, California

Dear Martha:

Thank you for visiting us at DISNEYLAND. It was a real pleasure seeing you again.

Mr. Rausch from Alhambra phoned me yesterday afternoon, and I very much appreciate the cooperation you are extending us.

I am enclosing a complete story on DISNEYLAND for your use.

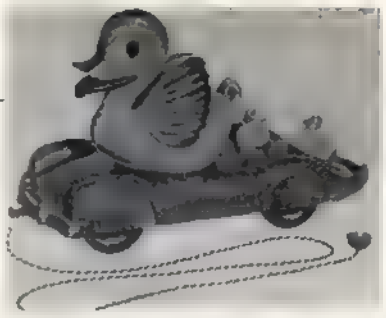
You, or any of your clients who would like to see our project are most welcome here at DISNEYLAND, and we would be pleased to see you at any time. Please feel free to make arrangements through me.

Cordially

DISNEYLAND, INC.
Robert H. Burns
ROBERT H. BURNS
Merchandise Mgr.

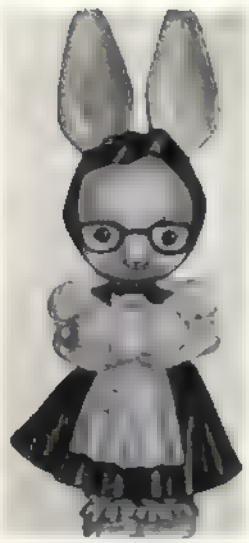
RHB:nmn
Encl.

#369
Father Rabbit



#357 Quacking Duck

Knickerbocker Plastic Expands Easter Line



#380
Sister Rabbit

KNICKERBOCKER Plastic Company, North Hollywood, Cal., already manufacturers of one of the largest lines of plastic Easter toys in existence, are adding a number of items for Easter, 1955. According to Ernest Kling, vice-president and controller at Knickerbocker Plastic, the Easter line will consist of 46 items, five of which are new.

Added to the line are a Sister Rabbit, a Petite Father Rabbit and a Petite Sister Rabbit. These three are smaller plastic models of the extremely successful Father and Sister Rabbit banks and rattles marketed previously.

Also added is a new plastic bank called the Rooster Bank, a faithful copy of an original high-quality ceramic table decoration made in Italy. The Rooster Bank can not only be used as a child's savings bank, but also can do double duty as a decoration or table centerpiece in any home.

Another addition to the Easter line is an animated Running Bunny. Moulded of soft polyethylene plastic, it can be made to scamper across the floor by the operation of a string and lead weight flywheel operated by a rubber band.

The popular Father and Mother Rabbit banks, approximately half a million of which were sold during the 1954 Easter season, and which have previously carried a retail price of $1 will now be available at a suggested retail of 89c. The Quacking Duck Pull Toy, introduced last year, is

#62 Animated Rabbit

now carrying a suggested retail price of $1.49. This appealing pull toy, 5½" high and 10" long, consists of a mother duck and two ducklings riding in a brightly colored automobile. The mother duck flaps her wings and quacks as the pull toy operates.

Both Mr. Kling and Sanford Glick, vice-president and general manager of Knickerbocker Plastic, point out that the company is responding to the call for making all large items of high impact plastic wherever this is possible. All of the plastic banks and the Quacking Duck Pull Toy, because of the use of high impact plastic, are practically unbreakable, the Knickerbocker executives assert.

Mr. Glick added that Knickerbocker is converting to automatic moulding which will add to the already high quality of its product.

The Knickerbocker Easter line of transparent plastic eggs, which were so successful last Easter, this year will have additional eye appeal. The eggs will be tinted pink or blue. Extremely careful painting and the lavish use of color have always been a feature of the Knickerbocker Easter line.

It is of considerable interest that the Knickerbocker Plastic toys have always been so popular and durable that their original toy, the Skipper Duck, is still selling in large volume. During the 1954 season, it is stated, over a quarter of a million of this one original item were sold.

Last Easter, Knickerbocker Plastic Company offered a special Easter package for retailers. This was their item #99, consisting of 126 pieces with a total retail value of $30.04. The individual retail value of the pieces ranged from 10c to $1. The assortment was put together after considerable research, the proportion of individual pieces varying according to the popularity of the items. Retailers, it is reported, were so pleased with this assortment that the offer is being made again this year. Several new items are being included.

Knickerbocker Plastic is making an additional offer of another Easter assortment (their item #100). This consists of a package of 72 pieces with a total retail value of $7.24. These are all 10c items selected from their most popular group at this price.

(*Continued on page* 102)

#382 Father Rabbit Petite

#381 Sister Rabbit Petite

Still wonder why Gaston has the lock on the block business? Here are some of the reasons!

CHANGEABLE CHARLIE BLOCKS

No. 819—keeps small-fry fascinated for hours. Adults love him, too! Has over 1,194,304 *different* faces . . . never looks the same twice

BOZO THE CAPITOL CLOWN

No. 818

—ten times funnier than any living clown. Does a million and one things with his face to make folks laugh. Even blows bubbles!

© Capitol Records Inc.

CHANGEABLE CHARLIE'S AUNT BLOCKS No. 820—the old gal keeps 'em in stitches for hours. She laughs, cries, sneers and jeers at the turn of a block. And dig that crazy cool hat and hair styling!

GASTON toys

Get a good lock on the block business in your town! Write today for all the money-making facts!

GASTON MANUFACTURING CO., 234 W. Second St., Cincinnati, Ohio

. . . Knickerbocker

(*Continued from page* 91)

Knickerbocker has in production a complete new line of colorful beach toys, called the 'Sea Toys,' they consist of pails, shovels, sifters, sand molds and boats. All molded from soft polyethylene plastic they are termed virtually unbreakable and are extremely colorful. Included in the line of 'Sea Toys' is a fireboat of high impact plastic. Nine inches long, it will shoot a stream of water over 25 feet.

Their already large line of water guns this year includes four new items. Two of these are being made under the Dragnet license issued by Sherry TV, sole owners of Dragnet radio and television programs.

. . . Toy Guidance

(*Continued from page* 88

Ann Arbor *News*, Philadelphia *Bulletin*, Los Angeles *Mirror*, San Francisco *Shopping News*, Los Angeles *Examiner*, Los Angeles *Times*, Tulsa *Tribune* and hundreds of other newspapers of similar scope and importance.

In addition to arousing consumer interest in toys, Toy Guidance Council set out to strengthen dealer-customer relations. TV window posters were prepared by our advertising department featuring the toys individually demonstrated each week on the TGC sponsored shows. A "Prestige Toy" catalog available to all member retail stores, two 3-dimensional membership plaques on stands for window and store display to identify member retailers with the program; a series of professional ads, stressing a member store's ability to furnish proper play equipment and guidance, and mats of over 200 popular items were offered; and a layaway program under which a complete package plan for selling better grade toys was instituted.

Point-of-sale promotion was further strengthened by training store personnel to give qualified advice on toy purchases. A Four Lesson Toy Consultant Course for personnel was prepared by TGC, through which store clerks could be trained to become expert consultants. Those passing the examinations administered at the end of the course have been awarded diplomas and Toy Consultant badges which only they among all store employees are entitled to wear. In addition, an imposing Certificate of Authority has been awarded to stores for display and to certify that their staffs have received special training.

Supplementing the training course for store personnel, TGC also made available its "Development Through Play" booklet to help parents recognize the need for proper play equipment at various stages in a child's growth. And child guidance lecture material has been prepared and distributed for use in conjunction with P.T.A. activities, women's clubs and associations, all designed to illustrate how proper playtools affect children's personality and character development.

Finally, Toy Guidance Council has prepared publicity material to help local member retail stores acquaint their communities with their TGC membership and ability to supply the nationally-advertised

XMAS IS NOW

FOR THE GREATEST THRILL IN A LUCKY LITTLE GIRL'S LIFE

and

FOR THE GREATEST SALES THRILL IN YOUR LIFE

stock and show

LIFESIZE **Sweet Sue** LIFELIKE

THE MOST MAGNIFICENT DOLL EVER MADE

Write us for details of our **LAYAWAY PLAN**

FREE Dynamic wrought iron selling displays — traffic producing mats — glossy photos, etc., all backed by a powerful advertising campaign. Contact us now.

AMERICAN CHARACTER DOLL CO. • 200 FIFTH AVE., NEW YORK 10, N. Y.

LIFESIZE

Sweet Sue

LIFELIKE

She's 31 inches tall — as big as a 3-year-old child!

She has rooted Saran hair — it can be washed, combed, curled, CAN'T PULL OUT.

She is fully jointed at elbows and knees—AND SHE WALKS!

She can walk, sit, stand, and assume almost any position.

She is dressed in the height of fashion.

AMERICAN CHARACTER DOLL

THE MOST WONDERFUL DOLL EVER MADE

XMAS IS NOW

FOR THE GREATEST THRILL IN A LUCKY LITTLE GIRL'S LIFE

and

FOR THE GREATEST SALES THRILL IN YOUR LIFE

stock and show

LIFESIZE

Sweet Sue

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She can walk, sit, stand, and assume almost any position.

She is dressed in the height of fashion.

AMERICAN CHARACTER DOLL

THE MOST WONDERFUL DOLL EVER MADE

By MARIE GRANT

It's Prestige... and Profits at D&F's

DANIELS & FISHER STORES COMPANY of Denver, Colorado affectionately abbreviated to "D&F's," is one of America's leading prestige stores and reputedly the oldest in Denver. The success of this operation is based not only on offering quality but in meeting changing conditions. With fluctuations, new trends, new styling, stocking has changed and concentration has been placed on the unit sale. The sound merchandising techniques employed have kept the store dollar-sound without jeopardizing its enviable reputation.

OLDER SALESPEOPLE

Lester Lupton talks of these techniques, which are employed in the extensive toy department of which he is buyer. He explains that he considers sales training equally important with buying in building high unit sales.

"When we stock the most progressive and basically sound construction toys available in the Intermountain States, we cannot have them presented by extremely young people. The sales-clerk, chosen for dignity and her ability in the subtleties of building, unit sales, must of necessity be mature—we find that customers have a tendency to dismiss the suggestions and presentation of a very young person. Choosing on this basis, we can train effectively."

BALANCED DISPLAY

While it is true that the finest toys are stocked, D&F's are not closing their door to the lucrative sale of impulse items. Display within the department is balanced to present not only an occasional prestige item, which has become the keynote of this operation, but suggestive selling displays of every toy line carried.

Group selling has been an effective medium in building the unit sale for this progressive firm. They believe that it is a mistake for retailers to let the public think in terms of one-item purchases. When, for example, a customer is examining one of the miniature models of road graders, tractors, or spreaders etc., D&F believes a salesperson should consider the customer a prospect for several—in fact the full line. If the customer asks, "What is the price of the tractor?" the salesperson replies directly, "$6.98"—or whatever it happens to be—but adds, "and only $16.98 for the full set." Customer thinking is immediately directed to the possibility of an all-inclusive purchase through this subtle, non-pressure method. The customer will envision the child's delight with the full group; the possibility of remembering several children with one or more from the set. The thought stays with the customers even if they only choose one as an impulsive purchase for a loved child or grandchild.

GROUNDWORK

Home, they will think what a delightful gift it would make for Jimmie for Christmas; how much Harold likes to tinker with toys which actually perform their real function. Whether the immediate sale is of one or the group, the presentation of sets builds the future potential materially.

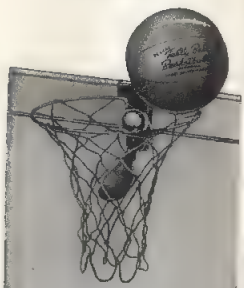
Mr. Lupton says that new trends, new toys manufactured, present a constant challenge in stocking. Who was to guess that the cartoon "Dennis the Menace" would prove so popular that there would be a clamor for character dolls? With an open to buy stocking program, the department can have on display merchandise which is in current demand without cluttering stocks with slow-moving items.

An important factor in the unit sale is also the ability of the salesperson to recognize the budget requirements of the customer. In a relaxed, friendly manner, it is easy for the salesperson to start the prospective customer talking

(*Continued on page 706*)

D & F believes that mature clerks inspire greater confidence in customers.

Tally Bell



It's a fact!

Few other toys sell so consistently in large volume year after year. Display it properly and you can bank on a good turnover and profit!

Let Tally-Bell Basketball "ring the bell" for you in bigger toy sales!

SEE IT AT THE TOY FAIR

ROOM 538
NEW YORKER

MIDWEST
PRODUCTS DIVISION
MIDWEST METAL STAMPING CO.
KELLOGG, IOWA

. . . Texas Store

(*Continued from page 584*)

country." He repairs trains and equipment and sets up layouts at night in customer's homes.

Ross Vick, former high school athletic star, whose record is well known to Austin youngsters, advises them on athletic equipment.

TWO WEEKS' TRAINING

All of the Stautz employees, including extra Christmas help, attend a two-week training school conducted by Mr. and Mrs. Stautz annually before the holiday rush. They gain a thorough, basic knowledge of the educational as well as the practical aspects of the merchandise. Employee turnover has been remarkably low with many of the extra Christmas workers returning each year.

Both Mr. and Mrs. Stautz keep in close contact with the public through participation in Austin's active civic recreation program. The well-integrated program carried on for all age groups has created a growing realization of the benefits of playtime and Stautz's is preparing to meet this need and to grow with it.

. . . Eastertime

(*Continued from page 597*)

but want to keep the total cost reasonable. About $2 seems to be the most popular average price for an item, so we try to feature some items in that range and stock them heavily.

"Of course, Easter is the occasion for many bigger toy purchases, too. Tricycles, for example, go very well at that time. People simply give the child something they have been planning to buy anyway, but as an Easter gift."

SCHOOLED IN SUGGESTION

Because of the good traffic in the department, Mrs. D'Amico says, many plus sales can be made through suggestive selling efforts. This is where Block Company personnel do an outstanding job. With each purchase of a bunny or stuffed toy, the salesperson recommends some other plaything to go with it. After each toy sale, the customer is asked, "Why not take this little bunny along with it?"

The key to making these efforts pay off, Mrs D'Amico points out, is to have the salesperson recommend some very specific item each time rather than just a general category or "something else." At a sales meeting before the start of Easter selling, the buyer stresses the importance of this suggestive selling, and goes over some of the outstanding "extra" items the staff can push.

At this same meeting or another one, Mrs. D'Amico presents the merchandise that will be featured in Easter ads and windows. Often, new items have been bought in large quantities especially for the Easter promotion, and the selling features of these are gone over closely. At the same time, the staff is reminded that every toy in the department can still be sold as an Easter gift.

"Like any other selling season, Easter calls for careful advance planning," Mrs D'Amico says. "Instead of trying to do things at the last minute, when the advertising and display people are busy working with the ready-to-wear departments, I plan my Easter promotion months in advance. That way all the displays and decorations are ready well ahead of time, and it's easy to deal with anything that comes up or changes that have to be made at the last minute."

. . . D & F's

(*Continued from page 613*)

about the child for whom he is choosing. The question: "Is this a prospect for a full set of books or a pick-up item?" is answered through conversation. Sales are not lost then by trying the fatal practice of promoting a $5 item when the customer cannot and will not pay more than $3.

FLEXIBLE APPROACH

Here again stocking enters the picture, with moderately priced name brands stocked to satisfy this group of customers. There is no fixed program for trading up or trading down. The sales clerk, in a leisurely manner, simply encourages the customer to talk. The potential patron will invariably create a picture which any skilled person can recognize.

Service is essential in building the unit sale. This not only applies to suggestions within the age group, but with a grasp of the personality and interest of the child." A little girl who is a "tomboy," may not be the child for whom a football should be suggested, but neither is she the child who will relish receiving a completely outfitted doll house. Let the customer mention the child's greatest interest and a sale is closed when the clerk offers something geared to satisfy this need. It builds not only the immediate sale, but future confidence when the child is conspicuously pleased with the choice.

A woman entering the toy department mentioned that she had thought herself extravagant when she chose a tractor-road grader for her son's fourth birthday which cost $15.50. Her feeling had been that for that price it should be

EVANS BUYS

Evans Products Company has acquired the Bicycle and Children's Vehicle Division of The Colson Corporation of Elyria, Ohio. All manufacturing, sales, and promotional operations on the Colson lines have been transferred to our Plymouth, Michigan plant. Your local Colson salesman will continue to serve you

The name Evans has been traditionally associated with the finest in manufacturing and service. Every resource at our command wil be placed behind Evans-Colson wheeled goods to satisfy your sales and service requirements

We now are working out our 1954 sales and merchandising plans which will be presented to you shortly. We welcome you into the Evans organization and invite your confidence in the line we hope to make the most famous and profitable in the industry.

EVANS HAS THE FACILITIES AND KNOW-HOW

In Manufacturing . . .

Evans Plymouth Michigan plant—Over a half a million feet of floor space organized in straight line production and assembly for producing quality products at competitive prices. Evans' facilities include the finest in precision machining, sheet metal work, steel fabricating, plating, painting, assembling and testing equipment

In Product . . .

For thirty years the Evans name has been synonymous with quality. The Evans and Colson lines are backed by the same product standards that have placed Evans in a leading position in the railroad, bus and truck, wood products and automotive equipment fields. It is our intention to achieve a position of product and sales leadership in the toy and cycle industry

In Promotion . . .

Evans has a known reputation for supporting distributors and dealers with sales-producing merchandising and promotion programs. These programs are built around benefits that you can demonstrate, that prospects want and need Evans promotions work for you in *your own* sales area give you extra sales opportunities

EVANS PRODUCTS COMPANY

EQUIPS YOU WITH THE

COLSON CYCLE DIVISION

As an example of the kind of sales help you can expect,

EVANS

PUTS THE POWER OF

The Ding Dong School

BEHIND YOUR SALES EFFORTS

65 Stations National NBC Network!

★

Over 5,000,000 Child & Adult Viewers!

★

Blankets Nation's Major Markets!

★

Sells Tremendous Quantities of Merchandise

MISS FRANCES RECOMMENDS THE EVANS COLSON VELOCIPEDE

Evans Products Company has been appointed a licensee by the Ding Dong School Ask your Evans-Colson representative about the line of Evans Ding Dong velocipedes. It's a money maker you can't afford to miss! Evans Products Company, Plymouth, Michigan.

See THE NEW EVANS-COLSON LINES AT THE **TOY FAIR**

MARCH 8-17 SUITE 460-461 HOTEL McALPIN, N. Y. C.

TIE IN WITH IT...

SELL WITH IT...

PROFIT WITH IT!

"EXTRAS" THAT MAKE THE SALE!

TOY MFRS. U.S.A. AMERICAN TOYS

Felix appears to be enjoying himself with Faye Emerson and Steve Allen in the 1953 Macy parade.

Felix the Cat Licensed to Toy Makers

One of the oldest continuously successful cartoon characters in this country, and indeed throughout the world, has been "Felix the Cat," originated by the late Pat Sullivan in 1921.

Here he is at International Motor Sports Show in New York.

AS the originator's nephew, who has taken over the management of the "Felix" enterprises, remarked recently, "Uncle Pat needed an animal for the animated cartoons which he had been producing since 1915 —and, Felix was it!" This very human character portrays and satirizes everyday situations in which people find themselves involved—and his universal popularity stems from the fact that the people in his audiences can identify themselves so thoroughly with him.

Since he first came out 33 years ago, "Felix" has appeared in one form or another (animated cartoons, comic books, newspapers, etc.) in South America, United States, Canada, England, South Africa, Australia, New Zealand, Indonesia, Italy and all of the Scandanavian countries, to mention only a few. But, what is more important to the toy industry, he has also been licensed for many years to toy manufacturers for nearly every kind of toy and novelty imaginable.

One of the first licensees was the Gund Manufacturing Company, which in 1924 made a plush "Felix" doll 14 inches long. Also about that time George S. Borgfeldt, Inc., came out with a jointed wooden "Felix." In fact in those years, "Felix" was such a popular commodity that at the Wembly Exhibition in England in 1926-27 he had a complete pavilion to himself! At the present time, among the types of toys using "Felix" are jig saw puzzles, books, coloring books, squeeze toys, plastic charms, and decorations for the tops of cakes.

Felix Is Successful

Mr. Sullivan died in 1930, and his nephew and namesake took over the business. In 1948, after a slight hiatus during the war, a corporation was formed, and the present Pat Sullivan became president of it in 1950. He credits a great measure of the continuing success of "Felix" to Otto Messmer, art director of the studios, and his staff of artists. The

Wally Cox and Felix in the Macy parade of 1953. Felix the Cat is about to board the locomotive for the ride downtown.

studios are located at 114 E. 40th St., New York City.

The publisher of the ever-popular "Felix" comic books is the Toby Press in New York, which brings out a monthly book, as well as a special quarterly edition. It has just begun a new series entitled *"Felix and his Friends."* "Felix" is also seen in 40 papers in the U. S., as well as 40 more overseas, distributed by the King Features Syndicate in a four-frame strip.

An interesting sidelight on the "Felix" appeal through the years was outlined for us by Mr. Sullivan during our interview. He told us that he and the other members of the firm feel that the age groups who particularly enjoy "Felix" are children from four to 10 years old, and adults from about 22 years old and up.

A Costumed Performer

In recent months, "Felix" has also been widely promoted in the form of a costumed performer who has been a very popular feature of the November Macy Parade in New York, and other similar events throughout the nation. He has also been named official mascot of the World Sports Show, is a solicitor for the March of Dimes campaign; has appeared on the Steve Allen Show, and is scheduled for a picture story in *Life* Magazine in the near future.

Mr. Sullivan said that "Felix" is now available for further licensing, and anyone who is interested may get in touch either with him at Felix the Cat Productions, Inc., at the above-mentioned address, or with Chester Weil at King Features in New York. He mentioned that the firm does all it can to help the manufacturer merchandise the product, and offers outstanding promotional help.

♦

Cleaner for Styrene Helps Metallizers Improve Adhesion Of Base-Coat Lacquer

Using *Poly-Kleen* to clean polystyrene surfaces to secure maximum lacquer adhesion prior to metallizing, is the newest industrial application for its liquid cleaner, it is announced by Schwartz Chemical Co., Inc., 326 W. 70th St., New York.

Before polystyrene can be metallized, it must be given a base coat of lacquer. The new use for Poly-Kleen was discovered by platers who had been faced with production losses and rejects because of inability to secure consistently good adhesion with their lacquer coatings over the entire surface of the plastic.

Metallizers found that they secured poor adhesion whenever the surface of the plastic had been soiled with foreign matter, frequently found on styrene after the plastic is removed from molding machines.

According to Schwartz, Poly-Kleen effectively solves this problem because it is a solvent-type, liquid cleaner that quickly removes grease, mold lubricants, and oils stains without crazing or marring even the thinnest polystyrene stock.

The manufacturer also points out that the cleaned plastic may be allowed to air dry without leaving a film or residue.

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Disposable Towel for Industrial Use is Flameproofed

DEVELOPMENT of a process to flameproof a new, all cotton, disposable towel for industrial use was announced today by B. J. Petricoff, president of the Leshner Corp., Hamilton, O., the largest producer of wiping cloths and industrial textiles in the United States.

Mr. Petricoff said the fire-resistant treatment will remove the major objection of some industries to replacing cloth wipers and towels with a cotton towel.

The new flameproof product is now in production at a rate of 500,000 daily. The Leshner Corp. is installing additional machinery to maintain daily production of 3,000,000 towels by early in 1954, the executive disclosed.

The Leshner Corp. perfected the new material after 13 years of research. Mr. Petricoff predicts the cotton, disposable towel will replace old-fashioned wiping cloths throughout American industry and allied fields where conventional wiping cloths have been a major problem in cost and maintenance.

The new towel reduces wiper costs as much as 50 per cent in factories now using rental wipers, according to Mr. Petricoff. He said the product has the same area as washed shop towels and, in most cases, serves the same purpose.

The Leshner towel absorbs more than six times its own weight in grease, oil or water, and may be used for wiping, cleaning, polishing or other industrial uses.

Other advantages according to the company, are that all towels are uniform in size, quality and weight; may be used wet or dry, eliminate hazards of grease-soaked rags; are sanitary and accepted enthusiastically by workers because the towels are manufactured and packaged by machinery; and cost-wise, result in substantial savings for companies.

The flameproof towel is offered in colors of pastels or dark shades and white. Size is 12" x 18" but will be cut to individual specifications, Mr. Petricoff said.

The Leshner flameproof towel costs 1½c each in colors; 2¼c each in white.

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"High Freight" Film

The Hale-Nass Corp. has produced a sound, technicolor film which deals with one of today's greatest problems — "High Freight." The film endeavors to show how money may be saved on freight rates by cooperating with trucking facilities in the various territories. The freight problem, it is pointed out, affects the out-of-town buyer, the salesman, and the jobber as well as the manufacturer, who must obtain raw materials.

"High Freight" will be shown in the Hale Nass exhibit, Room 1051, Hotel McAlpin, during Toy Fair. It will not be shown in the company's permanent 1139 showroom at 200 Fifth Avenue.

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TOY WHOLESALERS' BANQUET

The annual banquet of the wholesalers, sponsored by the National Toy Wholesalers Association, the New England Toy Wholesalers Association, and the Connecticut Toy Wholesalers Association, will be held Wednesday evening, March 10, in the Tropical Room of the Park Sheraton Hotel, 7th Ave. and 55th St., New York City. Tickets are $12.50 a plate. For reservations, please phone H. C. Whittemore, Executive Secretary, National Toy Wholesalers Association, 250 Fifth Ave., New York City.

"117 Centuries of Service" To Carson's Customers

Carson Pirie Scott & Co. honored 361 veteran employes recently at a dinner in the Red Lacquer Room of the Palmer House, Chicago, Ill.

A diamond 50-year pin was presented to Walter Bogren, 3325 W. Ardmore, who is in his fiftieth year with Carson's, by Frederick H. Scott, chairman of Carson's finance committee, who himself has been with Carson's 53 years.

In addition, 250 pins were awarded associates with 25 to 34 years service, and 111 ruby pins to Carson's associates with 35 to 49 years of service. Also present were eight associates who have been with Carson's 50 years or more, and 10 retired 50-year veterans.

Mr. Scott expressed the firm's appreciation for the firm loyalty of the guests to Carson's. Samuel Pirie Carson, vice president and secretary of Carson's, was toastmaster; Bruce MacLeish, chairman of the board, discussed Carson's expansion plans; John T. Pirie, Jr., president, talked about Centennial plans; and Frederick J. Price, treasurer, discussed Carson's pension plan.

The guests at the dinner represented an accumulation of more than 117 centuries of service to citizens of Greater Chicago.

PRODUCT MINIATURE

Expands... Builds New Toys

TO provide additional assembly line and office space, the Product Miniature Company recently doubled the size of its Milwaukee plant.

The new facilities include a drafting room, office quarters, and an assembly line for the *Tru-Miniature* electric crawler tractor. This arrangement will take pressure off other assembly lines and make room for new products.

Nearly a dozen new items have been added to the 1954 line of mechanized Tru-Miniatures. Outstanding additions include the *Trailways Thru-Liner Bus*, Oscar Mayer *Wienermobile* and the *yellow cab*.

The new bus is a miniature copy of the latest idea in cross-country transportation—double-decking. It's 18 inches long and comes in authentic 4-color splendor — silver, red, cream and white. It offers exceptional play value: Destination sign can be turned to 16 different cities. Wheels are demountable and interchangeable. Four pieces of miniature luggage and a spare wheel are in the luggage compartment. The bus has a high-impact plastic body, with Tak-a-part motor in rear and a Spin-Torque motor to propell it. It has nine heavy-duty white wheels, chrome hub caps, black vinyl tires, and the front wheels turn either left or right. The steel chassis is interlocking. Box can be used as a bus depot.

New Toy Idea

The Wienermobile is a new idea in toys. It's a scale model of the famous Oscar Mayer car. It also is propelled by a Spin-Torque motor, and as it moves along, *"Oscar the Chef"* moves up and down in the top of the wiener.

The yellow cab is a 1954 model Plymouth with Spin-Torque motor, yellow cab decals, trunk billboard and taxi sign on top. It has tinted windows, steel chassis, black vinyl tires, silver-lacquered grille, bumpers and lights. It's 1/25 scale of the real taxi.

The deluxe model No. 353 electric crawler tractor with transformer now includes two electric headlights, 18-inch log chain, three logs, new remote control panel, wagon with rear hitch, metal drawbar hitch and a bulldozer blade assembly that snaps on or off.

In addition, the remote-controlled electric crawler tractor is now offered with a control panel, but without a transformer for customers who wish to use their electric train transformer.

This standard model No. 355, without transformer, has headlights, log chain and logs, new remote control panel, metal drawbar hitch and snap-on bulldozer blade assembly.

Unassembled Kits

In addition to the Farmall tractor kit, Product Miniature now offers both the Plymouth sedan and the suburban in unassembled kits. The car kits include all parts necessary to assemble the complete item, plus paints and brush. Assemble it! Paint it! Play with it!

Bill and Paul Ford, owners of Product Miniature Company, point out that the Tru-Miniature lines for 1954 have been almost completely motorized for additional play value and increased sales appeal.

Sales manager Vern Hanson says he feels sure that realism, plus down-on-the-floor toy action, is the kind of wholesome, educational entertainment mothers want for their children. All these new features will help make the Tru-Miniature line more popular than ever.

THE MEN, THE PLACE, THE PRODUCTS. Office and assembly plant of Product Miniature Co., Inc., is located at 2240 South 54th St., Milwaukee, Wisconsin. It is pictured at upper left. Company owners, Paul and Bill Ford (center) study a manufacturer's blueprint. Tru-Miniatures are made to scale, ranging from 1/16 to 1 25 actual size. According to Vern Hanson, sales manager (upper, right), "realism plus down-on-the-floor action will sell more Tru-Miniatures this year than ever before."

Among new Tru-Miniature offerings pictured is the Oscar Mayer wiener-mobile with spin-torque motor. "Oscar the Chef" goes up and down as the car moves. Another is the Trailways double decker bus, the latest idea in cross-country travel. The bus is motorized and has outstanding play value. At lower left is the Plymouth yellow cab with spin-torque momentum motor, taxi sign and billboard area on trunk. To the right of it is the Plymouth sedan kit, one of several kits now offered by the manufacturer. Plymouth kits include motor, paints and brush. The Farmall tractor also is offered in a kit. Another toy with play value is the company's electric crawler tractor (right) which moves in any direction and is a scale model of the big TD-24 International crawler used on earth-moving jobs everywhere.

THE ASCOT* DESIGN

SHEFFIELD DESIGN REPRODUCTION

Community

THE FINEST SILVERPLATE

The ASCOT design is authentically early 19th century. Rococo scrolls, authentic shells, acanthus leaf motifs, cast reeding around rims and handles harmonize beautifully with its graceful basic lines. An outstanding authentic design by Sheffield Pioneers in precision. Made for those who appreciate enduring gracious living and luxuriously.

ASCOT TEA AND COFFEE SERVICES	Consumer	List
5-Piece Tea and Coffee Set (Tea, Coffee, Sugar, Cream, Waste — Illustrated Above)	$175.00	$210.00
4-Piece Tea and Coffee Set (Tea, Coffee, Sugar, Cream)	155.00	186.00
3-Piece Tea Set (Tea, Sugar, Cream)	105.00	126.00
3-Piece Coffee Set (Coffee, Sugar, Cream)	110.00	132.00

ASCOT INDIVIDUAL ITEMS		
Tea Pot, Capacity 9 Cups	$ 45.00	$ 54.00
Coffee Pot, Capacity 11 Cups	50.00	60.00
Sugar Bowl, with Cover	31.00	37.20
Cream Pitcher, Gold Lined	29.00	34.80
Waste Bowl, Gold Lined	20.00	24.00
Oblong Tray or Waiter, Length 26 inches	100.00	120.00
Oblong Tray or Waiter, Length 21 inches	55.00	66.00

Consumer Prices Subject to Federal Tax.

All orders subject to prices prevailing at date of shipment and availability of merchandise.

The Consumer's Prices listed herein are the prescribed minimum or stipulated resale prices on Community Silverplate in all states which have enacted Fair Trade Acts.

Ascot Bread Tray . . . Useful at every meal, ideal for bread, rolls, muffins, etc. This beautiful bread tray can also be used for serving fish, chops and fried chicken. Length 14 inches. Consumer . **$15.00** List .$18.00

*Trade-marks of Oneida Ltd.

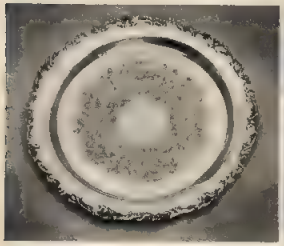
Ascot Double Vegetable Dish . . Use cover to keep foods warm or remove and use as additional dish. Length 12½ inches.
Without Divider, Consumer **$32.50** List $39.00
With Divider Consumer **$36.00** List $43.20

Ascot Salt and Pepper Shakers . . Always useful, come in a lovely gift box. Heavily plated on substantial base. Height 4½ inches.
Pair Consumer **$6.00** List $7.20

Ascot Gravy Boat and Tray (Footed) . . . For serving gravies and sauces. Used separately, Tray makes an excellent dish for celery, relishes, bread or rolls. Capacity 16 ounces. Length of Tray 10 in.
Consumer **$33.00** List $42.00

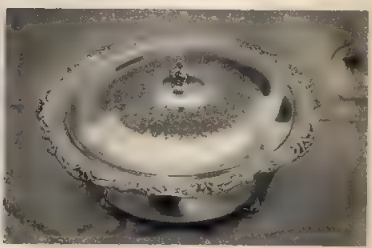
Ascot Covered Chop Dish . . . Ideal for serving chops, steaks, fried chicken, etc. Snug fitting cover keeps contents warm. Furnished with glass liner for use as relish dish. Diameter 14½ inches. Consumer **$40.00** List $48.00

Ascot Entree Dish . . Furnished with or without a Divider. Cover keeps food hot. Removable handle also makes cover useable as extra dish. Length 12½ inches.
Entree Dish, without Divider Consumer **$45.00** List $54.00
Entree Dish, with Divider Consumer **48.50** List 58.20

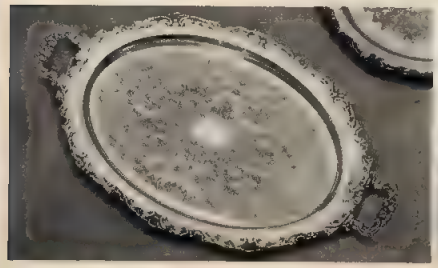


Ascot Round Tray or Waiter . . Handy size ideal for cocktails, iced drinks, sandwiches and many other "party" uses. Diameter 15 inches.
Consumer **$27.50** List $33.00

Ascot Water Pitcher . . . Designed in the Sheffield tradition ideal for serving beverages, perfect pouring lip with ice guard makes it well suited for serving cocktails. Capacity 2 quarts. Consumer **$37.50** List $45.00



Ascot Baking Dish or Covered Casserole (Footed) . . Complete with removable Ovenware Glass Liner. Easy-to-grasp rim. Cover keeps food warm. Makes a beautiful flower or fruit bowl.
Diameter 11 inches. Consumer **$35.00** List $42.00



Ascot Oval Tray or Waiter . . Plenty of area for the service of tea, coffee or cocktails. Excellent for serving big roast and turkey. Length 22 inches.
Consumer **$55.00** List $66.00

Ascot Well and Tree Platter (Footed) . . . Ideal for serving roast meats, designed to catch and drain the juices into well.
Length 18 inches. Consumer **$37.50** List $45.00
Length 22 inches. Consumer . **$55.00** List $66.00

Only BMC

gives you a complete line of juvenile wheel goods . . . to please every child from 3 to 8 years! . . . to fit every budget!

MODELS IN THE ENTIRE PRICE RANGE TO FIT EVERY BUDGET!

With the introduction of the KIDDIE TRACTOR, BMC now has a full line of tractors in the complete price range. The '54 addition of the new ROAD KING WAGON and the brand new CONVERTIBLE bike give BMC dealers models in the entire price range to please every toy buying parent that walks in the door.

Flash!

BMC De Luxe Tractor voted a "Prestige Toy" by the Toy Guidance Council

30 DIFFERENT BMC MODELS ESPECIALLY DESIGNED TO SELL CHILDREN ON SIGHT!

The sensational color stylings on BMC models are the result of actual tests to determine just what appeals most to the younger set! Gay colors, clever screening, careful attention to details in the TRACTOR, THUNDERBOLT CHALLENGER, BLUE STREAK, JET LINER and RACER Series let BMC dealers offer a choice of models which will please every child that walks in the door.

NEW BUDGET PRICED BMC KIDDIE TRACTOR

The same high quality features that have made BMC famous have been incorporated into the new BMC KIDDIE TRACTOR which sells for an amazingly low price. Chain drive, with ball bearings in the rear frame and sprocket assembly, tractor-type semi-pneumatic tires, high gloss baked enamel finish, and slick streamline design are all features that make this item the fastest seller in the entire wheel goods field.

Only BMC

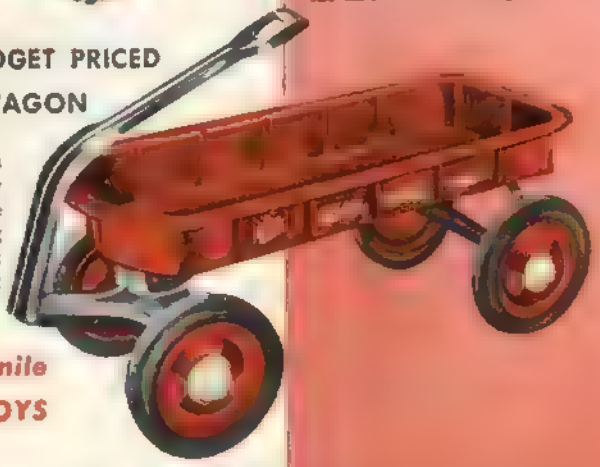
given you a full line of attachments that can mean an extra sale with BMC toys

Educational as well as appealing to children, it's easy to sell a BMC attachment. Parents are quick to see the many extra hours of safe play that children will get with any one of these versatile BMC attachments.

THE FAMOUS BMC DE LUXE TRACTOR WITH "KNEE ACTION"

Voted a Prestige Toy; awarded the seals of approval of Parents' Magazine and the Child Training Association. Rear step platforms for 2nd rider and trailer hitch for attachments offer extra play value. This model has full ball bearing construction, chain drive, adjustable seat, mudguards, tractor type semi-pneumatic tires, and other features that make BMC Tractors the most popular in America today.

NEW BUDGET PRICED BMC ROAD KING WAGON



Extra large semi-pneumatic tires... wide bead on the body completely rolled for safe play... sturdy handle design and turning assembly... these are just a few features that make this the outstanding wagon in the entire wheel goods field. To look at the quality of this wagon you would think it would sell for twice the price.

Get the Biggest Profits in the Juvenile Wheel Goods field—STOCK BMC TOYS

Order from your distributor today or write:

BMC MANUFACTURING CORPORATION · BINGHAMTON, N. Y.

SUBSIDIARY OF AMERICAN MACHINE & FOUNDRY CO., NEW YORK

CANADIAN REPRESENTATIVE
STANDARD CYCLE PRODUCTS, LTD.
660 Victoria Park Avenue, Toronto, Canada

EXCLUSIVE EXPORTERS
LIONEL-ESSEX INTER AMERICA, INC.
15 East 26th Street, New York 10, N. Y.

6 reasons why Junior your Biggest

1

BMC ROAD KING

BMC DE LUXE TRACTOR

JUNIOR & BMC GIVE YOU A COMPLETE LINE! There are 50 different models—something for every child from 1 to 8. Real-looking, real-riding tractors . . . easy-pedaling autos . . . fun-filled trikes . . . convertible sidewalk bikes and many others!

2

JUNIOR & BMC GIVE YOU THE MOST PROFITABLE LINE! You sell famous quality at low prices! These are the finest values on wheels . . . and parents are quick to pick them out. Everything about JUNIOR and BMC makes for quick turnover and HIGH VOLUME sales—price, value, looks!

BMC HOOK AND LADDER

JUNIOR 16" SIDEWALK CONVERTIBLE

3

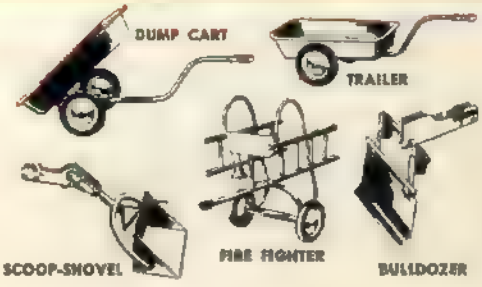
JUNIOR SKY TRIKE

JUNIOR TOW TRIKE

JUNIOR & BMC PRICES FIT EVERY BUDGET! Prices start surprisingly low. There's a complete line of sidewalk bikes, trikes, tractors, autos and wagons—and a complete price range within each group. You can please and sell every prospect—no matter what he wants or what he wants to pay!

4

BMC ATTACHMENTS BRING EXTRA PROFITS! Here's an appealing line of attachments—each of which gives many hours of fun-filled educational activity. These are fast-selling impulse purchase items. They look so real—promise such fun—parents and children just can't resist 'em!



& BMC bring you Christmas Profits!

5

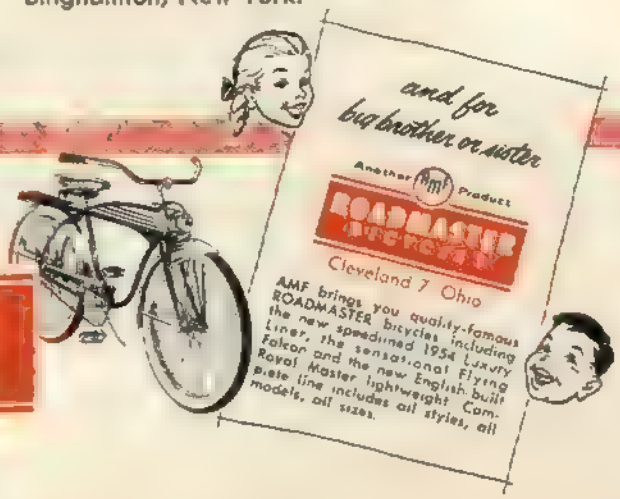
JUNIOR & BMC NATIONAL FULL-COLOR ADS HELP YOU SELL! Smooth-selling, full-color advertisements in publications like LIFE and PARENTS' pre-sell your customers . . . bring them into your store in a buying frame of mind to see good-looking, low-priced JUNIOR and BMC toys for themselves!

6

JUNIOR & BMC CHRISTMAS LAY-AWAY PROMOTIONS! Spearheaded by the new, sale-closing Fact-Lay-Away Tags. In addition, there are colorful posters, full color reproductions of national ads, dealer ad mats, string tags, commendation seals . . . It's the greatest, hardest-selling promotion any juvenile wheel goods dealer ever had!

Get in on this biggest-of-all Christmas profit opportunities *now!* Remember, you're selling practically everything on wheels that a 1-to-8 year old could possibly ask for.

Prepare now for your biggest Christmas profits ever — in '54. Stock, display and sell JUNIOR and BMC toys. For full details write or wire Junior Toy Corporation, Hammond, Indiana or BMC Manufacturing Corporation, Binghamton, New York.



AMF Junior TRIKES & BIKES
Hammond, Indiana

AMF BMC CARS, TRACTORS, WAGONS
Binghamton, New York

Only BMC

gives you a complete line of juvenile wheel goods ... to please every child from 3 to 8 years! ... to fit every budget!

MODELS IN THE ENTIRE PRICE RANGE TO FIT EVERY BUDGET!

With the introduction of the KIDDIE TRACTOR, BMC now has a full line of tractors in the complete price range. The '54 addition of the new ROAD KING WAGON and the brand new CONVERTIBLE bike give BMC dealers models in the entire price range to please every toy buying parent that walks in the door.

BMC Toys
Nationally Advertised in
• Saturday Evening Post
• Parents'
• Life

Flash!

BMC De Luxe Tractor voted a "Prestige Toy" by the Toy Guidance Council

30 DIFFERENT BMC MODELS ESPECIALLY DESIGNED TO SELL CHILDREN ON SIGHT!

The sensational color stylings on BMC models are the result of actual tests to determine just what appeals most to the younger set! Gay colors, clever screening, careful attention to details in the TRACTOR, THUNDERBOLT CHALLENGER, BLUE STREAK, JET LINER and RACER Series let BMC dealers offer a choice of models which will please every child that walks in the door.

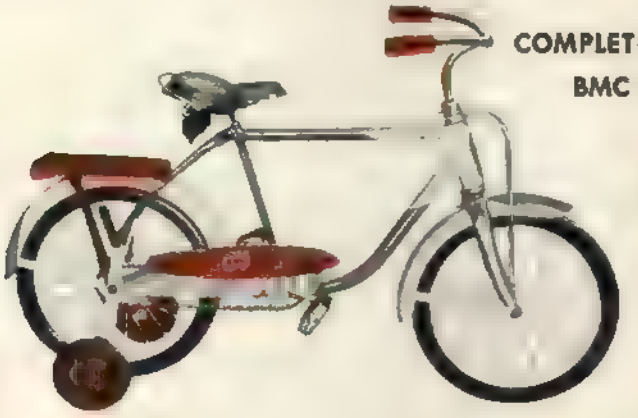
NEW BUDGET PRICED BMC KIDDIE TRACTOR

The same high quality features that have made BMC famous have been incorporated into the new BMC KIDDIE TRACTOR which sells for an amazingly low price. Chain drive, with ball bearings in the rear frame and sprocket assembly, tractor-type semi-pneumatic tires, high gloss baked enamel finish, and slick streamline design are all features that make this item the fastest seller in the entire wheel goods field.

Only BMC

gives you a full line of attachments that can mean an extra sale with BMC toys.

Educational as well as appealing to children, it's easy to sell a BMC attachment. Parents are quick to see the many extra hours of safe play that children will get with any one of these versatile BMC attachments.

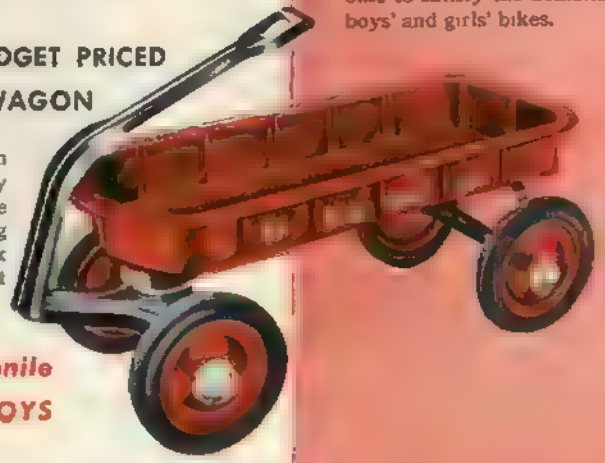


COMPLETELY NEW BMC "CONVERTIBLE" BIKE

There's no need to carry an oversize stock of bikes when you handle the BMC "CONVERTIBLE": the crossbar on this handsome new bike is simply removed to become a girl's bike and is just as easily reinstalled. The sprocket and pedal crank unit are replaceable. And it comes in two sizes—14" and 16", in both DeLuxe and Standard models, all complete with stabilizer wheels. Here is one bike to satisfy the demand for both boys' and girls' bikes.

NEW BUDGET PRICED BMC ROAD KING WAGON

Extra large semi-pneumatic tires... wide bead on the body completely rolled for safe play... sturdy handle design and turning assembly... these are just a few features that make this the outstanding wagon in the entire wheel goods field. To look at the quality of this wagon you would think it would sell for twice the price.



Get the Biggest Profits in the Juvenile Wheel Goods field—STOCK BMC TOYS

Order from your distributor today or write:

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600 Victoria Park Avenue, Toronto, Canada

EXCLUSIVE EXPORTERS
LIONEL-ESSEX INTER AMERICA, INC.
15 East 26th Street, New York 10, N. Y.

TABLEWARE — TEA SETS

METALTONE TABLEWARE

(18 Pieces) All pieces finished in Metaltone (silver-like) finish. Packaged in unusual wood grain hinged box with window fronts. Box size, 15" x 10" x 1¾". Packed 2 doz. to ctn. Banner Plastics Corp.

NO. 1850.....EACH $ 0.98

QUANTITY ORDERED _____

(26 Pieces) All pieces finished in Banner's Metaltone (silver-like) finish. Packaged in unusual wood grain hinged box with window fronts; box size, 18" x 11¾" x 1½" Packed 1 doz. to ctn. Banner Plastics Corp.

NO. 1260.....EACH $ 1.98

QUANTITY ORDERED _____

METALTONE ENSEMBLE/DINNERWARE

(37 Pieces) Set includes 4 each Cake Plates, Saucers and Cups. Moulded in plastic color which blends with other pieces all of which are finished in Banner's Metaltone (silver-like) finish. Includes Tea Pot and Cover, Sugar Bowl, Creamer, 4 each Goblets, Sherbets, Knives, Forks, and Spoons; 2 each candelabras (with make believe candles), 1 Napkin Holder. Packed in display box, 21¾" x 17⅝" x 4". Packed 6 Sets to ctn. Banner Plastics Corp.

NO. 8500.....EACH $ 5.98

QUANTITY ORDERED _____

33 PIECE PERCOLATOR SET

Service for 4, Brightly finished aluminum, percolator handle and cover red enameled. "Three Little Kittens" embossed. Contents: 4 each, plates, saucers, cups, napkins, forks, spoons, knives; 1 each: butter knife, sugar spoon, percolator; packed in 16"x13"x4" box. 3 sets to ctn., 11¼ lbs. Aluminum Goods Mfg. Co.

NO. 147WT PERCOLATOR SET.....EACH $ 2.25

QUANTITY ORDERED _____

31 PIECE PERCOLATOR SET

A complete service for 4. Special bright aluminum finish. Percolator handle and cover red enameled. "Three Little Kittens" embossed. Food cut-outs on box. Contents as follows.

Percolator	4 Saucers	4 Spoons
4 Plates	4 Knives	4 Napkins
4 Cups		4 Forks

1 set to box, 16" x 13" x 4". 6 Sets to pkg., wt. 11¼ lbs. Aluminum Goods Mfg. Co.

NO. 25INT-31 PIECE SET.....EACH $ 2.49

QUANTITY ORDERED _____

17 PIECE "TEA FOR TWO" SET

Special bright aluminum finished tea pot set. Tea pot handle and cover red enameled. "Three Little Kittens" embossed. Contents

2 Plates	1 Serving Tray	2 Knives
2 Cups	Tea Pot	2 Forks
2 Saucers	2 Napkins	2 Spoons

1 set to box, 13" x 9" x 3-3/8". 12 Sets to pkg., wt. 13 lbs. Aluminum Goods Mfg. Co.

NO. 294WT - 17 PIECE SET.....EACH $ 1.59

QUANTITY ORDERED _____

GLAMOURWARE TEA SET—SERVICE FOR SIX

(NOT ILLUSTRATED)

6 Each: Cups, saucers, plates, knives, forks, spoons. Teapot and cover; sugar and creamer. Comes in modern pottery colors. 1 set to box. Ideal Toy Corp.

NO. 4817.....EACH $ 1.98

QUANTITY ORDERED _____

PAGODA TEA SET

"LITTLE MISS HOMEMAKER"

(NOT ILLUSTRATED)

36 pc. Tea Time dishes and table combination. 1 set to display box. 1 dz. to ctn., 22 lbs. Plastic Art Toy Corp.

NO. 302.....EACH $ 1.98

QUANTITY ORDERED _____

PAGODA TEA SET

13pcs. moulded in black plastic with gold-like screening. Consists of: 2 each cups, saucers, knives, forks, spoons; 1 each creamer, sugar bowl, napkin holder. Holder & tableware are finished in Metaltone gold-like finish. 1 to box. 2 dz. to ctn. Banner Plastics.

NO. 925.....EACH $ 1.49

QUANTITY ORDERED _____

PARTY-TIME TEA SET

16 pcs. (red & white), Consists of: 2 each cake plates, saucers, cups, knives, forks, spoons, 1 each: large tea pot & cover, creamer, sugar bowl. Knives, forks & spoons are 2-pc. plated tableware with red handles. 1 set to box. 1 dz. to ctn. Banner Plastics Corp.

NO. 1221.....EACH $ 2.39

QUANTITY ORDERED _____

30 pcs. moulded in black plastic with gold-like screening. Consists of: 4 each cups (plated handles), saucers, cakeplates; 1 tea pot (plated handle) & cover (plated knob), creamer (plated handle), sugar bowl, napkin holder (plated), tray (plated handles & design center); 4 each knives, forks, spoons. Napkin holder & tableware finished in Metaltone gold-like finish. 1 to box. 6 sets to ctn. Banner Plastics.

NO. 2425.....EACH $ 3.98

QUANTITY ORDERED _____

TEA SETS

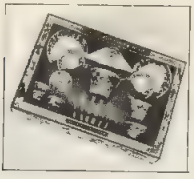
COLORTONE TEA SET

13 pcs. Moulded in plastic, assorted California colors. Consists of. Tea pot, creamer, sugar bowl, 2 each cups, saucers, knives, forks, spoons; tableware finished in Metaltone (silver-like) finish. 1 to box. 2 dz. to ctn. Banner Plastics.

NO. 625.....EACH $ 0.98

QUANTITY ORDERED _____

RED RIDING HOOD TEA SET

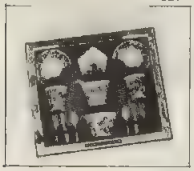


(19 Pieces) Consists of 1 each Creamer, Sugar Bowl, Tea Pot, Tea Pot Cover, Napkin Holder, 2 each Cups, Saucers, Plates, Knives, Forks, Spoons and Napkins. 1 set to box, 19" x 13" x 4". Packed 1 doz. to ctn. Banner Plastics Corp

NO. 1208.....EACH $ 1.98

QUANTITY ORDERED _____

RED RIDING HOOD TEA SET



(14 Pieces) Moulded in plastic with imprinted Red Riding Hood design. Consists of 1 each Creamer, Sugar Bowl; 2 each Cups, Saucers, Knives, Forks, Spoons and Napkins. 1 set to box, 12" x 10½" x 3". Packed 2 doz. to ctn. Banner Plastics Corp

NO. 809 .....EACH $ 0.98

QUANTITY ORDERED _____

BANNERTONE TEA SET

BANNERTONE TEA SET

(29 Pieces) Moulded in plastic, 2-color design. Consists of 1 each Tea Pot, Creamer, Sugar Bowl, Tea Pot Stand and Cover, 4 each Cake Plates, Cups, Saucers, Knives, Forks and Spoons Tableware finished in Metaltone (silver-like) finish. 1 set to box, 19" x 12½" x 4". Packed 1 doz. to ctn. Banner Plastics Corp

NO. 1208.....EACH $ 1.98

QUANTITY ORDERED _____

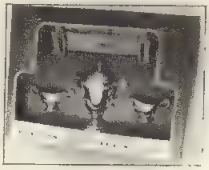
BANNER BLUE WILLOW TEA SET

(19 Pieces) Consists of 1 each Creamer, Sugar Bowl, Tea Pot, Tea Pot Cover, Napkin Holder, 2 each Cups, Saucers, Plates, Knives, Forks, Spoons and Napkins. 1 set to box, 19" x 13" x 4". Packed 1 doz. to ctn. Banner Plastics Corp.

NO. 1207.....EACH $ 1.98

QUANTITY ORDERED _____

HEIRLOOM TEA SERVICE



(4 Pieces) Beautifully designed tea service including large Tea Pot, Sugar Bowl, Creamer and tray. Pieces finished in Banner's Metaltone (silver-like) finish. Tray in wood grain with Metaltone handles. Packed in window display box, 16" x 12" x 4". Packed 1 doz. to ctn. Banner Plastics Corp.

NO. 1225.....EACH $ 1.98

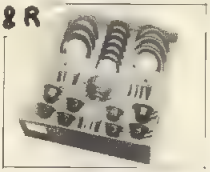
QUANTITY ORDERED _____

(13 pieces) Moulded in plastic 2-color design. Consists of 1 each Tea Pot, Creamer, Sugar Bowl, 2 each Cups, Saucers, Knives, Forks and Spoons Tableware finished in Metaltone (silver-like) finish. 1 set to box, 10½" x 12" x 3". Packed 2 doz. to ctn. Banner Plastics Corp

NO. 603.....EACH $ 0.98

QUANTITY ORDERED _____

BANNERTONE TEA SET



(41 Pieces) Moulded in plastic, 2-color design Consists of 1 each Tea Pot, Stand, Cover, Creamer, Sugar Bowl, 6 each Cake Plates, Cups, Saucers, Knives, Forks and Spoons. Tableware finished in Banner's Metaltone (silver-like) finish. 1 set to box, 16½" x 16½" x 4". Packed 6 sets to ctn., Banner Plastics Corp.

NO. 1803.....EACH $ 2.98

QUANTITY ORDERED _____

22 PIECE TEA SET

Delft blue design enameled on each piece. Colors are baked on metal. Pieces will not leak, chip, fade or break. Set includes tray 9-1/8" x 13". 1 set to box. 12 sets to ctn. 30 lbs. Wolverine.

NO. 258.....EACH $ 2.19

QUANTITY ORDERED _____

FOLD-A-WAY TEA WAGON WITH 12-Pc. ENGLISH TEA SERVICE

Yellow tray sets on blue legs of tubular steel. Can be rolled, folded. Tea service includes miniature tea pot, sugar bowl, creamer, 4 cups and saucers, also lace-edged doily. 1 to box. Wt. 7 lbs. Kamkap, Inc.

NO. 800.....EACH $ 5.95

QUANTITY ORDERED _____

LITTLE MISS AMERICA ASSORTMENT

Dolls and Toys that teach the American Way of Life. Assortment consists of Smokey the Bear, walking doll, doll carriage, telephone and Lyla Jean Smith who walks, talks, skates and goes to school.

Sunbabes SELL!

"NATURALLY" PRICED FROM

98c to $9.98

FOR VOLUME SELLING

No. 14033

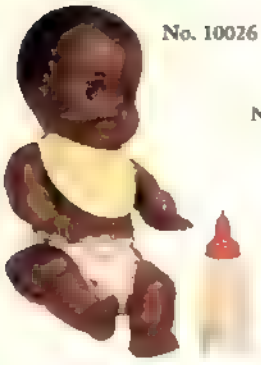
No. 14033 Drinking-wetting doll, 10½" tall Polyethelyne bag pack Also 14035, colored **1.19**

No. 10001

No. 10001 Soft skin doll, with voice. Turnable head. Squeals when squeezed. 11" tall. Transparent bagged **1.19**

No. 10014 Snuggee soft skin doll in gay polka-dot pajamas. 14" tall Individually boxed **1.98**

No 10014



No. 10026

No. 10026 Amosandra 10" colored doll Head, arms, legs turnable. Individual display boxed. **1.98**

No. 10041

No. 10041 "So-Wee" 10" jointed doll Drinks, wets, cries. Individually packed. Completely tubbable. **1.98**

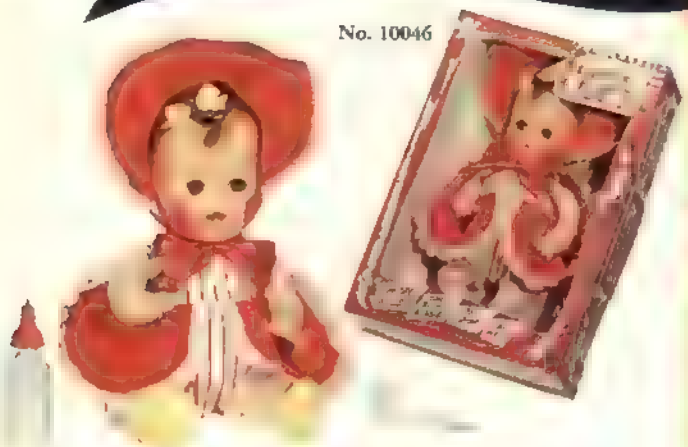
No. 14038

No. 14038 Tod-L-Twins, vinyl boy and girl standing dolls. 10½" tall Washable, dressable. Carrying case, window box. **2.98**

No. 10541

No. 10541 "So-Wee" set. 10" drink-wet cry rubber doll and accessories All in window box **2.98**

Huggable • Lovable • Tubbable



No. 10046

No. 10046 "Betty Bows" 12" vinyl-head doll on jointed rubber body Long lashed eyes. Blows bubbles, drinks, wets, sleeps, cries. In gay window box **3.98**

No. 10027

No. 10027 "Babee-Bee" 13" vinyl-head doll. Jointed rubber body. Cries, blows bubbles, drinks, wets, sleeps. Bubble pipe soap, nursing bottle and bib All in self seal display box **4.98**

LAY AWAY

No. 10625 "Cindy Lee" formula set 12" drink-wet, jointed doll. Complete with nursing bottles, rack, pan and cover, measuring cup and spoon, funnel, brush, teething ring, bubble pipe, diapers. All in sturdy carrying case. Dressed in diaper and bib.

5.98

No. 10625

No. 10635

No. 10631

No. 10631 "Betty Bows" baby care kit Baby-sweet 12" drink, wet, sleeep, bubble-blowing doll with real hair ribbon. Plenty of pretty baby clothes plus all of the paraphernalia needed to give loving care. Gift appealingly arranged in case strong enough to be used for overnight traveling, too.

7.98

No. 10635 "Babee-Bee" carrying case with adorable 13" drink-wet, sleeping doll with voice. Vinyl head, long lashed eyes. Plenty of pretty clothes, baby scales, diaper bag, bottles . . . everything needed for baby care. SUN's famous, sturdy, oval case can be used by little travelers, too.

9.98

No 10047

No. 10047

"BANNISTER BABY"

Big 18" all-vinyl doll. Drinks, wets, sleeps, cries, blows bubbles. Fully jointed, dressed in hooded robe, bootees, undershirt and panties. Nursing bottle and bubble pipe, too. Attractive self-sell package

9.98

THE
SUN
RUBBER COMPANY
BARBERTON, OHIO

Huggable
Lovable
Tubbable

It's a profit party...

and you're invited!*

Get your store's share of the greatest, most appealing retailing event in years...

Campbell Kids Birthday Celebration

Advertised in a *multi-page section* of the November 1st issue of "Life"... offering fabulous new toys, books, kitchen & nursery equipment, children's wear... merchandise carried in practically every major department in your store... *all featuring "America's best-known children"*. Everyone will see them! Everyone will want them!

Here's a partial list of the fine manufacturers licensed to produce Campbell Kids' merchandise. More are joining every day.

ADCO-LIBERTY MANUFACTURING CORP., New York, N. Y.
ALLISON MANUFACTURING CO., INC., New York, N. Y.
AMERICAN METAL SPECIALTIES CORP., Hatboro, Pa.
MELTON BRADLEY CO., Springfield, Mass.
CROSLEY APPLIANCE & ELECTRONIC DIV.
AVCO MANUFACTURING CORP. Cincinnati, Ohio
DENNISON MANUFACTURING CO., Framingham, Mass.
EATON PAPER CO., Pittsfield, Mass.
FISHER-PRICE TOYS, INC. East Aurora, N. Y.
GERSTEN BROTHERS, INC., New York, N. Y.
GLENDALE KNITTING CORP., New York, N. Y.
CHARLES GREGOR CREATIONS, New Orleans, La.
HUFFMAN MANUFACTURING CO., Dayton, Ohio
IDEAL TOY CORP., New York, N. Y.
INDIAN HEAD MILLS, INC., New York, N. Y.
KUSAN INC., Nashville, Tenn.
LEACOCK & CO., INC., New York, N. Y.
MEYERCORD CORP., Chicago, Ill.
MILLER STUDIO INC., New Philadelphia, Ohio
MIRACLE BOWL CO., Omaha, Neb.
THE NAPKIN CORP., Rangertown, N. Y.
THE OAK RUBBER CO., Ravenna, Ohio
PLASTIC INNOVATIONS, INC., Yonkers, N. Y.
PLASTRON, INC., New York, N. Y.
RAND McNALLY & CO., Skokie, Ill.
STEUBENVILLE POTTERY CO., Steubenville, Ohio
SUPERIOR MARKING EQUIPMENT CO., Chicago, Ill.
TACOMA METAL PRODUCTS CO., Tacoma, Wash.
UNITED WALLPAPER CO., Chicago, Ill.
ZANY TOYS INC., St. Louis, Mo.

Who'll Make the Money?

Everyone who participates... including YOU, MR. RETAILER! Because the Campbell Kids, of Campbell Soup fame, have a place in the hearts of not just *today*'s children... but of generations! So you *know* they'll tug at the heart-strings of the folk who hold the purse-strings... the mothers and dads, the grandmas and grandpas, the doting uncles and aunts!

How Can *Your* Store Share in the Party?

First see the thrilling line-up of products at the *Campbell Kids' Licensee Products Showroom*, located at Ruth Millard Associates, 50 East 42nd Street, New York, N. Y.... or write directly as noted below. Then plan your own store's event: You'll get expert help from Sales Promotion Specialists... be supplied with plenty of "celebration" material as follows:

- Planning guide
- Blow-ups of the "Life" ad
- Glossy prints of merchandise
- Life-size cut-out Campbell Kids
- Window Posters
- Newspaper Ad Mats
- Streamers
- Festoons
- PLUS TV participation assistance

***R.S.V.P.**

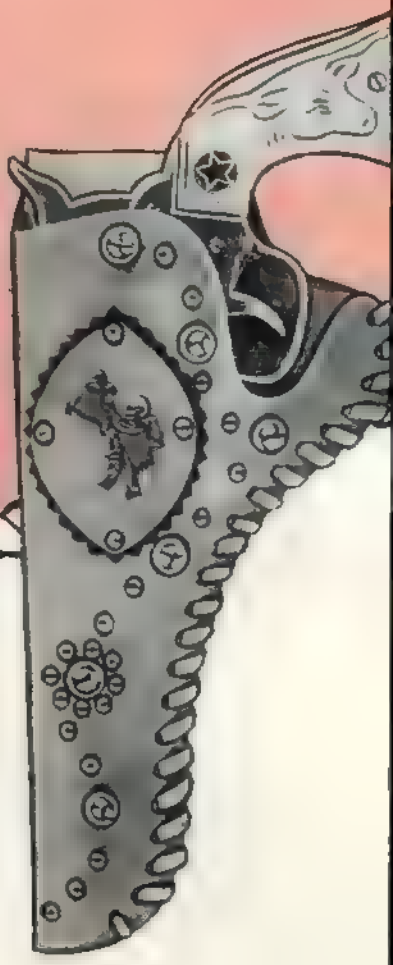
RETAILERS: For merchandise information or promotional material write: Grey Advertising Agency, 166 W. 32nd St., New York 1, N. Y., David L. Rand.

****MANUFACTURERS:** There are still a limited number of licensee appointments available. For details, write: Mr. Carl A. Broman, Campbell Kid Activities, Campbell Soup Company, Camden 1, New Jersey.

CARNELL ROUNDUP

HOLSTER SETS

By *Specialists*



We can't sell you anything but Holster Sets

. . . no playsuits or hats, no vests or chaps!

For fast selling styles, for worthwhile price advantage and 100% service, focus your 1954 efforts on the Holster Sets that mean **DO-RAY-MEE** *for YOUR store!*

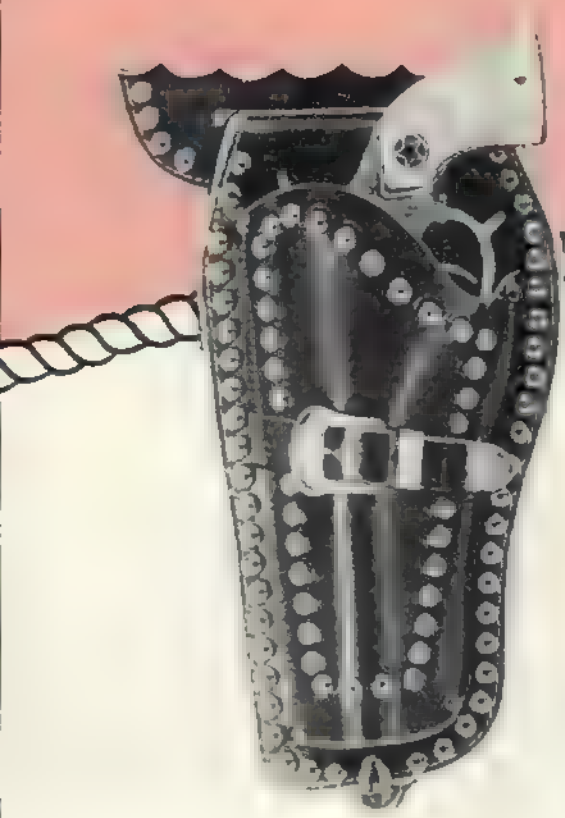
trade **UP** *with* **ROUNDUP**

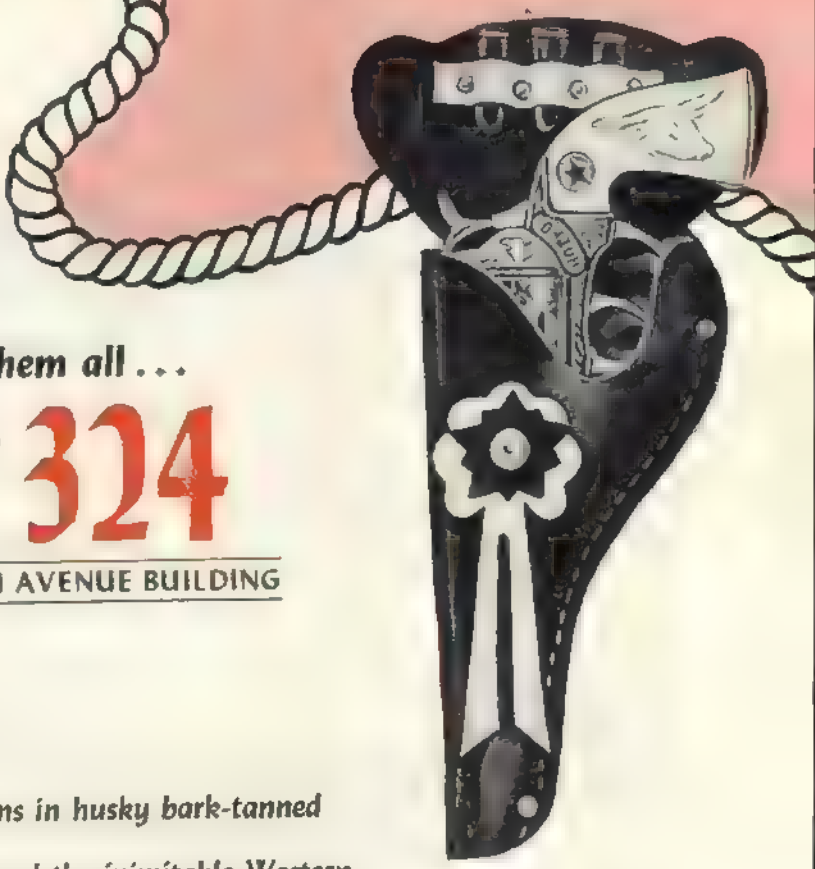
PHONE: CHelsea 3-3312

CARNELL ROUNDUP

HOLSTER SETS

By Specialists





See them all . . .

Room **324**

FIFTH AVENUE BUILDING

Sparkling **NEW** *hip-slung pippins in husky bark-tanned cowhide, with* **SAFE** *cap pistols and the inimitable Western flavor young heroes go for* **BIG!** *Retail at* **59¢** *to* **$15** . . .

In all our years of specializing, we have never quite equalled this powerful 1954 line . . . **YOU'LL SEE!**

CARNELL

MANUFACTURING CO., INC.

Sales Offices and Showrooms 200 FIFTH AVENUE, NEW YORK 10, N. Y.

Factory and General Offices: 774 FULTON STREET, BROOKLYN 17, N. Y.

Colt Handguns . . . the Finest in the World

A COLT OFFICER'S MODEL MATCH REVOLVER

Man-sized for serious target shooting! Smooth operating, perfectly balanced, super-accurate! Adjustable Accro rear sight provides one-minute clicks for both elevation and windage, undercut ½" front sight. Modified 6" tapered barrel, fast cocking wide hammer spur, full checkered custom walnut stocks. Available in .38 cal. special (wt. 39 oz.)—uses mid-range, regular and hi-speed cartridges, or .22 cal. long rifle (wt. 43 oz.)—uses regular or hi-speed cartridges. Overall length 11¼" 6-shot cylinder. Specify caliber.

40166V6487 –Dual Tone Blue Finish.....Retail **$79.75**

B COLT OFFICIAL POLICE REVOLVER

Split-second, accurate action! Police officers everywhere favor Colt's rugged revolver. Positive safety lock, grooved trigger and hammer spur, glareproof fixed rear sight and ramp style front sights, checkered Coltwood plastic stock. Available in either .38 cal. special with choice of 4, 5 or 6" barrel or in .22 cal. long rifle with 6" barrel only. Both calibers are built on a .41 frame. Wt. 35 oz. (.38 cal., 6" barrel); 38 oz. (.22 cal., 6" barrel). 6-shot cylinder. Specify caliber and barrel length.

40170V5287—Dual Tone Blue Finish.....Retail **$65.00**
40171V5815—Nickel Finish (not shown).....Retail **$71.50**

C COLT COMMANDER AUTOMATIC

Light (only 26½ oz.) but it packs all the power anyone could want in a handgun. Receiver and main spring housing are forged from extra rugged, lightweight Coltalloy. Round hammer, improved safety lock, glareproof fixed ramp sights, grooved trigger, checkered plastic stock. Shorter than Government Model—4¼" barrel, 8" long overall. In .45 cal. (shown) or .38 cal. Super Hi-Speed

D COLT COBRA REVOLVER

Practical protection! Packs all the power of regular Colt police weapons but weighs little more than a pair of handcuffs! Sturdy, forged Coltalloy frame and side plate. Fixed sights, grooved trigger and hammer spur, checkered plastic stock. Choice of calibers: .38 cal. special or .32 cal. New Police. Also choice of 2" or 4" barrel. 2" model has round butt (shown), weighs 15 oz. and is 6¾" overall. 4" model has square butt, weighs 17 oz. and is 8¾" overall. Both models have 6-shot cylinder. Specify caliber and barrel length when ordering.

40167V5571 –Dual Tone Blue Finish.....Retail **$68.50**

E COLT DETECTIVE SPECIAL REVOLVER

A powerful, compact weapon for pocket or shoulder holster—universal choice of detectives, payroll clerks, etc. Revolver has glareproof fixed rear and ramp front sights, grooved trigger and hammer spur, checkered plastic stock. 2" barrel, 6¾" long overall, wt. 21 oz. In .38 cal. special (mid-range, regular or hi-speed cartridges) as shown, or .32 cal. (New Police, S&W short or long cartridges). 6-shot cylinder. Specify caliber.

40168V5287—Dual Tone Blue Finish.....Retail **$65.00**
40169V5815—Nickel Finish (not shown) .. ..Retail **$71.50**

F COLT POLICE POSITIVE REVOLVER

Service arm of many police departments here and abroad—also a home protection favorite. Combines balance, accuracy, power, dependability! Grooved trigger and hammer spur, glareproof fixed rear and ramp front sights, checkered plastic stock. 4" barrel, 8¾" long overall. Weight 23 oz. Available in .38 cal. special (mid-range, regular or hi-speed cartridges) as shown, or .32 cal. (New Police, S&W short or long cartridges). 6-shot cylin-

Colt Pistols for Target Range and Trail

[A] COLT .22 CAL. MATCH TARGET PISTOL

A super-accurate .22 cal. match grade Colt—the choice of champions for precision target shooting. Adjustable Accro rear sight provides one-minute clicks for elevation and windage, fixed front sight. Uses .22 cal. long rifle regular, hi-speed or hi-velocity cartridges—10-shot magazine. Perfectly balanced pistol with heavy target barrel, grooved trigger, 2 grip adapters, checkered plastic stock, automatic slide stop, magazine safety. Glareproof Dual Tone blue finish.

40158V6914—6" barrel (10½" long, wt. 40 oz.).....Retail **$85.00**
40159V6914—4½" barrel (9" long, wt. 36 oz.).....Retail **$85.00**

[B] COLT .45 CAL. GOVERNMENT MODEL AUTOMATIC

This powerful, hard-hitting, .45 caliber weapon earned its fame on world battlefields—official side arm of the Army, Navy, Air Force and Marine Corps. Uses .45 cal. automatic cartridges—7-shot magazine. Glareproof fixed and ramp sights, arched housing, grooved trigger, checkered hammer spur and stock. 5" barrel, 8½" long overall. Wt. 39 oz.

40160V5287 Dual Tone Blue Finish (shown).....Retail **$65.00**
40161V5815—Nickel Finish .....Retail **$71.50**

Super .38—As above .45, but uses .38 cal. super automatic hi-speed cartridges—9-shot magazine.

40162V5287—Dual Tone Blue Finish..... .Retail **$65.00**
40163V5815—Nickel Finish .....Retail **$71.50**

[C] COLT .22 CAL. CONVERSION UNIT

Converts both the .45 cal. Government Models and the Super .38 (described above) to economical .22 cal. automatics. No tools, no trouble! Simply interchange parts with those of the .45 or Super .38. Presto! You've got a .22 cal. automatic! Dual Tone blue finish. A "must" for your shooting kit.

[D] COLT .22 CAL. SPORT WOODSMAN PISTOL

This favorite camp and small game weapon combines accuracy and rugged dependability. Handy and compact—one of the most famous handguns made. Fixed front sight, Colt Accro rear sight provides one-minute clicks for elevation and windage. Uses .22 cal. long rifle regular, hi-speed, or hi-velocity cartridges—10-shot magazine. Grooved trigger, 2 grip adapters, checkered plastic stock, automatic slide stop, magazine safety. 4½" barrel, 9" overall length, wt. 30 oz. Glareproof Dual Tone Blue Finish.

40157V5694.....Retail **$70.00**

[E] COLT .22 CAL. TARGET WOODSMAN PISTOL

Double your thrills with this .22 pistol fitted with a 6" target barrel. Use it as a target weapon or as a sport gun for small game. Uses .22 cal. long rifle regular, hi-speed or hi-velocity cartridges—10-shot magazine. Fixed front sight, adjustable Accro rear sight provides one-minute clicks for elevation and windage. Grooved trigger, 2 grip adapters, checkered plastic stock, automatic slide stop, magazine safety. 6" barrel, 10½" long overall, wt. 32 oz. Glareproof Dual Tone Blue Finish.

40156V5694.....Retail **$70.00**

[F] COLT .22 CAL. CHALLENGER PISTOL

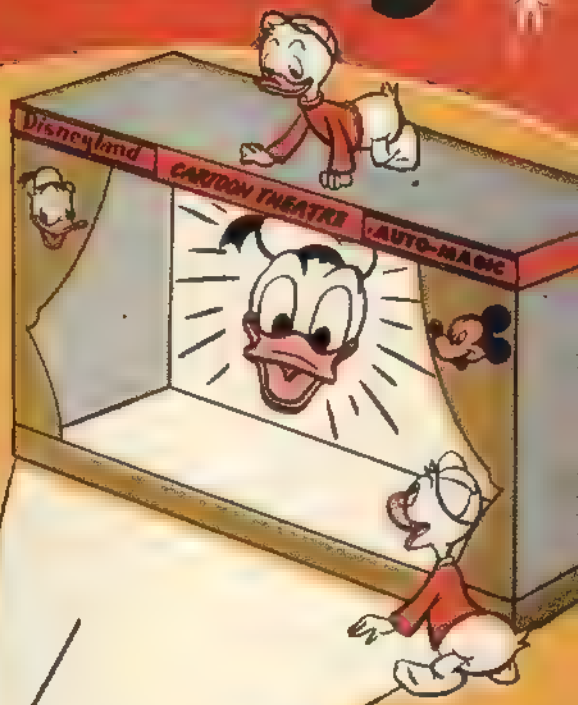
Handgun shooters go all out for this new Colt .22 pistol! It has everything you want—smooth action, fine workmanship, inherent Colt accuracy and a most attractive price! Uses .22 cal. long rifle regular, hi-speed or hi-velocity cartridges—10-shot magazine. Glareproof fixed sights, grooved trigger, checkered Coltwood stock. Choice of 6" or 4½" barrel. Glareproof Dual Tone blue finish

40154V4270—6" barrel (10¼" long, wt. 31½ oz.).....Retail **$52.50**

Disneyland

AUTO-MAGIC

PICTURE GUN AND THEATRE



SUGGESTED RETAIL

$2.98

FEATURING

- 4 COMPLETE FILMS
- PROJECTS FILM ON ANY FLAT SURFACE
- EASY TO LOAD — EASY TO USE
- FUN FOR YOUNG AND OLD

© WALT DISNEY PRODUCTIONS

Sole Sales Representatives
HENRY KATZ
FACTORY LINES INC.
ROOM 540
200 FIFTH AVENUE
NEW YORK 10, N. Y.

STEPHENS PRODUCTS CO

Middletown, Conn.

Announcing . . . .

THE NEW "DONALD DUCK" PROJECTOR

BE SURE TO SEE IT AT OUR EXHIBIT DURING THE TOY SHOW!

VISIT US IN ROOM 540

STEPHENS PRODUCTS CO.
Middletown, Conn.

Dolls of Famous Operas

12 EXQUISITELY COSTUMED DOLLS DESIGNED FROM FAMOUS OPERAS

by Duchess

★ MOVING EYES

★ MOVING HEAD

★ MOVING ARM

7½" ALL PLASTIC DOLL BODY...ALSO AVAILABLE IN 12" SIZE

SEND FOR COMPLETE CATALOGUE

RETAIL PRICE **1.98**

Copyrighted in 1954 by Duchess Doll Corp

BEFORE YOU BUY ANY OTHER KIND OF DOLLS *READ THIS!*

DUCHESS DOLL CORP., LONG A LEADER IN THE FIELD OF MINIATURE DOLLS AGAIN PRESENTS TO THE TRADE A REAL PROFIT MAKER WITH A TREMENDOUS POTENTIAL.

"QUEEN OF THE NIGHT"—From the Opera by Mozart

This NEW and EXCLUSIVE line of "DOLLS of FAMOUS OPERAS" as created by DUCHESS are dressed in original and exquisite costumes designed from 12 famous operas. Each Doll features moving eyes, moving arms and head, and carries on her wrist a little booklet which tells an interesting condensed version of the story of the Opera she represents.

Since Opera has become a household word due to Radio and T.V., young and old have come to know and appreciate the Opera. These millions of Opera lovers constitute a ready and willing market for these Exquisite Duchess "Dolls of Famous Operas."

Here is your opportunity to cash in on this tremendous ready made market.

SEE OUR FULL LINE AT THE

TOY FAIR

Hotel McAlpin

Room 967

SEND YOUR ORDER IN TO-DAY AND INSURE EARLY DELIVERY.

Duchess Doll Corp.

86-27 ROOSEVELT AVENUE **JACKSON HEIGHTS, L. I., NY**

ANNOUNCING 2 Terrific NEW Values

by Duchess

7" All Plastic Doll Body

#600 Sweet Jane

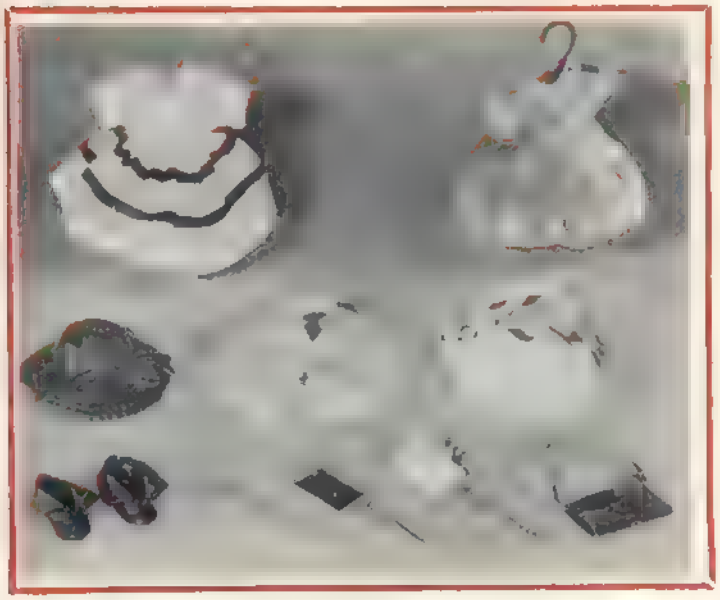
★ MOVING EYES

★ MOVING ARMS

★ SARAN HAIR

#600 SWEET JANE IS ATTRACTIVELY BOXED AND IS SHIPPED IN A VARIETY OF DRESSES

Retail Price **65¢**



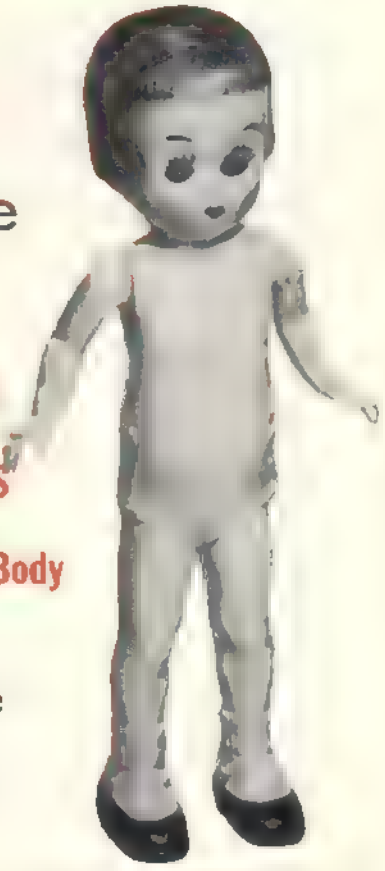
#400 Sweet Jane

UNDRESSED DOLL

★ MOVING EYES

★ MOVING ARMS

★ 7" All Plastic Body



Retail Price

29¢

DOLL & ACCESSORIES SETS

RETAIL FROM $1.00

Duchess Doll Corp.

86-27 ROOSEVELT AVE. JACKSON HEIGHTS, L. I., N. Y.

SEE US AT THE TOY FAIR Hotel McAlpin Room 967

DUCHESS DOLL CORP. IS THE ORIGINATOR AND ONLY MANUFACTURER OF "DOLLS OF ALL NATIONS."

Dolls of Famous Operas

12 EXQUISITELY COSTUMED DOLLS DESIGNED FROM FAMOUS OPERAS

by Duchess

★ MOVING EYES

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7½" ALL PLASTIC DOLL BODY...ALSO AVAILABLE IN 12½" SIZE

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RETAIL PRICE **1.98**

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29¢

DOLL & ACCESSORIES SETS

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SEE US AT THE TOY FAIR Hotel McAlpin Room 967

DUCHESS DOLL CORP. IS THE ORIGINATOR AND ONLY MANUFACTURER OF "DOLLS OF ALL NATIONS."

They loved EEGEE dolls in '53

BIG NATIONAL ADS LIKE THESE IN LIFE

Month-after-month-after-month starring

the doll that walks away with your heart...

SUSAN STROLLER

and they'll love 'em more in '54

EEGEE America's Doll Darlings—

featuring her favorite "walk-with-me" dolly...

- **SUSAN STROLLER**

prettier than ever in her brand new '54 outfits

- **ROOTED HAIR DOLLS**
- **ALL VINYL DOLLS**

...AND FEATURING EVERYTHING GIRLS ADORE FROM BABY TO TEEN AGE DOLLS

You'll love EEGEE'S '54 Promotion!

for '54 **EVERYTHING IN SALES PROMOTION FROM SCOOPS TO MATS!**

Bright new ideas for your newspaper ads! Dramatic displays —for window, floor, counter! Publicity, TV and radio scripts! Glossy photos.

for '54 **ANOTHER BIG AD CAMPAIGN!** to help presell your customers.

GOLDBERGER DOLL MFG. CO., Inc.

"For over 30 years...! the doll house of distinction"

1107 Broadway, New York 10, N. Y.

Factory: 307 Richardson St., Bklyn, N. Y.

They loved EEGEE dolls in '53

BIG NATIONAL ADS LIKE THESE IN LIFE

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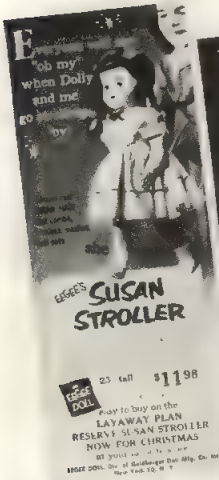

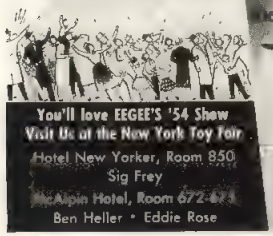

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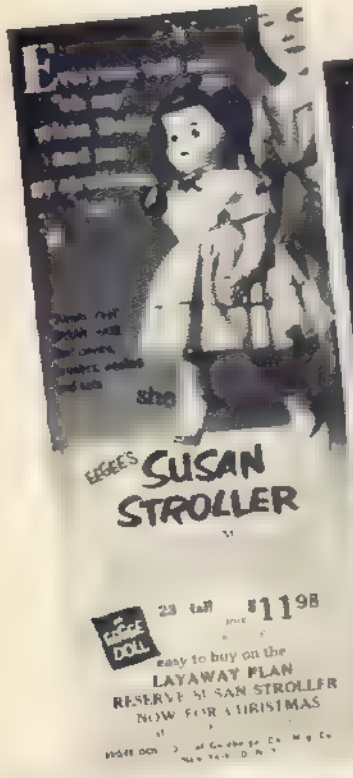
LIFE



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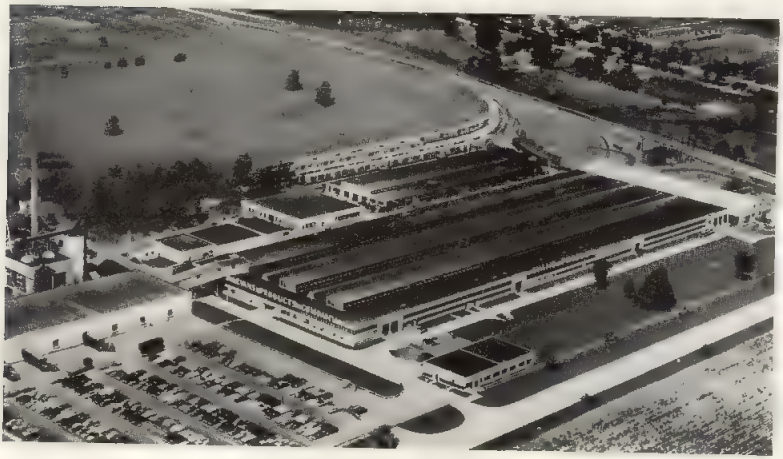
Factory: 307 Richardson St., B'klyn, N. Y.

EVANS BUYS

Evans Products Company has acquired the Bicycle and Children's Vehicle Division of The Colson Corporation of Elyria, Ohio. All manufacturing, sales, and promotional operations on the Colson lines have been transferred to our Plymouth, Michigan plant. Your local Colson salesman will continue to serve you.

The name Evans has been traditionally associated with the finest in manufacturing and service. Every resource at our command will be placed behind Evans-Colson wheeled goods to satisfy your sales and service requirements

We now are working out our 1954 sales and merchandising plans which will be presented to you shortly. We welcome you into the Evans organization and invite your confidence in the line we hope to make the most famous and profitable in the industry.



EVANS HAS THE FACILITIES AND KNOW-HOW

In Manufacturing . . .

Evans Plymouth Michigan plant Over a half a million feet of floor space organized in straight line production and assembly for producing quality products at competitive prices. Evans' facilities include the finest in precision machining, sheet metal work, steel fabricating, plating, painting, assembling and testing equipment

In Product . . .

For thirty years the Evans name has been synonymous with quality. The Evans and Colson lines are backed by the same product standards that have placed Evans in a leading position in the railroad, bus and truck, wood products and automotive equipment fields. It is our intention to achieve a position of product and sales leadership in the toy and cycle industry

In Promotion . . .

Evans has a known reputation for supporting distributors and dealers with sales producing merchandising and promotion programs. These programs are built around benefits that you can demonstrate, that prospects want and need Evans promotions work for you in *your own* sales area . . . give you extra sales opportunities

EVANS PRODUCTS COMPANY

EQUIPS YOU WITH THE

COLSON CYCLE DIVISION

As an example of the kind of sales help you can expect,

EVANS

PUTS THE POWER OF

The Ding Dong School

BEHIND YOUR SALES EFFORTS

65 Stations National NBC Network!

★

Over 5,000,000 Child & Adult Viewers!

★

Blankets Nation's Major Markets!

★

Sells Tremendous Quantities of Merchandise

MISS FRANCES RECOMMENDS THE EVANS COLSON VELOCIPEDE

Evans Products Company has been appointed a licensee by the Ding Dong School. Ask your Evans-Colson representative about the line of Evans Ding Dong velocipedes. It's a money maker you can't afford to miss! Evans Products Company, Plymouth, Michigan.

See THE NEW EVANS-COLSON LINES AT THE **TOY FAIR**
MARCH 8-17 SUITE 460-461 HOTEL McALPIN, N. Y. C.

TIE IN WITH IT...
SELL WITH IT...
PROFIT WITH IT!

TOY MORE USA AMERICAN TOYS

"EXTRAS" THAT MAKE THE SALE!

It's here...

fingertouch **Electric**

FREE! Send for big new catalog of the complete Evinrude line for '54. Striking full-color action pictures of all models. Write for it today!

Starting...

on America's finest outboard motor!

Skipper, step aboard! Slip behind the wheel... press the starter button... shift gears and streak away... *all without going near the motor!* Now a finger touch whirls your Big Twin to life, as easily and surely as starting your car. Now *full remote operation* becomes a reality! With Evinrude electric starting and Simplex controls you lounge in comfortable forward seat in complete command. You start your motor—choke it—shift it—"gun" it—troll it—idle it—all with finger tip ease! Anyone—your wife or youngster—*anyone* who can manage a boat can start and run the new electric Big Twin.

Evinrude brings you electric starting perfected in every detail for outboard operation. With powerhead *engineered and balanced* for electric starting. With push-button electric choke to make starting fast and positive under all conditions.

For years, enthusiasts have looked forward to the time when electric starting would do for outboard boating what the electric starter did for the automobile. Now it's here—from Evinrude—giving you operating convenience and handling ease to match expensive inboard runabouts and cruisers—*at modest cost!*

SEE YOUR EVINRUDE DEALER! Look for his name under "Outboard Motors" in the yellow pages of your phone book. See the complete line of Evinrudes for '54. BIG TWIN, 25 HP*, in electric starting and standard models. *Super* FASTWIN, 15 HP, most versatile performer in its field. The revolutionary FLEETWIN *Aquasonic*, 7.5 HP, whisper quiet, smooth as sailing! LIGHTWIN, 3 HP, with famed Fisherman Drive. For free catalog, write **EVINRUDE MOTORS,** 4270 N. 27th St., Milwaukee, Wis.

IN CANADA, Mfd. by Evinrude Motors, Peterborough

*All power ratings are O. B. C. certified brake HP at 4000 R.P.M.

Evinrude BIG TWIN

with Electric Starting

PRICE TOYS

. . . . . UNLIMITED PLAY-VALUE !

NO. 140
KATY KACKLER
The Red Hen

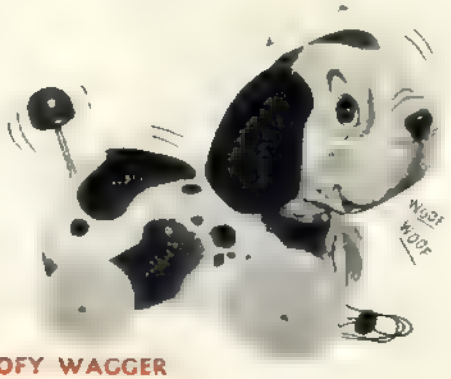
...nge...ous repeat...ng mechanism sounds ...ea...stic "cluck, cluck cluck, cluck." Wings and feet move up and down.

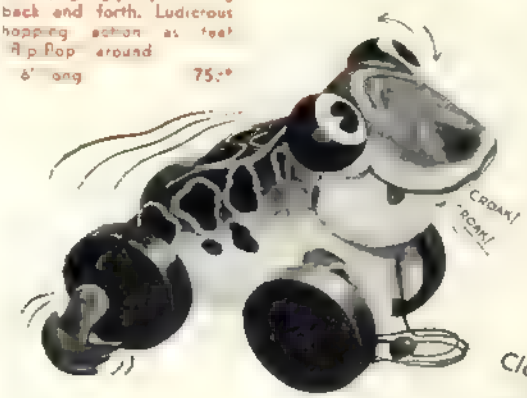
7¾" long $2.50*

NO. 450
JOLLY JUMPER

Rea...st...c croak' croak! sound, googly eyes swing back and forth. Ludicrous hopp...ng action as feet flip flop around

6' ...ong 75c*

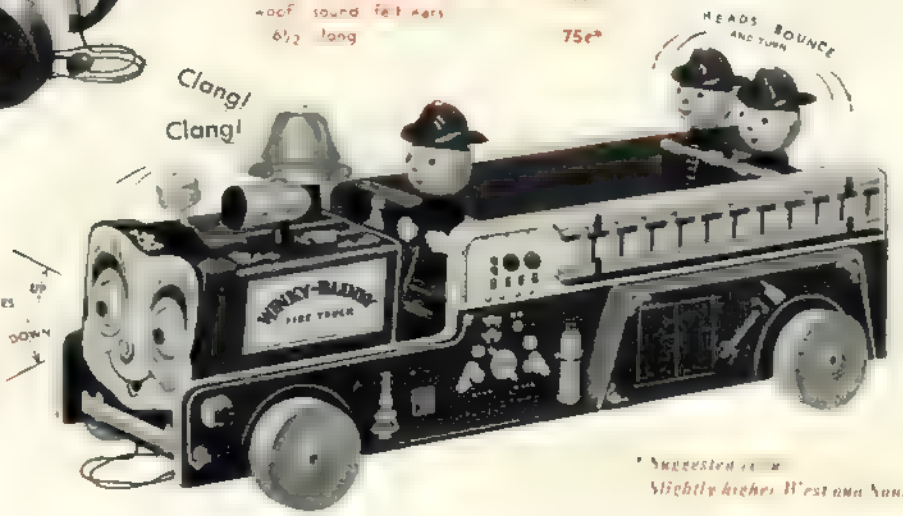




NO. 465 WOOFY WAGGER

Spr...g tail wags as head swings s...de to s...de with wh...g motion Woof woof sound fe...ture

6½ long 75c*



NO. 200 WINKY BLINKY FIRE TRUCK

EYES UP DOWN

Eyes roll up and down, bell rings clang-clang," rear firemen bounce up, down and around

...ong $2.00*

* Suggested ...e ...
Slightly higher West and South

New FISHER-PRICE

EXCITING NEW DESIGNS

NEW TOYS with the famous Fisher-Price mixture of whimsy and realism . . . now ready for the Toy Fair!

Children 1 to 6 love these brilliantly lithographed wood toy-personalities, with their lovable designs, sounds and actions.

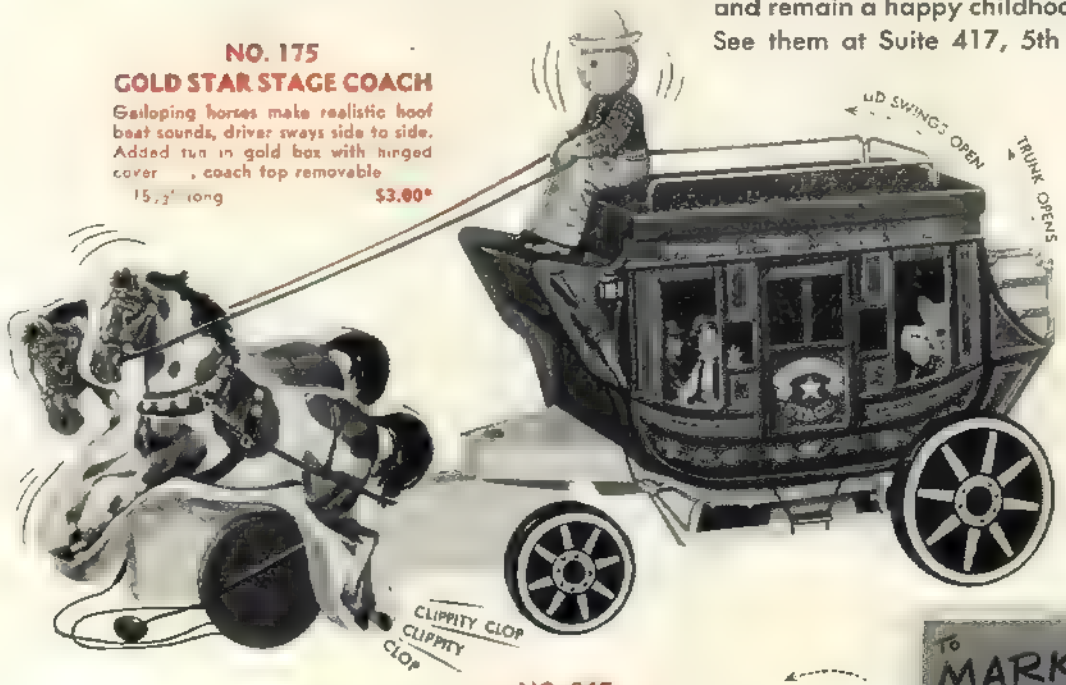
And letter after letter from pleased parents cite amazement at their strength and durability. Fisher-Price Toys outlive the severest play . . . and remain a happy childhood memory!

See them at Suite 417, 5th Ave. Bldg.

NO. 175
GOLD STAR STAGE COACH

Galloping horses make realistic hoof beat sounds, driver sways side to side. Added fun in gold box with hinged cover . . coach top removable

15½" long $3.00*



NO. 845
FARM TRUCK

Campbell Kid sways to and fro as truck "putt-putts" along. Full-color folder has vegetable cut-outs to fill roomy truck. National TV and Magazine promotion by Campbell Soup Co

9" long . . $1.25*

FISHER-PRICE TOYS, INC., East Aurora, N. Y.

New York Office and Display: Suite 417, 200 5th Avenue Bldg.

New FISHER-

EXCITING NEW DESIGNS

NEW TOYS with the famous Fisher-Price mixture of whimsy and realism . . . now ready for the Toy Fair!

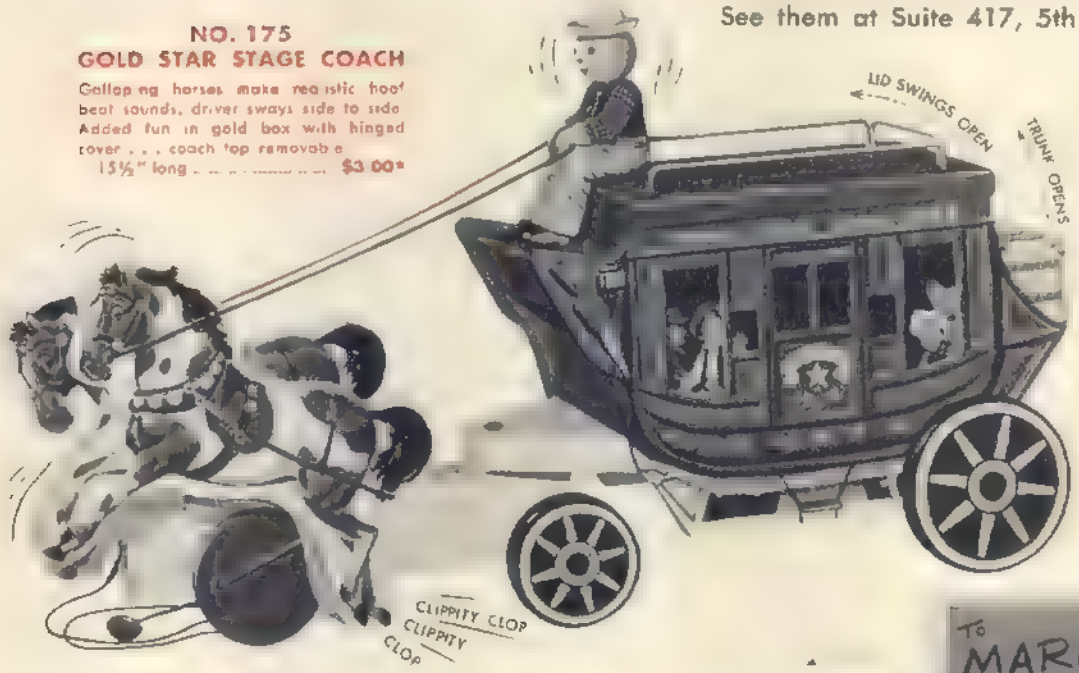
Children 1 to 6 love these brilliantly lithographed wood toy-personalities, with their lovable designs, sounds and actions.

And letter after letter from pleased parents cite amazement at their strength and durability. Fisher-Price Toys outlive the severest play . . . and remain a happy childhood memory!

See them at Suite 417, 5th Ave. Bldg.

NO. 175
GOLD STAR STAGE COACH

Galloping horses make realistic hoof beat sounds, driver sways side to side. Added fun in gold box with hinged cover . . . coach top removable. 15½" long $3.00*



NO. 845
FARM TRUCK

Campbell Kid sways to and fro as truck "putt-putts" along. Full-color folder has vegetable cut-outs to fill roomy truck. National TV and Magazine promotion by Campbell Soup Co. 9" long $1.25*

FISHER-PRICE TOYS, INC., East Aurora, N. Y.

New York Office and Display: Suite 417, 200 5th Avenue Bldg.

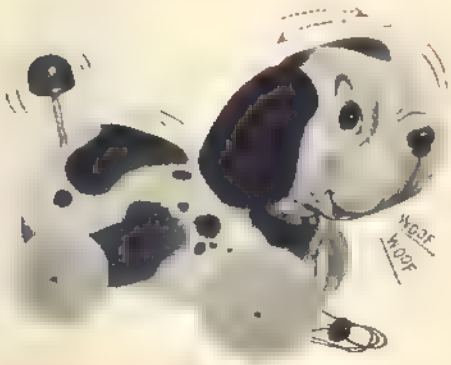
PRICE TOYS

. . . . . UNLIMITED PLAY-VALUE !

NO. 140 KATY KACKLER
The Red Hen

Ingenious repeating mechanism sounds realistic "cluck, cluck, cluck, cluck". Wings and feet move up and down

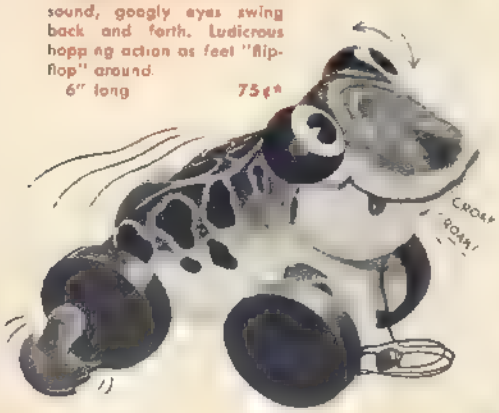
7¾" long $2.50*



NO. 450
JOLLY JUMPER

Realistic "croak! croak!" sound, googly eyes swing back and forth. Ludicrous hopping action as feet "flip-flop" around.

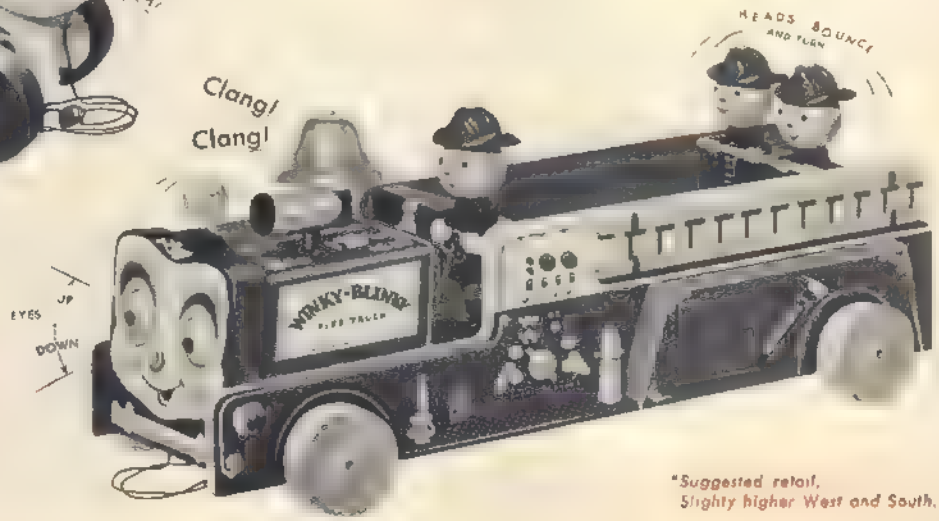
6" long ..... 75¢*



NO. 465 WOOFY WAGGER

Spring tail wags as head swings side to side with whimsical motion. "Woof woof" sound, felt ears.

6½" long ..... 75¢*



NO. 200 WINKY BLINKY
FIRE TRUCK

Eyes roll up and down, bell rings 'clang-clang', rear firemen bounce up, down and around

12" long $2.00*

*Suggested retail. Slightly higher West and South.

New Movie makes GABRIEL'S Hansel & Gretel

Backed by Gabriel's Tremendous National Advertising Program

Gabriel's new Hansel & Gretel Toys will be advertised and publicized in newspapers from coast to coast *as the movie appears in each city*—a tremendous tie-in advertising program with huge impact right in your own area to move Gabriel Toys in volume! Ask Gabriel about promotion plans for your city!

Movie To Be Seen By Millions

(Nationwide Showings Start Oct. 15)

—in Over 300 Cities by Xmas

—in Over 10,000 Theaters by Spring

Featured in October Parents' Magazine—*Awarded* Parents' Magazine Medal as Outstanding Family Movie—*Publicized* in Newspapers, Magazines, Radio, TV—*Advertised* with Full-Color Ads in Life, Parents', and leading magazines!

Prices slightly higher west of the Mississippi

NEW!

Hansel & Gretel MOBILE

Unusual! Full-Color!

All the popular characters and the Cookie Cottage from the movie in full color—all literally "dancing on air"! Sturdy characters. Total height hanging 40". Colorful self-selling package. Display it—watch it sell fast! No. G-74. 1-doz./C.Wt. 8 lbs. $1.00 retail

NEW!

Hansel & Gretel SEW CARDS

Cards Actually Stand Up!

Kids can sew full-color Hansel & Gretel Cookie Cottage and characters that actually stand up by themselves after they're sewn. 15 gaily designed perforated cards plus lavish supply of colorful tipped laces. Box size: 15½" x 12½". No. G-71. $1.00 1-doz./C.Wt. 14 lbs. retail

NEW!

Hansel & Gretel COME-TO-LIFE BOOK

Really Different Idea!

Nothing like it anywhere! Sixteen exciting pages in all. Four pages with full-color come-to-life scenes from movie that pop-up right out of the book as you open the page. Tells complete Hansel & Gretel Story. Size 12" x 9". No. G-75. 1-doz./C.Wt. 15 lbs. $1.75 retail

Toys Smash Hits!

MADE BY Gabriel

NEW!

Hansel & Gretel Cookie Cottage

ONLY FULL COLOR
KIDDIE HOUSE ON THE MARKET

Featured in Displays, Promotions, Tie-Ins!
—From coast-to-coast in theaters showing Hansel & Gretel movie.
—In major cities at Nabisco and Coca-Cola Hansel & Gretel Theater Parties.

The most outstanding Hansel & Gretel toy made anywhere! An actual life-size model—2 youngsters can play inside at the same time. The only full-color kiddie house. Easy to put up anywhere. Extra sturdy, heavy board construction. Includes giant-size, colorful key to cottage. Size: 60" (high) x 24" x 37". Individual shipping carton: 31" x 16" x 3¼". No. G-72. ¼ doz./C.Wt. 24 lbs.

$4.98 retail

NEW!

5 Hansel & Gretel NURSERY PLAKS

Colorful! Lifelike!

Beautiful full-color reproductions of Hansel & Gretel movie characters! Sizes range from 6½" to 16". Sturdy board construction. Will brighten nurseries, bedrooms, playrooms, etc. Ready, easy to hang. In colorful, self-selling 17⅛" x 12⅛" box. No. G-70. **$2.00** ½-doz./C.Wt. 6 lbs. ..... retail

NEW!

Hansel & Gretel KNITTING SPOOLS

Fun! Easy!

Easy for kids to knit colorful items—mittens, caps, rugs, etc.—alone or in a group. Three spools and large supply of colorful wool yarn. Packaged in an unusual, eye-catching full-color Cookie Cottage box (10⅞" high x 7⅜"x 3") with see-through window. **$1.00** No. G-73. 1-doz./C.Wt. 8 lbs. ..... retail

Order [illegible] *Today*

Sam'l. Gabriel Sons & Co.,
200 Fifth Avenue, New York City,
Phone: ORegon 5-3100

a trip through GLOLITE'S plant

Exterior of St. Joseph Missouri, plant.

Main office.

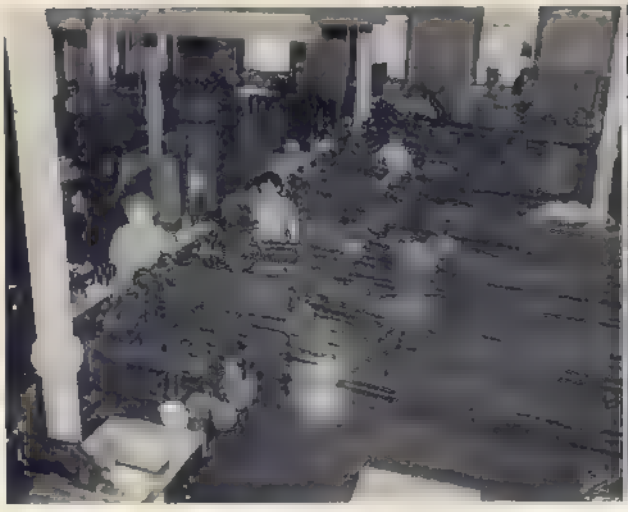
Molding department.

Punch press department.

Machine shop.

String assembly line.

Parts assembly department



Visca garland-making department.

Vinyl specialties assembly line.

SYDNEY BLAND asked us to tell the trade that while he will be delighted to see his many buyer friends at his home, socially, his business office is in Room 334, Fifth Avenue Building. The reason for Mr. Bland's urgent message, he told us ruefully, is that in a full page ad in TOYS & NOVELTIES, February issue, his home in Rockville Center was listed as his office. Mr. Bland pointed out that buyers would probably find it more convenient to visit the Fifth Avenue Building office rather than his home.

New Bersted Representatives

Bersted's Hobby Craft, Monmouth, Ill., manufacturer of 3-D plaques and rubber molds, has appointed the following sales representatives: Kaycee Associates, 175 Fifth Ave., New York (New England states) Harold Lazow, P. O. Box 2037, Miami Beach, Fla.; Urban Pfefferle, 2924 Upperline Ave., New Orleans, La.; Joseph W. Grow, 1206 Maple Ave., Los Angeles. The midwest area will be serviced from the home office.

• President Eisenhower wants to extend unemployment insurance benefits to more people, raise the weekly payments, and lengthen the periods in which benefits are paid. The aim is to make the benefits about 50 per cent of base pay, which would enable workers to keep on buying goods after losing their jobs, and thus tend to prevent deflation.

■

• A huge, new service building at 79th and Cicero, Chicago, will be opened in the near future by Carson Pirie Scott & Co., Chicago.

Brand new EXCITING TOYS

NEW TELEPHONES

0682
SPEED PHONE

Sound, action and color. Bells ring when dial is revolved.

0683-S
PLA PHONE

Sound in mouthpiece. Realistic dial action. Bright colors.

0684
SOUNDPHONE

Sound producing device in base. Realistic spring return dial.

0685
VOICE PHONE

Deluxe and realistic. Revolve dial — bells ring Lift receiver—voice sounds.

NEW PULL TOYS

232 PONY CART CHIME

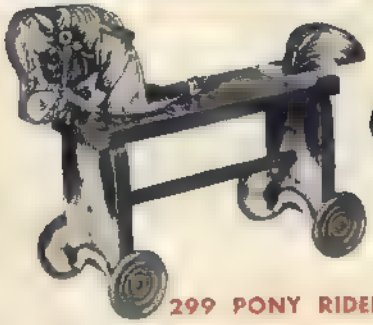
A pull toy delight for fun and galloping action. Realistic pony with loveable rider. Bells ring merrily as toy is pulled along.

NEW PUSH TOYS

147
RAINBOW PUSH CHIME

Elegant chime assembly with revolving multi-colored balls . . . shiny musical gongs. Large colorful striped metal wheels. Sturdy hardwood push handle.

NEW RIDER TOYS



299 PONY RIDER

A popular action toy sturdily built. Plated gongs in all 4 extra strong enameled steel wheels. Realistically Ethographed for indoor and outdoor use

306 BIG HORSE RIDER WITH RUBBER TIRES

Extra large deluxe model with rubber tires. Strongly built with enameled heavy steel legs and braces. Shiny gongs ring in all four wheels. Lithographed horse's head with plated jingle bells on reins for music wherever it goes.

302 HORSE RIDER WITH RUBBER TIRES

A new rider treat with rubber tires. Plated gongs in all 4 wheels. Smartly lithographed. Built to last. A smooth ride on sidewalk or floor.

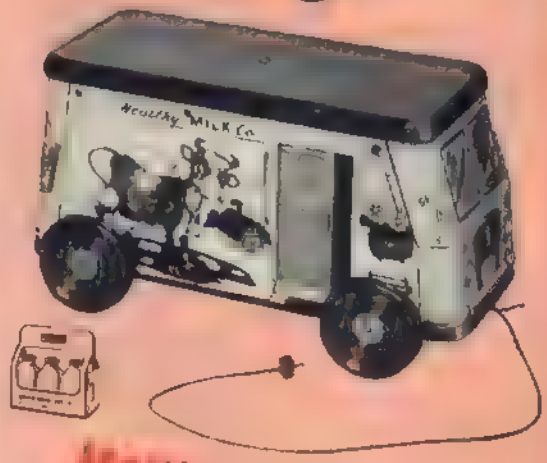
IN THE '54 GONG BELL LINE

New **SUPER MARKET CART 255**

Realistically created to look like an actual market basket on wheels. Lithographed in brilliant colors. Shiny gongs ring merrily as toy moves along. Tubular steel handle. Attractive, miniature nationally advertised food boxes included for added realism.

New **SCHOOL BUS 124**

Another wonderful newcomer to America's favorite toy line — a colorful, realistically fashioned school bus with rubber tires. Pull it, push it, or ride it. Top comes off so youngster can load it. Plenty of action and musical sound. Brightly lithographed



New **MILK TRUCK 123**

Cuter than a real milk truck. Sliding door. Colorful, musical, fun maker for all youngsters. Brightly lithographed and rugged construction for extra fun. Three little square milk bottles and carrier included. A natural for year 'round good will

New Gong Bell Features!

Styled and created for the entire Gong Bell line to give even greater play appeal, even greater sales appeal and greater values.

See all these exciting new Gong Bell toys at our New York Sales Office, 200 Fifth Avenue, Suite 316-318.

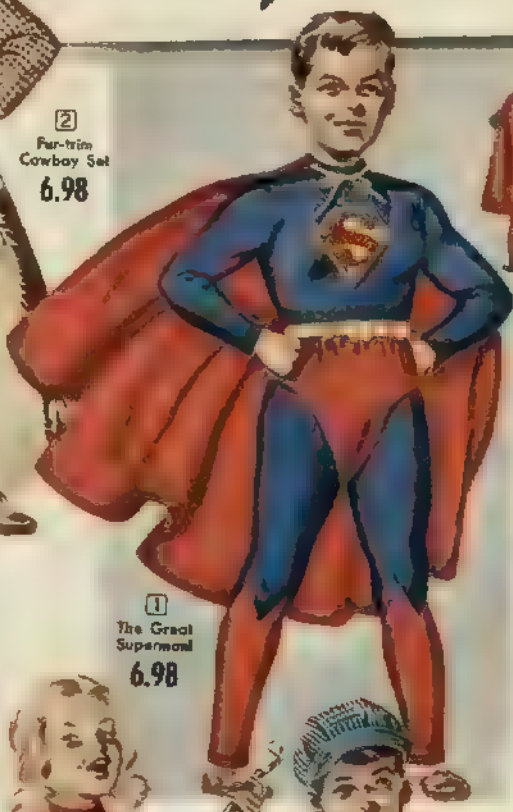
Year in, year out, year 'round, Gong Bell toys, the *original* bell toy line, are big for *little* children.

THE **Gong Bell**
MFG. COMPANY
EAST HAMPTON, CONN.
SALES OFFICE: Suite 316-318
[illegible] Fifth Ave., N.Y., N.Y.
EXPORT AGENTS: Easterman Co., Inc.
35 So. William St.
New York 4, N.Y.

Let's Make Believe!

I'll be Superman
You be a Cowgirl
I'll be an Engineer
You be Mary Hartline
I'll be a Texan
You be an Indian Girl
I'll be a Cowboy

2 Fur-trim Cowboy Set
6.98



1 The Great Superman!
6.98

3 Annie Oakley
4.79

4 Mary Hartline
4.98

5 Engineer's Outfit
3.89

6 Texan Suit, Holster Set
4.98

8 "Injun" Squaw
2.89

7 Pinto
3.79

For Fun 'n' Fancy

Playsuits for 4 to 12's— at left

[1] NEW! 3-PC. SUPERMAN OUTFIT "It's a bird, it's a plane, it's Superman!" This thrilling suit modeled after his hero's has 24-in. sweep Red cape with Superman's picture on back; cord tie. Shirt has long sleeves, emblem on chest, button back. Pants have covered elastic waist, plastic belt. Rayon gabardine. Boxed Red with Blue. Sizes: 4-6-8-10-12. See chart 7, p. 270. (2 lbs.).
32 J 8332 State size.. .... .3-Pc **6.98**

[2] 9-PC. FUR COWBOY SUIT Our finest cowboy suit! Wait till they see the real fur on the chap pants! Popular dude ranch style. Embroidered long sleeve shirt, cotton twill pants, cotton kerchief. Simulated leather belt and 2 holsters. 2 guns, rope. (Hat not incl.) Boxed. Brown. Sizes: 4-6-8-10-12. See chart 7, p. 270. (2 lbs.).
32 J 8326 State size 9-Pc. **6.98**

[3] NEW! ANNIE OAKLEY OUTFIT Like the girl of the Golden West Cotton twill vest has White fringe trim, pictures of 'Annie.' Long twill skirt has adjustable waist, multicolor design. Long sleeve poplin shirt White kerchief with metal slide, simulated leather holster and belt, metal gun Boxed (Boots not incl.) Royal Blue with Red. Sizes: 4-6-8-10-12 Charts 2, 3, p. 270. (2 lbs.)
32 J 8325 State size. .6-Pc **4.79**

[4] MARY HARTLINE SET She'll love to be a drum majorette and swing her baton like her heroine on TV's "Super Circus"—even the name on her dress! Dress has swirling skirt with dancing notes, high collar, long sleeves; zips up back. Red rayon gabardine. Baton included (Boots not incl.). Sizes: 4-6-8-10-12 Charts 2, 3, p. 270. (2 lbs.).
32 J 8333 State size.... .....Set **4.98**

[5] 4-PC. ENGINEER'S OUTFIT A wonderful gift for a little Casey Jones! Of cotton hickory stripe denim. Long sleeve jacket bright with metal buttons, railroad emblems. Suspender bib overall has elastic back waist, flap fly front. Hat has flexible visor, engineer emblem. Bright red neckerchief. For play or everyday! Boxed. Blue. Sizes: 4-6-8-10-12. Chart 7 page 270
32 J 8331 State size (2 lbs.) 4-Pc. **3.89**

[6] DASHING TEXAN SET. Sanforized heavy flannel and cotton gabardine. Long sleeve shirt with White piping 'n fringe. Real leather belt and holster. Play bullets. Big 7-in. repeating 6-shooter of polished metal. Western tapered gabardine pants, flannel trimmed. Wash separately. Boxed. Brown. Sizes: 4-6-8-10-12. Chart 7, p. 270. (Hat, boots, pants' belt lariat not incl.)
32 J 8346 State size. (2 lbs.)...Set **4.98**

[7] 10-PC. WESTERN PINTO SUIT. For the cowpunchers on your list! Complete 10 pc. set at one low price! Cotton suede, twill and covert combine to make vest and medallion-trimmed chap-pants. Flannel shirt. Red kerchief. Simulated leather holsters 'n belt. 2 guns, rope. Boxed. Black with Yellow. Sizes: 4-6-8-10-12. Chart 7 p. 270.
32 J 8323. State size. (2 lbs.). 10-Pc. **3.79**

[8] 2-PC. INDIAN SQUAW DRESS. Brilliant with beads, fur and fringe trim! Of sturdy denim, so bright and gay it'll delight a little girl's heart! Beautiful Indian designs, fringe, simulated beads and fur enhance vest and skirt. Snap-closing waist. (Shirt, moccasins not incl.) Boxed. Burnt Gold. Sizes: 4-6-8-10-12. See charts 2, 3, p. 270.
32 J 8322. State size. (2 lbs.)...Set **2.89**

Sanforized Denims **1.00**

6-OZ. DENIM BOXERS. Dungarees unusually low priced. Sanforized. Durable, double needle stitched throughout, copper riveted or bartacked at points of strain. All 'round elastic shirred waist. Navy. Sizes: 2-3-4-5-6. See chart 2, p. 270. State size.
29 J 7606. (6 oz.).....1.00

Pinwale Corduroy **1.00**

CORDUROY BOXER. A pinwale corduroy longie for only $1.00. All around elastic shirred waist, double stitched. Hip pocket. Wash separately. Red, Navy Blue or Med. Green. Sizes 1-2-3. See chart 1, p. 270 state size and color
29 J 7604 (6 oz.) 1.00

Sturdy 6-oz. Denims **1.00**

SANFORIZED OVERALLS 6-oz. denim, adjustable straps, self bib, elastic shirred back. Button placket sides. Red, Med. Blue or Med. Green. Sizes: 1-2-3-4-5-6 6X Charts 1, 2, p. 270. State size and color
29 J 7700. (8 oz.)....1.00

Food Shirts **2 for 1.00**

2 COTTON KNIT SHIRTS. Ribbed cuffs, neck. Long sleeves. Hemmed. Wash separately. Sets: White, Red stripe; Maize, Brown stripe; or Blue, Navy stripe. Sizes: 2 4-6. Chart 2, p. 270. State 1 size, set color
29 J 7963 (10 oz.).2 for 1.00

Walt Disney Handbag **1.00**

SHOULDER BAG. Excellent gift. Mickey Mouse, Pluto, Donald Duck—all her favorites on a handsome, vinyl plastic bag. Snap flap. Assorted colors. Federal excise tax included
29 J 8153. (4 oz.).....1.00

Flannel Shirt **1.00**

FLANNEL SUEDE. Sanforized cotton. Long sleeves, button front. Wash separately. Assorted plaids, prints, solids, no choice. Sizes: 1-2-3-4-5-6-6X. Charts 1, 2, p. 270. State size
29 J 7196. (5 oz.) 1.00

FOR 1 TO 6X'ERS

Santa Specials

1.00

Jacquard Knit Sweater **1.00**

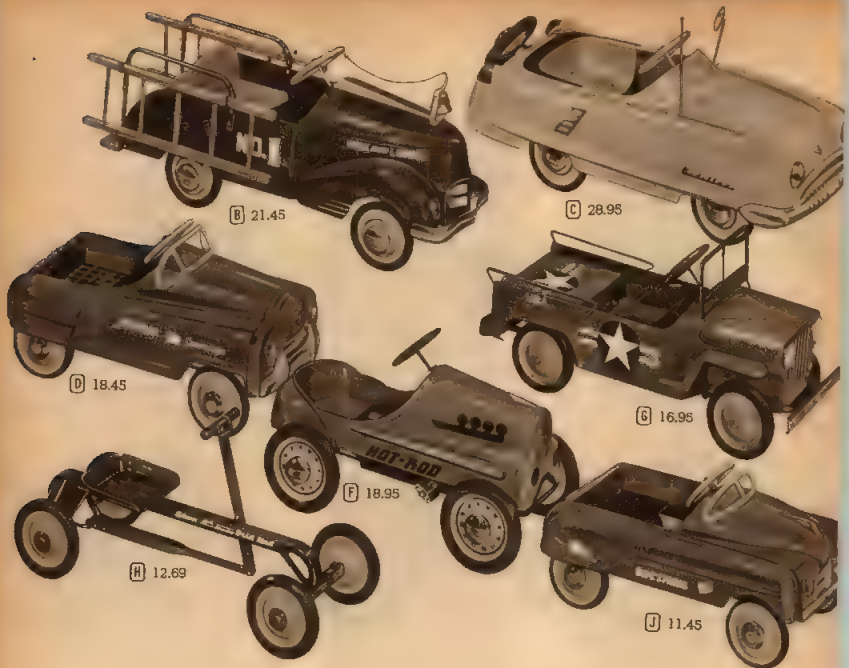
COTTON KNIT CARDIGAN. They'll love the "ride 'em cowboy" design. Ideal gift. Practical 'n' cute, priced low! Button front, long sleeves, rib cuffs, hemmed bottom. Wash separately. Assorted colors. Sizes 3-4-5-6-6X. See chart 2, p. 270. State size
29 J 8035 4 oz.) 1.00

Matching 2-Pc. Set **1.00**

POLO SHIRT AND SOX. Long sleeve shirt, rib cuffs, neck. Hose have nylon reinforced heel and toe. Cotton. Wash sep. Navy, Brown or Green stripe. Sizes 3-4-5-6-6X. We will ship corresponding hose size. Chart 2, p. 270. State size, color
29 J 7900. (6 oz.) Set 1.00

Cotton Cashmere **1.00**

JEWELED CASHMERE cotton. Combed and brushed for cashmere-like feel. "Jewels", too! Rib waist, cuffs, split crew neck. Wash separately. White, Pink or Maize. Sizes 3-4-5-6-6X Chart 2, p. 270. State size, color
29 J 7901. (4 oz.) ...1.00



Sturdy, Smooth-Riding Autos, Tractors

A **KID-E-CAR WASH.** Cleans and polishes toy cars, wagons, bikes, etc. Set includes "service station" cap, 25 car-wash tickets, bucket, 2 brushes, sponge, detergent, miniature Simonize cleaner, wax, Brillo cleaning pad and polishing cloth.

48 T 5833—Ship. wt. 3 lbs. 6 oz. 2.69

B **HOOK AND LADDER PEDAL DRIVE FIRE TRUCK.** (Ages 3 to 6). Has big firebell with chain, rear step-plate for extra rider, 2 sturdy hardwood ladders. Heavy-gauge steel; wood seat, step-plate. Adj. pedals. 8-in. disc wheels with ⅝-in. rubber tires. Nickel plated rails. Red finish, white trim

48 T 5481R—Abt. 48 in. long. Ship. wt. 45 lbs. 21.45

C **"KIDILLAC" CHAIN DRIVE AUTO.** (Ages 3 to 7). A streamlined car with the smart styling of a real automobile; has aerial, rear-view mirror, removable spare wheel. Chain drive mechanism for smooth riding, easy pedaling. Body is smooth heavy-gauge, one-piece steel. Rear axle, pedal crank turn on ball bearings. 2-pc. pedals. Comfortable shaped seat. 8-in. disc wheels have 1¼-in. semi-pneumatic rubber tires. Chartreuse (lt. green) finish with red, black and silver color trim.

48 T 5803R—Abt. 45 in. long. Ship. wt. 46 lbs. 28.95

D **"JETLINER" CHAIN DRIVE CAR.** (Ages 2 to 6). Modern low lines. Easy-running ball bearings in front wheels, rear wheel hangers and sprocket assembly. Heavy-gauge smooth steel body. Adj. pedals. 7½-in. disc wheels, ⅝-in. solid rubber tires. Blue and white; plaid seat.

48 T 5830R—Abt. 36½ in. long. Wt. 31 lbs. 18.45

E **DELUXE JUNIOR STEERING WHEEL.** Suction cup holds rubber shaft to dashboard, 10-in. plastic wheel turns completely around. Shifts to high, low, reverse; has horn and shift indicator.

48 T 5832—Ship. wt. 2 lbs. 2.49

SHIPPING INFORMATION. (A), (E), (F), (G) and (H) are *Mailable*, others are shipped promptly from Stock by Freight, Truck, or by Express. Partly-assembled; complete assembling instructions included.

F **"HOT ROD" CHAIN DRIVE RACING CAR.** (Ages 2 to 5). Young speed demons will get a thrill driving this hot rod—chain drive mechanism makes it smooth riding, easy to pedal. Heavy gauge steel body; ball bearing rear axle and pedal crank. 2-pc. pedals. 10-in. nylon bearing wheels; 1¾-in. semi-pneumatic tires. Orange enamel finish; black and white trim. *Mailable.*

48 T 5800M—Abt. 35 in. long. Ship. wt. 42 lbs. 18.95

G **"AIR FORCE" JEEP.** (Ages 2 to 6). Finished like a real Air Force Jeep in official blue baked-on enamel with realistic markings. Has two-level seat, retractable steel windshield (no glass), tow ring on rear bumper. Sturdy welded steel construction. Adjustable pedal drive with ball bearing rear axle hangers, push rods. 8-in. wheels; 1¼-in. semi-pneumatic puncture-proof tires.

48 T 5829M—Length 41 in. Ship. wt. 30 lbs. 16.95

H **IRISH MAIL.** (Ages 3 to 7). Recommended by many doctors develops shoulders, arms, legs, chest. Child propels with arms, steers with feet. Heavy-gauge steel construction. Adjustable seat, rubber hand grips. Ball bearings in front wheels, rear hangers and crank shaft. 9-in. wheels have 1¾-in. semi-pneumatic rubber tires. Red baked-on enamel finish with white trim. *Mailable.*

48 T 5831M—41 in. long. Ship. wt. 23 lbs. 12.69

J **"BLUE STREAK" PEDAL DRIVE AUTO.** (Ages 2 to 5). A jaunty roadster; easy to climb in and out. Heavy-gauge steel body; ball bearing rear axle and pedal crank. Adj. block rubber pedals. Seat has tough fiber pad. 7½-in. disc wheels, ⅝-in. rubber tires. Lt. blue and white enamel finish; plated hubcaps, hood ornament. Dummy headlights.

48 W 5419R—Abt. 35 in. long. Ship. wt. 31 lbs. 11.45

and Wagons for Outdoor Exercise and Play

K HEAVY-DUTY SERVICE TRUCK. Carries 3 ten-gal. milk cans. Remove sides for coaster wagon. Hardwood body reinforced with steel rods is 45 x 16 x 2 in. deep (8¾ in. deep with sides added). Steel cleats hold sides rigid. Single 8½-in. front wheels, dual 9½-in. rear wheels, 1-in. tires. Kitkan ball bearings. Steel undergear, handle with rubber grip. Natural varnish and red enamel finish.
48 W 5521M—Ship. wt. 53 lbs. *Mailable*....21.50

L STEEL AND WOOD UTILITY TRUCK. Carries 2 10-gallon milk cans. Sides remove for coaster wagon. Steel body 34⅜x16x3¾ in. deep with sides, 9 in. deep in front, 7½ in. in rear. Steel cleats hold sides. 10-in. wheels, 1¾-in. semi-pneumatic molded rubber tires with chevron tread. Oil-impregnated wood bearings. Easy-to-steer "fifth wheel" construction. Red baked-on enamel, natural varnish finish. Black steel handle, undergear
48 W 5511M—Ship. wt. 37 lbs. *Mailable*....12.95

M "GREYHOUND" STEEL WAGON WITH BALL BEARINGS. Wheels feature ball bearings for smooth, fast ride. One-piece smooth steel body is built for hard wear. Large size: 34⅝x16x3¾ in. deep. Double disc wheels with 10x1¾-in. chevron tread, semi-pneumatic molded rubber tires. Under gear is heavy channel steel. Easy-steering "fifth wheel" construction. Tubular steel handle with "D" grip. Body finished in bright red baked-on enamel with white and black trim.
48 T 5523 M -Ship. wt. 31 lbs. *Mailable*.. .9.45

STEEL COASTER WAGON. Like (M) but not so fast. Has long-lasting oil-impregnated hardwood bearings, grooved 1¾-in. tires. *Mailable.*
48 W 5533 M—Ship. wt. 30 lbs.....8.39

N STEEL COASTER WAGONS. Well-built wagons at low cost. Constructed and finished like (M) but have oil-impregnated hardwood bearings and 1¼-in. grooved rubber tires. *Mailable.*
48 T 5515 M -LARGE SIZE. 34½x15½x3⅞ in. deep. 8-in. wheels. Ship. wt. 27 lbs.....5.98
48 W 5510 M -MEDIUM SIZE. 30x13½x3½ in deep. 7-in. wheels. Shipping weight 16 lbs..4.98

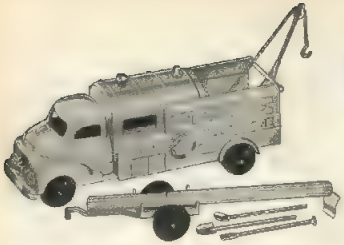
P NEW DELUXE TRACTOR. (Ages 2 to 6). Largest, smoothest-riding tractor Wards sell. 40 in long, 28 in. high. Bicycle-type chain drive, completely enclosed for safety, rear fenders and realistic gear shift handle. Heavy-gauge steel frame, step-plate for second passenger; rear hook for (T). Two ball bearings each in front wheel, chain drive and rear frame. Adj. seat mounted on spring; front fork has knee-action for smooth ride. 8-in. front wheel, 10-in. rear wheels, tractor-tread 1¾-in. semi-pneumatic tires. Red enamel, white trim.
48 T 5805 M—Ship. wt. 40 lbs. *Mailable* ...22.95

R KIDDIE TRACTOR. (Ages 2 to 6). Smaller than (P). 35 in. long, 25 in. high. Nylon bearings in front wheel, ball bearings in rear axle hangers and chain drive. Heavy-gauge steel frame, rear hook for (T) below. Adjustable saddle seat, 7½-in. front, 9¾ in. rear wheels, 1¼-in. semi-pneumatic tires. Rear tires have tractor tread. Red and black baked-on enamel finish.
48 W 5807 M Ship. wt. 28 lbs. *Mailable*....16.45

T TRAILER CART. Attach to any velocipede or tractor. Good garden cart too. 24-ga. steel body, 24x16x11½ in. deep. 7-in. wheels, 1¼-in. tires.
48 T 5840 M Red enamel. Wt. 15 lbs. *Mail.* .5.75

U **V** TOTS' STEEL TOYS. 1-pc. steel bodies. ½-in. rubber tires. Red enamel finish.
(U) 48 W 5513 M -Wagon. 21x10⅝x2¾ in. deep. 4¾-in. wheels. Wt. 3 lbs. 8 oz. 1.79
(V) 48 W 5514 M—Wheelbarrow. 17⅝x 15x6½ in. deep. 7-in. wheel Wt. 6 lbs..1.89

To reduce shipping charges, wagons shipped flat; tractors semi-assembled. Instr.



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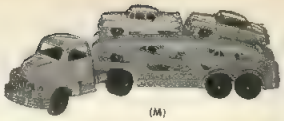

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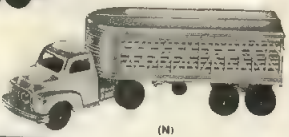

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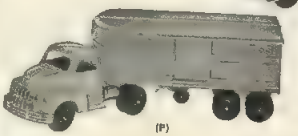

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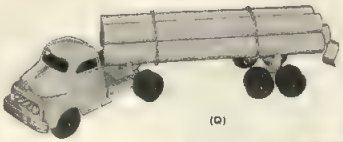

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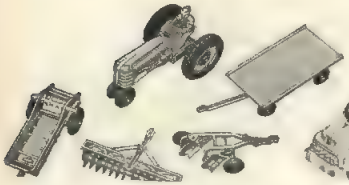

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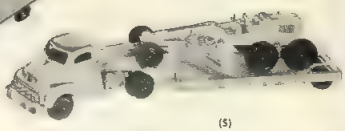

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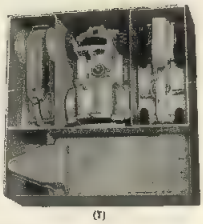


(T)

. . . FAMOUS HUBLEY REAL-LIFE DETAILED

(L) METAL TELEPHONE TRUCK—Olive green with aluminum trimming. Removable boom in rear. Crank raises or lowers rope and hook. Top of truck slides back to cover open half in rear. Complete with plastic ladder, three metal digging tools and red trailer that hooks on rear with 11" telegraph pole. Black rubber wheels—dual in rear. Length 12½".
7794A267 . . . . . **Retail $4.00**

(M) PLASTIC AUTO TRANSPORT—Red with aluminum trimming. Cab lifts off revealing detailed V-8 engine. Realistic chassis details. Complete with four plastic cars in assorted colors, which can be driven on or off trailer over removable ramp which hooks under trailer. Black rubber wheels, dual on rear of tractor. Length 13½"
78197M120 Minimum sold—2 pieces. . . . . . **Retail $1.79**

(N) PLASTIC CATTLE TRUCK—Red and yellow combination with aluminum trimming. Cab lifts off exposing detailed V-8 engine. Realistic chassis details. Rear doors swing out. Retractable trailer support. Black rubber wheels, dual on rear of tractor. Rear wheels on trailer have knee action. Lngth 12½".
78765M120 Minimum sold—2 pieces. . . . . . **Retail $1.79**

(O) METAL MOTOR EXPRESS—Cab lifts off revealing realistic motor. Side door slides open. Rear door swings out. Independently mounted rear wheels to roll over stones and obstacles. Retractable trailer support. Black rubber wheels, dual in rear. Red and green combination with aluminum trimming. Length 18".
7793A335 . . . . . **Retail $4.95**

(P) PLASTIC MOTOR EXPRESS—Cab lifts off revealing detailed V-8 engine. Realistic chassis details. Side door slides open. Rear doors swing out. Retractable trailer support. Black rubber wheels, dual on rear of tractor. Rear wheels on trailer have knee action. Red and green combination with aluminum trimming. Length 12½".
78190M120 Minimum sold—2 pieces. . . . . . **Retail $1.79**

(Q) METAL LOG TRUCK—Orange with aluminum trimming. Cab lifts off revealing motor. Realistic chassis details. Trailer carries 5 logs each 12" long. Wheels independently mounted to roll over stones or obstacles. Two chains to hold logs in place. Black rubber wheels. Length 18".
7795A267 . . . . . **Retail $4.00**

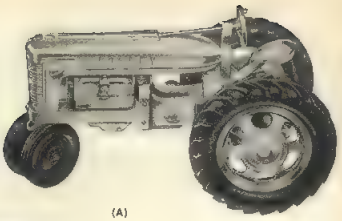
(R) FARM SET—A colorfully boxed 5-piece set consisting of 5 assorted metal and plastic farm toys; a tractor, plow, manure spreader, flat bed wagon and cultipacker. Red with aluminum and nickel trim. Rubber wheels.
7784A200 . . . . . **Retail $3.00**

3-PIECE FARM SET—Consisting of red plastic tractor, 5½" long, plastic Cultipacker and Farm Wagon with metal hitch. Not illustrated.
78192M66 Minimum sold—2 sets. . . . . . **Retail $1.00**

(S) METAL CARRYALL—An orange painted flat bed machinery carrier. Cab lifts off revealing realistic motor. Seven wheels realistically mounted on rear of trailer. Complete with 10¾" metal road scraper. Black rubber wheels. Length 19½".
7791A335 . . . . . **Retail $4.95**

(T) PLASTIC ROAD BUILDING SET—Consists of a green plastic Road Roller, 5¾" long; bright yellow plastic Road Scraper, 6¼" long; plastic Flat Bed Truck with trailer that hauls other equipment. All accurately detailed
78193M133 Minimum sold—2 sets. . . . . . **Retail $2.00**

(B)



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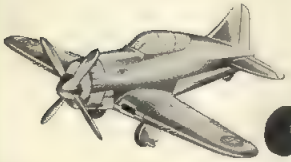

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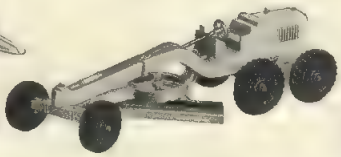

(D)

(E)

(F)

(G)

(H)

(J)

(K)

EDUCATIONAL METAL AND PLASTIC KIDDIE TOYS . . .

(A) METAL TRACTOR—Realistic engine details visible on both sides. Front wheels operated by steering wheel. Spring action driver's seat. All metal wheels with black, treaded, rubber tires. Red finish with aluminum trimming. Length 9½".

7786M133 Minimum sold—2 pieces. . . . . . **Retail $2.00**

(B) METAL TELEPHONE TRUCK—Olive green with aluminum trimming. Equipped with red trailer and telegraph pole. Aluminum finished winch and red boom. Complete with three digging tools. Rubber wheels. Length of truck 10½".

7787M120 Minimum sold—2 pieces. . . . . **Retail $1.79**

(C) METAL NAVY PLANE. Cockpit enclosed with transparent plastic bubble. Wings fold. Has retractable landing gear, rubber wheels and revolving propeller. Finished in red with aluminum trimming. Length 6½" Wing span 8¾".

7701M66 Minimum sold—2 pieces. . . . . . **Retail $1.00**

(D) METAL ROAD SCRAPER—Features adjustable scraper. Rear wheels mounted independently to roll over stones and obstacles. Front wheels operated by steering wheel. All rubber wheels. Finished in yellow with bright scraper and trimming. Length 10¾".

7738M120 Minimum sold—2 pieces. . . . . **Retail $1.79**

(E) METAL TRACTOR Realistic scale model, 7" long. Finished in red with realistic engine details. Bright aluminum trimming. Yellow plastic wheels with black rubber tires.

7729M66 Minimum sold—2 pieces . . . . . **Retail $1.00**

(F) METAL CEMENT MIXER Aluminum finished mixer drum rotates when truck moves. Red chassis. Green body. Black rubber, treaded wheels. Length 10".

7744M120 Minimum sold—2 pieces. . . . . . **Retail $1.79**

(G) METAL ROAD ROLLER—Front roller steered by lever in driver's compartment. Orange body with aluminum trimming and metal wheels. Scale model, 10" long.

7742M120 Minimum sold—2 pieces. . . . . . **Retail $1.79**

(H) METAL LUMBER TRUCK—Complete with five removable logs with chain to hold them in place. Orange finish with aluminum trimming. Rubber wheels. Length 10"

7702M66 Minimum sold—2 pieces. . . . . . **Retail $1.00**

(J) METAL DUMP TRUCK—Dump body raises when lever is thrown forward. Green chassis with red dump. Aluminum trimming and black rubber treaded wheels. Length 9½"

7785M66 Minimum sold—2 pieces . . . . . **Retail $1.00**

(K) METAL TOW TRUCK—Finished in bright red with aluminum finished winch and boom. Black rubber treaded wheels. Length 9¾".

7703M66 Minimum sold—2 pieces. . . . . . **Retail $1.00**

IRWIN'S TREMENDOUS $1,000,000

OVER 100 GREAT NEW ITEMS!

- METAL TOYS
- ORIGINAL MECHANICAL TOYS
- QUALITY TEA SETS
- WATER PISTOLS AND RIFLES
- EASTER NOVELTIES
- ACTION PINWHEELS
- SAND PAILS and SETS
- SAIL and MOTOR BOATS
- [illegible]
- SQUEEZE-SQUEAK VINYL TOYS
- NOVEL PULL TOYS
- [illegible]
- NOVELTY and CLICKER GUNS
- COMPLETE LINE OF INFANTS
- [illegible]
- [illegible]

YOU CAN WIN A BIG PRIZE IN IRWIN'S "NAME-THE-DOLL" CONTEST

Get Details and Your Free Entry Blank at IRWIN, Penthouse Suite 1463, 200 5th Ave., N. Y. C.

IRWIN

[illegible]

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- EASTER NOVELTIES
- ACTION PINWHEELS
- SAND PAILS and SETS
- SAIL and MOTOR BOATS
- [illegible]
- SQUEEZE-SQUEAK VINYL TOYS
- NOVEL PULL TOYS
- ATTRACTIVE XMAS [illegible]
- NOVELTY and CLICKER GUNS
- COMPLETE LINE OF INFANTS and BABY ITEMS
- [illegible]

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IRWIN

[illegible]

DEVELOPMENT PROGRAM for '54!

SEE

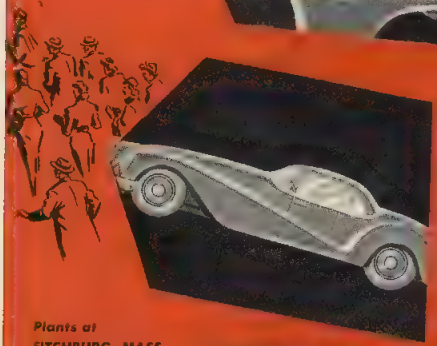
("Drop 'em . . . Send 'em . . . Twist 'em). . . IRWIN Designers are the originators of this new idea in Polyethylene Plastic Toys that are as attractive as they are indestructible!

SEE

Lead by this De Luxe Sailing Yacht Advertised in

LIFE

for Summer Promotion



SEE

A wonderfully complete range of Die Cast Toys built stronger to last longer!

Plants at
FITCHBURG, MASS.
LEOMINSTER, MASS.
NASHUA, N. H.

IRWIN CORPORATION
FITCHBURG, MASSACHUSETTS
NEW YORK SHOWROOMS: 200 FIFTH AVENUE • PENTHOUSE SUITE 1463

IRWIN'S TREMENDOUS $1,000,000

OVER 100 GREAT NEW ITEMS!

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- COMPLETE LINE OF INFANTS and BABY ITEMS
- AND MANY MORE INDIVIDUAL CREATIONS

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IRWIN

DEVELOPMENT PROGRAM for '54!

SEE the big new [illegible]

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[illegible]

IRWIN CORPORATION
FITCHBURG, MASSACHUSETTS
NEW YORK SHOWROOMS: 200 FIFTH AVENUE • PENTHOUSE SUITE 1463

symbol of sales volume and profit for YOU

Since 1915!

No. 9
PAL

Single-shot, especially designed for the little fellow's first cap pistol. Exclusive special feature is that it will receive but one cap at a time . . . no overloading.

No. 407
BUCK

Single-shot, uses Kilgore's Single Shot Caps. A large size, western-styled pistol with double hammer action.

No. 209
BRONCO

Six-shooter, uses Kilgore's Disc Mammoth Caps. Six-shooter firing action with exclusive Kilgore " swing out cylinder, and exclusive Kilgore feature of revolving cylinder.

No. 227
EAGLE

Original 6-shooter, uses Kilgore's Disc Mammoth Caps. Authentic styling with realistic 6 shooter firing action. Exclusive Kilgore feature of revolving cylinder.

No. 217
BIG HORN

Six-shooter, uses Disc Mammoth Caps Big Horn has all Kilgore 6 shooter exclusive features, but designed to sell at a popular price.

No. 5
BOBCAT

Fifty shot repeater, uses exclusive Kilgore Perforated Roll Caps Pocket sized, double-action with swingup plastic grip loading.

No. 6
MOUNTIE

Fifty shot repeater, uses Kilgore Perforated Roll Caps Faithful automatic design Safety button, as on regular automatic becomes release lever for pop-up cap magazine.

No. 4
HAWKEYE

Fifty-shot repeater, uses Kilgore Perforated Roll Caps, similar to Bobcat, but with metal grips instead of plastic.

No. 340
POCKET SQUIRT

Small but mighty! The Pocket Squirt appeals to youngsters because of the "surprise" element.

No. 345
SPACE SQUIRT

As modern as space travel. Especially designed to capitalize on the interest aroused by TV and Radio.

No. 350
WESTERN SQUIRT

As western as the wide open spaces. A good holster gun for the reliable "western" market.

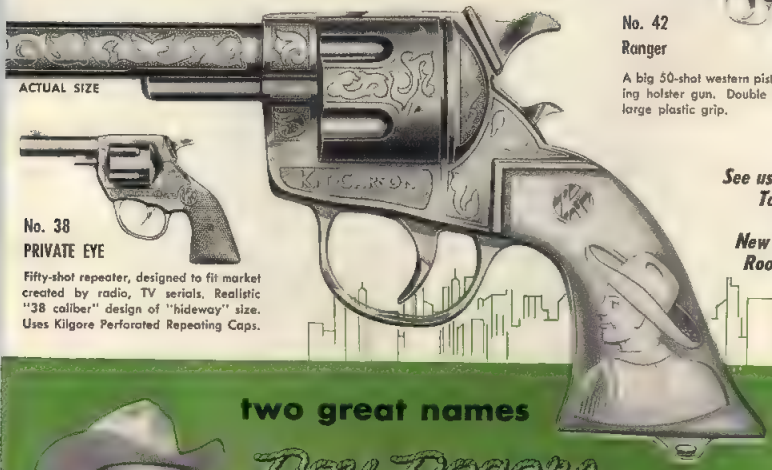
No. 40 THE NEW KIT CARSON

Handsome, realistic "western" design with tremendous "play appeal". Extra feature is lanyard holder on butt end. Fifty-shot repeater, uses Kilgore's exclusive Perforated Repeating Roll Caps.

No. 42
Ranger

A big 50-shot western pistol. Outstanding holster gun. Double action. Extra large plastic grip.

ACTUAL SIZE



No. 38
PRIVATE EYE

Fifty-shot repeater, designed to fit market created by radio, TV serials. Realistic "38 caliber" design of "hideway" size. Uses Kilgore Perforated Repeating Caps.

See us at the Toy Fair! Hotel New Yorker Room 523

two great names

Roy Rogers

and *Kilgore*

now on two great new pistols!

No. 55
Roy Rogers

All the beauty and reliability of a famous Kilgore pistol with the added sales producing feature of a Roy Rogers endorsement. 50 shot repeater with thumb operated to "half cock" when loading.

No. 66
Roy Rogers

A larger pistol than the Roy Rogers No. 55. A real western pistol recommended by the boss of Double R Bar. 50 shot repeater, uses Kilgore's exclusive Perforated Repeating Caps.

Dura-Gleam
the industry's finest finish

KILGORE HOLSTERS AND ACCESSORIES

At the Toy Fair be sure and see Kilgore's line of Polystyrene Holsters, Cuffs, Spurs and Wild West Outfits

For toy paper caps, Kilgore's a MUST

It's no idle advertising boast that for quality, Kilgore paper caps are in a class all by themselves! Kilgore makes the only really *complete* line of paper caps on the market . . . four different types to fit every market and every gun!

This "K" Means O.K

Kilgore INC. WESTERVILLE, OHIO U.S.A.

New York Office Room 731 Fifth Ave.
Chicago Office Room 14 102 Mdse. Mart

symbol of sales volume and profit for YOU

Since 1915!

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PAL

Single-shot, especially designed for the little fellow's first cap pistol. Exclusive special feature is that it will receive but one cap at a time . . . no overloading.

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BRONCO

Six shooter, uses Kilgore's Disc Mammoth Caps. Six-shooter firing action with exclusive Kilgore "swing out" cylinder, and exclusive Kilgore feature of revolving cylinder.

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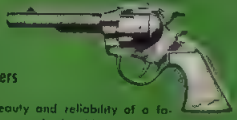

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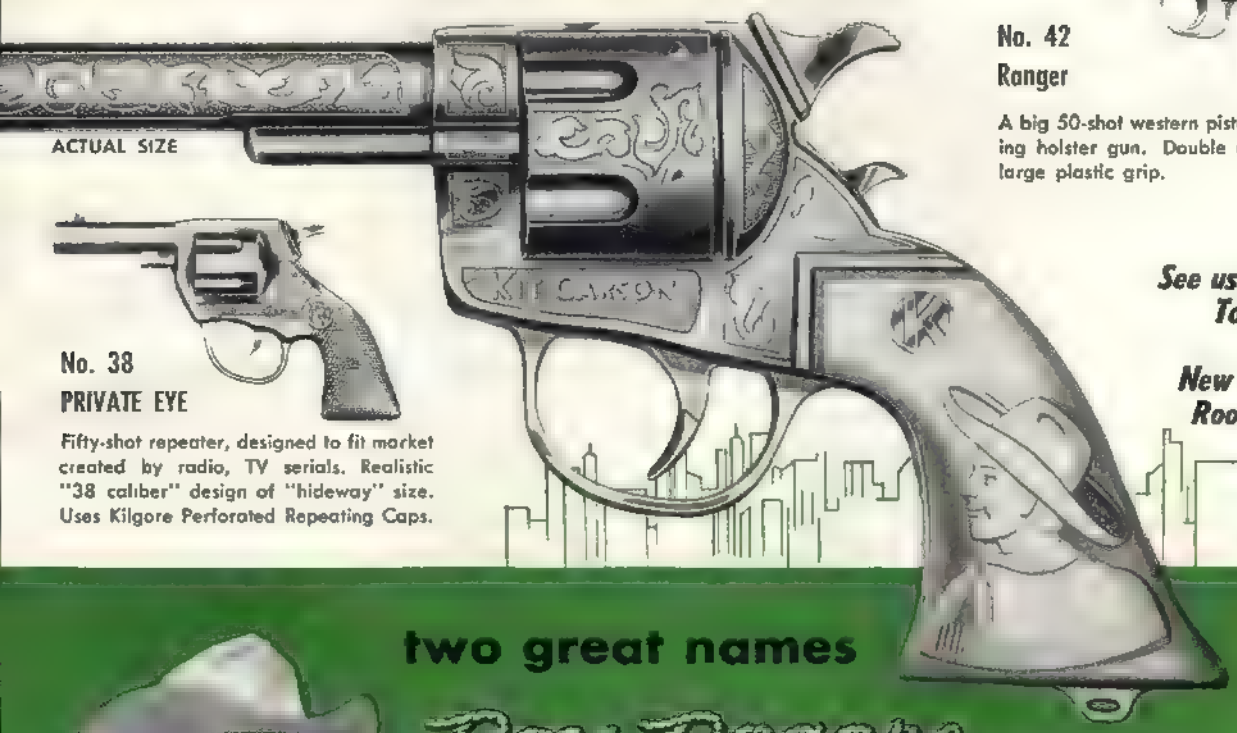


ACTUAL SIZE

No. 42
Ranger

A big 50-shot western pistol. Outstanding holster gun. Double action. Extra large plastic grip.

No. 38
PRIVATE EYE

Fifty-shot repeater, designed to fit market created by radio, TV serials. Realistic "38 caliber" design of "hideway" size. Uses Kilgore Perforated Repeating Caps.

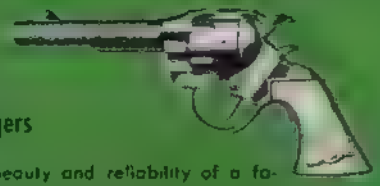
See us at the Toy Fair! Hotel New Yorker Room 523

two great names

Roy Rogers

and *Kilgore*

now on two great new pistols!



No. 55
Roy Rogers

All the beauty and reliability of a famous Kilgore pistol with the added sales-producing feature of a Roy Rogers endorsement. 50 shot repeater with thumb operated to "half cock" when loading

No. 66
Roy Rogers

A larger pistol than the Roy Rogers No. 55. A real western pistol recommended by the boss of Double R. Bar. 50 shot repeater, uses Kilgore's exclusive Perforated Repeating Caps.

Dura-Gleam
the industry's finest finish

KILGORE HOLSTERS AND ACCESSORIES

At the Toy Fair be sure and see Kilgore's line of Polystyrene Holsters, Cuffs, Spurs and Wild West Outfits.

For toy paper caps, Kilgore's a MUST

It's no idle advertising boast that for quality, Kilgore paper caps are in a class all by themselves! Kilgore makes the only really *complete* line of paper caps on the market . . . four different types to fit every market and every gun!

This "K" Means O.K

Kilgore INC.

WESTERVILLE, OHIO U.S.A.

New York Office Room 751 Fifth Ave. Bldg.

Chicago Office Room 14-102 Mdse. Mart

SEMI-PORCELAIN DINNERWARE

NATIONALLY ADVERTISED

The preference of modern hostesses

Lovely patterns in gay colors to meet the approval of the most discriminating hostess. Only the finest filtered clay is used, expertly glazed and fired to assure a lasting, scratch-proof beauty. Designed by today's foremost designers, in breath-taking beauty to please any homemaker. Explain to your customers how the semi-porcelain base is non-porous, easy to clean—won't scratch, chip or craze. Knowles dinnerware has the benefit of years of national advertising, plus a reputation for distinctive quality which makes it easier to sell.

FORSYTHIA PATTERN

A gracious and simple pattern yet pretty and dressy. Dainty bell-like, yellow blossoms intermingled with graceful green leaves emphasize the chaste simplicity of the new "Accent" shape. Edges are rimmed with thin bands of 22K gold trim. Expert overglaze brings out the beautiful colorings and assures lasting scratchproof beauty

35-Piece Set

No. 4920. Shipping weight 22½ lbs. List $16.95. Dealer's, per set $10.85. Lots of 3 sets, ea..... **10.15**

55-Piece Set

No. 4921. Shipping weight 35 lbs. List $26.95. Dealer's, per set $16.95. Lots of 3 sets, ea..... **15.85**

96-Piece Set

No. 4922. Shipping weight 65 lbs. List $49.95. Dealer's, per set $30.60. Lots of 3 sets, ea..... **28.65**

GRAPEVINE PATTERN

As fresh and appealing as a spring day in the country. Beautifully illustrated silver and green leaves resting against a clean, uncluttered background. Suitable for both modern or period motif. Your customers will love this grapevine pattern, not only for its beauty but because it blends so well with either white or colored tablecloths. In popular new "Accent" shape.

35-Piece Set

No. 4935. Shipping weight 22½ lbs. List $17.95. Dealer's, per set $11.10. Lots of 3 sets, ea..... **10.40**

55-Piece Set

No. 4936. Shipping weight 35 lbs. List $27.50. Dealer's, per set $17.40. Lots of 3 sets, ea..... **16.25**

96-Piece Set

No. 4937. Shipping weight 65 lbs. List $49.95. Dealer's, per set $31.60. Lots of 3 sets, ea..... **29.55**

PASADENA PATTERN

A strikingly smart pattern which has already established itself as one of universal appeal. Makes every meal a colorful, gala occasion. Hand-painted in Dark Green and cheerful Chartreuse criss-cross stripes in colorful plaids. Expert glaze assures lasting beauty and guarantees against crazing, acids and detergents. New "Accent" shape.

35-Piece Set

No. 4938. Shipping weight 22½ lbs. List $20.95. Dealer's, per set $13.45. Lots of 3 sets, ea..... **12.60**

55-Piece Set

No. 4939. Shipping weight 35 lbs. List $32.95. Dealer's, per set $21.05. Lots of 3 sets, ea..... **19.70**

96-Piece Set

No. 4940. Shipping weight 65 lbs. List $59.95. Dealer's, per set $38.40. Lots of 3 sets, each..... **35.90**

CITATION MODERN

A thrillingly popular set with the budget-minded young moderns. Comes in assorted solid colors, as follows: Walnut Brown, Driftwood Grey, Chartreuse and Hemlock Green. Choice of 20-piece Starter Set (4 dinner plates, 4 bread and butters, 4 fruit dishes, 4 cups, 4 saucers), 7-piece Completer Set (7" nappy, 9" dish, sugar and creamer, salt and pepper shakers) and 55-piece Dinner Set. In new "Accent" shape.

20-Piece Starter Set

No. 5700. Shipping weight 11 lbs. List $6.95. Dealer's, per set $4.50. Lots of 3 sets, ea..... **4.25**

7-Piece Completer Set

No. 5701. Shipping weight 8 lbs. List $6.95. Dealer's, per set $4.05. Lots of 3 sets, ea. **3.80**

55-Piece Dinner Set

No. 4944. Shipping weight 35 lbs. List $22.95. Dealer's, per set $14.90. Lots of 3 sets, ea. **13.90**

CONTENTS of DINNERWARE SETS

35-Pc. Service for Six

6—10" dinner plates
6 cups 6 saucers
6 bread and butter plates
6 fruit dishes
Platter, Vegetable dish
Covered sugar, Creamer

55-Pc. Service for Eight

8—10" dinner plates
8 cups 8 saucers
8 bread and butter plates
8 soup plates, 8 fruit dishes
Platter, Vegetable dish
Covered sugar, Creamer
Salt and Pepper Shakers

96-Pc. Service for Twelve

12—10" dinner plates 12 cups
12 fruit dishes 12 saucers
12 salad dishes 12 soup plates
12 bread and butter plates
Salt shaker, Pepper shaker, Covered Vegetable Dish, Plain Vegetable Dish, Sauce Boat, Pickle Dish, Covered Sugar, Creamer, 12" Platter, 10" Platter

BUTTERCUP PATTERN

Sprays of buttercups among leaves of fresh, crisp green. In designing Buttercup, Knowles' designers have captured all the beauty and life of these lovely flowers yet retained the dignity and elegance required to make this dinnerware set worthy of your customers' most important occasions. Still, it is moderately priced to sell in volume. In popular "Regent" shape.

35-Piece Set

No. 4932. Shipping weight 22½ lbs. List $19.95. Dealer's, per set $12.50. Lots of 3 sets, ea..... **11.70**

55-Piece Set

No. 4933. Shipping weight 35 lbs. List $29.95. Dealer's, per set $19.20. Lots of 3 sets, ea..... **17.95**

96-Piece Set

No. 4934. Shipping weight 65 lbs. List $55.95. Dealer's, per set $35.55. Lots of 3 sets, ea..... **33.25**

GOLDEN DRESDEN PATTERN

A set with traditional elegance embossed china with the famous Williamsburg shape. Genuine 22K gold scrolls, medallions and rim lines give a rich note of lustrous beauty. The delicate Floral Spray pattern is adapted from expensive imported china. (96-pc set includes a covered coffee pot in place of covered vegetable dish.)

35-Piece Set

No. 4941. Shipping weight 22½ lbs. List $19.95. Dealer's, per set $12.45. Lots of 3 sets, ea..... **11.65**

55-Piece Set

No. 4942. Shipping weight 35 lbs. List $30.95. Dealer's, per set $19.95. Lots of 3 sets, ea... **18.25**

96-Piece Set

No. 4943. Shipping weight 65 lbs. List $56.95. Dealer's, per set $36.70. Lots of 3 sets, ea. **34.20**

Fine American Dinnerware by Knowles

FORSYTHIA

PASADENA

GRAPEVINE

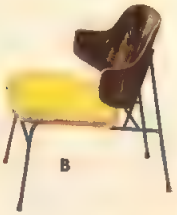
CITATION MODERN

BUTTERCUP

GOLDEN DRESDEN

A

B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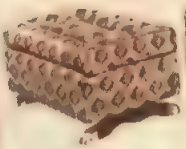

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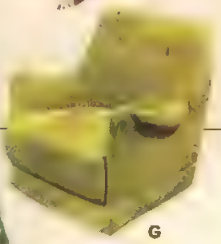
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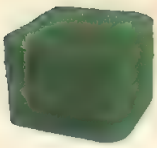
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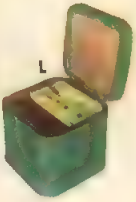
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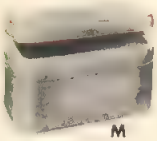
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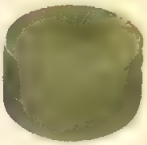
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(A) 8531YF2590 Fiberglas, Barrel Wing Chair *$36.95*

A modern-styled barrel wing chair constructed of the new Owens-Corning Fiberglas reinforced plastic. Combines light weight with exceptional strength and resistance to scratching or cracking. Frame of cross braced, ebony finished tempered steel with plastic swivel glides on feet. The body of the chair is available in your choice of the following "molded-in" colors: Gun Metal Gray, Chocolate, Lime, Flame Red, Forest Green, Beige or Parchment. W. 28 in., D. 27 in., H. 30½ in. Shpg. wt. 20 lbs. F.O.B. Massachusetts.

(B) KOFOD-LARSEN CHAIR OR ROCKER

8532YF4195 Pair of Matching Chairs *$59.95 per pair*
8533YF5530 Pair of Matching Rockers *79.00 per pair*

Sold in pairs only. F.O.B. Massachusetts.
From an exclusive design by Denmark's celebrated interpreter of contemporary decor—this chair incorporates luxurious styling and delightful comfort. 9-ply moulded plywood backs finished to a silken smooth surface by master Danish craftsmen. Foam rubber seat upholstered in a rich tweed fabric. Ebony metal frame rigidly welded for extra strength. Chair backs in either Wheat or Walnut finish. Rocker has Wheat runners. Wheat back available with seat covering in Natural, Green, Red or Brown tweed. Walnut back available with seat covering in Natural, Yellow, Persimmon or Olive tweed. H. 29 in., W. 22 in., D. 24 in. Shpg. wt. 60 lbs. per pair.

ROYAL REST ROCKERS

Deluxe platform rockers. Full spring construction, carefully upholstered in fine quality tapestry or figured mohair frieze. Tapestry colors are Gray, Beige, Sage Green, Black or Wine. The mohair frieze is available in Forest Green, Red, Gray or Beige. Shpg. wt. rockers 75 lbs., ottomans 25 lbs. F.O.B. North Carolina.

(C) FOAM CUSHIONED PLATFORM ROCKER

8534YF4990 Tapestry *$71.50*
8535YF5395 Mohair Frieze *72.50*

An open arm platform rocker with foam rubber seat cushion. Solid mahogany knuckle grip and upright. W. 29 in., D. 36 in., H. 37 in. (For ottoman see D below.)

(D) FOAM CUSHIONED ROCKER AND OTTOMAN

8536YF5930 Rocker in Tapestry *$84.95*
8537YF6315 Rocker in Mohair Frieze *89.95*
8538YF1650 Ottoman in Tapestry *23.50*
8539YF1790 Ottoman in Mohair Frieze *25.95*

Solid mahogany goose neck hand rests and base with brass tipped claws. For your extra comfort a foam rubber seat cushion has been added to this graceful chair. Hand lock converts rocker to stationary lounge chair. Chair: W. 30 in., D. 37 in., H. 37 in. Ottoman: W. 17 in., L. 23 in., H. 14 in.

(E) CHANNEL BACK CHAIR

8540YF6650 Swivel Chair *$95.00*
8541YF6055 Straight Chair *86.75*

Smartly styled, comfortable chair. Either swivel or regular construction. Choice of Blonde or regular Mahogany finished legs *(specify choice)*. Base fringe and cushion edging included. Illustrated in a fine quality, metallic thread tweed in your choice of Chartreuse with Brown, Lipstick Red with Beige, Brown with Tan, Green with Beige or Black with Gold. W. 25 in., H. 30 in., Seat 20 x 25 in. Shpg. wt. 60 lbs. F.O.B. Wisconsin.

(F) SLEEP CHAIR

8542YF4270 Modern Tweed Fabric *$59.95*
8543YF3605 Floral Patterned Chintz or Cotton *49.95*

A chair that converts to a full length single bed with a flip of the finger. Attractively styled, the full innerspring construction provides wonderful sleeping comfort. Modern chair has hardwood legs in rich, wheat finish. Upholstered in a fine quality tweed in your choice of Lipstick Red, Medium Green or Black. The traditional styled chair has a deep, double valance and is available in either a multi-color chintz or multi-color cotton fabric with choice of Deep Green or Lipstick Red trim. *Specify style and color desired.* Size when open 27 x 74 in. Shpg. wt. 80 lbs. Shipped F.O.B. New York City.

HOME Furnishings

Description of merchandise on facing page

Use separate order form for merchandise shipped direct from factory (YF stock numbers)

Allow approximately 4-6 weeks to make shipment F.O.B. factory as indicated

Specify color and fabric desired where applicable
Upholstered furniture is covered to your special order

(G) 8544YF8270 Swivel Lounge Chair *$118.00*

A luxurious lounge chair on a swivel base that permits you to turn in any direction. The perfect adjunct to television viewing. Upholstered in a long wearing, nubby textured fabric in your choice of Forest Green, Persimmon, Bright Red, Olive Green, Charcoal, Chartreuse, Brown or Natural. W. 31 in., D. 28 in., H. 29 in. Shpg. wt. 76 lbs. F.O.B. Massachusetts.

Hassocks are shipped F.O.B. Virginia.

(H) 8545YF1530 Foam Rubber—Cotton Top Hassock *$21.95*

A square hassock covered in a heavy gauge, nubby textured plastic in your choice of Raspberry Red, Dark Green, Aqua, Chartreuse or Cocoa. Foam rubber and cotton top. 24 in. square, H. 16 in. Shpg. wt. 45 lbs.

(K) 8546YF1290 Pillow-Top Hassock *$19.50*

Foam rubber and cotton make this pillow type hassock extra comfortable. Covered in a heavy gauge, nubby textured plastic in your choice of Raspberry Red, Dark Green, Aqua, Chartreuse or Cocoa. W. 20 in., D. 20 in., H. 16½ in. Shpg. wt. 35 lbs.

(L) 8547YF1225 "Liftalid" Hassock with Utility Tray *$18.95*

A removable sliding utility tray with 11 partitions, provides an ideal spot for your sewing equipment. Cotton and tuflex top for extra comfort. Spacious storage compartment. Colorful plastic in choice of Green, Blue, Ivory, Red, Gray or Chartreuse. (Sewing equipment not included.) D. 16½ in., L. 16½ in., H. 16 in. Shpg. wt. 12 lbs.

(M) 8548YF1560 "Liftalid" Hassock *$22.50*

Here is a hassock that combines beauty, durability and utility. The "LIFTALID" has a fluffed cotton and tuflex top which makes a comfortable additional seat for your television company. Lift the lid and you have storage space for those odds and ends which you like to have conveniently handy. Covered in sturdy, colorful plastic. Self welting. Available in Green, Blue, Red, Ivory, Gray or Chartreuse. D. 15 in., L. 27 in., H. 17½ in. Shpg. wt. 16 lbs.

(N) 8549YF990 Round Hassock *$14.50*

Attractively styled with self welting and self covered center button. Fine quality tweed type plastic in choice of Green, Bright Red, Off White, Gray, Chartreuse or Cocoa. Pattern is flecked with Gold and Black. Diam. 24 in., H. 13 in. Shpg. wt. 32 lbs.

*27,000,000

see "Living Picture Books"

PRINCIPAL TV STATIONS IN YOUR LOCAL TRADING AREAS...YOUR CHILDREN'S FAVORITE PROGRAMS...will carry the story of...

"LIVING PICTURE BOOKS"

in addition, "LIVING PICTURE BOOKS" will be advertised in leading consumer magazines!

"Living Picture Books"

...a whole new world in animated story-book form!

VISUAL EDUCATION AT ITS BEST!

640 ANIMATED PICTURES IN EACH BOOK!

A PRICELESS GIFT TODAY, A CHERISHED POSSESSION TOMORROW!

[illegible] PICTURES...

incomparable and ageless in charm...

[illegible]

"Living Picture Books" from $1.00 EACH FAIR TRADED

Enter Walt Disney's Character Merchandise "Lucky Number Drawing" • Win an R.C.A. Victor Color Television Set!

*Compilation of total audience in principal national trading areas.

CHILDREN will on Television in 1954!

DEALER DISPLAYS...

display holds complete assortment of "LIVING PICTURE BOOKS" and 3 Starter Sets (ample storage space inside for additional merchandise).

AUTHORIZED DEALER

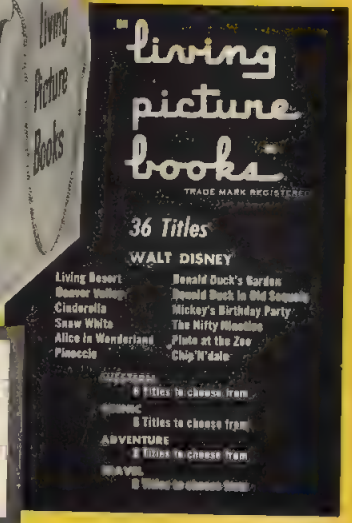
Decals for immediate identification

EXCLUSIVE JOBBERS in Principal Cities

"LIVING PICTURE BOOKS"

...the staple you have been dreaming of!

FOR VOLUME SALES, TODAY, TOMORROW... *for years to come!*



Glenn **BEVER** • *Bob* **McCLELLAND**

Sole Sales Agents

1256 West Seventh Street, Los Angeles 17, California

Illustrated actual size

MARVELLA PEARLS*

*Simulated pearls with a lustrous beauty equalled only in Nature's own . . . each satiny pearl approaches perfection in its deep-sea iridescence . . . truly a gift magnificent.

MARVELLA EVENING STAR . . . so lustrous, so beautiful, the closest to Orientals ever created by man! Each strand is graduated with a knot between each bead. 10K White Gold filigree safety clasp set with 2/100 diamond. Jewel case gift box of Dawn Blue simulated leather, black velvet lined, has satin lined lift-out tray.

166-603 A1750 Single Strand; 18" long **$35.00**
166-611 A2500 Double Strand; 16 and 17" long **50.00**
166-629 A3250 Triple Strand; 16, 17 and 18" long **65.00**

MARVELLA VENUS . . . lovely simulated pearls, graduated from dainty seed-pearl size to larger center pearls, carefully matched for luster and quality. Charming Sterling Silver filigree clasp. American Beauty velvet gift box lined in white rayon satin.

166-637 A250 Single Strand; 18" long **$5.00**
166-645 A425 Double Strand; 16 and 17" long **8.50**
166-652 A562 Triple Strand; 16, 17 and 18" long **11.25**

MARVELLA CELESTIAL . . each lovely strand is matched and graduated with craftsmanlike care. Single strand is knotted between each bead . . . double and triple strands are not knotted. Gift boxed in imported French Brocade covered, seashell designed case, with Rosy Pink rayon satin lining.

166-660 A675 Single Strand; 18" long, Sterling clasp . . . **$16.50**
166-678 A975 Double Strand; 16, 17", Rhinestone clasp . . **25.00**
166-686 A1350 Triple Strand; 16, 17, 18", Rhinestone clasp. **33.00**

MARVELLA NATURELLE . . simulating the natural beauty of real pearls, so demurely feminine with low-cut necklines, so subtly sophisticated with a simple dark frock. Single strand, 17" length, has rhinestone set, sterling safety clasp; double strand of 16 and 17" lengths, has large sterling clasp set with rhinestones.

166-694 A450 Single strand; gift boxed **$9.00**
166-702 A750 Double strand; gift boxed **15.00**

Pearl® Bracelet by Marvella . . . with three rows of medium-sized matched pearls* of shimmering luster. Beautiful bow-knot designed safety clasp is completely set with sparkling round rhinestones and a gleaming baguette in the center. Such a versatile addition to your jewel wardrobe, you'll wear it for daytime smartness and evening glamor the year 'round. 7¼" long. Gift boxed.

166-728 A415 Bracelet. Retail Price **$8.25**

Marvella 4-Row Pearl® Bracelet . . elaborate tulip-and-bow design safety clasp (measures 1½" in itself), completely studded with sparkling rhinestones, enhances the lustrous beauty of the creamy white pearls*. A glamorous accessory for every costume you own, from basic darks to your favorite formal. Wear it over your glove for a perfectly stunning, eye-catching effect! Gift boxed.

166-819 A565 Marvella Pearl® Bracelet, 7½" long . . . **$13.50**

Illustrated actual size

MARVELLA PEARLS*

All Marvella *simulated pearls are of equal luster for perfectly matched appearance. Carefully dipped, strung by hand . . the painstaking effort that goes into Marvella pearls* explains their elegance.

"MISS MARVELLA" PEARLS* . . . a 13" strand of small, uniform-size pearls* for a little girl to wear with her pretty party dresses . . . or a 16 inch length for the teen-ager who is grown up enough to have graduated pearls. Both have sterling silver safety clasps. Attractively gift boxed in Dove Gray plastic "treasure chest coffer" cases with lustrous white rayon satin linings.

166-736 A300 Teen-ager Strand. Retail Price **$6.00**
166-744 A200 Child's Strand. Retail Price **4.00**

MARVELLA BRAIDED CHOKER . . four rows of tiny simulated pearls, daintily braided to make a 14½" collar necklace. Set its luster against black for a spectacular effect. Stunning with high-neckline sweaters and blouses . . a lovely complement to your sheerest formal. Sterling Silver safety clasp is set with gleaming Rhinestones. Lovely velvet gift case, lined in rayon satin.

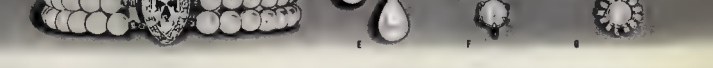
166-751 A750 Braided Choker. Retail Price **$15.00**

MARVELLA CHOKERS . . in choice of single (15"), double (15 and 15½") or triple (15, 15½ and 16") strands of creamy white simulated pearls, beautifully matched and graduated in size. A lovely compliment-catching accessory to nest snugly at the base of her throat. Sterling filigree safety clasps. Gift boxed.

166-850 A250 Single Strand Choker **$5.00**
166-868 A375 Double Strand Choker **7.50**
166-876 A500 Triple Strand Choker **10.00**

MARVELLA ADJUSTABLE . . creamy white simulated pearls in choice of 1, 2 or 3 strands that can be adjusted from 12½ to 14½". Effective worn as a choker with a basic dress, beautiful above a bare shouldered gown. Rhinestone set ends, pearl* adjusting chain.

166-884 A165 Single Strand Adjustable. Gift boxed **$3.25**
166-792 A315 Double Strand Adjustable. Gift boxed **6.25**
166-801 A400 Triple Strand Adjustable. Gift boxed **8.25**



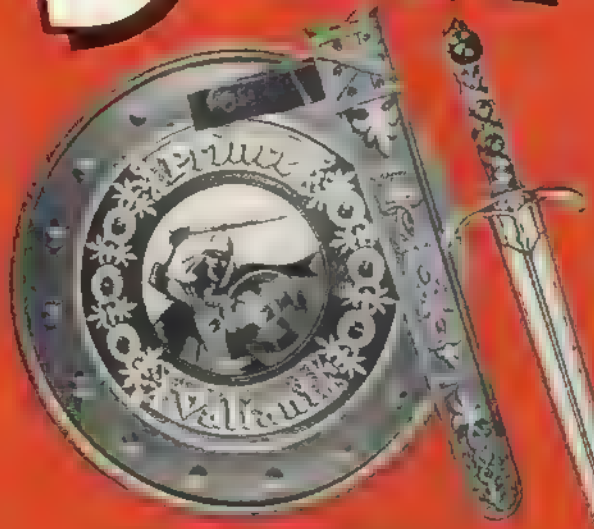
Marvella 3-Strand Bracelet . . . Lovely, lustrous simulated pearl bracelet of 3 rows of uniform size pearls. Simply stunning worn as a cuff with a simple basic dress, upon the bare arm or over a glove for evening . . for great chic, buy two to wear on each wrist. One huge marquis shaped rhinestone surrounded by 16 smaller rhinestones forms the handsome rhodium plated clasp.

166-892 A275 Bracelet, 7½" long. Gift boxed **$5.50**

Lovely Earrings by Marvella. Three stunning types; the Pendant with sterling back (screw backs) . . the Solitaire with gold-finished, Tiffany-type mounting (screw backs) . . . the Rhinestone Circled Pearl* (clip backs,) rhodium finished.

Ⓔ **166-827 A200** Pendant Earrings Gift boxed **$4.00**
Ⓕ **166-900 A250** Solitaire Earrings. Gift boxed **5.00**
Ⓖ **166-918 A225** Rhinestone Circled Earrings. Gift boxed . **4.50**

Sell by Mattel



New! **#506 "PRINCE VALIANT" SWORD, SCABBARD & SHIELD**

A beautiful, authentic reproduction. The sword every boy has always wanted. Jeweled GOLD GLO sword handle and flexible blade. Sold four colors. Sword 15" long, shield 12" diameter. Big local promotional tie-ups coming with 20th Century-Fox CinemaScope film "Prince Valiant" and the famous Sunday comic strip. Sold in stores up to $5.00 minimum. $2.98, sword and scabbard only, $1.98.

Typical of how Mattel backs up its advertising and merchandising support is the big "Bubble-O-Bill" Bubble Hat promotion this year. Not only are sales aids like display materials, sales-stimulating publicity and merchandising assistance being provided. Mattel is going all out with hard-hitting, sales-producing TV commercials in high-rated TV shows with big kid audiences! Big campaign starts this spring in Los Angeles, Dallas, Atlanta, Chicago, Cleveland, Minneapolis, St. Louis and New York, then moves into 17 other big cities. Mattel is supplying jobbers and retailers through jobbers! with merchandising kits on this TV campaign, making sure they get maximum profit from it.

New! **#421 COWBOY GE-TAR**

[illegible] and gold frets make this [illegible] minimum, $1.49

you sell

XP-1960 DREAM CAR Watch for Mattel's "Motorama" displays! Plans include beautiful [illegible] sure the kid appeal of all its toys reaches kids and their parents.

For further information about these and other Mattel toys see your jobber or write Mattel direct

See us at the Toy Fair
Hotel New Yorker, Rooms 504-505-506-507

Mattel Incorporated
5432 West 102nd Street, Los Angeles 45, California

Toys that

New! #507
METAL JACK-IN-THE-BOX

Brand new, all metal, this year
4 dramatic colors New top p
mechanism New famous
decor The staple of the toy
industry! 6¼" high Fair trade

New! #503 FARMER IN THE DELL

story of "Farmer in the Dell" as it plays the music
Strutting pose of sole material supplied free

New! #502 MATTEL XP-1960 DREAM CAR

Years ahead of competition! These beauties are constructed of Dow 475 high impact plastic, 4 times stronger than Styrene. It can really take abuse. Shiny metal body trim, diecast friction motor. 3 colors dramatic turquoise, burnt orange or yellow. Green tinted windshield. Its beauty sells it; its ruggedness keeps customers happy. 8½" long Fair trade minimum, 98¢

How Mattel helps

MATTEL INC.
TOY MAKERS

"PRINCE VALIANT" SWORD AND SHIELD Tying in with theatre promotions of 20th Century-Fox Technicolor film, "Prince Valiant," and the famous "Prince Valiant comic strip, this will be one of the biggest toy hits for '54. Mattel is really pushing this with big TV plans, theatre lobby displays, window and counter materials and publicity

FARMER IN THE DELL Rolling TV barrage on a wide front will create widest public demand for this toy. Mattel is also going all out on display materials...animated displays are now being planned. Campaign includes big national publicity coverage, store demonstrations and showmanship that will help you sell!

Toys that

New! #507
METAL JACK-IN-THE-BOX

Brand new, all metal, this year. 4 dramatic colors. New toe proof mechanism. New famous clown decor. The "staple" of the toy industry! 6¾" high. Fair trade minimum, $1.98

New! #503 FARMER IN THE DELL

Surprise action colorful musical toy that acts the story of "Farmer in the Dell" as it plays the music. Six characters pop out of the house, one by one, as you play each verse. Metal and 475 Styron plastic. Striking point of sale material supplied free. Stands 7" high. Fair trade minimum, $3.98.

New! #502 MATTEL XP-1960 DREAM CAR

Years ahead of competition! These beauties are constructed of Dow 475 high impact plastic, 4 times stronger than Styrene. It can really take abuse. Shiny metal body trim, diecast friction motor. 3 colors: dramatic turquoise, burnt orange or yellow. Green tinted windshield. Its beauty sells it; its ruggedness keeps customers happy. 8½" long. Fair trade minimum, 98¢.

How Mattel helps

MATTEL INC.
TOY MAKERS

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Sell by Mattel

New! **#306 "PRINCE VALIANT" SWORD, SCABBARD & SHIELD**

A beautiful, authentic reproduction. The sword every boy has always wanted. Jeweled, GOLD GLO sword handle and flexible blade. Safe! Four colors. Sword 18" long, shield 12" diameter. Big local promotional tie-ups coming with 20th Century-Fox CinemaScope film "Prince Valiant" and the famous Sunday comic strip! Stock up. Fair trade minimum, $2.98; sword and scabbard only, $1.98.

New! **#421 COWBOY GE-TAR**

Gold foil Western decoration and gold frets make this ever-popular Mattel best-seller even more attractive this year. Available in assorted tunes and colors. Fair trade minimum, $1.49

Typical of how Mattel backs up its advertising and merchandising support is the big "Bubble-O-Bill" Bubble Hat promotion this year. Not only are sales aids like display materials, sales stimulating publicity and merchandising assistance being provided. Mattel is going all out with hard-hitting, sales-producing TV commercials on high-rated TV shows with big kid audiences! Big campaign starts this spring in Los Angeles, Dallas, Atlanta, Chicago, Cleveland, Minneapolis, St. Louis and New York, then moves into 17 other big cities. Mattel is supplying jobbers (and retailers through jobbers) with merchandising kits on this TV campaign, making sure they get maximum profit from it.

you sell

XP-1960 DREAM CAR Watch for Mattel's "Motorama" displays! Plans include beautiful store and window materials. Mattel makes sure the kid-appeal of all its toys reaches kids and their parents.

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Mattel Incorporated
5432 West 102nd Street, Los Angeles 45, California

Toys that

New! #507
METAL JACK-IN-THE-BOX

Brand new, *all metal*, this year. 4 dramatic colors. New footprint decor. The staple of the toy industry! 6¾" high. Fair trade minimum $1.98

New! #503 **FARMER IN THE DELL**

Surprise action-packed metal toy that acts the story of Farmer in the Dell as it plays the music. Six characters pop out of the house one by one as you crank the crank. Metal and 4/5 Styrene plastic. Striking point of sale motion display free. Stands 7" high. Fair trade minimum, $2.98.

New! #502 **MATTEL XP-1960 DREAM CAR**

Years ahead of competition! These beauties are constructed of Dow 475 high impact plastic, 4 times stronger than Styrene. It can really take abuse. Shiny metal body trim, diecast friction motor. 3 colors dramatic turquoise, burnt orange or yellow. Green tinted windshield. Its beauty sells it; its ruggedness keeps customers happy. 8½" long. Fair trade minimum, 98¢

How Mattel helps

MATTEL INC.
TOY MAKERS

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Sell by Mattel

New! **#506 "PRINCE VALIANT" SWORD, SCABBARD & SHIELD**

A beautiful, authentic reproduction. The sword every boy has always wanted. Jeweled GOLD-GLO sword handle and flexible blade. Safe! Four colors. Sword 18" long; shield 12" diameter. Big local promotional tie-ups coming with 20th Century Fox CinemaScope film "Prince Valiant" and the famous Sunday comic strip! Stock up. Fair trade minimum, $2.98; sword and scabbard only, $1.98.

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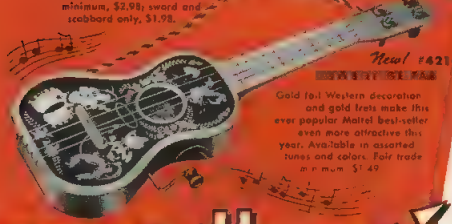

New! **#621**

[illegible]

Gold foil Western decoration and gold frets make this ever popular Mattel best-seller even more attractive this year. Available in assorted tunes and colors. Fair trade minimum $7.49

you sell

XP-1960 DREAM CAR Watch for Mattel's "Motorama" displays! Plans include beautiful store and window materials Mattel makes sure the kid-appeal of all its toys reaches kids and their parents.

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Mattel Incorporated
5432 West 102nd Street, Los Angeles 45, California

Toys that

New! #507
METAL JACK-IN-THE-BOX

Brand new, all metal, this year 4 dramatic colors New loop-prod mechanism New famous c ... decor. The "staple" of the toy industry! 6½" high. Fair trade minimum, $1.98

New! **#503 FARMER IN THE DELL**

Surprise action, colorful, musical toy that acts the story of "Farmer in the Dell" as it plays the music Six characters pop out of the house, one by one as you play each verse. Metal and 475 Styron plastic Strik ng point of sale material suppl ed free Stands 7" high Fair trade min mum, $3.98

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Years ahead of competition! These beauties are constructed of Dow 475 high impact plastic, 4 times stronger than Styrene. It can really take abuse Shiny metal body trim, diecast friction motor 3 colors dramatic turquoise burnt orange o ye ow Green t ated windshield Its beauty sells it; its ruggedness keeps customers happy. 8½" long Fair trade minimum, 98¢

How Mattel helps

MATTEL INC.
TOY MAKERS

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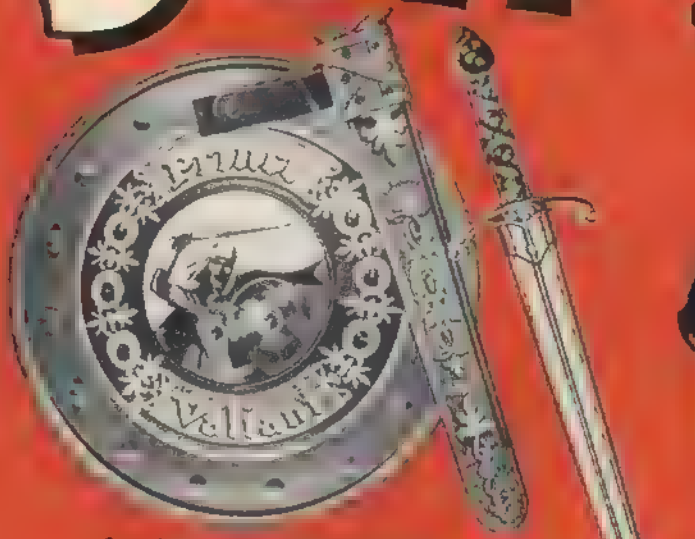

New! **#506 "PRINCE VALIANT" SWORD, SCABBARD & SHIELD**

A beautiful, authentic reproduction. The sword every boy has always wanted. Have ed. diameter. Big local promotional tie ups coming with 20th Century Fox str pl Stock up. Fair trade minimum, $2.98 (sword and scabbard only, $1.98.

New! **#421 COWBOY GE-TAR**

Gold foil Western decoration and gold frets make this ever-popular Mattel best-seller even more glittering than ever this year. Available in assorted tunes and colors. Fair trade minimum, $1.49.

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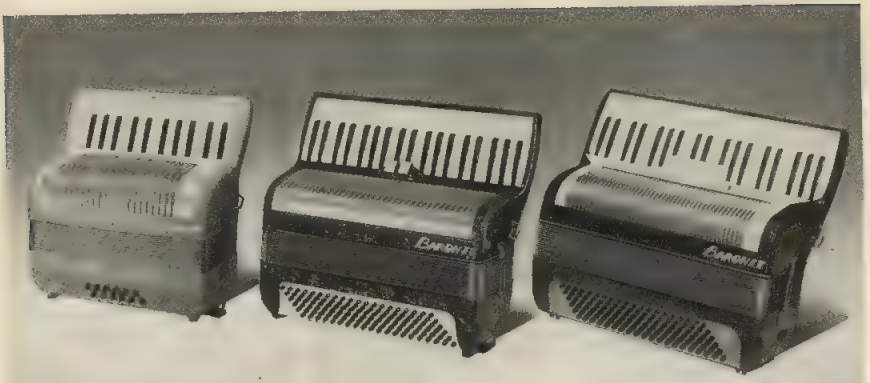
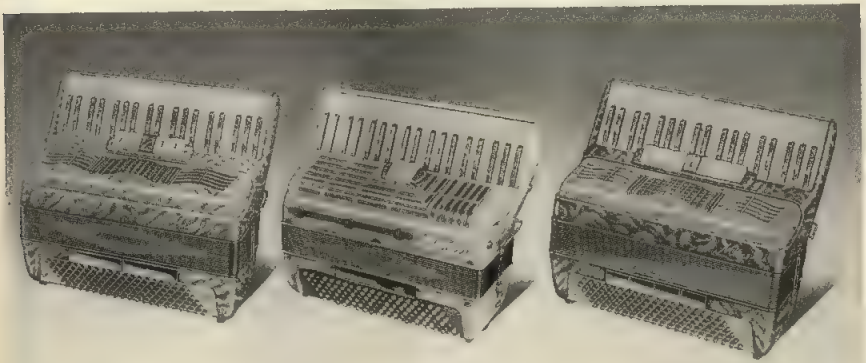


12-BASS BARONET ACCORDION — A well-built beginner's model, with 25 piano keys, 12 basses, two sets of treble reeds, 4 sets of bass reeds Comes complete in a flannel-lined Gladstone case that's easy to carry. Specify choice of white pearl, black pearl, red or mahogany pearl Economically priced to fit any pocket book Easy to handle for a beginner
375-28D4500—Accordion in case Retail $75.00

BARONET ACCORDION — 41 treble keys, 120 basses, two sets of fine quality treble reeds, four sets of bass reeds, one fully automatic treble switch. A high grade accordion at an unusually reasonable price. Comes complete in a silk plush-lined Gladstone case, covered in glazed brown alligator. An attractive accordion and one that's easy to handle.
375-29D12600—Accordion in case . Retail $210.00

120-BASS FULL ACCORDION - Portable, easily handled, but complete, this model features 41 piano keys, 120 basses, 3 sets of treble reeds. 5 sets of bass reeds, 4 treble switches, one bass switch Violin, bandoneon, harmonium, tremolo and bassoon combinations are possible. Comes complete with plush lined Gladstone case. Specify black, black pearl or white pearl.
375-31D18000—Accordion in case . Retail $300.00

Above Baronet's Are Shipped F.O.B. New York



MINELLI DELUXE 120 BASS ACCORDION — Baby grand size, a truly fine all-purpose instrument, designed to meet the exacting needs of the advanced student and professional performer Lightweight, 17 lbs., fast action keyboard, 7 tonal changes ranging from piccolo to bassoon to full orchestral effects. Seven sets of hand tuned Swedish steel reeds, 3 sets treble, 4 sets in bass Specify choice of red and white pearl, jet black and white, pearl and white pearl. Also specify second color choice. Includes leather-bound Gladstone plush-lined case and straps
377-31D22500—Accordion in case . . Retail $375.00
120-BASS ACCORDION — Same as above but weighs 21 lbs and has extra set of reeds in bass (5 sets) In jet black only.
377-32D23700—Accordion in case Retail $395.00

MINELLI PRODIGY 120-BASS ACCORDION, Miniature Size — Instrument for the young child prodigy Weighs 13¼ lbs. 41 piano keys. Has 6 sets of hand tuned Swedish steel reeds, two sets treble, four sets bass. Three tonal changes: piccolo, bassoon, bass (two voices in bass). Specify choice of white pearl and gold sparkle, white and red pearl, white and blue pearl, jet black Also specify second color choice.
377-28D15500 . . Retail $260.00

PRODIGY JR. 120 BASS ACCORDION—Same as above but has only 2 treble changes, none in bass section Red and white pearl; blue and white pearl
377-27D15000 . . . . . Retail $250.00

MINELLI CONCERT 120 BASS ACCORDION, Baby Grand Size—Designed for the accomplished accordion "artiste". Lightweight, 18 lbs. Feather touch keyboard action. Eleven tonal changes encompassing all the voices of the concert orchestra (piccolo, clarinet, oboe, violin, concertina, organ, bassoon, bass, and full concert tone. Seven sets of hand tuned Swedish steel reeds (3 sets treble, 4 sets bass). Specify choice of red and white pearl or jet black and white pearl. Price includes a feather-bound plush-lined Gladstone case and straps.
377-32D29700—Accordion in case . Retail $495.00
MINELLI CONCERT 120 BASS ACCORDION, Full Size—Same as above, but weighs 22¾ lbs., has 9 sets of reeds Jet black only
377-34D33000—Accordion in case Retail $550.00

A WRITTEN GUARANTEE BACKED BY FACTORY INCLUDED WITH EACH MINELLI ACCORDION—ALL F.O.B. OHIO

CLARINI LADIES' SIZE ACCORDION This accordion comes in a lightweight construction built to give a long life. Fine tone quality plus feather-light action on the piano keyboard. 120 bass, 41 piano keys, 3 sets of treble reeds with double aluminum panels for switch slides, 4 sets of bass reeds 5 treble automatic changes producing rich accordion tone, clarinet tone, bassoon tone, violin tone and celeste tone, one automatic chrome plated bass switch with high and low tone accompaniment. Sturdily constructed with chrome trim, bellow design and adjustable bass strap adjustor. Shipped with genuine leather padded, adjustable shoulder straps in plush-lined Gladstone case. Excise tax included. Specify jet black, white pearl or red pearl

381-3D23100—Accordion in case **Retail $385.00**

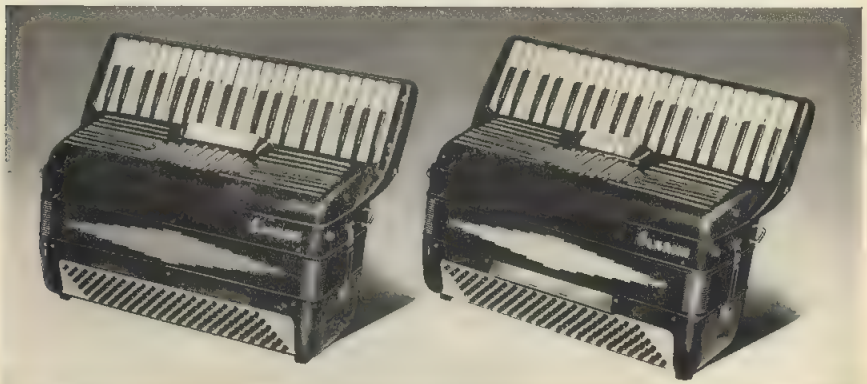
CLARINI ACCORDIONS

These instruments are made of the finest materials available, by genuine skilled Italian craftsmen who are the proud producers of the CLARINI line of piano accordions. Feel free to write us about any question you may have regarding any special model, size or color of CLARINI accordions. We also build accordions to your specifications. Send us full details of your accordion problems and we will forward you all possible information.

Accordions on this page may be seen at our Milwaukee showroom.

CLARINI CONCERT MODEL ACCORDION An exquisite model especially designed for the accomplished accordionist. Choicest materials used, feather touch key action. Rich, full tone permitting a large variety of different automatic tonal effects. 120 basses, 41 treble keys, 3 sets of treble reeds which include piccolo with double aluminum panels for switch slides. 5 sets of bass reeds. It has 7 treble individual automatic tone changes producing full accordion tone, piccolo, clarinet, viola, celeste and rich organ tone. 2 bass switches producing 2 different tonal effects for accompaniment. Double aluminum panels for switch slides. Complete with deluxe, luggage type, plush-lined case, genuine leather padded, adjustable shoulder straps, adjustable bass strap and bellow design. Specify white pearl, red pearl or jet black

381-4D27000—Accordion in case.....Retail $450.00



CLARINI 120 BASS ACCORDION Here's a very attractive, dependable and well constructed instrument which you can use with complete assurance. It has 41 piano keys, 120 basses, 2 sets of treble reeds with double aluminum panels for switch slides, four sets of brass reeds and two treble automatic changes producing accordion tone and clarinet tone. Chrome trimmed. Fine tone quality. Shipped complete with genuine leather padded adjustable shoulder straps in a plush lined Gladstone case. Excise tax is included in price. Specify choice of color: red pearl, white pearl or black pearl

381-1D14700—Accordion in case . Retail $245.00

CLARINI STANDARD DE LUXE MODEL Attractively designed and well constructed at an unusually low price. It has 41 piano keys, 120 basses, two sets of treble reeds with double aluminum panels for switch slides, four sets of bass reeds, 3 treble individual automatic switches producing accordion tone, clarinet tone and bassoon tone plus one automatic bass switch with high and low accompaniment. Shipped with genuine leather padded, adjustable shoulder straps in plush-lined Gladstone case. Excise tax included in price. Specify choice of color: jet black, red pearl, white pearl, or black pearl

381-2D16800—Accordion in case . .....Retail $280.00

THE NEW
GEORGIAN GADROON* DESIGN
Community
THE FINEST SILVERPLATE

GEORGIAN GADROON TEA AND COFFEE SERVICES

	Consumer	List
5-Piece Tea and Coffee Set (Tea, Coffee, Sugar, Cream, Waste—Illustrated Above)	$125.00	$150.00
4-Piece Tea and Coffee Set (Tea, Coffee, Sugar, Cream)	115.00	138 00
3-Piece Tea Set (Tea, Sugar, Cream)	75.00	90 00
3-Piece Coffee Set (Coffee, Sugar, Cream)	75.00	90.00

GEORGIAN GADROON INDIVIDUAL ITEMS

Tea Pot, Capacity 7 Cups	$ 40.00	$ 48 00
Coffee Pot, Capacity 9 Cups	40.00	48.00
Sugar Bowl, with Cover	19.00	22.80
Cream Pitcher, Gold Lined	16.00	19.20
Waste Bowl, Gold Lined	10.00	12.00
Oblong Tray or Waiter, Length 22 inches (Shown above)	45.00	54 00
Oblong Tray or Waiter, Length 16 inches (Shown on next page)	25.00	30.00

GEORGIAN GADROON WATER PITCHER

Designed in the 18th Century tradition . . . ideal for serving beverages, perfect pouring lip with ice guard makes it well suited for mixing cocktails. Capacity 2 quarts

Consumer **$32.50** List $39 00

Consumer Prices Subject to Federal Tax.
All orders subject to prices prevailing at date of shipment and availability of merchandise.
The Consumer's Prices listed herein are the prescribed minimum or stipulated resale prices on Community Silverplate in all states which have enacted Fair Trade Acts.
*Trade-marks of Oneida Ltd.

THE NEW
GEORGIAN GADROON
DESIGN

Community

THE FINEST SILVERPLATE

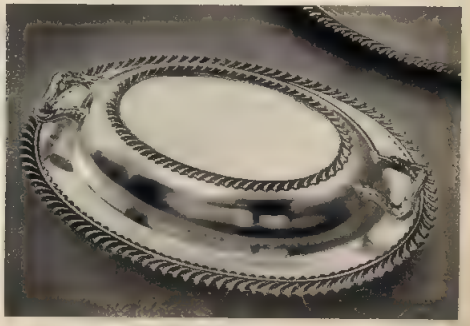
Georgian Gadroon Round Tray or Waiter (shown in upper left) . . Handy size ideal for cocktails, iced drinks, sandwiches and many other "party" uses. Diameter 15 inches.
Consumer **$22.50** List $27.00

Georgian Gadroon Bread Tray (shown in lower left) . . . Useful at every meal, ideal for bread, rolls, muffins, etc. Length 14 inches.
Consumer **$13.50** List $16.20

Georgian Gadroon Oblong Tray or Waiter (shown in upper right) . . . Useful for every serving occasion . . . tea, coffee or cocktails. Length not including handles 16 inches.
Consumer **$25.00** List . . . $30.00

Georgian Gadroon Well and Tree Platter (Footed) (shown in lower right) . . . Ideal for serving roast meats, designed to catch and drain the juices into "well." Length 18 inches.
Consumer **$29.50** List . . $35.40

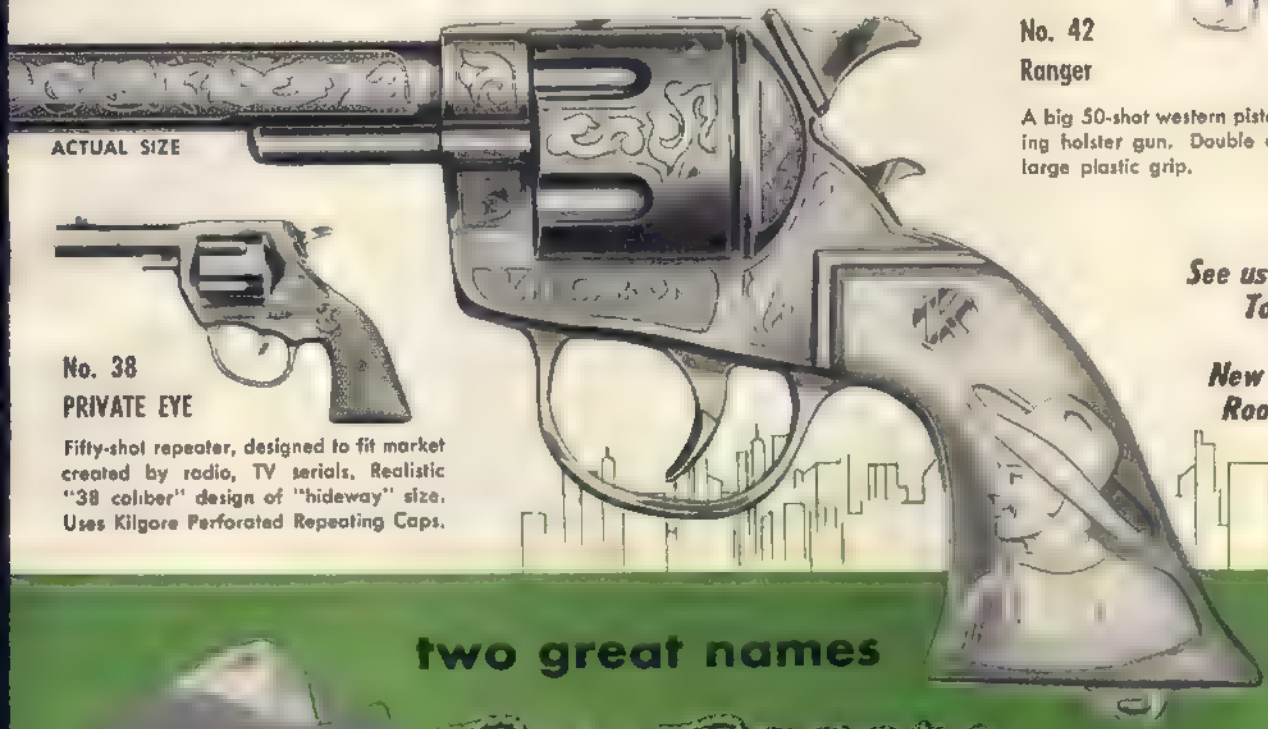
Georgian Gadroon Gravy Boat and Tray . . . For serving gravies and sauces. The Boat is supported by well designed feet. Used separately, Tray makes an excellent dish for celery, relishes, bread or rolls. Capacity 9 ounces. Length of Tray 10 inches.
Consumer . . **$22.50** List . . $27.00



Georgian Gadroon Double Vegetable Dish Use cover to keep foods warm or remove and use as additional dish. Length 12 inches, Height 3½ inches.
Without Divider, Consumer . . **$32.50** List $39.00
With Divider . . . Consumer . **$36.00** List $43.20

No. 40 THE NEW KIT CARSON

Handsome, realistic "western" design with tremendous "play appeal". Extra feature is lanyard holder on butt end. Fifty-shot repeater, uses Kilgore's exclusive Perforated Repeating Roll Caps.



No. 42
Ranger

A big 50-shot western pistol. Outstanding holster gun. Double action. Extra large plastic grip.

No. 38
PRIVATE EYE

Fifty-shot repeater, designed to fit market created by radio, TV serials. Realistic "38 caliber" design of "hideway" size. Uses Kilgore Perforated Repeating Caps.

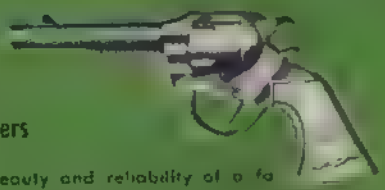
See us at the Toy Fair! Hotel New Yorker Room 523

two great names

Roy Rogers

and *Kilgore*

now on two great new pistols!



No. 55
Roy Rogers

All the beauty and reliability of a famous Kilgore pistol with the added sales producing feature of a Roy Rogers endorsement. 50 shot repeater with thumb operated to half cock when loading

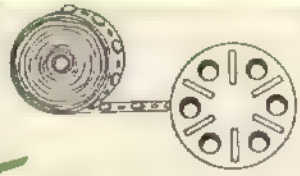
No. 66
Roy Rogers

A larger pistol than the Roy Rogers No. 55. A real western pistol recommended by the boss of Double R Ranch. 50 shot repeater, uses Kilgore's exclusive Perforated Repeating Caps

Dura-Gleam
the industry's finest finish

KILGORE HOLSTERS AND ACCESSORIES

At the Toy Fair be sure and see Kilgore's line of Polystyrene Holsters, Cuffs, Spurs and Wild West Outfits.



For toy paper caps, Kilgore's a MUST

It's no idle advertising boast that for quality, Kilgore paper caps are in a class all by themselves! Kilgore makes the only really complete line of paper caps on the market . . . four different types to fit every market and every gun!

This "K" Means O K

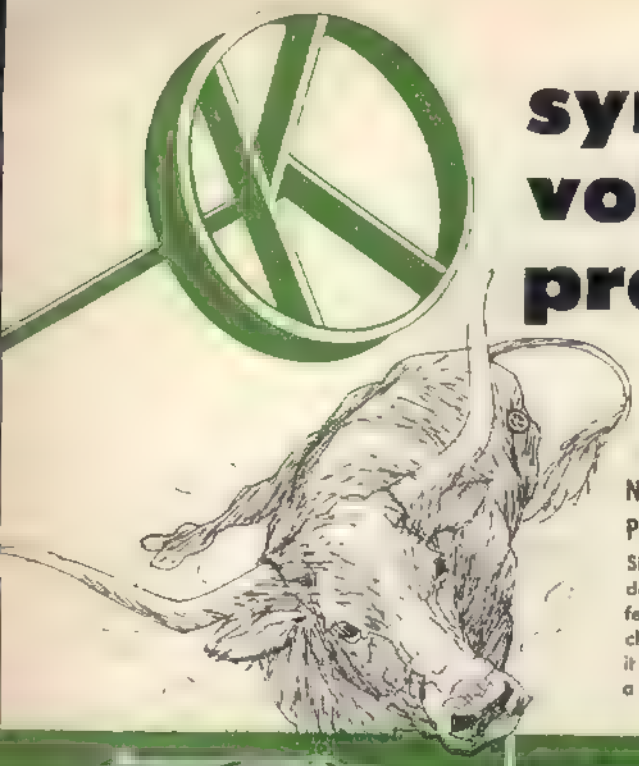
Kilgore INC. WESTERVILLE, OHIO U.S.A.

New York Office Room 751 Fifth Ave. Bldg.

Chicago Office Room 14-302 Mdse. Mart

symbol of sales volume and profit for YOU

Since 1915!



No. 9
PAL

Single-shot, especially designed for the little fellow's first cap pistol. Exclusive special feature is that it will receive but one cap at a time . . . no overloading.

No. 407
BUCK

Single-shot, uses Kilgore's Single Shot Caps. A large size, western-styled pistol with double hammer action.

No. 209
BRONCO

Six-shooter, uses Kilgore's Disc Mammoth Caps. Six-shooter firing action with exclusive Kilgore "swing out" cylinder, and exclusive Kilgore feature of revolving cylinder

No. 227
EAGLE

Original 6 shooter, uses Kilgore's Disc Mammoth Caps. Authentic styling with realistic 6 shooter firing action. Exclusive Kilgore feature of revolving cylinder

No. 217
BIG HORN

Six-shooter, uses Disc Mammoth Caps. Big Horn has all Kilgore 6 shooter exclusive features, but designed to sell at a popular price

No. 5
BOBCAT

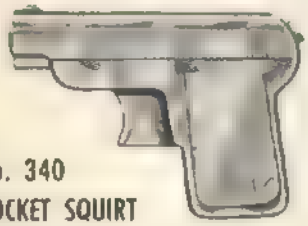
Fifty shot repeater uses exclusive Kilgore Perforated Roll Caps. Pocket sized, double action with swingup plastic grip loading

No. 6
MOUNTIE

Fifty shot repeater uses Kilgore Perforated Roll Caps. Faithful automatic design. Safety button as an regular automatic, becomes release lever for pop up cap magazine

No. 4
HAWKEYE

Fifty shot repeater, uses Kilgore Perforated Roll Caps, similar to Bobcat, but with metal grips instead of plastic.



No. 340
POCKET SQUIRT

Small but mighty! The Pocket Squirt appeals to youngsters because of the "surprise" element.

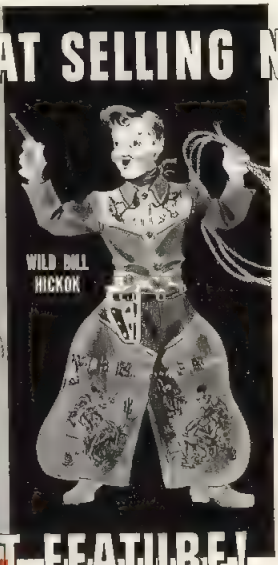
No. 345
SPACE SQUIRT

As modern as space travel. Especially designed to capitalize on the interest aroused by TV and Radio.

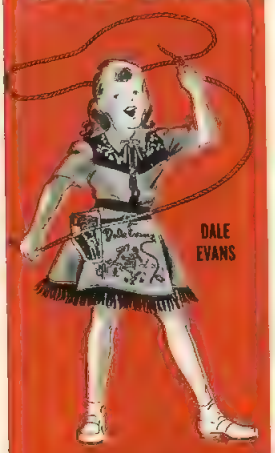
No. 350
WESTERN SQUIRT

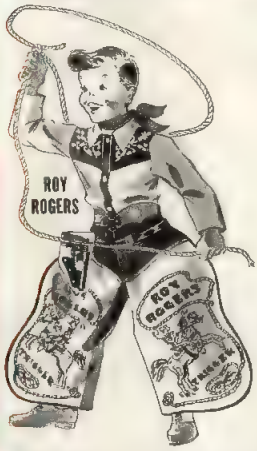
As western as the wide open spaces. A good holster gun for the reliable "western" market.

FOUR GREAT SELLING NAMES...



ONE GREAT FEATURE!





YANKIBOY

cowboy suits star

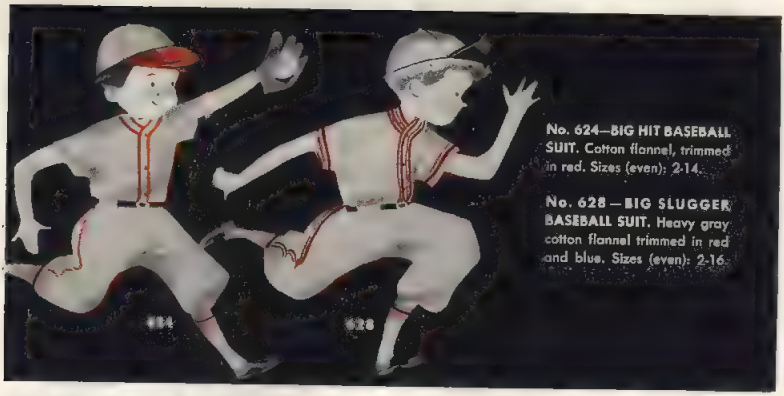
GENUINE SHIFFLI EMBROIDERED SHIRTS...

designed to bring you more sales!

Imagine! The powerful sales appeal of such outstanding cowboy names as ROY ROGERS, DALE EVANS, CISCO KID and WILD BILL HICKOK plus a feature found only in suits selling for much more—**genuine shiffli embroidery** on the colorful, eye-catching shirts!

Here's a really exciting EXTRA—appearing in almost the entire Yankiboy line—that can mean increased profits for you this year. You can't afford to overlook it—for details WRITE TODAY!

SACKMAN BROTHERS COMPANY WORNOVA MFG. CO., 200 FIFTH AVE., NEW YORK 10



No. 624—BIG HIT BASEBALL SUIT. Cotton flannel, trimmed in red. Sizes (even): 2-14.

No. 628—BIG SLUGGER BASEBALL SUIT. Heavy gray cotton flannel trimmed in red and blue. Sizes (even): 2-16.

YANKIBOY LEADS IN EVERY DEPARTMENT!

REG. U.S. PAT. OFF.

No. 626—BIG CHAMP BASEBALL SUIT. Striped cotton flannel trimmed in blue. Sizes (even): 2-14.

No. 627—GRAND-SLAM BASEBALL SUIT. Heavy cream-colored flannel, trimmed in red and blue. Sizes (even): 2-16.

Order Today!

Important extra: every YANKIBOY suit made with zipper fly.

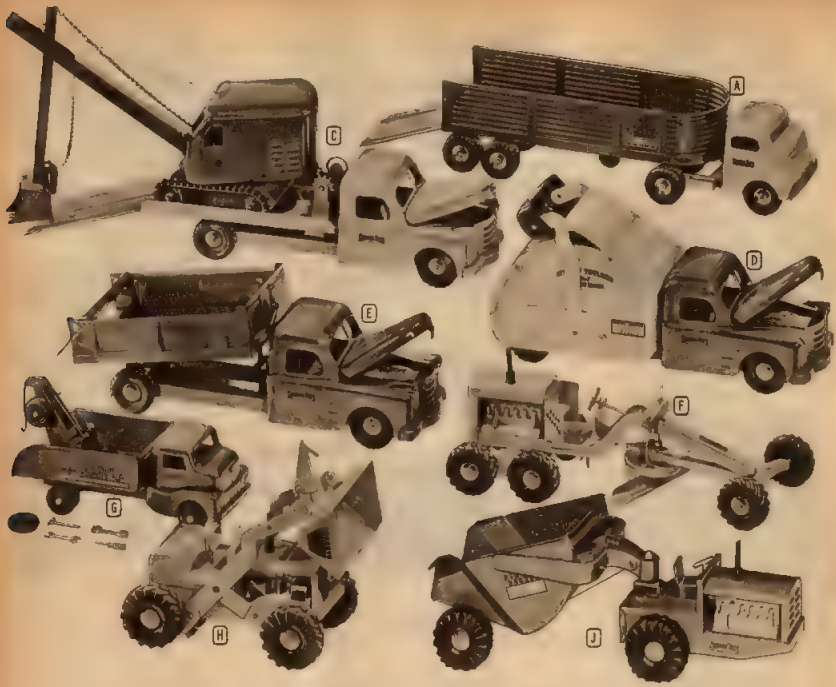
FIRST *in real major league styling . . . in sensational, low prices . . . in volume sales, bigger profits . . .*

Year after year, the reports are the same — YANKIBOY racks up *more* sales records in stores from coast to coast. One look at this great, new lineup for '54 will tell you why. It's packed with more customer-appeal than ever . . . priced to build big volume, repeat business. Cash in on this profit opportunity now, before the big baseball season gets under way.

YOU'LL WANT TO SEE OUR LINE OF *APPROVED LITTLE LEAGUE* BASEBALL SUITS, TOO!

Write for details — or visit us in our air-conditioned showrooms.

SACKMAN BROTHERS COMPANY
WORNOVA MFG. COMPANY
200 Fifth Avenue • New York 10, N.Y.



Nationally Known "Structo" Action Toys

A STEEL CARGO TRAILER. Sturdy die-cast aluminum cab and chassis, heavy-gauge steel body. Enamel finish white cab, red trailer. Retractable dolly wheels. Trailer detaches from cab. 14 rubber tires; floating tandem dual wheels in rear. Details of grille, etc. carefully carried out. *Size:* 20¾ in. long 5⅝ in. wide. *Mailable.*
48 T 1357 M—Ship. wt. 5 lbs.. . 4.49

B CATTLE TRAILER TRUCK. White cab and red trailer. Cab and chassis of durable die-cast aluminum. Body made of heavy-gauge steel, reinforced with 14-gauge steel stakes. Retractable dolly wheels. 14 rubber wheels. Floating tandem dual wheels. Rear doors open. Sturdily made, authentic reproduction of real cattle truck. *Size:* 21⅜x5⅝x7¾ in. high.
48 T 1376 M—Ship. wt. 6 lbs. 8 oz. 4.98

C MACHINERY TRUCK AND STEAM SHOVEL. Removable tail skid lowers for loading shovel, steel chain mechanism operates by hand crank. Big 21½-in. truck of heavy steel, orange enameled finish; rubber wheels, metal hubcaps. Hood raises; "Fire-ball motor." Steam shovel 15½ in. long. (Ext. to 26½ in.) blue enamel finish, endless rubber treads; cab revolves, boom raises and lowers; dumps automatically. *Mailable.*
48 W 1365 M—Ship. wt. 8 lbs. 8 oz. 6.39
48 W 1358 M—Steam Shovel only. Ship. wt. 3 lbs. 8 oz 3.59

D UTILITY TRUCK. Red and white enameled steel. Hood raises; plastic "motor." Crank raises travel bucket to dump load. Entire truck dumps by releasing lever. 21½ in. long.
48 T 1388 M—Wt. 5 lbs. 12 oz. *Mail* 4.49

STRUCTO TOYS, (A) through (J), are actual scale models of heavy motor equipment. Hoods raise and lower, parts move as on the real vehicles. These models are made of heavy-gauge steel and die-cast aluminum, reinforced for extra strength, realistically enameled, outstanding for their excellent construction, authentic appearance and realistic action.

E DUMP TRUCK. Sturdily constructed for rugged play. Made of steel with durable red enamel finish. Truck is big enough to carry a load of sand or toys. Body raises by pushing lever, tailgate opens automatically for unloading. Hood can be raised and lowered for access to plastic "motor." Truck has solid rubber tires with large metal hub caps. Equipped with shiny dummy headlights, other realistic details. Size overall: 20x5¼x6¼ in. high. Shipping weight 4 lbs. 8 oz.
48 T 1360 M—*Mailable* 2.39

F ROAD GRADER. Realistic piece of road building machinery. Well-constructed of heavy-gauge steel with bright orange baked-on enamel finish. Interesting working parts give it plenty of play value. Steering wheel controls front wheels. Scraper blade raises and lowers, tilts and rotates. Six big heavy-duty treaded rubber wheels and floating tandem rear wheels. Realistic Diesel-type "motor." Made for "rugged duty." Size: 17½ in. long, 7 in. wide.
48 T 1296 L—Wt. 5 lbs. 4 oz. 3.59

G TOW TRUCK with 4 small tools. Red finish heavy-gauge steel. Crank operated winch on boom. 6 rubber wheels plus 2 spare wheels. Wheels can be removed from axles; threaded axles with nuts. 11¾x5⅛x6 in. high.
48 W 1377—Ship. wt. 2 lbs. 8 oz. 1.79

H END LOADER. Heavy-gauge steel, orange baked-on enamel finish. Bucket raises over 10½ in. by screw-type crank. Load may be held in any position—trip lever for unloading and automatic latching of bucket. Diesel-type "motor." Extra large heavy-duty rubber wheels. 15¼x6½x8¾ in.
48 T 1375—Ship. wt. 4 lbs. 12 oz. 3.59

J STRUCTO ROCKER. A replica of the mammoth earth moving equipment used by real road builders. Sturdy construction; red enamel finish; extra large heavy duty rubber wheels; "Diesel" motor. Universal coupler connects Rocker body to tractor. Crank operated winch raises and lowers body for lifting and dumping. 20x 5½x6⅛ in. high. *Mailable.*
48 T 1395 M—Ship. wt. 5 lbs. 3.59

Real Working Models of Service Equipment

K LOAD AND DUMP TRUCK. Front scoop lifts and deposits load in dump body. Spring lever dumps load when released. Swinging tailgate. All steel, colorful enamel finish. 20½x7½x6¼ in. high.

48 T 1280 L—Ship. wt. 4 lbs. . . 2.49

L MAGNETIC CRANE TRUCK. Heavy steel platform truck with swivel hoist cab on body. Winch raises and lowers hook. Strong electro-magnet, energized by battery (not incl.) see listing under (T)), operated by switch, attracts and lifts objects up to 5 lbs. Crane lifts by either hook or magnet. 25½x6¾x13½ in. high, to top of boom. Boom 14¼ in.

48T1384M—Ship. wt. 4 lbs. 8 oz. 3.79

M AUTO TRANSPORT with two plastic autos. Hauler and trailer of heavy gauge steel in bright colors. Double deck trailer equipped with loading rails and wire stand for detaching from hauler. 22x4½x6⅝ in. high

48 T 1288 – Wt. 2 lbs. 10 oz. . . 2.19

N INTER-CITY STAKE TRUCK WITH CONTENTS. New style Cab-over-engine, steel stake truck lithographed in color. Air horns on cab, rubber wheels. Cartons in body. 17¾x6¼x5½ in. high.

48 T 1390—Ship. wt. 2 lbs. 10 oz. 1.89

P LUMAR LINES VAN TRUCK. Heavy steel truck realistically designed and decorated—air horn on cab, radiator grille, lithographed metal wheels. Cab in 1-pc. design, oversize van body. 20x6½x5⅝ in. high.

48T1345-Ship wt.2lbs.10oz. 2 79

R FIX-ALL CITIES SERVICE WRECKER. All steel truck with cab-over-engine design, spacious body, open-ended. Powerful crane operated by winch snaps in or out of body. Includes chain and large hook, air horns on cab; interchangeable rubber tires with extra; toolbox contains a set of molded tools. 21x6x8 in. high.

48 T 1389—Ship. wt. 5 lbs. . 3.79

T JEEP AND TRAILER. Jeep, 11 x5½x3⅞ in. high, has real headlights operated by switch in driver's compartment. Heavy steel with baked-on enamel finish. Bulbs incl. Battery not incl. (see below). Windshield is movable, hood raises, trailer detaches. Hard rubber wheels, spare on side. Two wheel trailer, 5¼x3½x3⅞ in. high, has long towing bar for attaching to Jeep.

48 W 1289–Wt. 3 lbs. 10 oz. 2.98

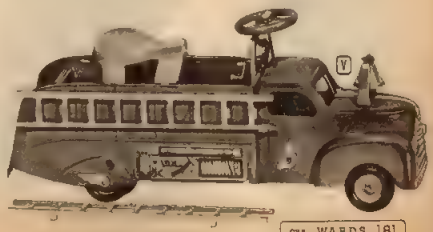
86 W 3259 X–Batteries for (L) and (T). Ship wt. 8 oz. 2 for 28c

U DOEPKE UNIT MOBILE CRANE. Authorized working model of real mobile crane, scaled to sandbox size. Design and operating detail carefully worked out. Heavy gauge steel, spot welded for durability, bright orange baked enamel finish. Its clam shell scoops up earth, swings wide on the boom, dumps its load. With cargo hook attached and ground jacks extended it lifts astonishingly heavy loads, earth as well as construction materials. All operations crank controlled from cab. Front wheels steer by tow bar; dual rear wheels all with rubber tires. Length 12 in.; boom length 19 in.

48 T 1347 M—Wt. 7 lbs. *Mail* 12.95

V RIDE 'ER FIRE TRUCK with Siren and Bell. Massive heavy-gauge steel fire truck with bright red enamel finish trimmed in contrasting color, and full equipment. Has sturdy seat on body of truck so child can sit on it and scoot around to put out "fires". Large steering wheel. Equipped with two 13¾-in. interlocking ladders which can be extended from the base of the body. Loud siren mounted on rear of cab "wails" as crank is turned and bell mounted on hood rings when truck moves. Rubber-tired metal wheels. Size overall 31⅛x7¼x13½ in. high *Mailable*.

48 T 1326 M—Ship. wt. 15 lbs. . 6.59



Brand new EXCITING TOYS

NEW TELEPHONES

0682
SPEED PHONE

Sound, action and color. Bells ring when dial is revolved.

0683-S
PLA PHONE

Sound in mouthpiece. Realistic dial action. Bright colors.

SOUNDPHONE

Sound producing device in base. Realistic spring return dial.

0685
VOICE PHONE

Deluxe and realistic Revolve dial — bells ring. Lift receiver—voice sounds.

NEW PULL TOYS

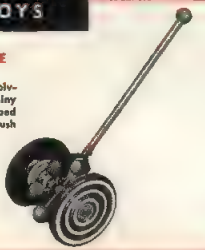
232 PONY CART CHIME

A pull toy delight for fun and galloping action. Realistic pony with loveable rider. Bells ring merrily as toy is pulled along.

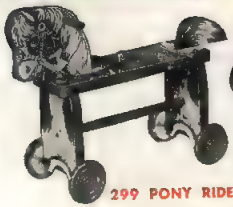
NEW PUSH TOYS

147
RAINBOW PUSH CHIME

Elegant chime assembly with revolving multi-colored balls . . . shiny musical gongs. Large colorful striped metal wheels. Sturdy hardwood push handle.



NEW RIDER TOYS



299 PONY RIDER

A popular action toy sturdily built. Plated gongs in all 4 extra strong enameled steel wheels. Realistically lithographed for indoor and outdoor use.

306 BIG HORSE RIDER WITH RUBBER TIRES

Extra large deluxe model with rubber tires. Strongly built with enameled heavy steel legs and braces. Shiny gongs ring in all four wheels. Lithographed horse's head with plated jingle bells on reins for music wherever it goes.

302 HORSE RIDER WITH RUBBER TIRES

A new rider treat with rubber tires. Plated gongs in all 4 wheels. Smartly lithographed. Built to last. A smooth ride on sidewalk or floor.

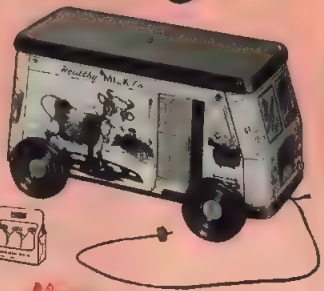
IN THE '54 GONG BELL LINE

New **SUPER MARKET CART 255**

Realistically created to look like an actual market basket on wheels. Lithographed in brilliant colors. Shiny gongs ring merrily as toy moves along. Tubular steel handle. Attractive, miniature nationally advertised food boxes included for added realism.

New **SCHOOL BUS 124**

Another wonderful newcomer to America's favorite toy line — a colorful, realistically fashioned school bus with rubber tires. Pull it, push it, or ride it. Top comes off so youngster can load it. Plenty of action and musical sound. Brightly lithographed.



New **MILK TRUCK 123**

Cuter than a real milk truck. Sliding door. Colorful, musical, fun maker for all youngsters. Brightly lithographed and rugged construction for extra fun. Three little square milk bottles and carrier included. A natural for year 'round good will.

New Gong Bell Features !

Styled and created for the entire Gong Bell line to give even greater play appeal, even greater sales appeal and greater values.

See all these exciting new Gong Bell toys at our New York Sales Office, 200 Fifth Avenue, Suite 316-318.

Year in, year out, year 'round, Gong Bell toys, the *original* bell toy line, are *big* for *little* children.

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IT'S NEW!...Sensational Hit of the Year!

The House of Dolls ... Presents for 1954

Our No. 800 "PATTY PIGTAILS" PLAYTIME SERIES

Write for catalog and prices

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Suggested Retail

$2.98

AT THE TOY FAIR
HOTEL McALPIN
ROOM No. 1026

The House of Dolls

311 N. DESPLAINES ST., CHICAGO, ILL.
phone FRanklin 2-3644

THIS RECORDING DEVICE... says "I AM PATTY PIGTAILS"

This surprise Carry-All Travel Case contains...

- 8″ Plastic Unbreakable Doll with Moving Eyes, Head, Arms and Legs.
- Dynel Wig (not saran) which can be actually curled and waved.
- Complete Two-piece Pajamas.
- Complete Dress Ensemble.
- Hat ● Panties ● Shoes
- Brush ● Comb ● Mirror
- Two Curlers ● Bed
- Two Clothes Hangers
- Closet Rod (in Carry-All Case)
- Talking Device that says "I'm PATTY PIGTAILS"

- 24 Additional Dress Ensembles are available . . . individually packaged in cellophane wrapped Gift Box.

Handsome Genuine Leather Holster Sets

A WARDS FINEST DOUBLE HOLSTER, PISTOL SET. A truly handsome set that will make your young "cowboy" swell with pride. Beautiful natural color top grain cowhide leather. Studded with conchas, nickel spots. Shaped forms. Has tie down straps. Fine quality, nickel Western buckle, adjustable to fit 28 in. waist or larger. Has holsters, 11 in. long, loop to belt, have buckled straps, plastic trigger guards. Two 12-inch "Cowboy" repeating pistols have safety hammer that "breaks open" for loading, cylinder revolves, fires caps in the

48 T 3327—*With cap-shooting pistols. Ship. wt. 4 lbs. 9.45

B DELUXE "TOM MIX" DOUBLE HOLSTER, PISTOL SET. One of our finest sets. Will lend real authority to any young Ranger scout. Top grain nickel studded cowhide set is trimmed with scalloped leather cut-outs, big "horse and rider" conchas, plain ring conchas, spots. Hip-fitting contour belt about 3 in. wide and as short as 24 in., has Western engraved buckle. Loop. Attached holsters, to be worn low, has studded with with [illegible] have post eight thongs. Two 8-inch [illegible] bearing pistols, "break-the-frame" With black horse hanger, mask

48 T 3326—*With [illegible] pistols. Ship. wt. 3 lbs. 8 oz. 7.95

C "PONY BOY" DOUBLE HOLSTER, PISTOL SET. Rugged gear, ready for plenty of rough [illegible]. Black genuine leather. Plain and embossed basket weave centering on [illegible] conchas, [illegible] Western roomy Cowboy belt 2 in. wide, adjusts from 22 to 30 in. has studded "bullets." Pony Boy holsters. Attached to belt, adjustable holster drop, 10½ in. long, reinforced, [illegible] Two 8½ in. "Western" pistols have "break-to-load" action. Ship. wt. 2 lbs. 4 oz.

48 T 3322—*With cap-shooting pistols. 3.65

D "PONY BOY" SINGLE HOLSTER AND PISTOL SET. A fine outfit for the lucky cowboy who needs only one gun. Bright red [illegible] fine leather [illegible] scalloped leather edge, flaring [illegible] about 9 in. wide, about 10 in. long. Belt about 1 in. wide, adjusts from 22 to 32 in. [illegible] Western [illegible] loop. Holster has belt cap [illegible] "bullets." 8 inch "Sure Shot" repeating gun has "break to load" [illegible] lb. 4 oz.

48 T 3338—*With cap-shooting pistol. 1.69

48 T 3339—*With non-shooting pistol. 1.69

E "PONY BOY" HOLSTER, PISTOL SET. Red and white genuine leather basket weave embossing. True Western [illegible] leather cut-outs, conchas, bright [illegible] belt, about 1¾ in. wide, adjusts from 22 to 32 in. [illegible] long holster and leather belt loops. "Wild Bill" Shoots [illegible] pistol. Has "break action." Shipping wt. 1 lb.

48 T 3320—*With cap shooting pistols. 2.75

48 T 3321—*With non-shooting pistols. 2.75

F JET AUTOMATIC RIFLE. Six shot repeater fires hollow plastic balls as far as 40 ft. Plastic stock; aluminum barrel. About 29 in. long.

48 W 3352 L—6 Balls incl. Ship. wt. 1 lb. 12 oz. 2.49

48 W 3353—12 Extra Balls. Ship. wt. 4 oz. .57c

G DOUBLE BARREL SHOTGUN. Pull triggers to release corks, hear sound report. "Break action" heavy gauge steel barrels. Western scene on "pistol-grip" plastic stock. About 31 in. long.

48 T 3339 L. 2 corks incl. Ship. wt. 2 lbs. 4 oz. 1.69

F "FIRE MARS" SPARKLING SPACE GUN. With [illegible] trigger it really does fire harmless flame sparks. Plastic muzzle, grip, stock, steel body. About 9½ inches long.

48 T 3356 L. Paint incl. Ship. wt. 1 lb. 1.65

*IN ACCORDANCE WITH STATE LAWS RESIDENTS OF DELAWARE AND MINORS UNDER 16 IN OHIO MAY ORDER ONLY GUNS THAT DO NOT SHOOT CAPS — NEW JERSEY

with Metal Pistols... Authentic-Looking Rifles

J "LONE RANGER" DOUBLE HOLSTER PISTOL SET. One of our finest. Wide 3¾-in. gold tooled leather belt fastens with buckle and tongue. Has "Lone Ranger" name on holster. Hardened top grain cowhide, tooled, embossed. Ornaments about 2¾ in. wide. Adjusts from 24-38 in. "Lone Ranger" buckle, bullets, "jewels." Attached to belt are holsters, 7¼-in. long, cross tied with thongs. 2 shiny "Texas Jr." repeaters, "break-action." Wt. 1 lb. 8 oz.
48 T 3323 *Cap shooting pistols 5.79

K "TEX" SINGLE HOLSTER PISTOL SET. Fancy red leather belt with large scallops, comes with large scallops, comes as set. Belt 2 in. wide, adjusts from 22-28 in., red felt backing. Western buckle. Attached fringed holster, about 5¾ in. long, holds 7 in. "Texas" repeater with "break action." Wt. 1 lb. 10 oz.
48 T 3308 *With cap-shooting pistol 2.64
48 T 3309—Without cap-shooting pistol 2.39

L "LONE RANGER" DOUBLE HOLSTER, PISTOL SET. Genuine leather, ¾-in. width belt adjusts up to 32 in., has big "Lone Ranger" girdle, 7¼-in. holster, cross slots, buckles, thigh thongs. 7-in. single shot "Star" guns.
48 T 3312 *Cap-shooting pistols. Wt. 1 lb. 8 oz. ... 1.69
48 T 3313—Non-shooting pistols. Wt. 1 lb. 8 oz. ... 1.69

M "STAR" SINGLE HOLSTER, PISTOL SET. Genuine leather basket weave embossing, studs, fringe. Belt 2 in. wide, adjusts 22-32 in. Fancy 9¼-in. Holster swings on 7-in. "Star" pistol.
48 T 3313—*Cap-shooting pistol. Ship wt. 1 lb. 85c
48 T 3314 Non-shooting pistol. Ship wt. 1 lb. 85c

N "BLACK PIRATE" SINGLE HOLSTER PISTOL SET. Small, "Captain Kidd," Cordovan color genuine leather, studs, tailored. Belt 1 in. wide, adjusts from 26-29 in. Holster has big flashy gold color pirate "buckle." Double barrel pirate cap pistol, abt. 9½ in. long. Black eye patch.
48 T 3305 *Cap-shooting pistol. Wt. 1 lb. 4 oz. 2.45

P COWBOY SPURS. Leather strap. "Jeweled" concho. Nickel plated bent end rowels. Heel chain. Fits most children's shoes.
48 T 35.2 Ship wt. 6 oz. Pair 95c

R WESTERN GLOVES. Leather cuffs, suede-cloth backs, fringe, fancy "jeweled" conchos. Small (5), Medium (6), Large (7).
48 T .777 Ship wt. 8 oz. Specify size 1.69

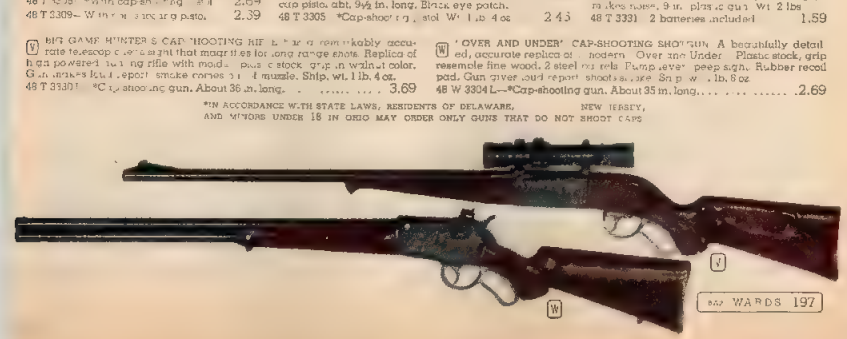
T "DRAGNET" HOLSTER, GUN SET. Small suede, nickel outfit. Equipment for "plain clothes" work. Leather detective type holster, arm, shoulder rest straps, underarm gun pocket dummy "bullets." Dick" pistol, "Jr. Detective" badge. Ship wt. 12 oz.
48 T 3310 *Cap shooting gun 1.79

U ELECTRONIC FLASHLIGHT GUN. Projects powerful, vari-colored "space rays," makes noise. 9 in. plastic gun. Wt. 2 lbs.
48 T 3331 2 batteries included 1.59

V BIG GAME HUNTER'S CAP-SHOOTING RIFLE. Has remarkably accurate telescope, open sight that magnifies for long range shots. Replica of high powered hunting rifle with molded plastic stock, grip in walnut color. Gun makes loud report, smoke comes out of muzzle. Ship. wt. 1 lb. 4 oz.
48 T 3330 *Cap shooting gun. About 36 in. long. ... 3.69

W "OVER AND UNDER" CAP-SHOOTING SHOTGUN. A beautifully detailed, accurate replica of a modern Over and Under. Plastic stock, grip resemble fine wood. 2 steel rods. Pump lever, peep sight. Rubber recoil pad. Gun gives loud report, shoots smoke. Ship wt. 1 lb. 8 oz.
48 W 3304 L—*Cap-shooting gun. About 35 in. long. 2.69

*IN ACCORDANCE WITH STATE LAWS, RESIDENTS OF DELAWARE, NEW JERSEY, AND MINORS UNDER 18 IN OHIO MAY ORDER ONLY GUNS THAT DO NOT SHOOT CAPS



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you won't
believe it
until you
see it!

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*pat. pendg.

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Frank A. McMillan
Bill Heinrich

TROPIQUE

COLORFUL RATTAN

Rattan Tropique is not ordinary "Summer" furniture but is "home planned" for year round comfort, style and use. Bring the warm feeling of the sunny South Seas, the romance of a beautiful tropic isle into your home with this genuine rattan Tropique furniture. Artistically designed for colorful harmony with modern decor. Strong rattan forms the frame of each unit. Reed bindings reinforce the points of stress to add years of service to the furniture. The finest clear spar varnish is used to protect the charming, natural rattan color and give a durable, long-lasting finish. Upholstered in Sail cloth or Pebble cloth. Spring filled seat and back cushions for maximum comfort Seat cushions supported by metal bands attached to frame with helical springs.

A TROPIQUE RATTAN SOFA
Reversible seat and back cushions. Overall length 70 in. Height 33 in. Seat depth 21 in. Back height 19 in. See Upholstery Fabric listing on this page below. Shpg. wt. 105 lbs.
66819F13334.....Retail **$190.95**

B TROPIQUE RATTAN ARM CHAIR
Reversible seat and back cushions Overall width 26 in. Height 33 in. Back height 19 in. See Upholstery Fabric listing on this page below. Shpg. wt. 41 lbs.
66814F5667.....Retail **$84.95**

C TROPIQUE ARMLESS CHAIR
Reversible seat and back cushions. Overall width 22 in. Height 33 in Seat 22 x 21 in. Back height 19 in. See Upholstery Fabric listing on this page below. Shpg. wt. 36 lbs.
66815F4734.....Retail **$72.95**

D TROPIQUE END TABLE
Attractive, sturdy table. Wood top and lower shelf. Beautifully finished in natural color. Top 18 x 27 in. Height 22 in. Shpg. wt. 22 lbs.
66824F2567.....Retail **$39.95**

As above but with Sahara Picwood natural color Formica top.
66825F3033.....Retail **$46.95**

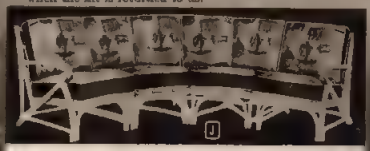
E TROPIQUE RIGHT ARM SECTION
Reversible seat and back cushions. Overall width 24 in. Height 33 in. Seat 22 x 21 in. Back 19 in. high. See Upholstery Fabric listing on this page below. Shpg. wt. 40 lbs.
66816F5200.....Retail **$79.95**

G TROPIQUE CENTER SECTION
Reversible seat and back cushions. Overall width 22 in. Height 33 in. Seat 22 x 21 in. Back 19 in. high. See Upholstery Fabric listing on this page below Shpg. wt. 36 lbs.
66815F4734.....Retail **$72.95**

H TROPIQUE LEFT ARM SECTION
Reversible seat and back cushions. Overall width 24 in. Height 33 in. Seat 22 x 21 in. Back 19 in. high. See Upholstery Fabric listing on this page below. Shpg. wt. 40 lbs.
66817F5200.....Retail **$79.95**

J TROPIQUE WEDGE SECTION
Back side of section 40 in., front side 33 in. Two reversible back cushions, one reversible seat cushion. Overall height 33 in , seat depth 21 in , back 19 in. high. See upholstery fabric listing on this page below. Shpg. wt. 48 lbs.
66818F7600 .... Retail **$114.95**

UPHOLSTERY FABRIC KIT FOR EASY COLOR SELECTION
Fabric Types Sail cloth or pebble cloth. In floral, geometric or modern design. Harmonizing or contrasting cushion boxing in plain colors.
Background Colors Red, Green, Grey, Brown, Chartreuse or Gold Specify design and color when ordering
Send for compact swatch kit, arranged and identified for easy fabric selection. Specify American Swatch Kit. You will be billed $10 for the kit. The $10 charge will be cancelled when the kit is returned to us.



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As graceful as the swaying palm in a trade wind, beautiful as a coral beach in a tropical sunset. Tropique furniture brings the wonder, loveliness and splendor of the South Seas into your home. And Tropique is sturdy as well as beautiful. Reed bindings reinforce furniture at points of stress. The finest crystal clear spar varnish brings out the full natural beauty of the rattan frames. An all year round furniture, to grace your home in every season.

A CARD OR DINETTE TABLE
Table top 30 x 30 in. Height 29 in. Wood top. Shpg. wt. 42 lbs.
66832F2533.....Retail $39.95

As above but 30 x 42 in. top.
66833F3167..... Retail $47.95

B DESK OR DINETTE CHAIR
Slip seat 17 x 16 in. Duran plastic covered. Specify color, see below. Shpg wt. 13 lbs.
66834F1413 . . . . .Retail $21.95

C TROPIQUE BACK BAR
9 x 34 in. 29 in. high. Complete with 4 glass shelves. Shpg. wt. 25 lbs.
66837F1933.....Retail $29.95

D TROPIQUE BAR
Bar top 19 x 50 in. Black formica. 42 in. high. Front and sides covered in Duran plastic. Rattan trimmed. Please specify color. See below. Shpg wt. 155 lbs.
66835F10134.....Retail $154.95

E TROPIQUE BAR STOOL
Stool top 13 in. dia. 30 in. high. Deeply padded Duran plastic upholstered seat. Please specify color See below. Shpg. wt. 15 lbs.
66836F2400.....Retail $36.95

G TROPIQUE COCKTAIL TABLE
Table top 21 x 48 in. Height 16 in. With wood top. Shpg. wt. 30 lbs.
66826F3067.....Retail $46.95

As above but with Sahara Picwood natural color formica top.
66827F4034.....Retail $59.95

H TROPIQUE LAMP TABLE
Table top 20 x 20 in. Height 25 in. Wood top. Shpg. wt. 22 lbs.
66830F2600.....Retail $39.95

As above but with Sahara Picwood natural color Formica top.
66831F3067.....Retail $46.95

J TROPIQUE STEP TABLE
18 x 27 in. Height 25 in. Wood top.
66822F3100—Shpg. wt. 22 lbs...$46.95

As above but with Sahara Picwood natural color Formica top.
66823F3834.....Retail $57.95

K ROUND COCKTAIL TABLE
Wood top 36 in. dia. Ht. 16 in.
66828F3634—Shpg. wt. 30 lbs...$54.95

As above, with Formica top.
66829F4667.....Retail $69.95

L TROPIQUE CORNER TABLE
30 x 30 in. Height 25 in. Wood top.
66820F4100—Shpg. wt. 38 lbs...$62.95

As above, with Formica top.
[redacted] Retail $82.95

The above bar, bar stool and chair are available in Duran plastic. Colors: Chartreuse, Dark Red, Dark Green, Light Green, Dark Brown, Light Brown, Yellow, Rose or Ivory.

All merchandise on these two pages shipped F.O.B. Wisconsin.

This Set Is Packed in a Large Beautiful Box Lithographed in Full Colors—Attracts Customers, Young and Old!

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Ready to run! No kits to build, no tools to use, this magnificent, sturdy, powerful midget train set is perfect for every adult to buy for a child . . . or for himself. Fully assembled. 16 pieces of track, with DC power-pak, ready to go — only **$29.95**

VARNEY — Since 1936 —

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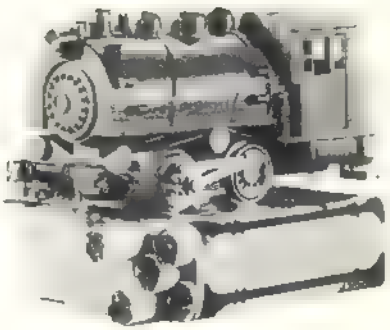
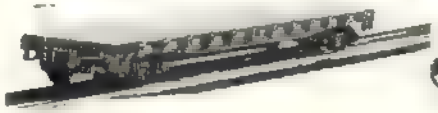


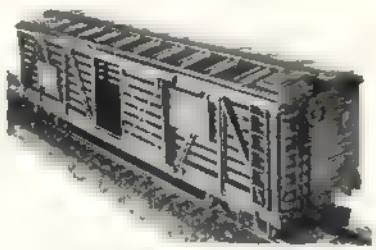
In all modesty we say that this is the most famous locomotive in scale model railroading. A sales record breaker, it has won the affection of scale railroaders all over the country. Powerful (it will pull 35 cars!), simple, and handsome—it sells on sight! Only $15.00

Cars of all kinds! Varney's variety of scale HO cars is equalled only by the real railroads.



Flat car. Latest type. Indented stake pockets. Sprung trucks. Only $1.95

Goldola that rides like a lady, and will carry the loads of an amazon. 4,000 rivets! Only $1.95



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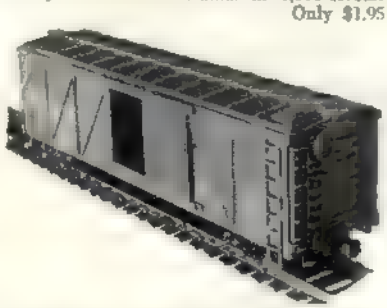

Best box car in the business. Comes in various colors and roads. Price $2.25

**88 Wheels a Rollin'—
and This
Great Big Handsome
Buy Will Roll
Off Your Shelves
Faster Than You
Think!**

VARNEY TRAINMASTER SET

● This huge train set includes an amazing twin-drive loco with trailing B unit and the long train of nine assorted cars shown below. Magnificent detail, sturdy build, and the cars actually lettered with true fidelity. Study these photographs!

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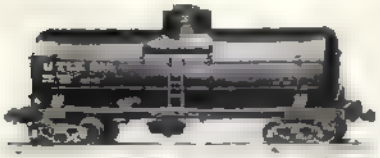
America's finest HO scale model trains!



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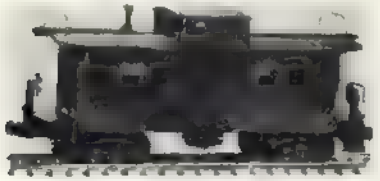
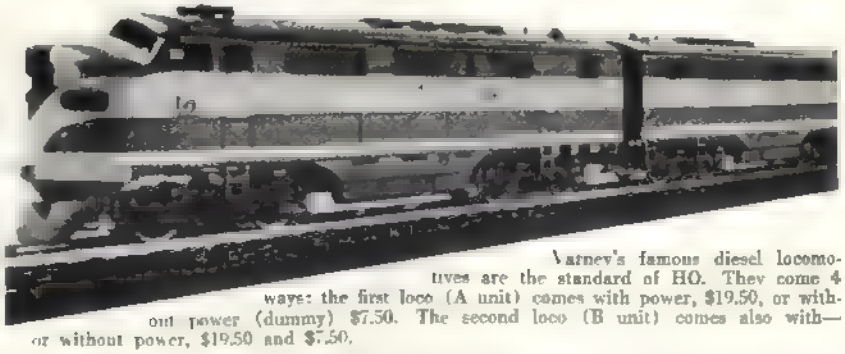


Cupola caboose. Popular traditional type—just like the real thing. Price $2.95



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➡Opportunity for toy merchants!

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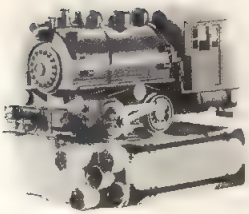

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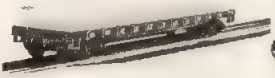

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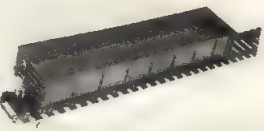

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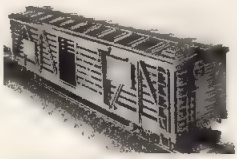

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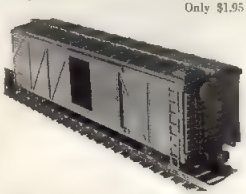

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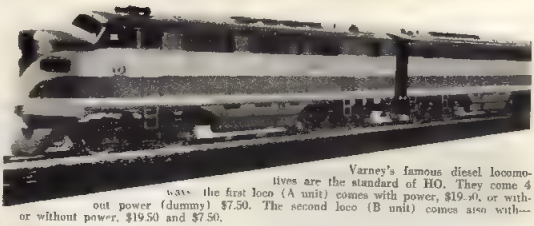

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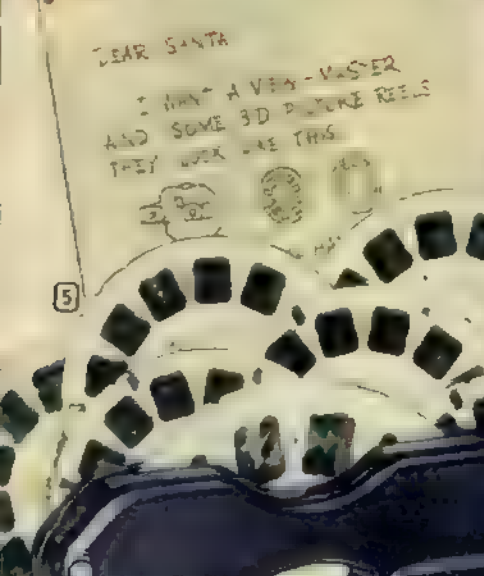

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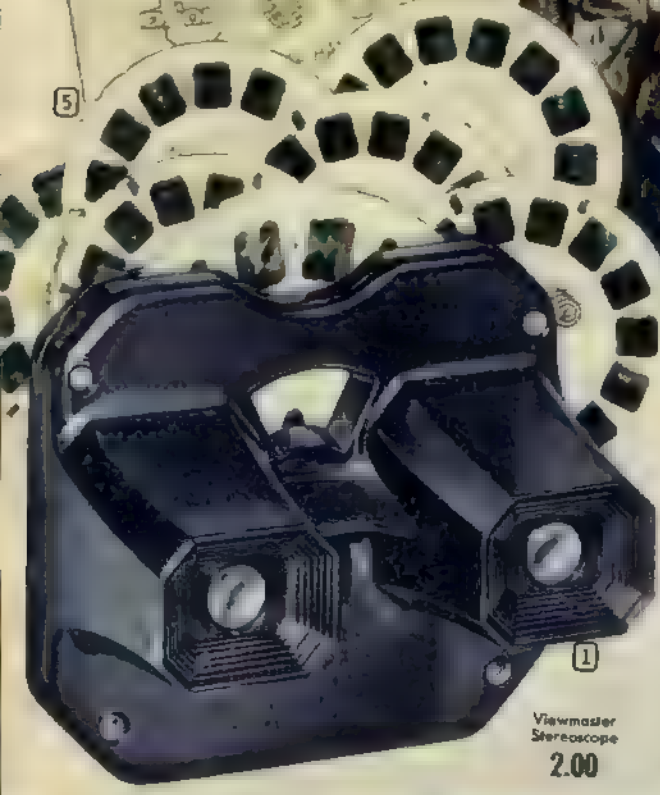

1

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GAP Georgia—Peach State*
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KMP Kansas—Sunflower State*
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FT 8* Little Black Sambo
FT 9* The Ugly Duckling
FT 10* Sleeping Beauty
FT 11* Pied Piper of Hamelin
FT 12* Thumbelina
FT 24* Rudolph, Red-Nosed Reindeer
FT 30* The Night Before Christmas
SP 9058 Santa's Workshop, North Pole
FT 0* Fairy Tales in Color—U.S.A.
800 Bugs Bunny and Elmer Fudd
810 Tom and Jerry, Cat Trapper
820 Woody Woodpecker and Pony Express Ride

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FT 51* The Magic Carpet

ALICE IN WONDERLAND
FT 20A* The White Rabbit
FT 20B* The Mad Hatter's Tea Party
FT 20C* The Croquet Game and Trial

MOTHER GOOSE RHYMES
MG-1* Miss Muffet to Jack and Jill
MG 2* Little Boy Blue to King Cole
MG-3* Bo Peep to Cat and Fiddle

RELIGIOUS SUBJECTS Christmas Stories
XM 1* Mary and Joseph
XM-2* The Shepherds
XM-3* The Wise Men

COWBOYS
940 The Rodeo U.S.A.
942 Cattle Roundup, Branding, U.S.A.
945 Roy Rogers and Horse, Trigger
946 Roy Rogers—Holiday
950 Gene Autry and Horse, Champion
951 Gene Autry—Kidnapping
955 Hopalong Cassidy & Horse, Topper
956 Hopalong Cassidy and Buddies
960 Cisco Kid and Pancho

ADVENTURES OF SAM SAWYER
SAM-1* Sam Flies to the Moon
SAM-2* Sam Finds a Treasure
SAM-3* Sam in Land of Giants
SAM-4* Sam in Darkest Africa
SAM-5* Sam in the Land of Ice
SAM-6* Sam and Flying Saucer Pirates

WORLD EVENTS
155 Miss America Contest
222 Tournament of Roses—Pasadena
400 Inaug. of Pres. Eisenhower

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Wild Animals of Africa
Wild Animals, Africa I, U.S.A.
Wild Animals, Africa II, U.S.A.
Wild Animals of India, U.S.A.
Wild Animals of No. America
Wild Animals of So. America
Elephants, St. Louis Zoo
Chimpanzees, St. Louis Zoo
Lions, St. Louis Zoo
Tarzan Rescues Cheta
A Day At The Circus I
A Day At The Circus II
A Day At The Circus III
Down on the Farm, U.S.A.
Bullfight in Spain

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Grand Canyon, So. Rim I, Ariz.
Grand Canyon, So. Rim II, Ariz.
Glacier I, Montana
Rocky Mt. Trail, Ridge Rd. Col.
Sequoia, California
Yellowstone, Grand Canyon, Wyo.
Yellowstone, Mammoth Area
Yellowstone, Old Faithful Area
Yosemite, California
Zion I, Utah
Everglades of Florida
Petrified Forest, Arizona
Carlsbad Caverns, N. Mex.
Carlsbad Caverns II, N. Mex.
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Grt. Smoky Mts., Tenn. & N.C.
Grand Smoky Mountains II
Mammoth Cave I, Kentucky

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Painted Desert
CALIFORNIA
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Redwood Highway II
San Francisco
Santa Catalina Island
Hollywood
Homes of Movie Stars—Hollywood
Los Angeles
Movie Stars
Movie Stars
Movie Stars
Death Valley
COLORADO
Garden of the Gods
Cave of the Winds
Pike's Peak
Denver & Mountain Parks

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Washington II
FLORIDA
St. Augustine
Silver Springs
U.S. Hwy. 1—Daytona Beach—Key West
Miami Beach
Cypress Gardens
Miami
Marine Studios—Marineland
Bok Tower and Flowers
Water Skiing—Cypress Gardens
GEORGIA
F.D.R.'s Little White House
IDAHO
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Lincoln—New Salem, Springfield
Chicago
KENTUCKY
Race Horses of Bluegrass
LOUISIANA
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MARYLAND
U.S. Naval Academy
MASSACHUSETTS
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Historic Plymouth
MICHIGAN
Mackinac Island
MISSISSIPPI
Natchez—"The Old South"
MISSOURI
Colorful Ozarks
NEVADA
Hoover) Boulder Dam—Power House
Hoover—Boulder Dam
NEW JERSEY
Atlantic City
NEW MEXICO
Navajo Indians
Indian Tribal Ceremonial
Indian Arts and Crafts
NEW YORK
Niagara Falls
Niagara Falls in Winter
F.D.R. Home, Hyde Park
New York City I
New York City II
OREGON
Oregon Caves I
Scenic Coast of Oregon
Columbia River Highway

PENNSYLVANIA
Historic Valley Forge
SOUTH DAKOTA
The Black Hills
Badlands
TENNESSEE
Lookout Mountain
VIRGINIA
Mt. Vernon
Interior—Washington's Home
WISCONSIN
Dells of Wis. River

FOREIGN TRAVEL
Hula Dancers, Hawaii
Honolulu, Isle of Oahu
Hawaii, the Orchid Island
Flowers of Hawaii
Hawaii Nat. Pk., Hawaii, Maui
Waikiki, Island of Oahu
The Eskimos, Alaska
Lake Louise, Alberta, Canada
Indian Days, Banff
Niagara Falls, Ont., Canada
Montreal, Quebec
Mexico City, Mexico
Acapulco
Costumes and Dances, Mex.
London I, England
London 2, England
Windsor Castle, England
Loch Lomond
Paris I, France
Paris 2, France
Our Lady of Lourdes Shrine
Battlefields of Normandy
French Riviera
Rome, Italy
Holy Year 1950—Rome
Venice, Italy
Windmill Land, Holland
Matterhorn & Zermatt, Switzerland
Interlaken Region, Switzerland
St. Moritz, Switzerland
St. Peter's Basilica
Holy Year 1950
Capetown, Africa
Natives of Zululand, Africa
Victoria Falls, Africa
Grt. Pyramids & Sphinx
Jerusalem—"The Holy City"
Bethlehem, Judea
Taj Mahal, Agra, India
Maharaja's Fashion, India
Tokyo, Japan
Festivals of Japan
Sydney, Australia
Kangaroo Hunt with Aborigines
Southern Alps, New Zealand
Manila

* All reel titles marked with asterisk (*) also include printed story, scene by scene. Write Spiegel for complete listing.

WHEELER

For '54

50′ SEDAN SPORT FISHERMAN. In a sport fisherman speed and quick response are the first essentials. Here we have these combined with gracious living accommodations, large cockpit, flying bridge controls and twin diesel power for long range operations; and above all—real seagoing ability

We have a sport fisherman for every need in sizes 34′ to 65′.

42′ SEDAN CRUISER WITH FLYING BRIDGE. New speed, comforts and outstanding performance are yours in this new Wheeler; has private stateroom, crew quarters for two, shower, galley, large salon and cockpit; flying bridge has direct access from cockpit and complete controls.

A WHEELER YACHT IS TIME HONORED FOR ADVANCED DESIGN, NEW FEATURES WHICH HAVE BECOME ACCEPTED AS THE HIGHEST AMERICAN STANDARDS AND OUTSTANDING OFFSHORE PERFORMANCE. BUILT IN THE HIGHEST TRADITION OF FINE AMERICAN CRAFTSMANSHIP BY WELL PAID, HIGHLY SKILLED AMERICAN LABOR, AND PRICED CONSERVATIVELY TO GIVE YOU THE MAXIMUM PLEASURE AFLOAT AT MINIMUM COST. THERE IS A WHEELER MODEL TO FILL YOUR EXACTING BOATING REQUIREMENTS

AT THE NEW YORK MOTOR BOAT SHOW

SEE THE: 50′ Promenade Yacht
40′ Special Sport Fisherman
38 Family Cruising Sedan

AT THE MIAMI SHOW SEE THE
50′ PROMENADE DECK YACHT

IN FLORIDA VISIT OUR OFFICE
BAHIA-MAR FT. LAUDERDALE

WHEELER YACHT COMPANY • Foot of Patterson Ave. (Clason Point) New York City 72, N. Y. • TYRONE 3-5000

OUTSTANDING LEADER IN

Fine Yacht Craftsmanship

65′ FLUSH DECK PROMENADE YACHT—WITH FISHING EQUIPMENT This offshore cruising gem offers three spacious double staterooms with three baths, extra large lounging salon, spacious promenade deck, large cockpit, unusually commodious crew quarters for three with shower, cozy dinette and beautiful all electric galley; twin diesel powered for long cruising range. A "Wheeler Promenade" is the world's leading cruising yacht.

THE 1954 WHEELER FLEET

SEDANS — SPORT FISHERMAN — PROMENADE YACHTS

Beauty — Comfort — Matchless Performance — Speed

34′ SPORTSTER Sleeps 2	42′ SEDAN Sleeps 6	50′ SEDAN Sleeps 6
34′ SEDAN Sleeps 4	42′ SPORT FISHERMAN Sleeps 6	50′ SPORT FISHERMAN Sleeps 6
34′ EXPRESS Sleeps 4	42′ PROMENADE YACHT Sleeps 8	50′ PROMENADE YACHT Sleeps 10
38′ SPORTSTER Sleeps 4	46′ SEDAN Sleeps 6	55′ PROMENADE YACHT Sleeps 10
38′ SEDAN Sleeps 6	46′ SPORT FISHERMAN Sleeps 6	60′ PROMENADE YACHT Sleeps 10
38′ EXPRESS Sleeps 4	46′ PROMENADE YACHT Sleeps 8	65′ PROMENADE YACHT Sleeps 12

ALL MODELS AVAILABLE WITH DIESEL POWER — WRITE FOR CATALOG

WHEELER YACHT COMPANY • Foot of Patterson Ave., Ocean Point, New York City 72, N. Y. • TYRONE 3-5000

R&B Introduces "Little Angel's" New Little Sister

"LITTLEST ANGEL"

Never before a doll value to match this!

"Littlest Angel", a 10½" toddler doll that walks, sits, stands, turns her head, has sleeping eyes, and a lustrous Saran wig. A sellout promotional retailer at only $2.98

Companion doll to "Little Angel", the 12½" walking toddler, last year's sellout promotional number, about which Mildred Orr Harth, of the F. G Orr Company, Wichita 2, Kansas, said·

M. H. Shlien, Manager of the Toy Department of the G. Fox Department Store in Hartford, Connecticut, reported·

I. E. Carlson, Toy Buyer of Schuster's, Milwaukee, said

Equally enthusiastic have been hundreds of other doll buyers about the tremendous potential of the 12½" "Little Angel" toddler at **$3.98**, and 10½" "Littlest Angel" at **$2.98!**

• For, "Littlest Angel", a record-breaking doll value at only **$2.98**, is certain to rack up your department's top figures for 1954

"Littlest Angel" and "Little Angel" are two of the hottest come-on sellers in your department! A $2.98 or $3.98 sale that brings $10.00 to $20.00 additional sales in dresses.

R&B

SHOWROOM, ROOM 1451, 200 FIFTH AVENUE, NEW YORK 10, NEW YORK
SAN FRANCISCO 3, CALIF ·WESTERN MERCHANDISE MART, SPACE 989

$2.98

#1010 "Littlest Angel" 10½"— Retail· **$2.98**

#1012 — "Little Angel" 12½" — Retail **$3.98**

Remember· Your sale of "Littlest Angel" is a come-on that brings many additional dress dollar sales for you For purchasers of "Littlest Angel" will be back again and again for addtional garments as they add to her wardrobe **Individual costumes range from 98c to $2.98.**

S. Easy To Display You simply display several undressed toddlers, plus "Littlest Angel" and "Little Angel" dressed in each style of garment available. Takes very little display space. You fill your orders from dress stocks and undressed doll stock kept beneath the counter!

Order now **Start your "Littlest Angel" promotion in June!**

R&B Announces The Greatest Doll Event Since Moving Eyes!

"ROCK-ME BABY" *

Slowly closes eyes as gently rocked to sleep!

Your biggest July Lay-Away Promotion!

Your biggest promotional doll in 1954!

LIFE
½ page July 19th

BOX TRANSFORMS QUICKLY, EASILY INTO BEAUTIFUL PRACTICAL CRADLE! *

#1708 17" Latex body, complete with cradle box. Retail $7.98
#2208 22" Latex body, complete with cradle box. Retail $9.98

*Patents pending on mechanism for doll's eyes and cradle-box.

Never before a doll with such play value — such promotional value! Baby dolls are coming back bigger and better than ever. And R & B's "Rock Me Baby" doll gives that big extra push to your doll sales!

Arranbee Doll Company is going all out on "Rock-Me Baby". Half-page advertisement in July 19th issue of LIFE and other national magazines, plus write-ups and showings on television and radio. The biggest advertising and sales promotion campaign in our 35 years!

On your initial "Rock-Me Baby" doll order and all re-orders you get co-op advertising allowance. You get counter displays. You get window streamers. You get a whole raft of sales promotional material

Promote "Rock-Me Baby" this July to get the best July Lay-Away promotion figures in your department's history!

Orders filled in order of receipt. Get yours in now! Cover yourself for the big LIFE July 19th break on "Rock-Me Baby"

#1710 — 17". Vinyl body, in corduroy bunting, complete in cradle box. Retail: $9.98
#2210 — 22". Vinyl body, in corduroy bunting complete in cradle box. Retail: $12.98

#1715 22" Deluxe cradle, complete with music box. Retail: $19.98

"Rock-Me Baby" comes with her own bed — it's her box, that transforms into a rocking cradle! "Rock-Me Baby" doesn't go to sleep just like that! No, sir, she has to be gently ROCKED to sleep — in her Little Mother's arms, or in "Rock-Me Baby's" adorable cradle-bed As she's rocked, "Rock-Me Baby" gets sleepier and sleepier, and her eyes begin to close ever so s-l-o-w-l y

Chances are Little Mother wil, get sort of sleepy eyed, too! A top combination — never-ending play value, never-ending sales value

ARRANBEE R&B DOLL COMPANY, INC.

American Flyer

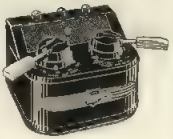
TRANSFORMERS

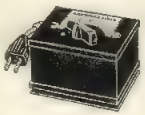
DUAL TRAIN POWER CONTROLLER, With Double Circuit Breakers. Fac No. 30B: Output, 300 Watts, 110-120 Volts, 60 Cycles, A. C. Runs two trains at different speeds on separate loops of track, or FOUR trains on four separate layouts. Has full directional control, green power-on light and two red warning lights that indicate a short circuit. Operation is guarded by two circuit breakers

7522A2330 .....**Retail $34.95**

DUAL POWER CONTROLLER, With Double Circuit Breakers. Fac. No. 18B—Output: 190 Watts, 110-120 Volts, 60 Cycles, A. C. Here is enough power to run two or FOUR trains at one time Features green power-on light, two red warning lights that indicate a short circuit and full directiona control. Two circuit breakers and "Dead Man's Control" protect both the transformer and trains

7520A1664..... .**Retail $24.95**



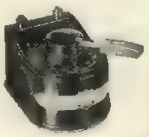


TRANSFORMER. Fac. No. 4B—Output: 100 Watts, 110-120 volts, 60 cycles, A. C. Powerful enough to operate a set of trains plus quantity of automatic and remote control accessories. Automatic Thermostatic Circuit Breaker, built-in, protects transformer from burnouts. Has three binding posts for simplified wiring.

7527A664 . . . **Retail $9.95**

TRAIN POWER CONTROLLER, With Circuit Breaker. Fac. No. 15B—Output: 110 Watts, 110-120 volts, 60 cycles, A. C. Has ample output to operate a train plus small quantity of remote control and automatic accessories New features provide full directional control, power-on green light, short circuit red light and Dead Man's Control.

7519A1064 ..... **Retail $15.95**



American Flyer

ACCESSORIES

REMOTE CONTROL SWITCHES Fac No. 720A—With red and green position lights. Remote control box has two switch control levers.

75058A1064 Retail $15 95

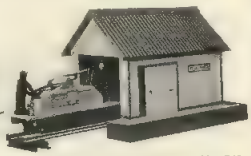
75057A597—Manual Switches, Fac. No. 722A. . . . .**Retail $8.95**

BELL DANGER SIGNAL. Fac. No. 759 Fascinating sound and action. Approaching train causes bell to clang warning while red lights flash.

75077A330.....**Retail $4.95**

TALKING STATION, Fac. No. 755A Produces sound effects of hissing steam, chug of pistons, train announcing, etc Stops and starts trains by remote control. 6x12x8".

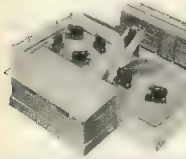
75036A1330..... **Retail $19.95**



HAND CAR AND SHED, Fac. No 741—Men pump as electric powered car rolls along. Car will go fast or slow and Mike and Ike pump accordingly Shed has doors that open and close

75046A664..... . **Retail $9.95**

75048A530—Hand Car only Ret $7.95



OPERATING STOCK YARD AND CAR, Fac. No. 771 Entirely automatic. Steers move about continuously and troop up ramp into car. Stock yard size 11 x 10½ x 2⅝". Car 7⅛/16 long

75023A930.....**Retail $13.95**

WHISTLING BILLBOARD, Fac. No. 566- Just the ticket for non whistling locomotives Sounds true to life by remote control. 4" x 7½" x 4".

75121A464.....**Retail $6.95**

REVOLVING AIRCRAFT BEACON, Fac. No. 769A—Beacon revolves automatically, slowly swinging alternate red and green rays. Girder structure is all steel Watchman's schanty is pressed steel, colorfully finished. Stands 12" high, base 5" x 6".

75021A264 Retail $3 95

Additional AMERICAN FLYER EQUIPMENT

No.	Description	Retail
75000M17	Straight Trace No 700	$ .25
75051M17	Straight Track Sec No 701	.25
75001M17	Curved Track No 702	.25
75052M17	Curved Track 45 Sec No 703	.25
75061A167	R C Uncoupler No 706	2.50
75056A167	R R Crossing No 725	2.50
75029M20	Rubber Roadbed Straight No 726	.30
75030M20	Rubber Roadbed Curved No 727	.30
75113A84	Bumper No. 730	1.25
75062M84	Smoke Cartridge No 25	1.25
75002A100	Service Kit No 28	1.50
75128A334	Headlight Tower No 774	5.00
75047A367	Diner No. 775	5.50
75074A530	Crossing Gate No 592A	7.95

No.	Description	Retail
75106A597	Sam the Semaphone Man No 758A	8.95
75107A197	Flasher Signal No. 760	2.95
75108A434	Auto Semaphone No 761	6.50
75049A930	Auto Station and Operating Car No 766	13 95
75055M14	Track Terminals No 600	.20
75071A397	Signal Tower No 681	5.95

ACTION CARS

Will Not Work With Knuckler Coupler Trains

75094A367	Automatic Log Unloading Car No 714	5 50
75091A367	Unloading Car No 715	5.50
75092A434	Mail Pick up Car No 718	6.50

No.	Description	Retail
	3/16" ROLLING STOCK	
	Will Not Work With Knuckler Coupler Trains	
75084A234	Tank Car No 635	3 50
75087A234	Log Car No 638	3.50
75086A250	Caboose No 639	3 75
75081A200	Gondola No 641	3.00
75078A234	M&T Car No 642	3 50
75091A464	Wrecking Crane Car No 644	6.95
75042A330	Combo Boom and Work Car No 64 A	4.95
75043A434	Power Headlight Car No 646	6.50
75045A250	Refrigerator Car No 647	3.75
75050A367	Track Cleaning Car No 648	5.50

A. C. GILBERT AMERICAN FLYER TRAIN SETS

"THE SILVER COMET" — 4 Unit Diesel Passenger Train No. K5334T

With Transformer and Remote Control
35 Piece Set
Measures 4½ ft. long,
140" Oval Track

Long, sleek and low—and with the speed of a whippet! Features powerful Gilbert worm-drive motor. Starting, stopping and reversing by remote control; streamlined cars, beautifully detailed and with striking bright silver finish, uncouple electrically by remote action. All rolling stock has interior illumination and railroad type Knuckle Couplers.

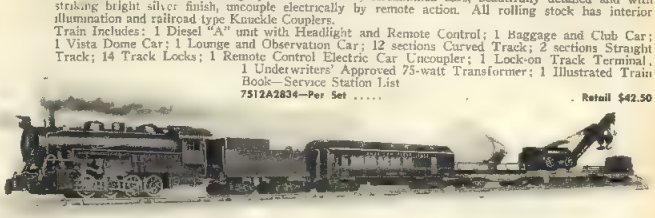
Train Includes: 1 Diesel "A" unit with Headlight and Remote Control; 1 Baggage and Club Car; 1 Vista Dome Car; 1 Lounge and Observation Car; 12 sections Curved Track; 2 sections Straight Track; 14 Track Locks; 1 Remote Control Electric Car Uncoupler; 1 Lock-on Track Terminal; 1 Underwriters' Approved 75-watt Transformer; 1 Illustrated Train Book—Service Station List

7512A2834—Per Set ..... Retail $42.50

"THE YARD KING" 6 Unit Steam Type Switcher and Work Train No. K5340T

With Red Glowing Smoke, Choo-Choo Sound and Transformer

44 Piece Set
4½ ft. long—160" Oval Track



Railroaders call it the finest of its class! Now, with the Red Glowing Smoke, realistic Choo-Choo sounds and the amazing new "Pull-mor" feature that gives it undreamed-of hauling capacity, it's better than ever. All cars with Knuckle Couplers. Here's railroading at its best—American Flyer style!

Train Includes: 1 Nickel Plate R R Switcher Locomotive and Tender; 1 3-piece Smoke Set with Funnel Capsule and Brush; 1 Red Utility Car; 1 Floodlight Car; 1 Operating Wrecking Crane; 1 Boom Car with Cab; 12 sections Curved Track; 4 sections Straight Track; 16 Track Locks; 1 Remote Control Electric Car Uncoupler; 1 Lock-on Track Terminal; 1 Underwriters' Approved 75-watt Transformer; 1 Illustrated Train Book—Service Station List

7513A3300 ..... Retail $49.50

"THE TRAIL BLAZER" 8 Unit Steam Type Freight Train No. K5346W

With Red Glowing Smoke, Choo-Choo Sound, "Pull-Mor" and Whistle

47 Piece Set
5 ft. 7 in. long
160" Oval Track

When this mighty Pennsylvania K 5 4-6-2 "smoker" thunders by, you'll know you've got a throttle full of railroading. Locomotive features new "Pull-mor" that permits hauls of up to 40 cars, plus Air Chime Whistle and Remote Control. Six freight cars are scale models, each with Knuckle couplers, electric remote control uncoupling and authentic railroad markings.

Includes: 1 Locomotive and Tender; 1 3-piece Smoke Set with Capsule, Funnel and Brush, 1 Air Chime Whistle Remote Control Unit; 1 Automatic Unloading Car with Racer; 1 Gondola Car; 1 Log Car with logs; 1 Coal Car; 1 Box Car; 1 Illuminated Caboose; 12 sections Curved Track; 4 sections Straight Track, 16 Track Locks; 1 Remote Control Electric Car Uncoupler; 1 Lock-on Track Terminal; 1 Illustrated Train Book—Service Station List. Transformer not included.

7514A3330 ..... Retail $49.95

"THE PACEMAKER" 8 Unit Steam Type Freight Train No. K5352W

With Red Glowing Smoke, Choo-Choo Sound, "Pull-Mor" and Whistle

50 Piece Set
6 ft. 3 in. Long
180" Oval Track

A train that captures the full pageantry of railroading at its best an American Flyer six-car freight drag headed by a ¾" scale model of the famous Hudson J-3A 4-6-4 Locomotive equipped with the new "Pull more" and with remote control starting, stopping and reversing.

Outfit Includes: 1 Locomotive and Tender; 1 3-piece Smoke Set with Funnel, Capsule and Brush; 1 Remote Control Air Chime Whistle Unit; 1 Log Car 1 Depressed Center Car with Cable Reel; 1 Box Car 1 Depressed Center Car with Floodlight and Generator; 1 Oil Tank Car 1 Illuminated Caboose, 12 sections Curved Track, 6 sections Straight Track; 18 Track Locks 1 Remote Control Electric Car Uncoupler; 1 Illustrated Train Book Service Station List

7515A3560—Transformer not included. ..... Retail $52.50

"THE SILVER ROCKET" 6 Unit Diesel Passenger Train No. K5364W

With Two Worm Drive Motors, Air Chime Whistle and Remote Control

45 Piece Set
6½ ft. long
180" Oval Track

Here she comes, her two worm drive motors kicking up a whirlwind of speed! Look at those magnificent silver finish cars, the windows ablaze with lights! Second Diesel "A" unit and all cars equipped with railroad type remote control knuckle Couplers.

Outfit Includes: 1 Twin Motored Diesel "A" Unit, 1 Diesel "A" Unit, 1 Remote Control Air Chime Whistle Unit, 3 Vista Dome Cars; 1 Illuminated Lounge and Observation Car; 12 sections Curved Track; 6 sections Straight Track; 18 Track Locks; 1 Remote Control Electric Car Uncoupler; 1 Lock-on Track Terminal; 1 Illustrated Train Book—Service Station List. Transformer not included.

7516A3967 ..... Retail $59.50

Arvin *Prelude* MODEL 780T

For sheer beauty and distant reception you can't beat the Arvin "Prelude." Six tubes including rectifier. 5″ improved type Alnico "V" permanent magnet speaker. Power supply 110-120 volts AC/DC circuit. Size 7⅜″ high, 14⅛″ wide and 7″ deep. Shipping weight 10 lbs. Listed by Underwriters' Laboratories, Inc.

COLORS—GREEN, ROSEWOOD SPECIFY COLOR

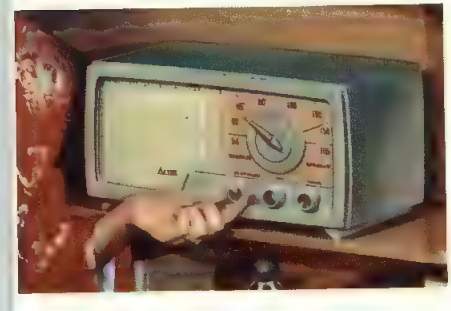
38028A 2448	6 or more	Retail $34.95
38028AK2377		

Arvin *Urbanite* MODEL 753T

Good looks and top performance are neatly combined at low cost. 5 miniature tubes including rectifier 4″ Alnico "V" permanent magnet speaker. Power supply 110-120 volts AC/DC circuit. Size 5⅜″ high, 9⅞″ wide, 4⅝″ deep. Shipping weight 7 lbs Listed by Underwriters' Laboratories, Inc

COLORS—WALNUT IVORY SENSATIONAL CORAL SPECIFY COLOR

38031A 1541 (Walnut)	6 or more	Retail $19.95
38031AK1496		
38032A 1725 (Ivory or Color)	6 or more	Retail $22.95
38032AK1675		



Arvin *Rainbow* MODEL 740T

Arvin *Collegian* MODEL 741T

Compact and cute as a button . . a dazzling plastic cabinet with built-in antenna. 4 tubes including rectifier. 4″ cone Alnico "V" permanent magnet speaker. Power supply 110-120 volts AC/DC circuit. Size 5⅛″ high, 8¾″ wide, 4″ deep. Shipping weight 5 lbs. Listed by Underwriters' Laboratories, Inc

DECORATOR COLORS—GREEN, CALIFORNIA TAN SPECIFY COLOR

38035A 1274	6 or more	Retail $16.95
38035AK1237		

Arvin *Rainbow* MODEL 740T

A color for every room. Arvin's famous crackproof, shatterproof, non-breakable cabinet. 4 tubes including rectifier. 4″ improved Alnico "V" permanent magnet speaker. Power supply 110-120 volts AC/DC circuit. Size 5¼″ high, 8¾″ wide, 3⅛″ deep Shipping weight 4 lbs. Listed by Underwriters' Laboratories, Inc.

SIX RAINBOW COLORS—IVORY, CHERRY, CITRON SITTER GREEN, CALIFORNIA TAN AND CORAL SOLD ONLY IN MASTER CARTONS 6 ASSORTED COLORS

38039AK1151		Retail $14.95
Minimum Sold — 6 Assorted Colors		

Arvin

ARVIN'S GLORIOUS RAINBOW . . . TOPS FOR TONE AND COLOR

Arvin

Portable Radios

BIG RADIO QUALITY AT SMALL RADIO PRICE

NEW PORTABLE CLOCK RADIO

Personal Pal MODEL 747P

Here's something really new – Arvin's portable clock-radio. Exquisitely styled. Very light. Battery-powered with a mechanical clock. 4 improved type miniature tubes. 4" Alnico "V" speaker. Power supply battery operation only. Size 7⅜" high, 8⅝" wide, 2¾" deep. Shipping weight 4¼ lbs.

COLORS MAROON CALIFORNIA TAN
SPECIFY COLOR

38040A 1943 — 6 or more — Retail $26.95
38040AK1886

The Gypsy MODEL 746P

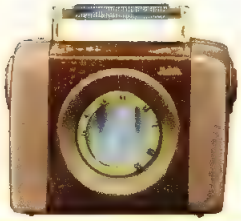
Petite, yet smart and rugged—truly the portable of distinction for choosy buyers. Battery operation only. 4 improved type miniature tubes. 4" Alnico "V" speaker. Chassis designed for easy tube replacement and service. Size 7⅜" high, 8⅝" wide, 2¾" deep. Shipping weight 4¼ lbs.

COLOR CALIFORNIA TAN

38043A 1650 — 6 or more — Retail $21.95
38043AK1602

ALL BATTERY AND FOR EVERY OCCASION — SMART MODERN COLORS

Arvin's 3-WAY PORTABLES WITH EXCLUSIVE MAGNETENNA



MAGNIFICENT PORTABLE WITH MIRROR

The Caballero MODEL 654P

Suntan with Antique Alligator midriff

Heavy duty 4" Alnico speaker. 5 tubes plus selenium rectifier. 3-way operation on AC/DC or Battery. Size 11¼" long, 8¾" high, 4" deep. Shipping weight 7 lbs. Listed by Underwriters' Laboratories, Inc.

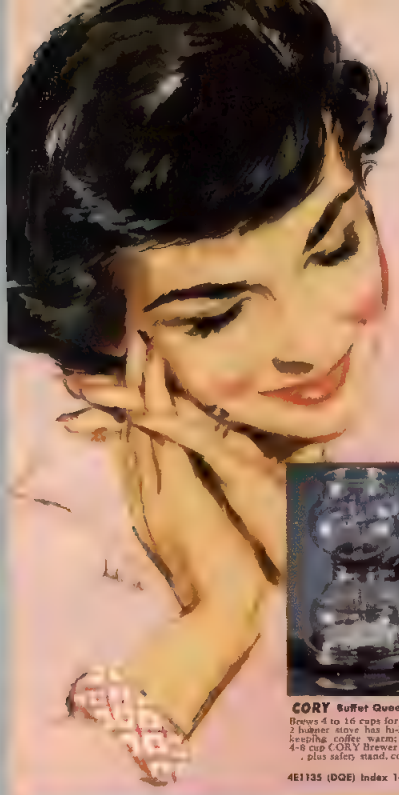
38044A 2519 — 6 or more — Retail $34.95
[redacted]

The Companion

MODEL 652P— America's outstanding portable in rich Jade plastic with Cloth-O-Gold midriff. Jade handles and dial with Cloth-O-Gold center. Same famous 3-way chassis as the 654P portable. Play anywhere on batteries or AC/DC. Listed by Underwriters' Laboratories, Inc.

38045A 2443 — 6 or more — Retail $32.95
38045AK2372

# of course They're CORY
America's finest coffee makers



CORY Automatic Coffee Brewers

The only completely Automatic Coffee Brewers. *Automatically* brews perfect coffee—keeps it "just right" *automatically*. Stainless steel model ACB 3 shown, also available in featherweight Corolume model FAB-3 Both have Cory Glass Filter Rod, safety stand, coffee measure; A.C. only; U L. approved. 4–8 cup

4E1101 (EAB-3) Index 1-1997, 3-1855 List $29.95*
4E1102 (ACB-3) Index 1-2500 List $37 50*

CORY Buffet Queen

Brews 4 to 16 cups for family meals, buffets, parties. 2 burner stove has hi-low burner for brewing and keeping coffee warm; low-heat burner for serving. 4–8 cup CORY Brewer and additional 8 cup decan er . plus safety stand, coffee measure. U L Approved

4E1135 (DQE) Index 1-1663, 3-1844 List 24.95*

CORY Percolator & Beverage Server

Smartly styled in a new, exciting Swedish modern design. Sparkling, heat-resistant, taste-free glass Decorative cup markings on decanter and inner basket Has heat-proof handle and handsome metal colar Doubles as beautiful hot or cold beverage decanter 4 8 cup

4E1139 (DGP) Index 1-387; 6-357 List $5 95

CORY Tea & Instant Beverage Brewer

Most unusual tea brewer, instant coffee maker or kettle Use it on any range, gas or electric Ideal for storing and serving orange juice, lemonade or any cold bev erage. CORY heat-resistant glass. Plastic handle and steam-guard decanter cover 2–6 cup

4E-1133 (DTD) Index 1-192, 3-177 List $2.95

CORY Rubberless Glass Coffee Brewers

The *only* all Glass Coffee Brewer complete to the famous CORY Filter Rod. New Cory glass to glass seal — no rubber bushing to stick or wear out. Sparkling, heat-resistant, taste proof CORY glass Has safety stand, hinged decanter cover, coffee measure.

4E1103 (2–4 cup) Index 1-358; 6-330 List $5.50
4E1104 (4–8 cup) Index 1-387; 6-357 List $5.95
4E1105; (8–12 cup) Index 1-452; 6-417 List $6.95

PYREX Stainless Steel Coffee Brewers

America's original Stainless Steel Coffee Brewer. Won't break, chip, crack, or rust because it's gleaming, taste-free stainless steel. With famed "Flavor Insurance" stainless steel filter, sturdy plastic safety stand, coffee measure

4E1134 (2–6 cup) Index 1-647, 6-397 List $9 95
4E1382 (4–8 cup) Index 1-777, 6-717 List $11.95
4E1383 (8–12 cup) Index 1-1037; 6-957 List $15.95

*Fed. Excise Tax Included

Mary-Lu WALKER

18 inches
Genuine Saran hair
in Pony, Curls or Pigtails
which you can
WASH — COMB —
BRUSH or CURL

Mary-Lu has soft eyelashes which open and close, her head turns gracefully as she walks like the proudest toddler and rightly so. She wears panties, shoes and stockings.

Mary-Lu retails at . . . $4.95
STOCK #180

DRESS STANDS AVAILABLE AT NO EXTRA COST.

YOUR CHOICE OF DRESSES AT . . . 98¢
STOCK #1800 ASST.

DOLL BODIES, Inc.
Factory: [illegible] Long Island City 12, N. Y.

GREATEST VALUE EVER OFFERED!

18" Mary-Lu WALKER
12 assorted styles in four
different Saran hairdos.

$5.95 Retail
STOCK #800 ASST.

Mary-Lu

baby doll

Sparkling, petite, 7½" tall, moving eyes, head, arms and legs and her lovely hair can be WASHED, COMBED, BRUSHED and CURLED.

98¢ Retail

STOCK # 600 ASST.

Mary-Lu DRESSES 49¢

All dresses have colored hangers

DRESSES . . 49¢ Retail

STANDS AVAILABLE AT NO EXTRA COST

STOCK #1600 ASST.

Mary-Lu and her overnight bag

Lovely baby doll nested in her two-tone traveling bag with 2 colorful eye-catching dresses on individual hangers each with matching panties.

The large acetate window allows a full view of this charming combination.

DOLL BODIES, Inc.

Factory: [illegible], N. Y.

$1.98 Retail

#900

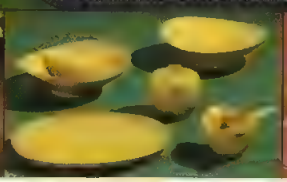
FOR

Modern Serving

molded of

Florence by Prolon

GUARANTEED AGAINST BREAKING, CRACKING AND CHIPPING



NEW STYLING . . . NEW COLORING . . . NEW BEAUTY . . .
to provide smart table decor—a symbol of gracious living!

"FLORENCE" brings you a new, modern design of matchless beauty . . . created by one of America's leading designers of modern living styles. Pieces mix, match or blend perfectly in any setting to provide a multitude of uses. Easy to clean by hand or in dishwashers. Longer life . . therefore costs less. Truly the finest of molded dinnerware.

1-YEAR GUARANTEE
Will not break, crack, chip or craze under normal household use.
PROLON PLASTIC DIVISION
Pro-phy-lac-tic Brush Co

42-Pc DINNER SET Setting for 6 includes 6 each 10" plates, salad plates, bread and butter plates, bowls, cups, saucers, two vegetable dishes (divided and open), platter, creamer and covered sugar bowl Choice of (A) Sunset Red, (B) High Noon Yellow, (C) Dawn Gray, (D) Fiesta Pack (Plates: Red, Gray; Cups and Bowls: Yellow; Saucers, Service Pcs Black) Specify Colors. Wt 19½ lbs

1965B3135 ... Retail $49.50

6-Pc SERVICE SET Smartly styled serving pieces Includes 12½" platter, two vegetable dishes (1 open, 1 divided), creamer, covered sugar bowl Choice of solid colors in (A) Sunset Red, (B) Dawn Gray, (C) High Noon Yellow, (D) Midnight Black Wt 4½ lbs Specify color

1970A 797 Retail
1970AK758—4 or more $11 95

20-Pc DINNER SET Setting for 4—consists of 4 - 10" plates, 4 6¾" plates, 4 bowls, 4 cups and 4 saucers Choice of (A) Midnight Black and High Noon Yellow, (B) Sunset Red and Dawn Gray, (C) Rainbow assortment, equal pcs. of above 4 colors Wt. 9 lbs Please specify colors

1975A 1330 Retail
1975AK1263 -4 or more $19 75

MILWAY—of Milwaukee

PROLON . . . the Dresden China of Melmac Dinnerware!

Excitingly beautiful—Prolon's china-like texture . . . informal styling and velvet-soft colors blend perfectly to grace any table setting. Prolon's conventional styling has a "sculptured" look for lasting beauty . . . shatter-free and clatter-free (stacks with a whisper!) and quality to withstand hot foods or boiling water. So practical for everyday use because it is less fragile than china or earthenware and guaranteed against breakage, chipping or crazing!

molded of Melmac

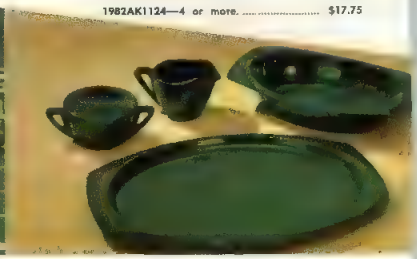
Guaranteed by Good Housekeeping

16-Pc. BREAKFAST OR LUNCHEON SET. Here's the ideal starter set . . . perfect for "foursome" serving. 16-piece set includes: four 9-in. plates, four 6½-in. plates, four cups and four saucers. Available in choice of two smart decorator's color combinations. (A) Cranberry Red and Stone Gray or (B) Forest Green and Chartreuse. Wt. 6 lbs. *Please state color.*

1979A 863 Retail
1979AK820—4 or more $12.95

20-Pc. PROLON DINNER SET. Set consists of four place settings including four 10¼-in. large dinner plates, four 6½-in. plates, four 9-oz. bowls, four cups and four saucers. Solid color sets in choice of (A) Cranberry Red, (B) Stone Gray or (C) Forest Green and (D) Chartreuse. Wt. 9 lbs. *Specify color.*

1982A 1183 Retail
1982AK1124—4 or more $17.75



35-Pc. DINNER SET. Service for six includes six 10¼" large dinner plates, six 6½" plates, six 5-oz. vegetable dishes, six cups, six saucers, cream and sugar set, 15" platter, 11" vegetable serving dish. Choice of (A) Cranberry Red and Stone Gray with Red serving pieces or (B) Forest Green and Chartreuse with Forest Green serving pieces. *Please specify color.* Wt. 11 lbs.

198782278 ..... Retail $35.95

53-Pc. DINNER SET. Service for eight contains eight 10¼" large dinner plates, eight 6½" plates, eight 5-oz. vegetable dishes, eight cups, eight saucers, eight 9-oz. bowls, cream and sugar set, 15" platter, 11" vegetable serving dish. Solid color sets in (A) Cranberry Red, (B) Stone Gray, (C) Forest Green or (D) Chartreuse. Specify color. Wt. 17 lbs.

199083100 ..... Retail $48.95

5-Pc. SERVICE SET. Modern, functional design . . . match and fit any table setting. The five-piece set consists of large 15" platter, 11" vegetable serving dish, cream pitcher, sugar bowl with cover. Solid color sets in choice of (A) Cranberry Red, (B) Stone Gray, (C) Forest Green or (D) Chartreuse. *Please specify color.* Wt. 3 lbs.

1995A 664 Retail
1995AK630—4 or more $9.95

MILWAY—of Milwaukee

CHEERIO BEVERAGE SERVICE . . .
A stunning 8 piece set for serving all types of drinks. Adds charm to dinners, parties or picnics — ideal for the recreation room or patio. Smartly styled 2½ qt. Pitcher with ice bridge and bakelite handle. Six tall 12 oz. Tumblers. Exquisite 10 x 17 inch all-purpose Tray. Sets available in Cherry Red, Sunset Gold (illustrated) or Emerald Green. Specify color desired

43015A663 SUNSET GOLD Set
43016A663 EMERALD GREEN Set
43014A663 CHERRY RED Set
Retail **$9.95**

JIFFY-SERV . . .
A marvelous new stove-to-table server. Perfect as a bun warmer or for baking potatoes preparing corn-on-the-cob, crisping or freshening ON TOP OF THE STOVE. Keeps foods piping hot AT THE TABLE. Bottom is excellent for oven casserole dishes. Gleaming polished aluminum thermoplax side handles, bakelite cover knob wire basket insert

43030A263 JIFFY SERV
Retail **$3.95**

SNACK SETS . . .
Add festive cheer to any occasion. Perfect for popcorn, pretzels candy, fruit etc. Small bowls are ideal for cereals or salads. Rainbow Set includes 4 qt. Master Bowl in Cherry Red with 4 individual serving bowls in assorted colors as illustrated. Set also available with all bowls in one color — choice of Red Gold or Green.

43031A330 RAINBOW Set (As Illustrated)
43011A330 CHERRY RED Set
43013A330 EMERALD GREEN Set
43012A330 SUNSET GOLD Set
Retail **$4.95**

4% DISCOUNT allowed on all items when purchased in quantities of 3 or more of each at one time

ALUMINUM IN COLORS
Perfect for dinners, parties, picnics, or "service" during television. Charmingly decorative when not in use.
MILWAY of MILWAUKEE

Regal QUALITY ALUMINUM — FOR MODERN LIVING!

Everlasting Beauty!

★**The rich, sparkling colors are permanent — fused into the aluminum to become as everlasting as the metal itself.**
★**Alumilite finish resists stains, mars or scratches — easy to clean.**

CARRY-ALL CAKE SERV . . .
Lovely . . . roomy enough for the biggest cake . . . and portable! Keeps cake, sandwiches and other goodies fresh — protects them from damage. Gleaming, silver-like finish. Dome cover is 6½ inches high; 11 inches in diameter; has non-slip bakelite carrying handle. Cover locks securely to the 13⅜ inch tray.

43032A263 CARRY-ALL CAKE SERV
Retail **$3.95**

CHEERIO TUMBLER SET . . .
Four tall, sparkling, 12 oz. tumblers that make any drink more enjoyable They're unbreakable and easy to clean. Metal holds chill—delightful for mixed drinks, iced tea or coffee juices, milk, etc. Can be nested to save space. Set consists of one Red, Gold Green and Blue tumbler in attractive carton.

43024A200 SET OF 4 TUMBLERS (1 of each color) Retail **$3.00**

"RED CAP" SINGING TEA KETTLE . . .

The modern, push-button tea kettle — handy and efficient! A touch of the thumb lifts the spout cap for safe, easy pouring. Whistle tells when water boils—saves time and fuel. Fast-heating aluminum- sturdy bakelite handle. Available in 3 qt. size in colors specified.

4339A330 CHERRY RED
4338A330 SUNSET GOLD
4337A330 EMERALD GREEN
4302SA330 STARLIGHT BLUE

Retail **$4.95**

CHEERIO 2½ QT. PITCHER . . .

This tall modern pitcher in radiant color adds a cheery note to all occasions where drinks are served. Holds chill for iced beverages. Built-in ice bridge- long spout for easy, non-spill pouring; sure-grip bakelite handle. Cherry Red, Sunset Gold (illustrated), or Emerald Green. Specify color.

43008A263 CHERRY RED
43009A263 SUNSET GOLD
43010A263 EMERALD GREEN

Retail **$3.95**

Top Stove Sensation

Heat Indicator and Brown'ng Vent in cover

BAKES • ROASTS
FRIES • BROILS

ROASTMASTER . . .

It's a cooking marvel! Does a perfect job of preparing roasts or delicious combination meals; bakes pies, cakes, potatoes, ham; fries steaks, chicken, bacon, eggs, etc. right ON TOP OF THE STOVE. Saves fuel — helps keep kitchen cool. It's huge . . . 11 inches round, 7 inches high. Consists of fryer bottom, broiler plate, 2 inset pans and dome cover. Solid aluminum- silver-like finish; combination handles.

43026A597 ROASTMASTER

Retail **$8.95**

4% DISCOUNT allowed on all items when purchased in quantities of 3 or more of each at one time

MILWAY of MILWAUKEE

Regal
QUALITY ALUMINUM

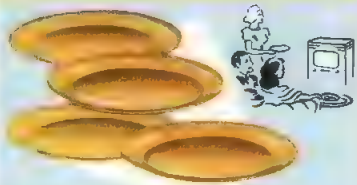
Superb creations in glorious, everlasting colors . . . with an easy-to-clean aluminlite finish that resists stains, scuffs or scratches.

CHEERIO BEVERAGE SET . . .

A gorgeous and practical set — perfect for iced drinks. Graceful 2½ qt. Pitcher has ice-bridge and sturdy bakelite handle. Six 12 oz. Tumblers can be nested inside of pitcher to save space — handy for picnics and outings, etc. Sets available in Cherry Red, Sunset Gold or Emerald Green (illustrated). Specify color desired

43019A530 EMERALD GREEN Set
43017A530 CHERRY RED Set
43018A530 SUNSET GOLD Set

Retail **$7.95**

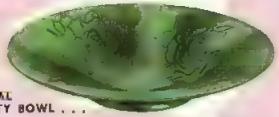


4 PC. CORONATION PLATE SET . . .

These exquisite unbreakable plates in rich, gleaming color add charm to the service of light lunches, desserts, appetizers, snacks and other dishes. They are showpieces when not in use. Easy to clean. Diameter, 11⅛ inches. Set consists of 4 plates — choice of Cherry Red, Sunset Gold (illustrated) or Emerald Green. Specify color desired

43027A530 CHERRY RED Set
43028A530 SUNSET GOLD Set
43029A530 EMERALD GREEN Set

Retail **$7.95**



REGAL PARTY BOWL . . .

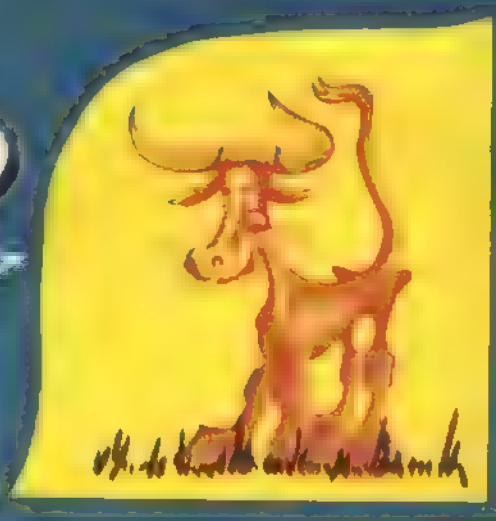
Deep and roomy . . . for fruit, candy, popcorn, baked goods, iced sea foods, etc. Superbly styled — lovely as a centerpiece. Top diameter, 14½ inches. Choice of Red Gold or Green. Specify color.

43003A197 CHERRY RED
43004A197 SUNSET GOLD
43005A197 EMERALD GREEN

Retail **$2.95**

MILWAY INC.

NO BUM STEER



Come on in and see

OUR LATEST

SCHAPER GAMES

ROOM 825
HOTEL
NEW YORKER

Manufacturers of the record breaking games . . . "Coolie" and "Stadium Checkers"

HIGHLANDER SALES COMPANY

DIVISION OF W. H. SCHAPER MFG. CO., INC.

MINNEAPOLIS 11, MINNESOTA

AMERICAN TOYS

SKUNK

his SCENT becomes CENTS.. results are heavenly

SKUNK

The Exciting Dice Game for the Whole Family

Truly the most entertaining game to hit the toy market in the last ten years. THRILLS – LAUGHTER – SUSPENSE – EXCITEMENT in every roll of the dice.

Children love it – Adults demand it – easy to play, needs no deep concentration – any number can play. A laff a minute.

Packed in a beautifully designed box 8" x 11¼ x 1" printed in 3 colors complete with score sheets 120 white, red and blue chips and one pair of specially designed dice

Games are packed 1 dozen 13 pounds 3 dozen 35 pounds

P.O. B Minneapolis 11 Minnesota

Get in on the easy profits of this fast moving item at fair trade price

$2.00

Manufacturers of the record breaking games "Coottie" and "Stadium Checkers"

AMERICAN TOYS

HIGHLANDER SALES COMPANY

DIVISION OF W. H. SCHAPER MFG. CO., INC.

MINNEAPOLIS 11, MINNESOTA

Waterman's

You'll write your best with a Waterman's — The First Name in Pens since 1884 for design, styling, quality and performance

NEW CRUSADER PEN

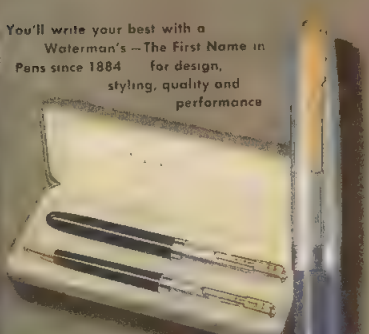
Smartly tapered with enduring gold-filled Chromecap contour and polished edge and Ardoise Black Point to Rest Slate Blue

		Retail
2410C348	Taperite	$5.80
2413C348	Standard	5.80

SET Pen and matching pencil. Presents soothing use of Waterman point style and

2414C600	Standard	$10.00
2416C600	Taperite	10.00

ox included



CORINTH PEN

Gleaming Artistry gold-filled cap. Tapered point. Stainless Barrels in Slate Blue, Maroon, Midnight Black, Forest Green

		Retail
2480C600	Standard	$10.00
2481C600	Taperite	10.00*

SET Pen and matching Meter mate pencil handsomely gift packed in

2482C936	Standard	$13.60
2421C936	Taperite	13.60

*Tax included

GOLD CORINTH PEN

Lustrous gold-filled cap and pen swinging at handsome Heavy Gold Plate Gold Cap. Waterized 22K Point Green Marble Midnight Black Slate Blue

		Retail
2466CU600	Taperite	$10.00*
2464CU600	Standard	10.00*

SET Pen and matching Meter mate pencil in gift box

2463CU891	Standard	$14.85*
2465CU891	Taperite	14.85*

Pen 20 Federal Tax

LADY CORINTH PEN

Slim, slick model pen designed to be tempting hand jewelry, engraved after by Astra with Ruby Coronation Blue Point Black

		Retail
2402C600	Standard	$10.00

SET Pen and matching pencil in gift box

2424C885	Standard	$14.75*

*Tax included

All pens have Waterman's famous handcrafted 14 K gold points personalized to fit your hand and writing style

Waterman's Sapphire

An excitingly new and *different* pen ...*first* to employ a jewel point* for silky smooth writing qualities... *first* with "Feather-touch" retractable action that signals when point is in or out. In two distinctive models.

*Jewel point is synthesized sapphire.

GOLD SAPPHIRE

Handsome retractable jewel point pen. Slender, smart, smooth-writing. Heavy Gold Plated barrel. (Gold Plate Warranted 22-K.**). Distinctively gift packaged.

Gold Plated by New SU[illegible]

Retail

2419C300 .....$5.00*

*Plus 20% Federal Tax

SAPPHIRE CARTRIDGE

[illegible] writing with Sapphire jewel cartridge. Permanent Blue Endura Ink.

Retail

2458CM720 $1.00 ea.

Dozen Minimum Sold

CHROME SAPPHIRE

Gleaming chrome model retractable pen, identical to Gold Sapphire in writing quality and other features. Individually gift packaged.

2422C225 Retail $3.75

†Tax Included

RETRACTABLE CARTRIDGE

Fast drying, non-smearing Endura Ink. Permanent Blue Black.

2467CM360. Retail $.50 ea.

Dozen Minimum Sold

FLAIR RETRACTABLE

Perfect sphere Iridaloy point writes heavy or light. Retractable action ejects point on thumb pressure; retracts by pressing top of clip. Enduring chrome top, barrels in Green, Black, Red, Blue.

2428CM1404 .....Retail $1.95† ea.

Dozen Minimum Sold. †Tax included

BALL POINTER

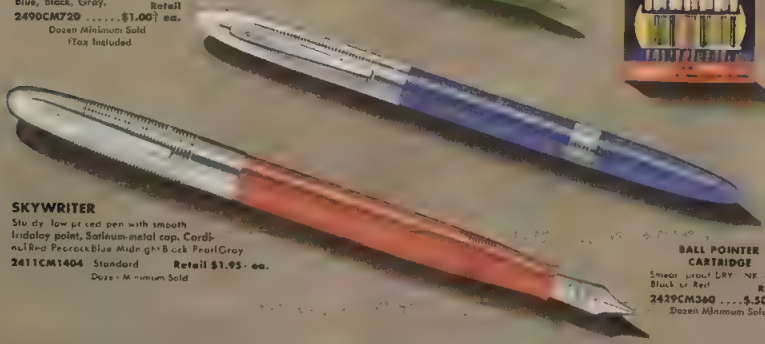
Real value in ball pen with chrome-finished cap and clip. Iridaloy point Barrels in Red, Blue, Black, Gray.

Retail

2490CM720 .....$1.00† ea.

Dozen Minimum Sold

†Tax Included



SKYWRITER

Sturdy low priced pen with smooth Iridaloy point, Satinum-metal cap. Cardinal Red Peacock Blue Midnight Black Pearl Gray

2411CM1404 Standard **Retail $1.95 ea.**

Dozen Minimum Sold

BALL POINTER CARTRIDGE

Smear proof DRY INK Blue-Black or Red

Retail

2429CM360 ....$.50 ea.

Dozen Minimum Sold

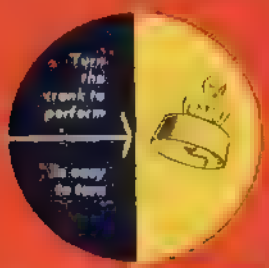
LOVED

by over

160,228,000 PEOPLE*

Those wonderful Warner Bros. Cartoon Characters Bugs Bunny, Tweety and Elmer Fudd are the darlings of the movie-going toy buying public . . . which includes just about everybody in the U.S

Now ready to make profits for you!



Warner Bros. characters individually packaged in Cello Pak with colorful card back or Packed 2 dozen per carton assorted to your order Suggested retail 40c

Warner Bros. characters packed 4 each to Dozen Display Box as illustrated or assorted to

Suggested Retail 40c

ORDER TODAY

Manufactured and copyrighted by

CENTAUR PRODUCTIONS INC.

BURBANK, CALIF.

SEE THE FULL

CENTAUR LINE

HOTEL NEW YORKER **ROOM 617**

WARNER BROS. CARTOONS INC.

ACTUAL SIZE

Munches on his carrot and wiggles his long ears . . . sits with an impish expression on a red plastic base and is hand painted in grey, white pink, just like his movie counterpart

ACTUAL SIZE

You've never seen a cuter bird He moves his head quickly as if saying, "I thot I saw a puddy tat." Body is yellow, eyes blue on base

ACTUAL SIZE

A cute round faced popular little gentleman—a real movie personality He tips his derby hat and moves his body accordingly He wears a brown suit and his face is flesh color on plastic base

*Estimated Population 1954, U.S. Census

cutest little MONEY MAKERS!

Cute, lovable

ANIMATED BABIES

(Centaur Animated Creations Patents Pending)

Turn the crank to perform

So easy to turn

Another Centaur sensation in playable, pliable plastic created by popular demand!

Actual Size

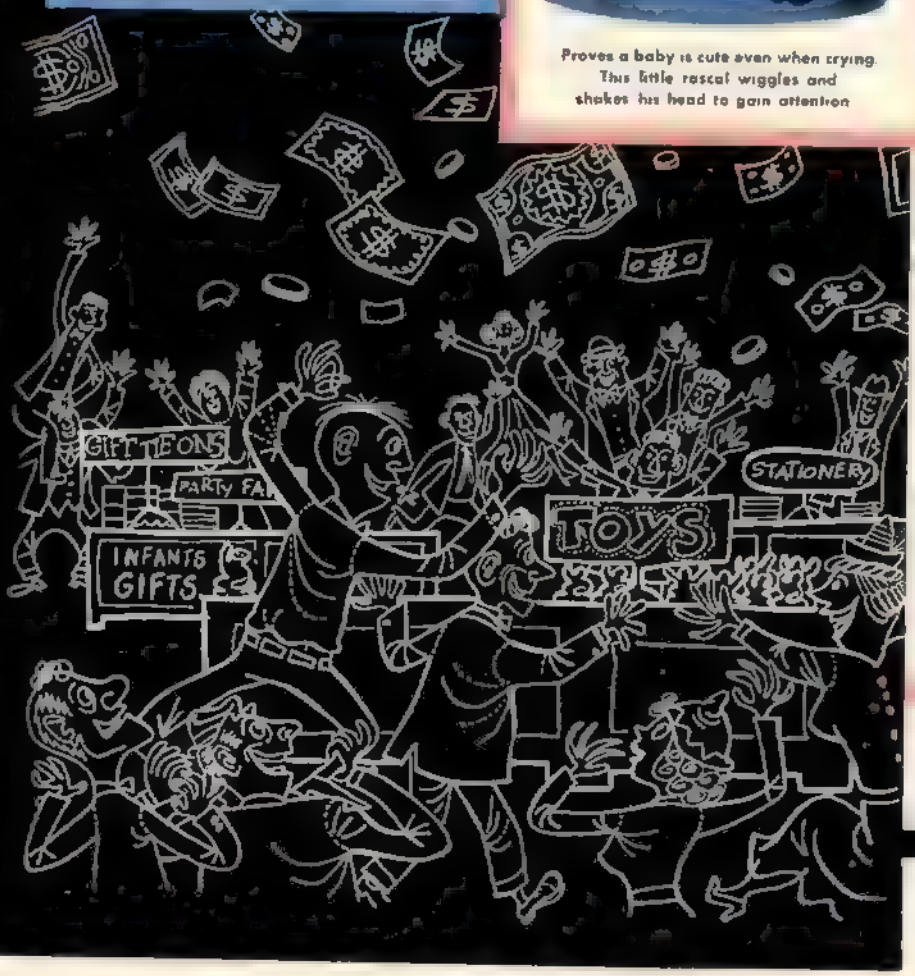
The hungry little blue-eyed blond darling lifts his bottle to his mouth and rocks his head back and forth

Actual Size

Proves a baby is cute even when crying. This little rascal wiggles and shakes his head to gain attention

Actual Size

Our happy little brown haired baby shakes his rattle and rolls with mirth Lifelike to sight and touch mounted on colorful base



Assortment #85
Animated Babies mounted on pink and blue base packed 4 each to Dozen Display Box as illustrated (suggested 40c retail)

Assortment #85-C
Animated Babies individually packaged in Cello-Pack with colorful card backing. Shipped 2 dozen per carton.

YOUR NEWEST AND GREATEST SALES VOLUME GETTER—ORDER NOW!

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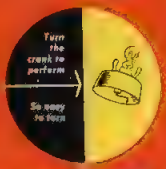
CENTAUR PRODUCTIONS INC.
BURBANK, CALIF.

SEE THE FULL CENTAUR LINE
HOTEL NEW YORKER ROOM 617

LOVED
by over
160,228,000
PEOPLE*

Those wonderful Warner Bros. Cartoon Characters Bugs Bunny, Tweety and Elmer Fudd are the darlings of the movie-going toy buying public... which includes just about everybody in the U.S. Now ready to make profits for you!



Warner Bros. characters individually packaged in Cello Pack with colorful card backing. Packed 2 dozen per carton assorted to your order. Suggested retail 40c

Warner Bros. characters packed 4 each to Dozen Display Box as illustrated or assorted to your order (Suggested Retail 40c)

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SEE THE FULL
CENTAUR LINE
HOTEL NEW YORKER **ROOM 617**

© WARNER BROS. CARTOONS, INC.

ACTUAL SIZE

Bugs Bunny

Munches on his carrot and wiggles his long ears. .sits with an impish express on on a red plastic base and is hand painted in grey, white, pink, just like his movie counterpart

ACTUAL SIZE

Tweety

You've never seen a cuter bird. He moves his mouth and turns his head quickly as if saying, "I that I saw a puddy tat." Body is yellow eyes blue, feet and bill orange on blue plastic base

ACTUAL SIZE

Elmer Fudd

A cute, round faced popular little gentleman – a real movie personality. He tips his derby hat and moves his body accordingly. He wears a brown suit and his face is flesh color. On red plastic base.

*Estimated Population 1954, U.S. Census

cutest little MONEY MAKERS!

Cute, lovable

ANIMATED BABIES

(Centaur Animated Creations — Patents Pending)

Turn the trunk to perform

So easy to turn

Another Centaur sensation in playable, pliable plastic created by popular demand!

Actual Size

The hungry little blue-eyed blond darling lifts his bottle to his mouth and rocks his head back and forth

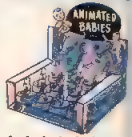
Actual Size

Proves a baby is cute even when crying This little rascal wiggles and shakes his head to gain attention.

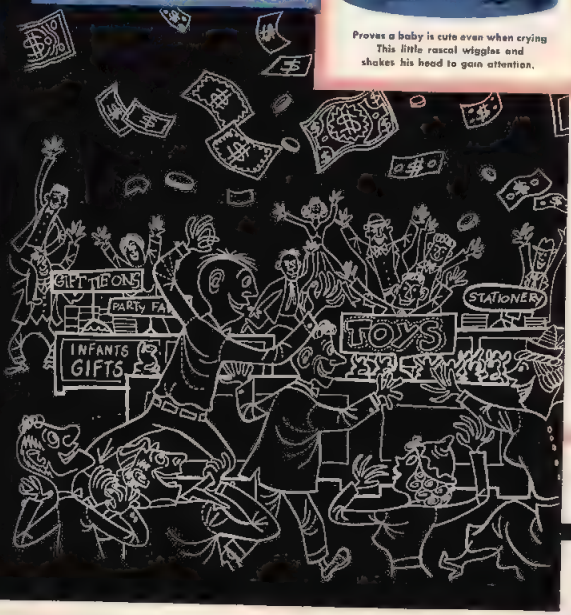
Actual Size

Our happy little brown haired baby shakes his rattle and rolls with mirth Lifelike to sight and touch mounted on colorful base

Assortment #85 . . . *Animated Babies mounted on pink and blue base packed 4 each to Dozen Display Box as illustrated (suggested 40c retail)*



Assortment #85-C . . . *Animated Babies individually packaged in Cello-Pack with colorful card backing. Shipped 2 dozen per carton.*



YOUR NEWEST AND GREATEST SALES VOLUME GETTER—ORDER NOW!

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CENTAUR LINE

HOTEL NEW YORKER **ROOM 617**

another

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exclusive

The Autographed

Gene Autry

WESTERN HAT

$1.98

SUGGESTED RETAIL

Going great guns — and the best is yet to come! The **GENE AUTRY** western hat . . . known to millions of children from coast to coast! Authentically fashioned of fine quality, 100% wool felt, with reeded sweat band and adjustable chin cord. The genuine GENE AUTRY shaping is locked into position . . . defies crumbling . . . snaps back into position even under heavy playtime punishment. This is the hat that offers you a volume as big as your stock — don't be caught short!

Gene Autry—cowboy star of television, movies and syndicated comic strips.

Available in Four Genuine Western Colors:

PONY BROWN
SAGEBRUSH GREEN
SADDLEHORN BLACK
GRAND CANYON RED

Please Rush a sample order of the following:

____doz. THE WESTERNER

____doz. GENE AUTRY WESTERN HAT

☐ Name and address of local jobber ☐ Information about your new display rack.

NAME

ADDRESS

CITY Zone State

SEE YOUR LOCAL JOBBER
for this number
Or
SEND POSTAGE-FREE POSTCARD
Today
FOR SAMPLE ORDER
and address of your local jobber

benay-albee

65 SOUTH 11th STREET
BROOKLYN, N. Y.

CALIFORNIA OFFICE: 310 East 4th St., Los Angeles, Calif.

benay-albee

presents

EXCLUSIVE WESTERN 'BULLDOG' STYLING — FIRST TIME AT THIS LOW PRICE!

"THE Western"

$1.98

SUGGESTED RETAIL

This is the sensational "working cowboy" hat . . . the hat that means **REAL WESTERN** to millions and millions of fans! Made with extra-wide brim and Bulldog-style crown . . . details that spell **BIG SALES** and **BIG PROFITS** at this new LOW price! Handsomely finished with contrasting trim and adjustable chin cord.

Available in Four Genuine Western Colors:

SADDLEHORN BLACK **GRAND CANYON RED**
PONY BROWN **SAGEBRUSH GREEN**

SEE YOUR LOCAL JOBBER
for this number

Or

SEND POSTAGE-FREE POSTCARD

Today

FOR SAMPLE ORDER
and address of your local jobber

benay-albee

65 SOUTH 11th STREET
BROOKLYN, N. Y.

CALIFORNIA OFFICE: 310 East 4th St., Los Angeles, Calif.

Postage Will Be Paid by Addressee

No Postage Stamp Necessary If Mailed in the United States

BUSINESS REPLY CARD

First Class Permit No 22366, Sec 34.9, P.L.&R., New York, N. Y.

BENAY-ALBEE NOVELTY CO.
65 South 11th Street
Brooklyn, N. Y.

There's joy on children's faces all over the world
when they open their gifts of Emenee Musical Toys.

Emenee industries, inc. EMENEE MUSICAL TOYS 200 FIFTH AVENUE, NEW YORK 10, N. Y.

America's largest manufacturers of Musical Toys

Backed by
Advertising in
LIFE
and
The Saturday Evening
POST
NEWSPAPERS • TV
RADIO
Featured editorially in
America's leading publications
and
powerfully merchandised with
WINDOW STREAMERS
AD MATS
CATALOG SHEETS
COUNTER DISPLAYS
Emenee industries, inc.
EMENEE
MUSICAL TOYS
200 Fifth Ave., New York 10

ALL NEW

DESIGNED TO MEET ALL YOUR NEEDS

BIGGER, BETTER, LOWER PRICED

Larger, more authentic, guaranteed indestructible and priced to sell by the carload.

Authentic Chain-Driven INTERNATIONAL HARVESTER Farmall Tractor

TOY FAIR:

Room 435
Hotel McAlpin

Room 1239
Hotel New Yorker

Room 354
Toy Center
200 Fifth Avenue

- Increased tractor size, recommended for children three years to eight years of age.
- New authentic 'quick hitch', an ESKA exclusive, for effortless adaptability of trailer.
- New gear shift lever for greater play value.
- New simulated tractor sound-- an ESKA exclusive! A simple twist of the gear shift lever and the tractor sounds like a live action farm tractor.
- New baked enamel finish—tractor finished in authentic International Harvester RED
- New ball bearings for greater roadability, finger tip steering for increased maneuverability.
- Concealed chain drive.
- Shipped, fully assembled except for wheels. Takes but a few minutes to assemble!
- New indestructible aluminum alloy casting.

AUTHENTIC TRACTOR SOUND

—a shift lever engages a concealed mechanism, producing simulated live action farm tractor sound.

AUTHENTIC TRACTOR HITCH

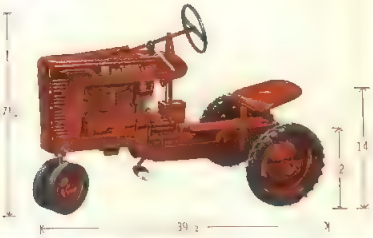
- ESKA's new authentic "Quick Hitch", a patented coupling, allowing the child to hitch and unhitch trailer while seated on the tractor.

Advertised in LIFE magazine.

LIFE

The ESKA Company | 100 WEST SECOND ST., DUBUQUE, IOWA

COMPARE

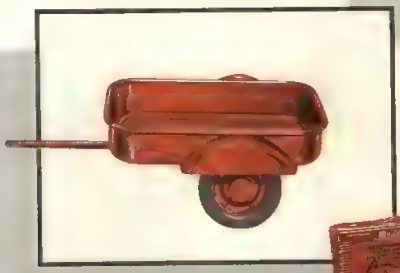


F100A

SPECIFICATIONS:

Length 39½" — Width 18½" — Height 27½"
Shipping weight approximately 40 lbs.,
packed one to a carton
F.O.B. factory, Dubuque, Iowa.

	ESKA	TRAC A	TRAC B	TRAC C
FAMOUS NAME	Yes International Harvester Farmall	No	No	No
AUTHENTIC DESIGN	Yes	No	No	No
TRACTOR SOUND	Yes	No	No	No
PATENTED "QUICK HITCH"	Yes	No	No	No
GUARANTEED INDESTRUCTABLE	Yes	No	No	No
CONSTRUCTION	alum alloy casting	steel stamping	steel stamping	steel stamping
LENGTH	39½"	38¼"	37"	40"
HEIGHT	27½"	27½"	26"	28"
WHEELS	12" rear dual front	10" rear sgl frt	10" rear sgl frt	10" rear sgl frt
BALL BEARING CONSTRUCTION	4 positions	3	2	3
HOW SHIPPED	assembled fully but for wheels	complex assembly	complex assembly	complex assembly



International Harvester
Farmall Trailer. F101A

SPECIFICATIONS:

Authentic two-wheel trailer.
Heavy gauge steel stamping.
Authentic International Harvester
Red, baked enamel finish.
Designed for "Quick Hitch" adaptability.
Length 29" — Width 18" — Height 8½"
Weight 11 lbs., packed one to a carton,
F.O.B. Dubuque, Iowa.

Advertised in LIFE magazine. LIFE

AUTHENTIC TRACTOR SOUND

– a shift lever engages a concealed mechanism producing simulated live action farm tractor sound

Built-in safety features include completely concealed chain drive, front wheels governed to turn at a 45° angle.

AUTHENTIC TRACTOR HITCH

Authenticity: From its dual front wheels and radiator grille to its giant rear wheels and "quick hitch", the ESKA tractor embodies all the realism and rugged durability of the world famous International Harvester Farm Tractor.

The ESKA Company — 100 WEST SECOND ST., DUBUQUE, IOWA

AMERICAN TOYS

SINGLE AND DOUBLE HOLSTER SETS

"PONY BOY" DOUBLE HOLSTER SET
WITH ADJUSTABLE BELT
"PONY BOY" SINGLE HOLSTER SET

Genuine leather; decorated with concha, shining large and small nickel spots, and colorful jewels, western buckle; in tan with automatic, break-open Western guns. 1 to box. Wt. dz. 32 lbs. Esquire Novelty Co.

NO. P2728 DOUBLE SET.....EACH $ 4.98
QUANTITY ORDERED _____

With adjustable belt; tan with white trim; genuine leather; highly decorated with exclusive conchas and jewels; Pony Boy buckle; automatic break-open gun. 1 to box. Wt. dz. 19 lbs. Esquire Novelty Co.

NO. P728 SINGLE SET .....EACH $ 2.98
QUANTITY ORDERED _____

"PONY BOY" DOUBLE HOLSTER SET
WITH ADJUSTABLE BELT AND GOLDEN MAGIC TAPE

B&R

Natural tan, tooled with black inlay; genuine leather, metal conchas and jewels; leather fringe; automatic break-open Cheyene shooter guns. 1 to box. Wt. dz. 32 lbs. Esquire Novelty.

NO. P2720.....EACH $ 4.98
QUANTITY ORDERED _____

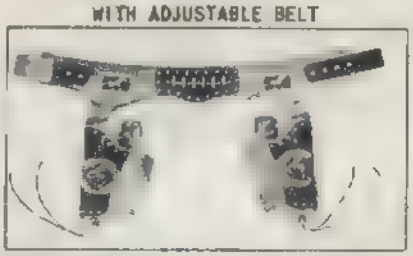
"PONY BOY" SINGLE AND DOUBLE HOLSTER SETS

Black genuine leather with white felt backing; decorated with conchas and jewels, contour shaped adjustable belt with frame concha; Pony Boy buckle, automatic break-open Texan, Jr. guns. 1 to box. Esquire Novelty Co.

NO. P2735.- DOUBLE SET.....EACH $ 5.98
Wt. dz. 34½ lbs.
QUANTITY ORDERED _____

NO. P735 - SINGLE SET.....EACH $ 3.98
Wt. dz. 21½ lbs.
QUANTITY ORDERED _____

"PONY BOY" DOUBLE HOLSTER SET
WITH ADJUSTABLE BELT



Genuine leather; tan with leather fringe; 2-tone pocket decorated with metal "Rider on Horse" concha, nickel spots, and thigh thongs; belt with bullets, spots, cutouts, "Frame" concha buckle, automatic break-open Texan Jr. guns. 1 to box. Wt. dz. 38 lbs. Esquire Novelty Co.

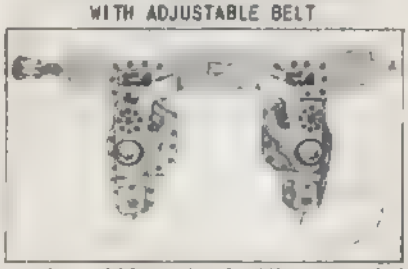
NO. P2740.....EACH $ 6.98
QUANTITY ORDERED _____

"PONY BOY" DOUBLE HOLSTER SET
WITH ADJUSTABLE BELT

Genuine leather basket weave embossed; decorated with nickel spots, metal "Rider on Horse" concha, thigh thongs; contour, basket weave belt with silver bullets, Frame concha, buckle, in black with automatic break-open Large Cowboy guns. 1 to box. Wt. dz. 42 lbs. Esquire Novelty Co.

NO. P2750.....EACH $ 7.98
QUANTITY ORDERED _____

"PONY BOY" DOUBLE HOLSTER SET
WITH ADJUSTABLE BELT



Top grain cowhide; natural with contour belt, decorated with jewels, horse head concha, frame concha, thigh thongs, and jeweled clusters, Western buckle; automatic break-open Large Cowboy guns. 1 to box. Wt. dz. 44 lbs. Esquire Novelty Co.

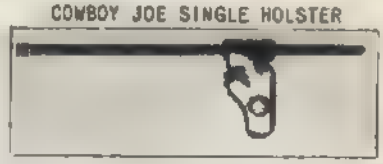
NO. P2785.....EACH $12.95
QUANTITY ORDERED _____

"BLACK PIRATE" SINGLE HOLSTER SET

Genuine leather; cordovan, highly decorated, double barreled pirate flintlock gun. 1 to box. Wt. dz. 16 lbs. Esquire Novelty Co.

NO. B-300.....EACH $ 2.98
QUANTITY ORDERED _____

COWBOY JOE SINGLE HOLSTER



Black holster with Star gun. White leather front with ornament. Holster back lined with white felt. Straight leather belt. 1 to box. 2 dz. to ctn., wt. dz. 6¾ lbs. Cowboy Joe Prod.

NO. 6110.....EACH $ 0.98
QUANTITY ORDERED _____

COWBOY JDE SINGLE HOLSTER
COWBOY JOE DOUBLE HOLSTER

Tex gun. Holster back & belt black, embossed in basket stamped pattern. Holster front buck color with black trimming, white fringe. Belt plastic edged. 1 to box. 1 dz. to ctn., 11½ lbs. Cowboy Joe Prod. Co.

NO. 6120 SINGLE SET .....EACH $ 1.98
QUANTITY ORDERED _____

Sure Shot guns. Holster back & belt black embossed basket stamped pattern. Holster front buck colored with black trimming. White fringe. Plastic edged 1¼" belt. 1 to box. 1 dz. to ctn., 19 lbs. Cowboy Joe Products Co.

NO. 6234 DOUBLE SET .....EACH $ 2.98
QUANTITY ORDERED _____

COWBOY JOE SINGLE HOLSTER

Sure Shot gun. Holster front and back in Canyon brown color. White fringe and white ornament on holster front, heavily spotted. Holster back white felt lined. Leather belt, white plastic edged. 1 to box. 1 dz. to ctn., 10½ lbs. Cowboy Joe Products Co.

NO. 6122.....EACH $ 1.98
QUANTITY ORDERED _____

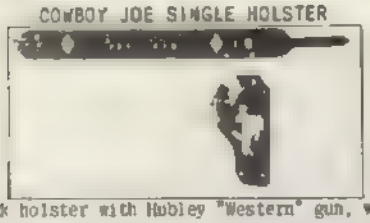
COWBOY JOE DOUBLE HOLSTER

Rodeo guns, Canyon Brown leather holsters. One piece style with white fringe and white nickeled ornament. 1 to box. 1 dz. to ctn., 15¼ lbs. Cowboy Joe Products Co.

NO. 6222.....EACH $ 1.98
QUANTITY ORDERED _____

SINGLE AND DOUBLE HOLSTER SETS

COWBOY JOE SINGLE HOLSTER

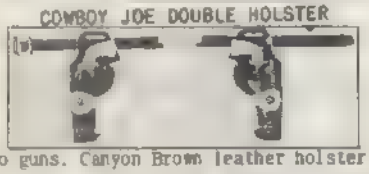


Black holster with Hubley "Western" gun, white ornamentation. Lower edge of belt and holster fringed in white. Belt, adjustable 2¼" wide, with white bullets. 1 to box. 6 to ctn., wt. dz. 18½ lbs. Cowboy Joe Products Co.

NO. 6132.....EACH $ 2.98

QUANTITY ORDERED _____

COWBOY JOE DOUBLE HOLSTER



Rodeo guns. Canyon Brown leather holster and belt. White fringe, white ornament on holster front, heavily spotted. Belt 1½" bordered with white plastic. Holster back white felt lined. 1 to box. 1 dz. to ctn., 17½ lbs. Cowboy Joe Products Co.

NO. 6232.....EACH $ 2.98

QUANTITY ORDERED _____

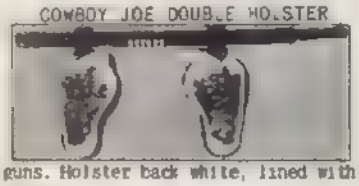
COWBOY JOE SINGLE HOLSTER

Black and white holster with Cowboy Jr. gun. Heavily spotted and jeweled. Adjustable belt 2¼" wide, white plastic edged. Large Western belt buckle. Holster back lined with white felt. 1 to box. 6 to ctn., wt. dz. 24 lbs. Cowboy Joe Products Co.

NO. 6140.....EACH $ 3.98

QUANTITY ORDERED _____

COWBOY JOE DOUBLE HOLSTER

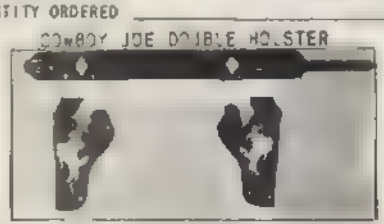


Tex guns. Holster back white, lined with black felt. Holster front leather, covered with Durango hide and metal ornament. Belt black 1-5/8" with adjustable billet. 1 to box. 1 dz. to ctn., 19½ lbs. Cowboy Joe Products Co.

NO. 6240.....EACH $ 3.98

QUANTITY ORDERED _____

COWBOY JOE DOUBLE HOLSTER

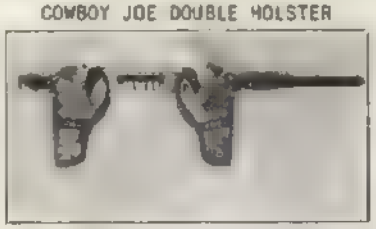


Texan Jr. guns. Striking black leather holster with white bucking horse ornament—white fringe on holster and lower edge of belt. Belt 2½" wide, adjustable type, with white bullets. 1 to box. 1 dz. to ctn., 32 lbs. Cowboy Joe Prod. Co

NO. 6252.....EACH $ 4.98

QUANTITY ORDERED _____

COWBOY JOE DOUBLE HOLSTER

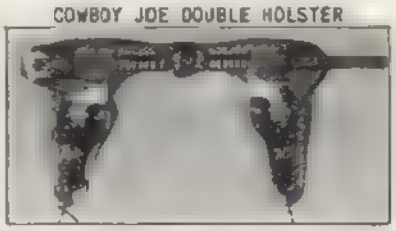


Texan Jr. guns. Famous Texan fold-over holster style in Canyon Brown and Russet leather. Front of holster covered with Durango Hyde and heavily spotted. Belt 2¼" plastic edged, with white bullets. 1 to box. 1 dz. to ctn., 30½ lbs. Cowboy Joe Products Co.

NO. 6254.....EACH $ 4.98

QUANTITY ORDERED _____

COWBOY JOE DOUBLE HOLSTER

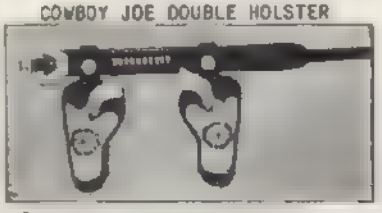


Cowboy Jr. guns. Holster & belt cut from russet leather. Holster front overlaid with black suede leather, spotted with large center ornament. Wide shaped belt with white bullets and center ornament. Adjustable belt edged with black plastic. Large attractive buckle. 1 to box. 6 to ctn., wt. dz. 32½ lbs. Cowboy Joe Prod. Co.

NO. 6260.....EACH $ 5.98

QUANTITY ORDERED _____

COWBOY JOE DOUBLE HOLSTER

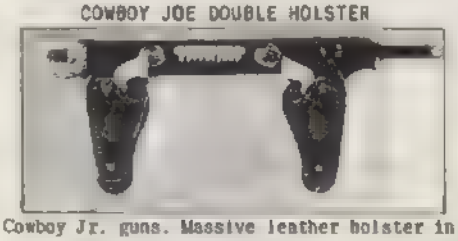


Texan Jr. guns. Large black holster with white holster front, heavily spotted and jewelled. holster back white felt lined. Adjustable black leather belt 2¼" wide, edged with plastic. Large buckle. 1 to box. 6 to ctn., wt. dz. 33½ lbs. Cowboy Joe Products Co.

NO. 6262.....EACH $ 5.98

QUANTITY ORDERED _____

COWBOY JOE DOUBLE HOLSTER

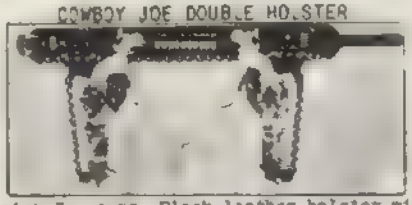


Cowboy Jr. guns. Massive leather holster in redwood color. Holster front and back lined with white felt. Holster front spotted and jeweled. Adjustable belt 3" wide edged with plastic, with large metal ornament. 1 to box. 6 to ctn., Wt. dz. 39 lbs. Cowboy Joe Prod.

NO. 6280.....EACH $ 7.98

QUANTITY ORDERED _____

COWBOY JOE DOUBLE HOLSTER

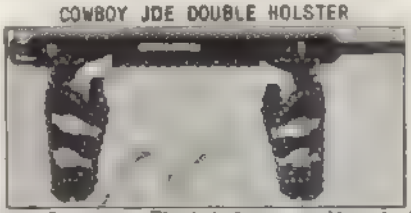


Cowboy Jr. guns. Black leather holster with white holster front overlaid with Durango Hyde and heavily spotted and jeweled. Leather fringe and tie string. Adjustable belt 3" wide scalloped on lower edge and spotted. Top edged with plastic. 1 to box. 6 to ctn., wt. dz. 37½ lbs. Cowboy Joe Products Co.

NO. 6282.....EACH $ 7.98

QUANTITY ORDERED _____

COWBOY JOE DOUBLE HOLSTER

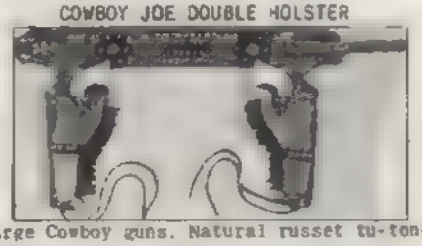


Cowboy Jr. guns. Black holster scalloped all around and elaborately ornamented with massive spots. Two white leather cross straps buckled on each holster front. Adjustable belt 2¼" wide with large three-piece buckle set. 1 to box. 6 to ctn., wt. dz. 42½ lbs. Cowboy Joe Prod.

NO. 6290.....EACH $ 9.95

QUANTITY ORDERED _____

COWBOY JOE DOUBLE HOLSTER

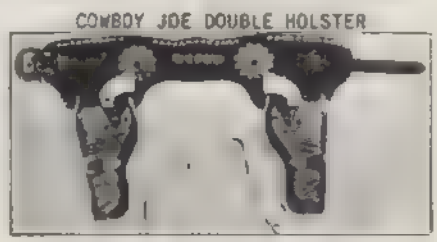


Large Cowboy guns. Natural russet tu-tone leather holster and belt with black leather fringe and ornamentation. Adjustable belt 3" wide, spotted and mounted with metallic bullets with Western buckle set and black plastic edging. 1 to box. 6 to ctn., wt. dz. 39½ lbs. Cowboy Joe Products Co.

NO. 6292.....EACH $ 9.95

QUANTITY ORDERED _____

COWBOY JOE DOUBLE HOLSTER



Large Cowboy guns. Massive holster set in cinnabar and natural russet colors. Shaped 4" adjustable belt in Buscadero style, heavily spotted and bound with white plastic. Holster front in natural russet with three piece buckle and cross strap, jeweled and spotted. Holster back completely edged with white plastic. White leather tie string. 1 to box. 6 to ctn., wt. dz. 50 lbs. Cowboy Joe Products Co.

NO. 6298.....EACH $12.95

QUANTITY ORDERED _____

FAMOUS FLI-BACK RETURN TOPS

Perfectly Balanced for Easy Playing and Carefully Inspected for Quality

GENUINE TOURNAMENT MODEL FLI-BACK RETURN TOPS

Free Wheeling, Sleeper Type—Will Do All Known Playing Tricks

CHAMPION SPINNING TOPS

Each Box Contains One Top and One Heavy Gauge Playing String With Button

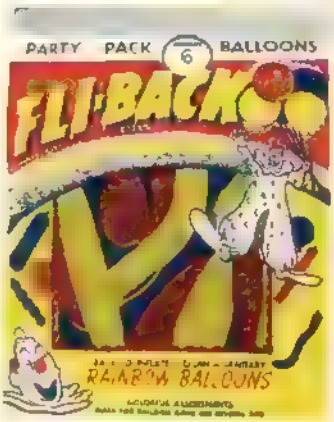
CHAMPION SPINNING TOPS

Every Balloon Needs a Balloon Stick

BOXED ILLUSTRATION ASSORTMENT

RAINBOW BALLOONS

FLI-BACK'S RAINBOW balloons are a must on your counter. Clean, fresh, sanitary packages have party game instructions on reverse side



THE FLI-BACK SALES CORPORATION

HIGH POINT, NORTH CAROLINA

"YEAR ROUND TOYS"

You Are Invited To Visit Our Beautiful Display
During March 1954 Toy Fair.
Rooms 902-8-13 New Yorker Hotel

FAMOUS FLI-BACK PADDLE BALL GAMES

25¢
DELUXE BALL GAMES
Brilliant Red
Non-Toxic Plastic Lacquer Finish
Equipped With
1⅜" Rainbow Sponge Ball
Tied and Wrapped ½ Doz.

10¢
PADDLE BALL GAMES
Printed in Two Colors
Smooth Natural Plywood
Sanded Edges
Tied and Wrapped 1 Doz.

TWIN PACK SPONGE RETURN BALL

Size 1⅜" in Cello Window Box
Red Gloss and Rainbow

Packed Equally Assorted
Red Gloss, Rainbow, 3-Color
Nos. 305 thru 309

SPONGE BALL ASSORTMENT

Consumes a minimum of counter space and has maximum eye appeal. No special pack for display or inventory is needed. Only the fastest selling balls are in this self dispensing unit. See price list for details.

Three Color, Cellophane Wrapped RETURN BALLS

"PLAY BALL WITH FLI-BACK"

SPONGE PLAY BALLS
ALL SIZES
Red Gloss, Rainbow, Three-Color

EMBOSSED STITCH BASEBALL
Sizes 2" - 2¼" - 2⅞"

SPONGE BASEBALLS
Sizes 1¾" - 2" - 2¼" - 2½"
2¾" - 2⅞"
Printed With Baseball Stitch
and Name

THE FLI-BACK SALES CORPORATION

HIGH POINT, NORTH CAROLINA

SPECIALIZED MANUFACTURER OF FINE TOYS SINCE 1931

World Famous

Helbros

Watches . . with 17 Lifetime Ruby Jewels . .

THAT GUARD THE PRECISIONED ACCURACY OF EACH HELBROS MOVEMENT

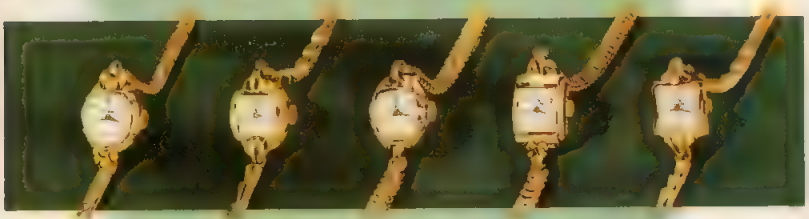
COLBY. (Above) Handsome coin-thin, round creation 10K yellow rolled gold plate case, non-corrosive DURITE back, 17 Lifetime Ruby Jewels for accuracy. Watch matched with new y designed gold filled fancy expansion bracelet that conforms to round case
8J-6676 Index **1-2895** Retail **$59.75**

CARSON. Modern 17 Lifetime Ruby Jewe ed watch with 10K yellow rolled gold plate case, non-corrosive DURITE back Dial has raised numerals. Matching gold-filled expansion bracelet.
8J-6675 Index **1-2595** Retail **$49.75**

BYRON. Masculine 10K yellow rolled gold plate case, non-corrosive DURITE back 17 Lifetime Ruby Jewels for precisioned accuracy. Matched with modern gold-filled expansion bracelet
8J-6674 Index **1-2285** Retail **$39.75**

CURTIS. Smart 10K yellow rolled gold p ate case, non-corros ve DURITE back. Textured dial has raised markers. 17 Lifetime Ruby Jewels. Matched with fancy gold-filled expansion bracelet.
8J-6677 Index **1-2895** Retail **$59.75**

CRUSADER. Automatic self winding Waterproof.* Shockproof 17 Jewels 10K gold plate case, DURITE back
8J-6682 Index **1-4195** Retail **$87.50**
Same as above in st ees
8J-6683 Index **1-3695** Retail **$71.50**



VIOLA. Daintily feminine! Modern design in an elegantly detailed 10K yellow rolled gold p ate case with non-corrosive DURITE back. World famous 17 Lifetime Ruby Jewels for precisioned accuracy. Matching gold-filled fancy expansion bracelet.
8J-6658 Index **1-2395** Retail **$39.75**

NOLA. Delicate beauty with smart 10K yellow rolled gold plate case, non-corrosive DURITE back 17 Lifetime Ruby Jewels, new modern dial. Gold-filled expansion bracelet
8J-6659 Index **1-2595** Retail **$49.75**
Same as above in white
8J-6660 Index **1-2595** Retail **$49.75**

YVONNE. Exquisite styling and precision accuracy in a smartly detailed dainty 10K yellow rolled gold plate case with non corrosive DURITE back. Accurate 17 Lifetime Ruby Jewel movement, smart new fashionable dial and fancy gold-filled expansion bracelet
8J-6661 Index **1-2595** Retail **$49.75**

VANESSA. Highly designed petite watch with 17 Lifetime Ruby Jewels, textured dial, 10K yellow rolled gold plate case, non-corrosive DURITE back. Gold-filled expansion bracelet
8J-6662 Index **1-2895** Retail **$59.75**
Same as above in white.
8J-6663 Index **1-2895** Retail **$59.75**

ROBERTA. Smartly tailored timepiece with 10K yellow rolled gold plate case and back, 17 Ruby Jewels for precisioned accuracy. Matching gold filled expansion bracelet
8J-6664 Index **1-3175** Retail **$67.50**
Same as above in white.
8J-6665 Index **1-3175** Retail **$67.50**

*Waterproof when opened and closed by a competent watchmaker

Retail Prices include Existing Federal Taxes.
Prices subject to change without notice

Nationally Advertised

Helbros

The Watch that Airlines . . Radio and TV Stations

DEPEND UPON . .

with 17 Lifetime Ruby Jewels

CHARM. (Above) Intriguing 10K yellow rolled gold plate sport watch with non-corrosive DURITE back. Easy-to-read raised numeral dial, 17 Lifetime Ruby Jewels and newly designed gold-filled expansion bracelet
8J-6666 Index **1-3045** Retail **$67.50**

HILTON. Artful! Luxurious solid 14K yellow gold case raised gold markers on dial, pyramid crystal. Has 17 Lifetime Ruby Jewels. Matching gold-filled expansion bracelet.
8J-6685 Index **1-6475** Retail **$125.00**

FINESSE. 14K yellow solid gold case 2-strand bracelet 17 Jewels
8J-6670 Index **1-4245** Retail **$87.50**
Same as above in white
8J-6671 Index **1-4245** Retail **$87.50**

SERENADE. 2 brilliant diamonds. 10K yellow rolled gold plate case 17
8J-6668 Index **1-3645** Retail **$71.50**
Same as above in white
8J-6669 Index **1-3645** Retail **$71.50**

MAJESTY. 2 sparkling diamonds, 14K solid gold case 17 Jewels. 2-strand bracelet
8J-6672 Index **1-5195** Retail **$100.00**
Same as above in white
8J-6673 Index **1-5195** Retail **$100.00**

ADORABLE FLAIR. Combination bracelet-watch. Gold-filled bracelet. 10K yellow rolled gold plate case 7 Lifetime Ruby Jewels. DURITE back, hi faceted crystal
8J-6667 Index **1-3375** Retail **$69.75**

DOYLE. Smart and brilliant styling make this attractively masculine watch a stand-out! 17 Lifetime Ruby Jewels for precisioned accuracy. 10K yellow rolled gold plate case with non-corrosive DURITE back. Has high-domed crystal and fancy expansion gold-filled bracelet for effortless fit
8J-6680 Index **1-3375** Retail **$62.50**

DIXON. Wafer thin and handsomely round, this watchmaking triumph in yellow gold-filled case! Deluxe two-toned dial and smart markers reveal the latest design. 17 Lifetime Ruby Jewels safeguard the accuracy of this fine creation. Matched with fancy gold-filled expansion bracelet
8J-6681 Index **1-4195** Retail **$87.50**

WINSLOW. Winds itself as you wear it! Dress-up automatic watch with 10K yellow rolled gold plate case and non-corrosive DURITE back. Sweep second hand and 17 Lifetime Ruby Jewels for solid second accuracy. The beauty of the watch is complemented by the matching gold-filled expansion bracelet
8J-6684 Index **1-4245** Retail **$87.50**

POTOMAC. Thin waterproof* 17J watch—shockproof, dustproof, anti-magnetic. Radium hands, dial, sweep second hand. 10K yellow rolled gold plate case, DURITE back. Gold-filled bracelet
8J-6678 Index **1-2895** Retail **$59.75**

Same, chrome top, DURITE back
8J-6679 Index **1-2385** Retail **$49.75**

Note: Prices include Existing Federal Taxes
Prices subject to change without notice

*Waterproof when opened and closed by a competent watchmaker

CATALOG No. SH 546

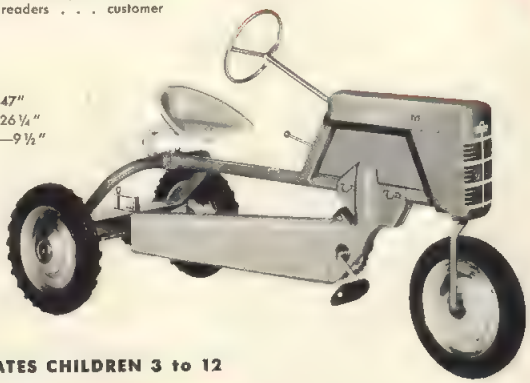
"Inland" built for playwell!

by Far - the Biggest!

GREATEST ADJUSTMENT FOR GROWTH
MOST RUGGED BUILT FOR HARD USE

"Nationally advertised ! Publicized in nation's leading consumer publications for over six years — exposed to over 100,000,000 readers . . . customer praised "

Overall Length—47"
Overall Height—26 ¼"
Seat Adjustment—9 ½"



ACCOMODATES CHILDREN 3 to 12

VARIETY OF MODELS

FULLY MECHANIZED

• POWER SHOVEL

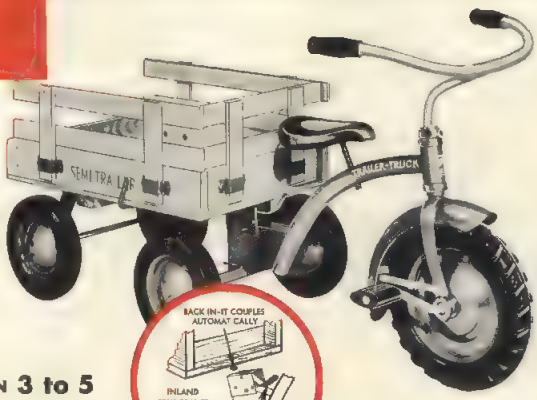
• TRAILER

• BULLDOZER

New! "INLAND-SEMI" TRAILER-TRUCK

CATALOG No. 54 TW-1

"Inland" built for playload!



Every little guy loves to haul things. Here is a compact, short turning trailer-truck easy for him to manage that appeals to his imagination.

Semi-Trailer parks on parking strut. A flick of coupling lever frees truck to drive away.

Backing into Semi-Trailer automatically couples unit together again.

ACCOMODATES CHILDREN 3 to 5

REPRESENTATIVES

EAST:
SAM WEISMAN SALES — 200 - 5th Avenue, N. Y.

SOUTH EAST:
COURSEY & KING — Atlanta, Georgia

SOUTH WEST
McDONALD & SHAW — Dallas, Texas

others to be announced

SEE THE INLAND DISPLAY
ROOM 1452
HOTEL NEW YORKER

INLAND MANUFACTURING CORP.

164 ELLICOTT ST. BUFFALO 3, N. Y.

phone WAshington 1202

OVER

As Fast and Smooth as a Scared Cat . . .

TERRIFICALLY STRONG and LIGHT

X9 SUPER JET

CATALOG NO. X9-100

"Inland" built for adventure!

Here is the Future - NOW!

MADE OF **FIBER GLASS** THE NEW WONDER MATERIAL

FOR CHILDREN 3 to 10

- TOUGH ONE-PIECE PRESSURE MOLDED FIBER GLASS BODY
- RECLINING 19" BACK—WIDE FORM FITTING SEAT — MOLDED INTEGRAL WITH BODY
- FRONT WHEEL CHAIN DRIVE
- 6 FULL INCHES ADJUSTMENT FOR LEG LENGTH — ROOMY FOR GROWTH
- FAST — SAFEST THING ON WHEELS
- LOW NON-TIPPING
- SO EASY IT'S FUN TO PROPEL
- SHORT CIRCLE, FINGER - TIP STEERING

SLEEK — LONG — LOW — WHAT DIMENSIONS !

55" LONG — 25" HIGH — 25" WIDE

AND WHAT A CHASSIS.

GRACEFUL FLOWING LINES

GLEAMING FIBER GLASS IMPREGNATED WITH COLOR AVAILABLE IN RED AND AQUA

WELDED STEEL TUBULAR & CHANNEL FRAME

FRONT WHEEL CHAIN DRIVE FREE PROPELLING — 6" ADJUSTMENT

THREE 10" x 1.75" HEAVY DUTY STEEL WHEELS

REAR WHEEL — STEERED THROUGH GEARS AND DRAG-LINK

BALL BEARING THROUGHOUT

WEIGHT — APPROXIMATELY 42#

SEE THE INLAND DISPLAY
ROOM 1452
HOTEL NEW YORKER

WRITE FOR OUR NEW COMPLETE CATALOG

INLAND MANUFACTURING CORP.
164 ELLICOTT ST. BUFFALO 3, N. Y.
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TRACTALL TRACTORS

CATALOG No. SH 546

"Inland" built for Enjoyment!

by Far - the Biggest!

GREATEST ADJUSTMENT FOR GROWTH

MOST RUGGED BUILT FOR HARD USE

"Nationally advertised! Publicized in nation's leading consumer publications for over six years — exposed to over 100,000,000 readers . . . customer praised."

Overall Length—47"
Overall Height—26 ¼"
Seat Adjustment—9 ½"

ACCOMODATES CHILDREN 3 to 12

VARIETY OF MODELS

FULLY MECHANIZED

• POWER SHOVEL

• TRAILER

• BULLDOZER

New! "INLAND-SEMI" TRAILER-TRUCK

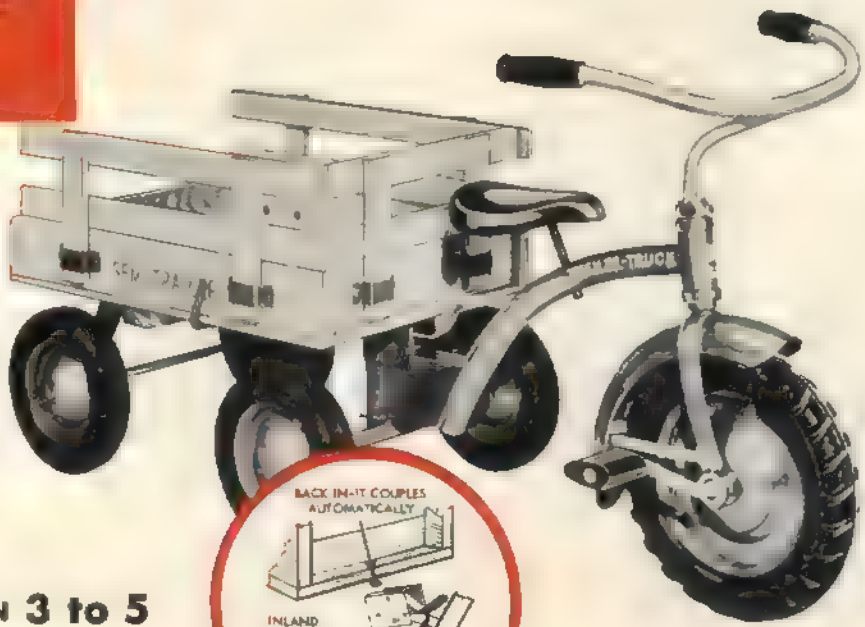
CATALOG No. 54 TW-1

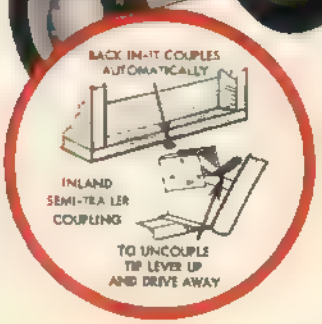
"Inland" built for simplicity!

Every little guy loves to haul things. Here is a compact, short turning trailer-truck easy for him to manage that appeals to his imagination.

Semi-Trailer parks on parking strut. A flick of coupling lever frees truck to drive away

Backing into Semi-Trailer automatically couples unit together again.





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HOTEL NEW YORKER

INLAND MANUFACTURING CORP.

164 ELLICOTT ST. BUFFALO 3, N. Y.

phone **WAshington 1202**

OVER

SERENADING WITH FINE MUSICAL TOYS

The Texan

FULL SIZE GUITAR

LENGTH 35"
DEPTH 3¾"
WIDTH 12¾"
4½ lbs.

No. 95 GREEN
No. 96 BROWN

HOTEL NEW YORKER
Room 946

The Texan, Jr.

ALL GUITARS

Finished in Ivory with Green or Brown shading, decorated with two harmonizing colors. Equipped with the latest nylon strings.

Each packed in separate shipping container with instructions for tuning and playing.

LENGTH 30"
DEPTH 3¼"
WIDTH 11"

No. 97 GREEN
No. 98 BROWN
Weight 3 lbs.

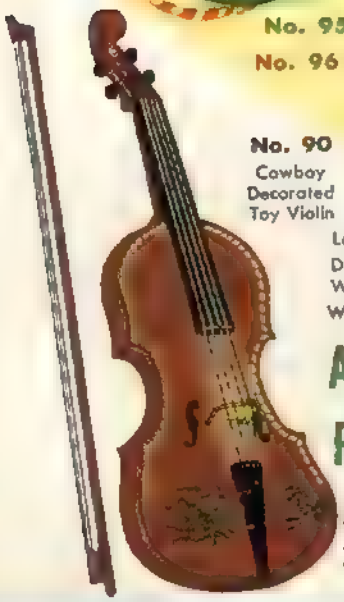
Featured in LIFE Promotions

Suggested Retail Price $3.98

Spanish Guitar

LENGTH 24"
DEPTH 2½"
WIDTH 9½"
Weight 2 lbs.

No. 92 GREEN
No. 93 BROWN



No. 90
Cowboy Decorated Toy Violin

Length, 22"
Depth, 2½"
Width, 7½"
Weight 2 lbs.

A REAL PLAYING TOY VIOLIN

Finished in beautiful two-tone harmonizing colors with black fingerboard and tail piece. Equipped with nylon and steel strings. Bow for playing packed with each violin in shipping container with instructions for tuning and playing.

JEFFERSON PHILADELPHIA TRADE MARK

Manufactured by JEFFERSON MANUFACTURING CO.
2433 NORTH ORIANNA STREET PHILADELPHIA 33, PENNSYLVANIA

A NURSERY SET *designed for* JUVENILE TV PROBLEMS

Bear Chair
Height 25"
Width 12"
Depth 12"
Weight 9 lbs.

Attractively finished in bright Red, Yellow, Green and Blue

No. 103

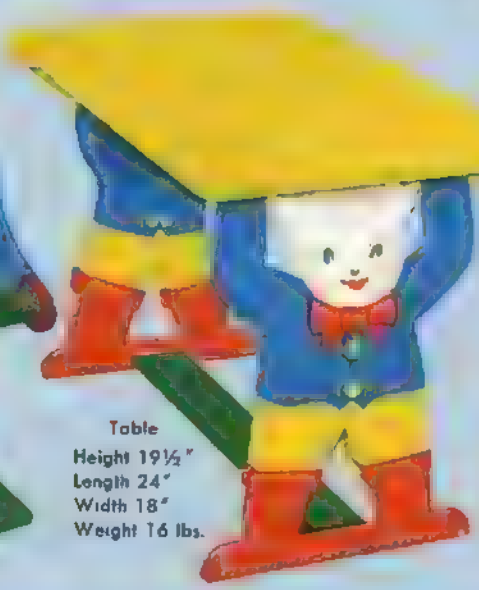


Table
Height 19½"
Length 24"
Width 18"
Weight 16 lbs.

No. 105

Rabbit Chair
Height 25"
Width 12"
Depth 12"
Weight 9 lbs.

No. 104

Each packed K. D. in corrugated shipping container

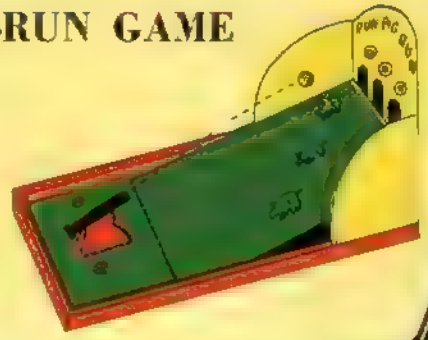
SKEE-BALL GAME

Length 18"
Width 10"
Depth 7"
Weight 1½ lbs.

No. 101

RUN-PIG-RUN GAME

Length 18"
Width 10"
Depth 7"
Weight 1½ lbs.



No. 102

Each packed in separate carton

COWBOY UKULELE

"ON THE RANGE"

Packed two dozen in shipping carton

LENGTH 19"
DEPTH 2¼"
WIDTH 6½"

No. 82
weight 24 lbs.

VIOLINS AND BULL FIDDLES

Finished in beautiful two-tone harmonizing colors with black fingerboard and tail piece. Equipped with nylon strings. Bow for playing packed with each violin in shipping container with instructions for tuning and playing.

No. 91
Regular
Toy Violin

No. 99
Cowboy
Decorated
Bull Fiddle

No. 100
Regular
Bull Fiddle

LENGTH 36"
DEPTH 3½"
WIDTH 12½"

Weight, 4½ lbs.

Manufactured by JEFFERSON MANUFACTURING CO.
2433 NORTH ORIANNA STREET PHILADELPHIA 33, PENNSYLVANIA
Permanent Display at GEO. BORGFELDT CORP., 44-60 E. 23rd St., New York 10, N. Y.

AMERICA'S *Most Beautiful* LIGHTERS by MARATHON

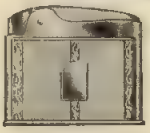
THE NEW *Klix Lighter*

IT'S FULLY AUTOMATIC

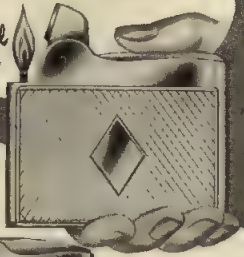
Featuring superb natural gold finish

MADE IN U.S.A.

L100 List 12.00 Retail 9.95
Natural gold finish—Tortoise shell enamel — handsomely boxed.



L106 List 14.40 Retail 11.95
Natural gold 2 tone finish — hand engraved — handsomely boxed.



L102 ▶ List 14.40 Retail 11.95
Natural gold Finish — hand engraved and engine turned, handsomely boxed.

L108 List 14.40 Retail 11.95
Natural gold 2 tone finish with Tortoise shell enamel — hand engraved — handsomely boxed.

L107 List 14.40 Retail 11.95
Natural gold 3 tone finish — hand engraved — handsomely boxed

Combination

CIGARETTE CASE and LIGHTER

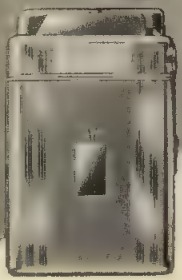
L10 8 List 14.90 Retail 13.75
SLIDE-A-LITE — The perfect automatic lighter and cigarette case combination — Tortoise shell and black enamel beautiful white finish holds 14 cigarettes handsomely boxed

FULLY AUTOMATIC

L47 List 21.60 Retail 20.00
LADYLITE — The perfect automatic lighter and cigarette case combination — trimmed with ruby or aquamarine center and rhinestones — natural gold finish — holds 10 cigarettes — handsomely boxed. (Retail price does not include Federal Tax)

L21/5 List 16.20 Retail 15.00
SLIDE-A-LITE — The perfect automatic lighter and cigarette case combination — Tortoise shell enamel natural gold finish — holds 14 cigarettes—handsomely boxed.

L25/10 List 21.60 Retail 20.00
MARAKING — The perfect automatic lighter and cigarette case combination — hand engraved — 3 tone natural gold finish — holds 20 regular cigarettes or 16 King size handsomely boxed.



L25/8 List 20.30 Retail 18.75
MARAKING — The perfect automatic lighter and cigarette case combination — hand engraved and engine turned — natural gold 2 tone finish holds 20 regular cigarettes or 16 King size—handsomely boxed.

L50 ▶ List 21.60 Retail 20.00
SLIDE-A-LITE — The perfect automatic lighter cigarette case and loose powder compact combination — white enamel with hand painted cloisonne cover to match — natural gold finish — holds 9 cigarettes — handsomely boxed.

ILLUSTRATIONS 2/3 ACTUAL SIZE

SUGGESTED RETAIL PRICES INCLUDE FEDERAL TAX

PRICES SUBJECT TO CHANGE WITHOUT NOTICE

PRICES SUBJECT TO CHANGE WITHOUT NOTICE

the **LIDO** Line

BIG IN '53... BIGGER IN '54!

Howdy Doody TV SET

America's best known character . . . with all his famous friends. For bigger sales in '54, we have added a new series of strips plus a "Large Deluxe Set." Also, we will be showing new items under special licensing arrangement with Howdy Doody — designed and produced by Lido Toy Co.

ADD THESE NEW NOVELTIES TO YOUR LIST OF "BEST SELLERS" IN '54!

No. 80. Aircraft Carrier

No. 434. Target Set

No. 792. Lido Airlines

No. 704. Telescope

No. 708. Golf Set

No. 703. Binoculars

LIDO TOY CO., New York 51, N. Y.

THE FASTEST-MOVING LINE OF WESTERN TOYS

BE SURE TO SEE

THE **LIDO** LINE

FOR '54 AT THE

Hotel McAlpin

ROOMS

551 - 577 - 579

and our permanent showroom:

Room 206 200 Fifth Avenue

AND HERE ARE MORE SENSATIONAL NUMBERS TO LOOK FOR

→

Mitchell 21" Living Image TELEVISION

BIG-PICTURE "STUDIO VIEW" TV AT ITS BEST

MITCHELL TV brings you *all* the action—sharp, clear, real as life itself. You see a magnificent 224-square inch "Studio View" picture on the latest 21" glare-free dark-face picture tube. Special features include Automatic Gain Control for absolutely steady, faithful pictures on all programs and under all conditions; new wide-range focus for consistently sharp, detailed pictures; latest pentode turret-tuner—readily adaptable for UHF reception by means of inexpensive, easily inserted tuning strips. built-in "Magna-Tenna" does away with awkward antenna installations in most locations. latest Inter-carrier circuit—synchronizes sight and sound automatically. large EM Dynamic Speaker—reproduces with amazing tonal depth and lifelike realism. tilted picture tube shield to eliminate picture glare; simplified 2-knob tuning for perfect pictures on all channels. Nineteen tubes, including picture tube and two rectifiers. For 110-120 volt, 60 cycle A.C. only MITCHELL 21" Television is available in the beautifully styled Mahogany or Blonde Console at right (40½" high, 21¾" deep, 24¼" wide), or in the handsome Mahogany or Blonde Table Model below (24¼" wide, 22¼" high, 21¼" deep). Whichever model you select, you are assured of the finest performance and value offered in TV today

easily adaptable for UHF*

380-43D20156 *Mahogany Finish*.....**Retail $279.95**

380-44D20876 *Blonde Finish*.....**Retail $289.95**

Shipping weight, 90 lbs.

380-41D23036 *Mahogany Finish*.... **Retail $319.95**

380-42D23736 *Blonde Finish*.....**Retail $329.95**

Shipping weight, 120 lbs.

Prices include Federal Excise Tax and 1 Year Parts Warranty

Mitchell 17" TELEVISION CONSOLE

Exceptional value in large-picture "Studio-View" Television. Features advanced TV circuit design; 17" glare-free dark-face picture tube; Automatic Gain Control for absolutely steady pictures; new wide-range focus for sharp detail and definition. built-in "Magna-Tenna" no need for external antenna in many locations; latest Inter-carrier circuit which synchronizes sight and sound automatically; large EM dynamic speaker for superb tone quality; newest pentode turret-tuner readily adaptable for UHF by means of inexpensive, easily inserted tuning strips, rigidized picture tube mounting, tilted picture tube shield to eliminate glare; simplified 2-knob tuning for excellent pictures on all channels. Nineteen tubes, including picture tube and two rectifiers. Distinctive console cabinet is available in luxuriously finished Mahogany. Size, 36" high, 21½" wide, 20⅜" deep. For 110-120 volt, 60 cycle A.C. only. Shipping weight, 97 lbs.

380-40D19436.....**Retail $269.95**

GUARANTEE. The Mitchell Mfg. Co. warrants each Television receiver chassis for one year, and will furnish a new part (including picture tube) if the part is determined defective as a result of manufacture.

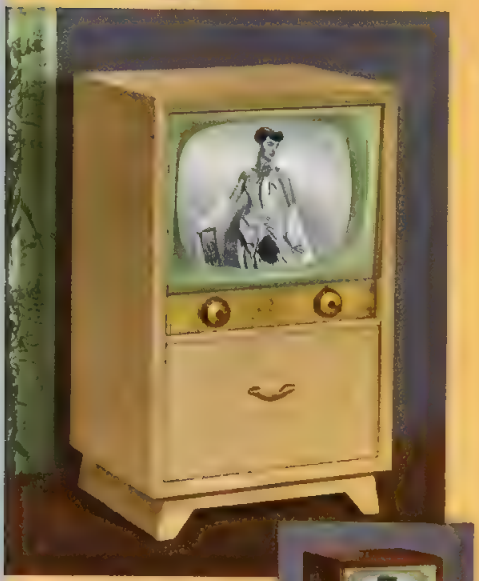
***Readily Adaptable for UHF**

All MITCHELL Television Receivers are ready for conversion to UHF reception by easy insertion of inexpensive tuning strips.

MILWAY—of Milwaukee

Mitchell COMBINATION 21" TV-RADIO-AUTOMATIC PHONOGRAPH

Now you can afford the luxury of complete home entertainment — 21" TV-Radio-Automatic Phonograph — at no more than the price of many consoles offering TV only. Enjoy "Living Image" 21" Television, have powerful full-broadcast-band radio reception, listen to glorious automatic record reproduction — at a price you've never dreamed possible.



380-46D30236 *Blonde Finish*
Retail $419.95

380-45D28796 *Mahogany Finish*
Retail $399.95

Prices Include Federal Excise Tax and 1 Year Parts Warranty

MITCHELL

MILWAY—of Milwaukee

Thrilling...

COMPLETE HOME ENTERTAINMENT

21" Television, AM Radio and Automatic Playing of All Records (7", 10" and 12", 33⅓, 45 and 78 rpm)

Here is the answer to your *every* entertainment desire: wonderful big-picture Television — full AM broadcast reception — true-toned automatic record reproduction — for the first time at a sensible price that gives you the most for your money. Check these superb features, so you can appreciate the quality and value offered:

21" TELEVISION: Full 21-inch "Studio View" TV, powered by a chassis incorporating the latest advances in the field. Features newest glare-free dark-face picture tube. Automatic Gain Control for faithful, steady pictures under all conditions; new wide-range focus for consistently sharp pictures; latest pentode turret-tuner — readily adaptable for UHF reception by means of inexpensive, easily inserted tuning strips; built-in "Magna-Tenna"; latest Inter-carrier circuit synchronizes sight and sound automatically; tilted picture tube shield to eliminate picture glare; simplified 2-knob tuning for perfect pictures on any channel. Nineteen tubes, including picture tube and two rectifiers. Absolutely the last word in Television features, performance and dependability.

RECORD CHANGER: One of the finest quality 3-speed automatic changers ever devised is incorporated in the instrument. It plays *all* 7", 10" or 12" records at *all* speeds—33⅓, 45 or 78 rpm. Will play up to 4 hours automatically and uninterruptedly at a single loading. Changer has simple speed selector and easy-loading arrangement for all size records. Operates quietly and gently; absolutely foolproof.

RADIO: Operates independently of TV. Incorporates sensitive Superhet circuit, tunes full 540-1620 kc AM broadcast band. Includes its own built-in "Air Magnet" antenna; has automatic volume control and full-vision easy-to-tune dial. The reproducer, which is utilized by both Radio and TV, is a large Alnico PM dynamic speaker capable of exceptional clarity and brilliance.

The MITCHELL 21" TV-Radio-Phonograph comes to you in a beautiful console cabinet of appealing simplicity and rich craftsmanship. The readily accessible record changer and radio controls are located in concealed pull-out drawer. The console measures 40½" high, 25" wide, 21¼" deep. Available in beautiful hand-rubbed Mahogany or Blonde finish. For 110 volt, 60 cycle A.C. only. Shipping weight, 140 lbs.

MM-278

Mitchell BEST BUYS
IN COMPLETE HOME ENTERTAINMENT

Versatile Fits any bed headboard; mounts on wall above Hollywood beds; can be used as an attractive table radio, too.

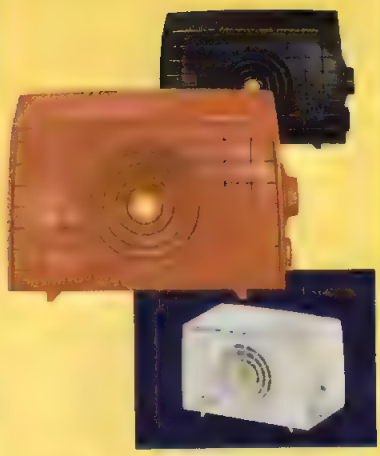
MITCHELL *Lullaby*

THE FAMOUS BED LAMP-RADIO

In all the world, there's no other radio like this—the smartest bedtime story ever told! Read under perfect light that's kind to your eyes—while your favorite radio program plays softly. The *Lullaby*, styled like a dream in gleaming plastic, combines a true-toned radio with a scientifically designed reading light. The easy-to-tune radio has the latest Superhet circuit, with built-in "Air Magnet" antenna, powerful Alnico PM dynamic speaker and Automatic Volume Control. Tunes the complete AM broadcast band 540 to 1620 kc. The bed lamp consists of a powerful tubular lamp and frosted curved lens delivering maximum glareless light. Lamp and radio operate separately or together, as desired. Adjustable brackets fit any bed, additional brackets are provided for wall mounting. In choice of Ivory or Mahogany. Size 12" wide, 4¾" high, 6⅛" deep. The last word in compete, relaxing bedtime entertainment. 5 tubes including: 12BE6, 12BA6, 12AV6, 50C5, 35W4 rectifier. For 110-120 volt, 50-60 cycle A.C., or D.C. Shipping weight, 7 lbs.

6144EF2332 *$31.95* — *Mahogany Finish*

6145EF2405 *$31.95* — *Ivory Finish*



the *Rondeau* GEM-LIKE TABLE RADIO

A MITCHELL masterpiece of radio styling and performance you'll cherish for years of listening pleasure. It's gifted with tonal brilliance, surprising power, outstanding utility and super-value. Latest AC-DC Superhet circuit tunes the full 540-1620 kc broadcast band. Has built in "Air Magnet" antenna—no aerial needed. Features convenient side tuning dial for easy station selection; full-toned Alnico PM dynamic speaker for outstanding reproduction. Housed in a gorgeous plastic cabinet styled in the smart modern vogue. Available in Red, White or Ebony. Size 9¼" wide, 6¾" high, 5⅜" deep. For unbeatable value and utility, make your choice the incomparable *Rondeau*. The last word in a compact quality table radio. 4 tubes including 12AU6, 12AV6, 50C5, 35W4 rectifier. For 110-120 volt, 50-60 cycle A.C. or D.C. Shipping weight 4¼ lbs.

6141EF1675 *$32.95* — *Red Finish*

6142EF1675 *$32.95* — *White Finish*

6143EF1602 *$21.95* — *Ebony Finish*

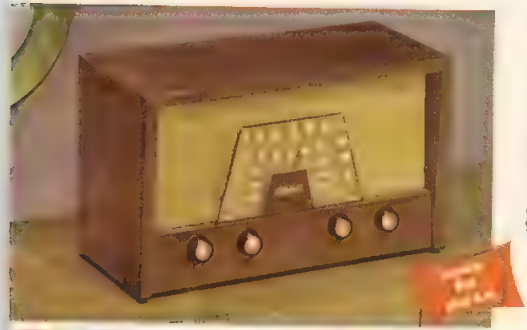
MITCHELL

GUARANTEE: You can buy your MITCHELL Radio or Phonograph with complete confidence, secure in the knowledge that it is backed by a long-established and solid reputation for quality, dependability and value. In addition, each and every MITCHELL model is covered by the full Radio-Television Manufacturers' Association (RTMA) Warranty against defects in materials or workmanship over a period of three months from date of purchase.

Mitchell Radios and Phonographs are U.L. Approved

Mitchell

Outstanding Value in Complete Quality Home Entertainment



NEW MITCHELL FM-AM TABLE MODEL RADIO

Now you can *double* your radio enjoyment with this great instrument. Enjoy the thrilling realism of static-free FM programs *plus* powerful AM standard broadcasts. This beautiful table model tunes the full 87-109 mc FM band plus the entire 535-1620 kc AM broadcast band. Features built in antenna for outstanding reception on AM band, and short external antenna for excellent FM reception; condenser tuning for sharp AM selectivity, permeability tuning for stable FM reception with fine sensitivity; latest miniature tubes in advanced Superhet circuit; large PM dynamic speaker for amazing tonal fidelity; full-range tone control for desired tonal emphasis. FM-AM selector switch. The unique, giant clear plastic dial features each band clearly calibrated for easy tuning. Luxuriously housed in a superior hand-rubbed Mahogany finished cabinet of choice veneers. Size: 14¼" wide, 8" high, 7" deep. For 110-120 volt, 50-60 cycle A.C., or D.C. Shpg. wt., 10 lbs

6137EF5836 *$79.95*

NEW MITCHELL PORTABLE AUTOMATIC PHONOGRAPH

Plays All Record Sizes (7", 10", and 12")
Plays All Speeds (33⅓, 45, and 78 rpm)

There's a world of thrilling entertainment in this Deluxe Phonograph. Plays twelve 10" or ten 12", 33⅓ or 78 rpm records, twelve 7" 45 rpm records. Also provides positive intermix of any ten 12" or 10" records of the same speed. Gives you up to 4 hours of continuous automatic playing at a single loading. Features optional manual operation; automatic shut-off after last record is played; simple one-knob control for speed selection and on-off-reject, dual needle in reversible cartridge; gentle action for record protection; absolutely jam-proof design. Incorporates a powerful three-tube amplifier developing abundant output and superb tone ably handled by a large oval Alnico PM dynamic speaker. Has full-range tone control. With "Siesta" switch which shuts off both changer and amplifier after last record is played. Entirely self-contained in streamlined carrying case, covered with durable Maroon alligator leatherette. Size: 16½" x 8¼" x 15". U.L. Approved. For 110-120 volt, 60 cycle A.C. Shipping weight, 23 lbs.

6138EF5325 *$49.95*

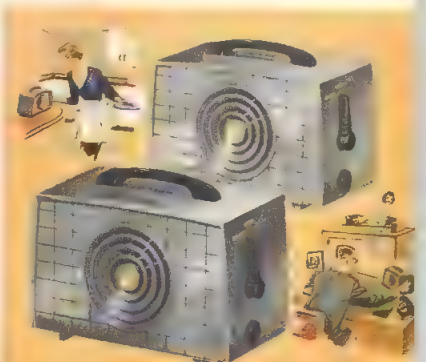
NEW MITCHELL WIRE-LESS 2-WAY INTERCOMMUNICATOR

No Installation, No Wires — Just Plug In to Talk and Listen

Here's MITCHELL'S low-cost "magic plug-in" portable Intercom that enables you to talk and listen to any room in your home, office or other building. No connecting wires required—just plug into any electric outlet on the same main power transformer. Each unit is a complete electronic transmitter-receiver operating on the interference-free 175 kc frequency over your electric light lines. To talk, just press lever—release to listen. Have instant 2-way speech contact. lifelike, quiet, interference-free. Carries and operates as far as several miles apart depending on local conditions. Ideal for homes, to communicate between nursery, kitchen, garage, attic, basement, etc. Indispensable for office, plant, institution or farm—provides instant 2-way communication between important points—saves time, steps, money. Each unit is complete with powerful Alnico PM speaker-microphone. In handsome portable gray plastic cabinet, 9¼" wide, 6¼" high, 5⅜" deep. Costs less than 25-watt bulb to operate. U.L. Approved. Additional units may be added to the system, as desired. For 115-120 volts, 50-60 cycle A.C., or D.C. Shpg. wt., complete 2-unit system, 11 lbs., single unit, 6 lbs.

6139EF5074 *$69.50* — Complete 2-Unit System

6140EF2551 *$34.95* — Additional Single Unit



MM 49C

A Century of Watchmaking Traditions

Olympic WATCHES

TIMED AND CASED IN U. S. A.

are produced in one of the world's most modern factories where high grade watch manufacturing has been a tradition for nearly a century.

Here we truly present the highest in style and design in ladies' wrist watches, combined with fine quality.

ALL WATCHES SUPPLIED
WITH ATTRACTIVE DISPLAY BOXES

F6225W
Exquisite dainty, 14K White gold case, domed crystal, 17 jewel Olympic movement, adjustable silk cord, gift box.
LIST **$69.00**

C6931
Delightfully attractive, 14K yellow gold case, domed crystal with smart adjustable G.F. acorn design bracelet to match, 17 jewel Olympic movement, gift box.
LIST **$48.70**

F4991M
Superb plain tonneau shaped, 10K yellow rolled gold plate case, steel back, domed crystal, 17 jewel Olympic movement, adjustable silk cord, gift box.
LIST **$36.00**

[illegible]
A plain tailored, 10K yellow R.G.P. case, steel back, G.F. 2-strand bracelet, 17 jewel Olympic movement.
LIST **$39.50**

C4890M
Same with 7 jewel movement.
LIST **$32.50**

F4997N
Smartly tailored, 10K white R.G.P. case, steel back, 17 jewel Olympic movement, silk cord.
LIST **$36.00**

F4897N
Same with 7 jewel movement.
LIST **$29.00**

C4999A
Lovely cushion shape, 10K yellow rolled gold plate case, with attractive G.F. bracelet to match, steel back, domed crystal, 17 jewel Olympic movement, gift box.
LIST **$40.00**

[illegible]
Exceptionally dainty, square watch, 10K yellow rolled gold plate case, steel back, 7 jewel Olympic movement, adjustable silk cord, gift box.
LIST **$29.00**

F35595
Plain elegant style, 10K yellow R.G.P. case, steel back, 17 jewel Olympic movement, silk cord.
LIST **$30.50**

F35395
Same with 7 jewel movement.
LIST **$23.70**

Cal. #1
Modern CALENDAR watch, 17 jewel Olympic movement, all stainless steel case, easy to read dial, indicating day of week, date of the month and the month, leather strap.
LIST **$55.00**

9190
TRANSPORTATION watch, 10K Yellow RGP, screw bezel and back case, 17 jewel Olympic movement, white dial, black numerals.
LIST **$41.00**

[illegible]
Same, in chrome case, 7 jewel movement.
LIST **$25.00**

PRICES SUBJECT TO CHANGE WITHOUT NOTICE

Olympic

MEN'S WATCHES

TIMED AND CASED IN U. S. A.

Scientifically built, OLYMPIC watches are true companions for the sports and business man; they are outstanding for their sturdiness and their dependability. They are manufactured by one of the foremost factories in the world where high grade watchmaking has been the tradition for nearly a century.

MW1111
Distinguished looking model, 14K yellow gold case, heavy crystal, 17 jewel movement, leather strap, gold buckle.
LIST **$94.00**

MS1112
Same with 10K yellow goldfilled case.
LIST **$42.50**

MS1111
A handsome plain tailored model in 10K goldfilled case with fine leather strap, 17 jewel Olympic movement, gift box.
LIST **$45.00**

EC55594
Streamlined beautiful modern style, 10K yellow rolled gold plate case, steel back, dome crystal, smart matched 10K goldfilled basketweave expansion bracelet, 17 jewel Olympic movement, gift box.
LIST **$40.50**

EC55599A
Smart plain long cushion style, 10K yellow rolled gold case—steel back, matching 10K goldfilled link expansion bracelet, 17 jewel Olympic movement, gift box.
LIST **$40.00**

7190
A thin style smartly tailored pocket watch, 10K yellow rolled gold plate case, with 17 jewel Olympic movement, gift box.
LIST **$36.50**

7080
Same model, but chromium finished case, 7 jewel Olympic movement.
LIST **$23.80**

MS657995
Attractive cushion style, 10K yellow R.G.P. case, steel back, 17 jewel movement, sweep second hand, leather strap
LIST **$33.00**

MS557994R
Masculine design, 10K yellow rolled gold plate case, steel back, fine strap, 17 jewel Olympic movement with rich looking rhinestone dial, gift box.
LIST **$37.00**

MS55796
Sturdy and distinctive cushion style, 10K yellow rolled gold plate case, steel back, 17 jewel Olympic movement, fine leather strap, gift box.
LIST **$31.00**

MS55890
A handsome plain model in 10K yellow rolled gold plate case, steel back, 7 jewel Olympic movement, fine strap, gift box.
LIST **$21.70**

MS557995
Same with 7 jewel movement.
LIST **$26.00**

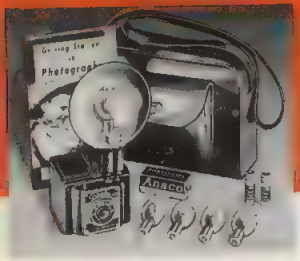
ILLUSTRATIONS ARE SLIGHTLY REDUCED

ALL WATCHES SUPPLIED WITH ATTRACTIVE DISPLAY BOXES

PRICES SUBJECT TO CHANGE WITHOUT NOTICE

PHO-TAK CAMERAS and KITS...

take the guess work out of photography



TRAVELER "120" FLASH CAMERA KIT

This "great value" complete kit contains the Traveler "120" camera, Traveler Flash unit, 4 flash bulbs, 2 batteries, roll of Ansco film, book on photography and leather-grained gadget bag.

No. 2X-1132 (4175)
Index 1-1000; 6-900 LIST **$14.95**

TRAVELER "120" FLASH CAMERA

An outstanding all-metal camera that takes 8 album-size pictures 2¼" x 3¼" using 120 film in black and white or color. Fully synchronized for use with simple "plug-in" flash attachment. Fixed focus lens, with setting for snapshots or time exposures.

No. 2X-1106 (4100)
Index 1-465; 6-420 LIST **$6.95**

TRAVELER FLASH UNIT

No. 7X-3852 (F-2)
Index 1-200; 6-180 LIST **$2.95**

SPECTATOR "120" FLASH CAMERA KIT

Economy is the keynote of this fine kit which contains the Spectator Flash Camera, flash unit, 2 bulbs, 2 batteries, roll of 120 film, leather-grained gadget bag.

No. 2X-1135 (1192.
Index 1-867; 6-780 LIST **$12.95**

SPECTATOR "120" FLASH CAMERA

Synchronized camera with detachable, easy to insert, flash unit. No focusing or adjusting necessary. All metal construction — 110 mm Zeiflar lens. Takes 8 album-size pictures 2¼"x3¼" using 120 film, color or black and white. Excellent for day and night, indoor and outdoor pictures.

No. 2X-1105 (1100
Index 1-600;
6-540 LIST **$8.95**

EAGLE EYE "120" CAMERA

The smart camera buy for any youngster or beginner Fixed focus . . . just AIM and SNAP. Eye level optical viewfinder assures accurate centering of subject. Takes 8 sharp snapshots 2¼" x 3¼" — uses 120 film black and white or color film.

No. 2X-1104 (1000
Index 1-460;
6-360 . . LIST **$5.95**

ROLLEX "20" CAMERA

Perfect combination of folding camera compactness and box camera simplicity at an exceptionally low price. Takes clear, sharply detailed pictures in full color or black and white. Uses 120 or 620 film . . . takes 8 exposures 2¼" x 3¼". All-metal body with enclosed optical viewfinder. Has fixed focus lens — speed of 1/50 second and time exposure settings.

No. 2X-1103 (3000)
Index 1-1000;
6-900 LIST **$14.95**

"CARRYALL" CAMERA CASE

This handsome, leather-grained case with adjustable shoulder strap, has the true "professional look." Has all the room needed to carry your camera and all accessories.

No. 7X-3665 (925)
Index 1-265; 6-240. . LIST **$3.95**

ALL FULLY GUARANTEED... NATIONALLY ADVERTISED

CAMERAS and COMPLETE KITS

by PHO-TAK, for perfect pictures
in COLOR or black and white

FOLDEX "6.3"

Modern simplicity is the keynote of this outstanding camera value. Has famous Steinheil f6.3 coated anastigmat lens and a Vario shutter with speed range of 1/25 to 1/200 seconds, plus time exposure setting. Synchronized for use with Foldex Flash Unit. Takes 8 sharply detailed pictures, 2¼" x 3¼" in full color or black and white . . . uses 120 or 620 film. All metal, leather grained cover — detachable neck strap.

No. 2X-1102 (3600)
Index 1-2317; 6-2085 LIST **$34.75**

FOLDEX FLASH UNIT

No. 7X-3851 (F-3)
Index 1-265; 6-240 . . . . . LIST **$3.95**

FOLDEX EVEREADY CARRYING CASE

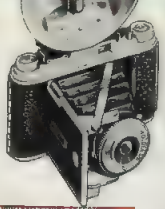
(Fits Foldex "20" — Foldex "6.3" — Rollex "20")
Genuine, russet color cowhide, with adjustable shoulder strap.

No. 7X-3663 (C-5)
Index 1-265; 6-240 LIST **$3.95**

FOLDEX "20" FLASH CAMERA KIT

Complete, ready-to-use. Contains the Foldex "20" camera, Foldex Flash Unit, 4 flash bulbs, 2 batteries, roll of Ansco film, book on photography, big leather grained "carry- all" case.

No. 2X-1129 (3186)
Index 1-2000; 6-1800 . . . . . LIST **$29.95**



FOLBEX "6.3" FLASH CAMERA KIT

This complete flash kit contains the versatile Foldex "6.3" camera, Foldex Flash Unit, 8 flash bulbs, 2 batteries, roll of Ansco film, book on photography, leather-grained "carry-all" case.

No. 2X-1133 (3665)
Index 1-3335; 6-3000 . . . . . LIST **$49.95**

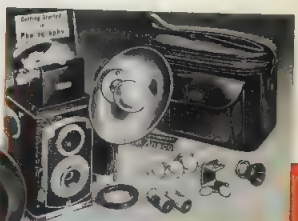
FOLDEX "20"

A sturdy, easy-to-use, low priced folding camera with flash synchronized shutter for indoor and night pictures. No complicated lens or shutter adjustments — JUST AIM and SNAP. 85mm Octvar lens. Takes 8 album sized pictures 2¼" x 3¼" in color or black and white . . . uses 120 or 620 film. All metal, leather grained covering. Flash attachment snaps on camera in a jiffy. Easy insertion and ejection of bulbs. Fixed focus lens with speed of 1/50 second and time exposure settings.

No. 2X-1101 (3100)
Index 1-1317; 6-1185 . . . . . LIST **$19.75**

FOLDEX FLASH UNIT

No. 7X-3851 (F-3)
Index 1-265; 6-240 . . . . . LIST **$3.95**



REFLEX I FLASH CAMERA KIT

This very popular camera kit contains the Reflex I camera, Reflex I Flash Unit, Portable Lens, Yellow Filter for cloud effects, Sunshade and Filter holder, lens case, 4 flash bulbs, 2 batteries, roll of Ansco film, book on photography, leather-grained "carry-all" case.

No. 2X-1134 (3822)
Index 1-2000; 6-1800 LIST **$29.95**

REFLEX I

A wonderful camera for anyone. Has clear view-finder that makes picture taking "foolproof." All metal construction — leather grained. Achromat lens is factory adjusted to give "extra-sharp" pictures at all distances. Shutter operates at 1/50 second or "Time" and is synchronized with flash attachment. Takes 12 exposures 2¼" x 2¼" using 620 film, black and white or color. Flash attachment is quickly and easily plugged into camera . . . has automatic bulb ejector and built-in tester.

No. 2X-1107 (3800)
Index 1-1000; 6-900 LIST **$14.95**

REFLEX I FLASH UNIT

No. 7X-3853 (F-4)
Index 1-335; 6-300 . . . . . LIST **$4.95**

REFLEX I EVEREADY CASE

No. 7X-3664 (C-6)
Index 1-335; 6-300 . . . . . LIST **$4.95**

ALL FULLY GUARANTEED...
NATIONALLY ADVERTISED

CAMERAS and COMPLETE KITS

by PHO-TAK, for perfect pictures
in COLOR or black and white

FOLDEX "6.3"

Modern simplicity is the keynote of this outstanding camera value. Has famous Steinheil f6.3 coated anastigmat lens and a Vario shutter with speed range of 1/25 to 1/200 seconds, plus time exposure setting. Synchronized for use with Foldex Flash Unit. Takes 8 sharply detailed pictures, 2¼" x 3¼" in full color or black and white . . . uses 120 or 620 film. All metal, leather grained cover — detachable neck strap.

No. 2X-1102 (3600)
Index 1-2317; 6-2085 LIST **$34.75**

FOLDEX FLASH UNIT

No. 7X-3851 (F-3)
Index 1-265; 6-240 . . . . . LIST **$3.95**

FOLDEX EVEREADY CARRYING CASE

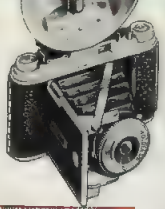
(Fits Foldex "20" — Foldex "6.3" — Rollex "20")
Genuine, russet color cowhide, with adjustable shoulder strap.

No. 7X-3663 (C-5)
Index 1-265; 6-240 LIST **$3.95**

FOLDEX "20" FLASH CAMERA KIT

Complete, ready-to-use. Contains the Foldex "20" camera, Foldex Flash Unit, 4 flash bulbs, 2 batteries, roll of Ansco film, book on photography, big leather grained "carry- all" case.

No. 2X-1129 (3186)
Index 1-2000; 6-1800 . . . . . LIST **$29.95**



FOLBEX "6.3" FLASH CAMERA KIT

This complete flash kit contains the versatile Foldex "6.3" camera, Foldex Flash Unit, 8 flash bulbs, 2 batteries, roll of Ansco film, book on photography, leather-grained "carry-all" case.

No. 2X-1133 (3665)
Index 1-3335; 6-3000 . . . . . LIST **$49.95**

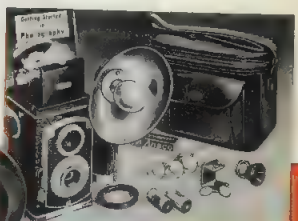
FOLDEX "20"

A sturdy, easy-to-use, low priced folding camera with flash synchronized shutter for indoor and night pictures. No complicated lens or shutter adjustments — JUST AIM and SNAP. 85mm Octvar lens. Takes 8 album sized pictures 2¼" x 3¼" in color or black and white . . . uses 120 or 620 film. All metal, leather grained covering. Flash attachment snaps on camera in a jiffy. Easy insertion and ejection of bulbs. Fixed focus lens with speed of 1/50 second and time exposure settings.

No. 2X-1101 (3100)
Index 1-1317; 6-1185 . . . . . LIST **$19.75**

FOLDEX FLASH UNIT

No. 7X-3851 (F-3)
Index 1-265; 6-240 . . . . . LIST **$3.95**



REFLEX I FLASH CAMERA KIT

This very popular camera kit contains the Reflex I camera, Reflex I Flash Unit, Portable Lens, Yellow Filter for cloud effects, Sunshade and Filter holder, lens case, 4 flash bulbs, 2 batteries, roll of Ansco film, book on photography, leather-grained "carry-all" case.

No. 2X-1134 (3822)
Index 1-2000; 6-1800 LIST **$29.95**

REFLEX I

A wonderful camera for anyone. Has clear view-finder that makes picture taking "foolproof." All metal construction — leather grained. Achromat lens is factory adjusted to give "extra-sharp" pictures at all distances. Shutter operates at 1/50 second or "Time" and is synchronized with flash attachment. Takes 12 exposures 2¼" x 2¼" using 620 film, black and white or color. Flash attachment is quickly and easily plugged into camera . . . has automatic bulb ejector and built-in tester.

No. 2X-1107 (3800)
Index 1-1000; 6-900 LIST **$14.95**

REFLEX I FLASH UNIT

No. 7X-3853 (F-4)
Index 1-335; 6-300 . . . . . LIST **$4.95**

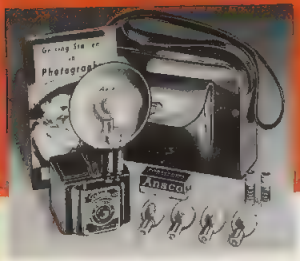
REFLEX I EVEREADY CASE

No. 7X-3664 (C-6)
Index 1-335; 6-300 . . . . . LIST **$4.95**

ALL FULLY GUARANTEED...
NATIONALLY ADVERTISED

PHO-TAK CAMERAS and KITS...

take the guess work out of photography



TRAVELER "120" FLASH CAMERA KIT

This "great value" complete kit contains the Traveler "120" camera, Traveler Flash unit, 4 flash bulbs, 2 batteries, roll of Ansco film, book on photography and leather-grained gadget bag.

No. 2X-1132 (4175)
Index 1-1000; 6-900 LIST **$14.95**

TRAVELER "120" FLASH CAMERA

An outstanding all-metal camera that takes 8 album-size pictures 2¼" x 3¼" using 120 film in black and white or color. Fully synchronized for use with simple "plug-in" flash attachment. Fixed focus lens, with setting for snapshots or time exposures.

No. 2X-1106 (4100)
Index 1-465; 6-420 LIST **$6.95**

TRAVELER FLASH UNIT

No. 7X-3852 (F-2)
Index 1-200; 6-180 LIST **$2.95**

SPECTATOR "120" FLASH CAMERA KIT

Economy is the keynote of this fine kit which contains the Spectator Flash Camera, flash unit, 2 bulbs, 2 batteries, roll of 120 film, leather-grained gadget bag.

No. 2X-1135 (1192.
Index 1-867; 6-780 LIST **$12.95**

SPECTATOR "120" FLASH CAMERA

Synchronized camera with detachable, easy to insert, flash unit. No focusing or adjusting necessary. All metal construction — 110 mm Zeiflar lens. Takes 8 album-size pictures 2¼"x3¼" using 120 film, color or black and white. Excellent for day and night, indoor and outdoor pictures.

No. 2X-1105 (1100
Index 1-600;
6-540 LIST **$8.95**

EAGLE EYE "120" CAMERA

The smart camera buy for any youngster or beginner Fixed focus . . . just AIM and SNAP. Eye level optical viewfinder assures accurate centering of subject. Takes 8 sharp snapshots 2¼" x 3¼" — uses 120 film black and white or color film.

No. 2X-1104 (1000
Index 1-460;
6-360 . . LIST **$5.95**

ROLLEX "20" CAMERA

Perfect combination of folding camera compactness and box camera simplicity at an exceptionally low price. Takes clear, sharply detailed pictures in full color or black and white. Uses 120 or 620 film . . . takes 8 exposures 2¼" x 3¼". All-metal body with enclosed optical viewfinder. Has fixed focus lens — speed of 1/50 second and time exposure settings.

No. 2X-1103 (3000)
Index 1-1000;
6-900 LIST **$14.95**

"CARRYALL" CAMERA CASE

This handsome, leather-grained case with adjustable shoulder strap, has the true "professional look." Has all the room needed to carry your camera and all accessories.

No. 7X-3665 (925)
Index 1-265; 6-240. . LIST **$3.95**

ALL FULLY GUARANTEED... NATIONALLY ADVERTISED

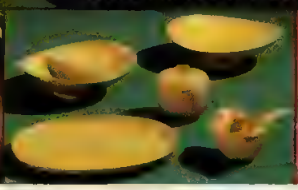
FOR

Modern Serving

molded of

Florence by Prolon

GUARANTEED AGAINST BREAKING, CRACKING AND CHIPPING



NEW STYLING . . . NEW COLORING . . . NEW BEAUTY . . .
to provide smart table decor—a symbol of gracious living!

"FLORENCE" brings you a new, modern design of matchless beauty . . . created by one of America's leading designers of modern living styles. Pieces mix, match or blend perfectly in any setting to provide a multitude of uses. Easy to clean by hand or in dishwashers. Longer life . . . therefore costs less. Truly the finest of molded dinnerware.

1-YEAR GUARANTEE
Will not break, crack, chip or craze under normal household use.
PROLON PLASTIC DIVISION
Pro-phy-lac-tic Brush Co.

42-Pc. DINNER SET. Setting for 6 includes 6 each 10" plates, salad plates, bread and butter plates, bowls, cups, saucers, two vegetable dishes (divided and open), platter, creamer and covered sugar bowl. Choice of (A) Sunset Red, (B) High Noon Yellow, (C) Dawn Gray, (D) Fiesta Pack. (Plates: Red, Gray, Cups and Bowls: Yellow; Saucers, Serv ice Pcs.: Black). Specify Colors. Wt. 19½ lbs.

817M3135 (42-pc. set) ..... Retail $49.50

6-Pc. SERVICE SET. Smartly styled serving pieces. Includes 12½" platter, two vegetable dishes (1 open, 1 divided), creamer, covered sugar bowl Choice of solid colors in (A) Sunset Red, (B) Dawn Gray, (C) High Noon Yellow, (D) Midnight Black Wt. 4½ lbs. Specify color.

814M797 (6-pc. set)..... ...Retail $11 95

20-Pc. DINNER SET. Setting for 4—consists of 4 - 10" plates, 4 - 6¼" plates, 4 bowls, 4 cups and 4 saucers. Choice of (A) Midnight Black and High Noon Yellow, (B) Sunset Red and Dawn Gray, (C) Rainbow assortment, equal pcs. of above 4 colors Wt. 9 lbs Please specify colors

815M1330 (20-pc. set) ... ... Retail $19.95

Prolon

FOR CASUAL SERVING

PROLON . . . the Dresden China of Melmac Dinnerware!

Excitingly beautiful—Prolon's china-like texture . . . informal styling and velvet-soft colors blend perfectly to grace any table setting. Prolon's conventional styling has a "sculptured" look for lasting beauty . . . shatter-free and clatter-free (stacks with a whisper!) and quality to withstand hot foods or boiling water. So practical for everyday use because it is less fragile than china or earthenware and guaranteed against breakage, chipping or crazing!

16-Pc. BREAKFAST OR LUNCHEON SET. Here's the ideal starter set . . . perfect for "foursome" serving. 16-piece set includes: four 9-in. plates, four 6½-in. plates, four cups and four saucers. Available in choice of two smart decorator's color combinations: (A) Cranberry Red and Stone Gray or (B) Forest Green and Chartreuse. Wt. 6 lbs. *Please state color.*

964M863 (16-pc. set) ..... Retail $12.95

20-Pc. PROLON DINNER SET. Set consists of four place settings including four 10¼-in. large dinner plates, four 6½-in. plates, four 9-oz. bowls, four cups and four saucers. Solid color sets in choice of (A) Cranberry Red, (B) Stone Gray or (C) Forest Green and (D) Chartreuse. Wt. 9 lbs. *Specify color.*

955M1183 (20-pc. set) ..... Retail $17.75

35-Pc. DINNER SET. Service for six includes six 10¼" large dinner plates, six 6½" plates, six 5-oz. vegetable dishes, six cups, six saucers, cream and sugar set, 15" platter, 11" vegetable serving dish. Choice of (A) Cranberry Red and Stone Gray with Red serving pieces or (B) Forest Green and Chartreuse with Forest Green serving pieces. *Please specify color.* Wt. 11 lbs.

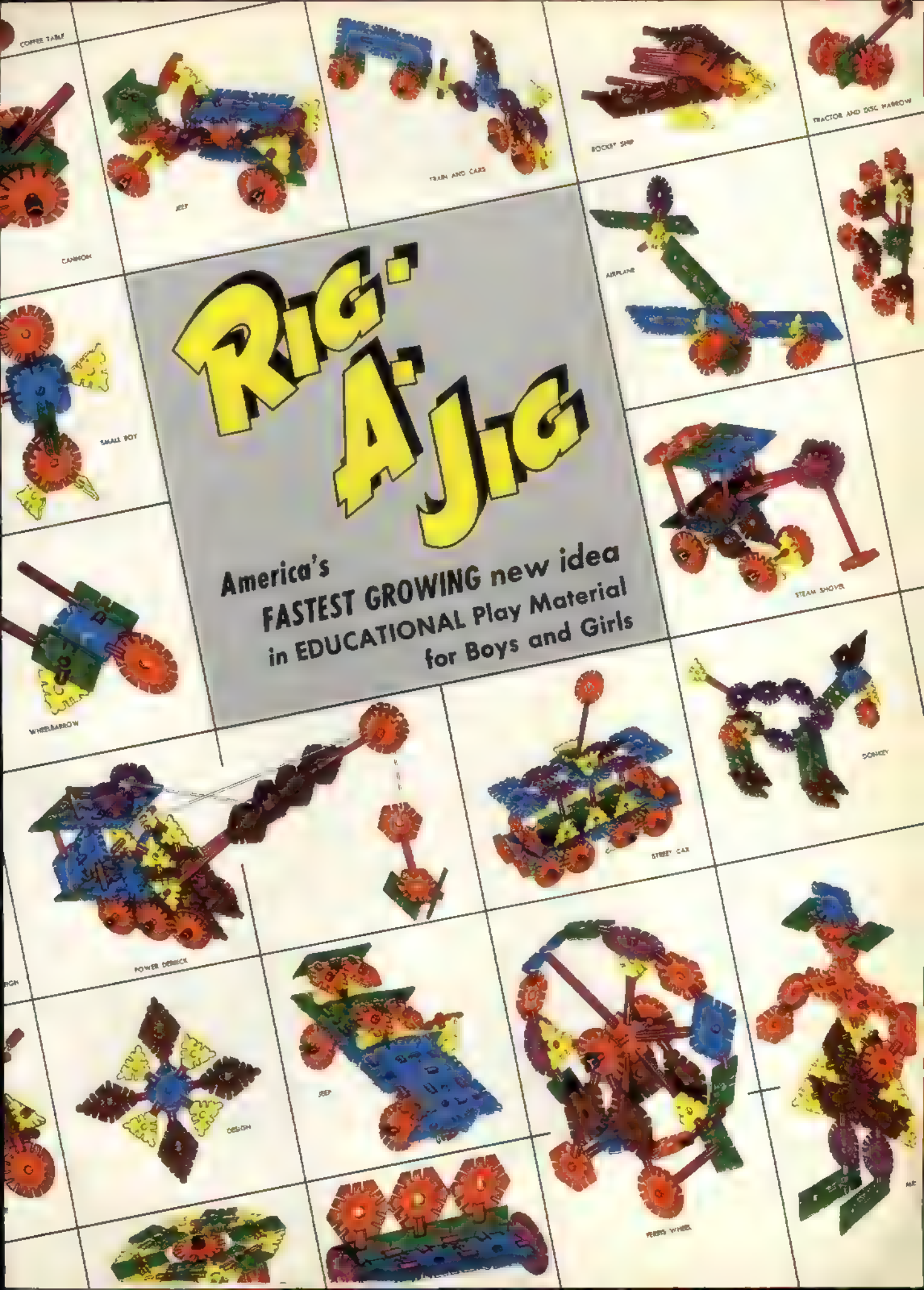
903M2278 (35-pc. set) ..... Retail $35.95

53-Pc. DINNER SET. Service for eight contains eight 10¼" large dinner plates, eight 6½" plates, eight 5-oz. vegetable dishes, eight cups, eight saucers, eight 9-oz. bowls, cream and sugar set, 15" platter, 11" vegetable serving dish. Solid color sets in (A) Cranberry Red, (B) Stone Gray, (C) Forest Green or (D) Chartreuse. Specify color. Wt. 17 lbs.

902M3100 (53-pc. set) ..... Retail $48.95

5-Pc. SERVICE SET. Modern, functional design . . . match and fit any table setting. The five-piece set consists of large 15" platter, 11" vegetable serving dish, cream pitcher, sugar bowl with cover. Solid color sets in choice of (A) Cranberry Red, (B) Stone Gray, (C) Forest Green or (D) Chartreuse. *Please specify color.* Wt. 3 lbs.

901M664 (5-pc. set) ..... Retail $9.95


RIG-A-JIG
America's
FASTEST GROWING new idea
in EDUCATIONAL Play Material
for Boys and Girls
COFFEE TABLE
CANNON
JEEP
TRAIN AND CARS
ROCKET SHIP
TRACTOR AND DISC HARROW
AIRPLANE
SMALL BOY
STEAM SHOVEL
WHEELBARROW
DONKEY
STREET CAR
POWER DERRICK
JEEP
DESIGN
FERRIS WHEEL

OUTSTANDING GIFT PACKAGE

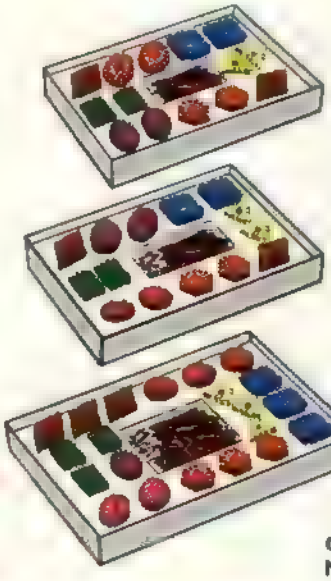
Specifically Designed to SELL RIG-A-JIG THE YEAR ROUND

16 page book in every set shows 7 colors.

Almost indestructible

RIG-A-JIG'S washable, non-toxic plastic pieces link together quickly and firmly to produce truly realistic toys . . . wagons, trucks, trains that *really roll on wheels* windmills and merry-go-rounds that *really turn* . . . and hundreds of other fascinating objects — dolls, animals, birds, furniture, figures, designs.

Thousands of Schools in U.S.
NOW USE RIG-A-JIG
with teacher acceptance growing monthly.



SPECIFICATIONS:

$1 RETAIL
No. 100 JUNIOR SET
72 PIECES
Full color gift box 9½ x 6¼
3 doz. in shpg. ctn., 27 lbs

$2 RETAIL
No. 200 SENIOR SET
140 PIECES
Full color gift box 10¼ x 7¼
2 doz. in shpg. ctn., 20 lbs.

$3 RETAIL
No. 300 DELUXE SET
236 PIECES
Full color gift box 12¼ x 8½
1 doz. in shpg. ctn., 14 lbs.

NATIONAL ADVERTISING

Pre-Sells Your Market with
85 MILLION Reader Impressions

FULL COLOR COVER ADS comprise most of the insertions.

The NEW YORKER
HOUSE BEAUTIFUL
CHILD LIFE
CHILDREN'S ACTIVITIES
The PARENTS' Magazine
LADIES HOME JOURNAL
McCALL'S • MAIZIE COMIC GROUP (3)
INSTRUCTOR
GRADE TEACHER
STATE TEACHERS
NEA JOURNAL

SELLING AIDS

Glossy Photos
Newspaper Mats
Electros
Counter Displays
Window Posters

RIG-A-JIG
Builds anything the mind can conceive

32 W. Washington Street
Chicago 2, Illinois
Mfd. by the Landfield Company

AT THE FAIR — ROOM 530, NEW YORKER HOTEL

Banish Shaving Problems for Life!

Get Your **NEW**

ROLLS RAZOR

ROLLS RAZOR "53"

3407EF1138 Single Lots .. . $17.50
3408EF1050 Lots of 6 or more 17.50
Shipping Weight 26 oz.

World-famous for a quarter-century . . . now **BETTER THAN EVER!** in **NEW** streamlined models with the unequalled Rolls Super-blade of hollow-ground Sheffield steel.

Streamlined Shaving!

For 25 years the Rolls has been acclaimed, by men who have tried them all, the finest safety razor in the world. We proudly present the time-proven Rolls mechanism in a new, compact, streamlined case, in the two handsome new models illustrated.

Blade and handle, "miracle" strop and hone . for economical, easy, fast, happy shaving The blade is made to suit your face and skin exactly for a perfect shave . . . every shave.

Streamlined Styling!

FORGET Blade-Buying . . .
FORGET Shaving Discomfort . .

ROLLS RAZOR TRAVELER (with extra blade)

3409EF1381 Single Lots $21.25
3410EF1275 Lots of 6 or more. 21.25
Shipping Weight 28 oz.

Get Your **NEW** **ROLLS RAZOR**

Nationally Advertised In LIFE Look

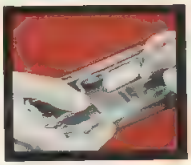
How **ROLLS RAZOR** gives you that "barbershop" shave at home!

You shave with the skill of a master barber, so quickly, so comfortably, the Rolls Razor way!

Simple...Smooth...Speedy... Now you can enjoy "barbershop" comfort every time you face your shaving mirror! This wonderful Rolls Razor teams up with your face and beard to take all the nuisance out of shaving—*every* shave, and for years to come! With the built-in "Miracle Strop" and hone you *personally* control the shaving edge of your hollow-ground Rolls blade of finest Sheffield steel to the exact sharpness you require. Here's shaving satisfaction beyond any you've ever experienced, and at a fraction of the cost of other methods. No buzz or burn, no costly repairs, no blade-buying -when you shave the Rolls Razor way!

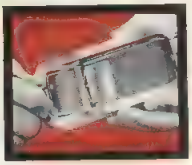
THE WORLD'S FINEST SAFETY RAZOR

This handsome, compact case streamlines your secret of lifetime shaving comfort.



Simple, foolproof mechanism for stropping or honing (when necessary) is easy and safe to use

Blade slides quickly into shaving handle — much less fuss than changing a throw away blade



A few quick strokes on the "Miracle Strop" tunes the Rolls Razor blade for your next shave.

FOR BETTER SHAVING AT A SAVING... NEW **ROLLS RAZOR**

THE ORIGINAL

Schatz

400 DAY CLOCK

IMPORTED AND GUARANTEED BY

Remington Rand

Cream enamel on polished brass with floral decoration on face and pillars. Raised numerals, antique gilt hands.

"QUEEN"
6935EF3850
Single lots . . . $59.50
6936EF3550
Lots of 6 or more 59.50

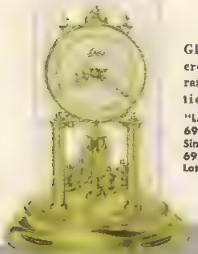
NEW, IMPROVED MOVEMENT WITH

AUTOMATIC Tempo Control

AUTOMATIC TEMPO CONTROL*

AN EXCLUSIVE *Schatz* DEVELOPMENT

Now the world's most distinguished Anniversary Clock offers the utmost in accuracy . . . scientifically maintained by an exclusive Schatz improvement (*patent pending) that "paces" the silently rotating pendulum for 400 days of measured timekeeping on 1 winding. Now "Levelator" leveling dials make the Schatz clock perfectly level for trouble-free operation — and new materials protect it from temperature changes. The new Schatz 400-Day is truly a triumph of the clockmaker's art . . . made for many years of proud possession and dependable service.



Gleaming brass finish, cream enamel dial, raised numerals, antique gilt hands.

"LADY"
6937EF2900
Single lots $49.50
6938EF2650
Lots of 6 or more 49.50

Service Guarantee:

Original Schatz clocks are made in the world's oldest and largest 400-Day Clock factory, and are guaranteed for 1 year against imperfections of workmanship or material (not including repairs necessitated by accidental damage or abuse). Service is available through Remington Shaver Service Stations in 112 principal cities.

Onyx enamel on polished brass with filigree decoration on face, raised numerals, gilt hands.

"MODERN CLASSIC"
6941EF3850
Single lots $59.50
6942EF3550
Lots of 6 or more 59.50

Polished brass with cream enamel base and pillars, porcelain face decorated with garlands.

"DUCHESS"
6939EF2900
Single lots $49.50
6940EF2650
Lots of 6 or more 49.50

Federal Excise Tax of 20% not included

BEAUTIFUL,
DEEPLY HAND CARVED

Schatz

THE ORIGINAL AND ONLY

8 DAY CUCKOO CLOCK!

IMPORTED AND GUARANTEED BY
Remington Rand
FROM THE BLACK FOREST

"HUNT"

Especially for the hunter! Beautiful, deeply hand-carved figures of rabbit, grouse, hunting bag with gun, topped with regal Stag's head. 18" high.

"HUNT"
6945EF3200 Single lots $49.50
6946EF2950 Lots of 6 or more 49.50

"BIRD"

Spread wing bird and decorative floral design. 13" high.

"BIRD"
6943EF1900
Single lots $29.50
6944EF1750
Lots of 6 or more 29.50

LONG PERENNIAL FAVORITES . . . NOW FEATURING AN EXCLUSIVE NEW MOVEMENT!

Imported direct from the Black Forest, Original Schatz 8-Day Cuckoo Clocks add a note of charm to any home. They announce the half hours with a cheerful cuckoo call and the hours with a melodious chime and the appropriate number of cuckoo calls. Unlike ordinary cuckoo clocks, whose hands must be turned clockwise when resetting, Schatz Cuckoo Clocks can be reset in either direction . . . their exclusive rack type movement prevents the cuckoo call from ever getting out of sequence. Schatz Cuckoo Clocks are driven entirely by realistic pine cone weights and require winding only once every eight days. They are deeply hand-carved in a rich mahogany-colored wood, with white numerals and white baroque hands.

Federal Excise Tax of 20% not included

SPARTUS CAMERA KITS

SPARTUS PRESS FLASH CAMERA KIT

You'll marvel at the sharp clear snapshots you get with the SPARTUS PRESS FLASH —whether in full color or in black and white. Only camera in existence with a built-in flash unit. Has Bright, Cloudy and Flash lever for use when taking pictures out-of-doors under bright sunlight, cloudy or hazy conditions, and for using a flash bulb for indoors pictures.

Ten piece outfit includes:

- Press Flash
- 4 flash bulbs.
- Deluxe gadget bag.
- Ansco film.
- 2 Batteries.
- Photo book

No. 2X-1252 (#G963) Press Flash Outfit
Index 1-1330, 6-1197 LIST **19.95**

SPARTAFLEX *Deluxe* KIT

—For picture-taking under all light conditions—indoor and out, there's nothing like the SPARTAFLEX DELUXE CAMERA! A remarkable precision unit synchronized for flash, the SPARTAFLEX embodies features of more expensive cameras plus an automatic dual-focusing ring. Four lens settings F.7.7, F.11, F.16, F.22. Range—5 feet to infinity. Twelve 2¼ x 2¼ pictures on 120 film. Complete with flash attachment. Brilliant picture performance in color or black and white. Eighteen piece outfit includes:

- SpartaBox Camera.
- Flash gun.
- Genuine leather press photographer's carrying bag.
- 3 rolls of Ansco 120 film.
- 8 flash bulbs.
- 2 batteries.
- Photo album (holds 16 pictures).
- Flash gun shield.
- Book on photography.

No. 2X-1256 (#980) Spartaflex Deluxe Outfit,
Index 1-2664, 6-2397 LIST **39.95**

SPARTAFLEX (*Regular*) KIT

Twelve piece outfit includes:

- Spartaflex Camera.
- Flash gun.
- Deluxe Gadget Bag.
- Roll of Ansco film.
- Book on photography
- Shoulder strap.
- 4 bulbs.
- 2 batteries.

No. 2X-1255 #G970 Spartaflex Regular Outfit
Index 1-1297 6-1797 LIST **29.95**

SPARTUS FULL-VUE CAMERA KIT

Think of owning this magnificent, complete camera kit for only $19.95! Imagine a camera that takes the guesswork out of photography by showing you the picture before it's taken and giving a snapshot identical with the image you see! For day or night, indoors or out. Black and white or color. Twelve piece outfit includes:

- Full-Vue Camera.
- Flash gun
- Gadget Bag
- 4 bulbs.
- 2 batteries
- Roll Ansco 120 film.
- Book on photography.
- Shoulder strap.
- Photo album (holds 16 pictures)

No. 2X-1251 (#G650) Full-Vue Outfit
Index 1 1330; 6-1197 LIST **19.95**

SPARTUS 35 MM KIT

Here's the camera cited by a famous, well-known and highly-respected consumer publication, as the outstanding camera in its field. Will take true-to-life beautiful full color shots as well as black and white. Camera has F:6.3 achromat coated ant. 4 openings F:6.3, F.7.7, F:11, F:16, and focusing mount.

Sixteen piece outfit includes

- Spartus 35 mm Camera with F:6.3 lens.
- Deluxe gadget bag.
- Book on photography
- Roll of 35 mm film.
- Flash gun.
- 8 Bulbs.
- 2 Batteries.
- Flash gun shield.

No. 2X1253 (#G655) 35mm Camera Outfit
Index 1-1663- 6-1497 LIST **24.95**

SPARTUS CAMERAS

- Unconditionally guaranteed
- Easy to operate
- Nationally advertised
- Indoors or outside
- Sparkling full color or crisp black and white

SPARTUS FULL-VUE

Twin lens reflex camera

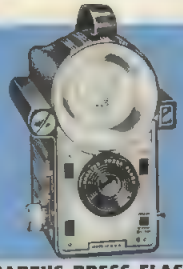
- 12 exposures 2¼ x 2¼ on standard 120 film.
- Synchronized for flash.
- Time or instant exposure.
- New brilliant view finder.
- Nothing to adjust or focus.

A popular camera with all ages because it gives you fine pictures at low cost. No focusing, no adjusting necessary—*the image you see in the brilliant view finder is exactly the way it will look on the finished print.* Attractively designed case, 4½ x 3 x 4 in., folding hood, easy loading. Precision ground 97 mm lens, factory set focus 8 ft. to infinity. Shoulder strap included.

No. 2X-1201 (#S101) Full-Vue Camera
Index 1-665, 6-599 LIST **9.98**

No. 7X3551 (#SC101) Full-Vue Case
Index 1-200, 6-180 LIST **3.00**

No. 7X-3822 (#605, Flash Gun
Index 1 233, 6-210 LIST **3.50**



SPARTUS PRESS FLASH

with exclusive built-in flash unit

- 8 large 2¼ x 3¼ contact prints on standard 120 film.
- Time and instant settings.
- Bright, cloudy and flash lever for automatic light regulation.
- Precision ground and polished lens.
- Complete with 4 flash bulbs and reflector cover.

This popular camera with the EXCLUSIVE built-in flash is the only one of its kind in the world! As simple to operate as a box camera, ideal for women and youngsters. Snap or time exposures—day or night, in color or black and white. Bright, Cloudy and Flash lever. Universal focus, 8 ft. to infinity. Sturdy, moulded case, 6½ x 6 x 3¾ in.

No. 2X-1202 (#S200) Press Flash Camera
Index 1-997, 6-897 LIST **14.95**

No. 7X-3552 (#SC200) Press Flash Case
Index 1-267, 6-240 LIST **4.00**

SPARTAFLEX AND GUN

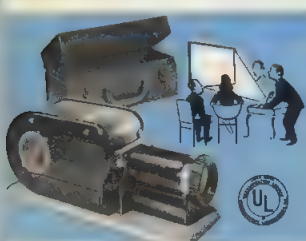
Twin lens dual focusing reflex camera

- 12 exposures 2¼ x 2¼ on standard 120 film.
- F:7.7 achromat viewing lens produces large images on brilliant view finder.
- Focuses from 5 ft. to infinity.
- Coated, color corrected F:7.7 achromat-taking lens.
- Openings: F:7.7, F:11, F:16, F:22.
- Side view finder for eye level and indoor pictures.

Here's a remarkable precision unit that looks and works like high-priced twin lens reflex cameras but sells for a good deal less. For picture-taking under all light conditions, there's nothing like owning a SPARTAFLEX TWIN LENS REFLEX CAMERA! Automatic dual focusing ring, die cast front. Smartly designed in ebony finish case, chrome plated metal parts. Size: 4½ x 3 x 4 in.

No. 2X-1204 (#S870) Spartaflex with Flash Gun.
Index 1-1663, 6-1497 LIST **24.95**

No. 7X-3554 (#SC870) Spartaflex Case.
Index 1-334; 6-300 List **5.00**



SPARTUS 35 MM SLIDE PROJECTOR

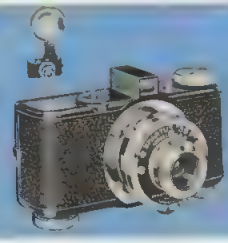
An outstanding value for every miniature camera fan. The slide projector is fitted with 3 in. focal length, F:3.5 lens, 100 watt bulb. Slide carrier holds 2 x 2 glass or cardboard mounted slides. The images are sharp to the very edge. Built-in switch. Light weight —made of hi-impact bakelite, steel and aluminum. Ideal for home, school and industrial use—can be set up in a jiffy. 110 volt AC-DC.

No. 4X-2271 (#SP700) Projector
Index 1-1130, 6-1017 LIST **16.95**

CUSTOM BUILT CARRYING CASE

Specially designed SPARTUS projector case keeps your projector clean, safe, and dust proof when not in use. Reinforced locks. Plastic carrying handle.

No. 7X-3557 (#702) Projector Case
Index 1-267, 6 240 LIST **4.00**



SPARTUS 35 MM CAMERA

complete with flash gun

- 4 lens openings: F:6.3, F:11, F:16, F:22.
- Automatic exposure counter.
- Synchronized for flash.
- Optically ground view finder and tripod socket.
- 20 or 36 exposures on standard 35 mm cartridge film.
- Transparencies in beautiful full color or sparkling black and white prints.

An ideal 35 mm candid flash camera for perfect picture-taking. This is the camera cited by a famous, well-known and highly respected consumer publication, as the outstanding camera in its field. Compact size and fast lens makes it easy to take pictures anywhere. Gives you sparkling color slides for projection or prints.

No. 2X-1209 (#S35) 35mm Camera with Flash Gun
Index 1-1264, 6-1137 LIST **18.95**

No. 7X-3560 (#PC35) 35mm Camera Case
Index 1-334, 6-300 LIST **5.00**

SPARTUS SYNCHRONIZED BOX CAMERA KIT

Here is a perfect snapshot outfit for any member of your family particularly the youngsters. Indoors or out—any kind of weather, this new, SPARTUS SYNCHRONIZED BOX CAMERA gives clear, sparkling snapshots every time. An outstanding value. Eleven piece outfit includes:

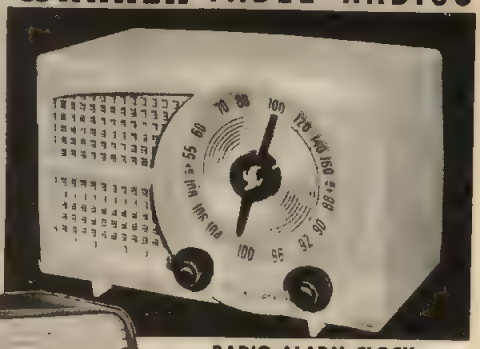
- Synchronized Flash Camera.
- Flash gun.
- 4 flash bulbs.
- Roll of No. 120 Ansco film.
- Spartus gadget bag.
- Book on photography.
- 2 batteries.

No. 2X-1257 (#G935) Box Camera Outfit
Index 1-997, 6-897 LIST **14.95**

STEWART-WARNER TABLE RADIOS

AM-FM Table Radio

- 7 Tubes plus 1 Selenium
- 6-in. Alnico 5 PM Full Range Speaker
- Plug-in Phono Jack with Panel Switch
- Electronic FM Drift Suppressor
- Supersensitive RF Stage on FM Band
- Inverse Feedback Audio, Bass Boost



A beautiful set with a great name! Distinctive modern styling in Arctic Gray plastic with gold and maroon trim. Big 6" speaker offers rich, full range tone reproduction from bass to treble; phono jack allows use of set with record player. Built-in FM AM aerials plus FM external connection. "Concert Grand" audio system. Range 88-108 mcs FM, 540-1650 kcs AM. 117 v. 50-60 c. AC-DC. UL approved. Size 8x14x8¾" deep.

No. 4319. Wt. 14 lbs. List $79.95. Dlr's. $52.00. 3, ea **48.80**

RADIO-ALARM CLOCK

- BUILT WITH AUTOMATIC SLEEP SWITCH—shuts off radio or any appliance plugged in, from 1 to 60 minutes after set.
- BUILT WITH SET ALARM BUTTON—sets "turn on" time for radio or appliance. Sounds buzzer 10 minutes after turn-on.

It's a fine radio . . it's an electric alarm clock . . it's an electronic handyman that turns on and off the radio or appliances automatically! Wonderfully compact, unique and distinctive in design in solid, one-piece plastic.

Radio has 4 tubes plus 1 rectifier, with full AM range of 540-1600 kcs, built-in aerial, automatic volume control. Alnico 5 PM speaker. 110-v. AC socket at rear for any appliance rated below 1100 watts. Glow lite tuning indicator.

Telechron Electric Clock has luminous dial. 127 v. 60-c. AC only, UL approved. Size 6¾x11⅛x6" deep. Wt. 6 lbs.

No. 1373. Cocoa Brown and Tan
No. 4322. Mist Green and Yellow
} List $47.95. Dlr's. ea., $31.10. 3, ea **29.21**

GADABOUT 3-WAY PORTABLE

Wonderfully Compact. The Gadabout is housed in weather resistant, handsome cabinet in green or maroon plastic with gold trim. Controls on top of cabinet.

3-Way Power Supply. Operates on 115 volt AC or DC or on its own self-contained batteries. Automatically disconnects battery from circuit when cord is plugged in. Covers complete Standard Broadcast band from 540-1600 KCS. Receives all regular AM stations within range.

Ferrite-Bar Antenna. Pulls in station beyond range of ordinary portables. Incorporates "Alnico-5" power-packed speaker 4-tubes plus selenium rectifier. Eliminates warm-up period. Automatic volume control—prevents sudden blast when station not carefully tuned in. Has high-quality IF Transformers. Size 10x8x3½". Wt. 7 lbs.

No. 1270. Maroon
No. 1265. Green
} List $45.95. Dlr's., ea. $30.40. 3, ea **28.57**

Batteries for above

No. 1523. "B" Battery (1 required). List $2.35. Dlr's., ea. $1.65
No. 1524. "A" Battery (2 required). List 30c. Dlr's., ea. . . . 21c

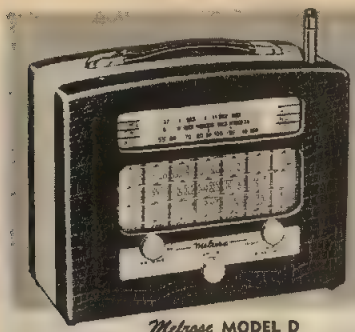
AM TABLE RADIO

Handsome Styling and guaranteed fine reception all in one low-cost AM radio! Designed in rich, modern solid plastic in either mahogany or ivory finish . . . with contrasting dial pointer and controls.

4 Tubes plus 1 Rectifier. Genuine "Alnico 5" permanent magnet speaker with "concert grand" tone . . . Stewart-Warner's exclusive audio system reproduces all tonal ranges with full fidelity and balance. Multi-loop built-in antenna; no outside aerial needed.

Improved Superheterodyne Circuit – full standard broadcast band from 540-1600 kc. Automatic volume control; on-off switch, volume and tuning controls. Iron core I.F. transformers assure improved sensitivity. 117-volt AC-DC operation – use it anywhere! Size 8⅝x5½x5¾" deep. Ship. wt. 6 lbs.

No. 4320. Mahogany finish. List $27.95. Dlr's., ea. $17.60. 3 lots, ea **16.52**
No. 2737 Green. List $28.50. Dlr's., ea. $17.85. 3 lots, ea. **16.85**



Melrose MODEL D
"Round-the-World" PORTABLE

- **3 BANDS for World-Wide Reception**
- **Operates on AC, DC or Batteries**
- **With Collapsible Fish-Pole Antenna**

A real thrill-packed portable, which, in addition to the regular 540-1700 KC broadcast band, has two short wave bands - 18.7 to 5.5 MC and 5.6 to 1.9 MC - for taking the listener around the world via the short wave route. Performs with the same razor-edge sensitivity on 110 volt AC or DC - or out-of-doors, on its self-contained battery pack. Powerful superhet circuit with new high efficiency IF transformers. Has built-in Loopteana and collapsible nickel-plated fish-pole for short wave reception. Luggage type non-breakable case in blue and gray two-tone leatherette with leather carrying handle. Dimensions, 9⅛"x12½"x5¼". Ship. wt 10 lbs. Priced less batteries.

No. 241. List $63.90. Dlr's., ea. $43.90, 3 lots, ea. **39.30**

Batteries for Above

No. 1649. "A" Battery 2 required. List 90c. Dlr's., ea. 67c
No. 1322. "B" Battery. 2 required. List $3.25. Dlr's., ea. 1.75

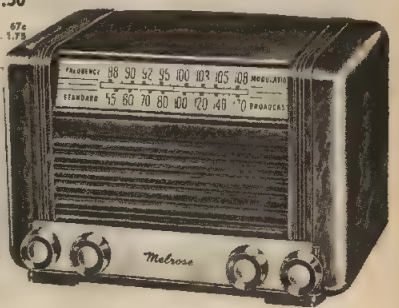
Melrose 3-WAY PORTABLE
110 Volt AC or DC, or Battery-Operated

This new, lightweight streamlined portable radio has the refinements in design and construction usually found on much higher priced sets. Operates on 110 volt AC or DC, or battery. Fine tone quality when used either indoors or outdoors. Superheterodyne circuit precision engineered for extra power. 6 tubes including rectifier. Two IF transformers. Built-in high Q antenna for strong signal pickup. Powerful Alnico 5 permanent magnet speaker. Slide rule tuning with full-vision dial, easy-to-read and tune. Handsome maroon finish plastic case with handy carrying handle. Size 8x6-9/16x4½". Wt. 6½ lbs. less batteries.

No. 4735. List $31.60. Dlr's., ea. $21.25, 3 ea. **20.06**

Batteries for Above Portable

No. 1648. 90-volt "B" (3 required). List $3.60. Dlr's. 2.32
No. 1530. 4½-volt "A" (1 required). List 70c. Dlr's. ..... 53¢



Melrose MODEL D FM-AM RADIO

- **True Console Type FM Reception**
- **8 Tubes Including Rectifier**
- **Loop Antenna for AM Reception**
- **Line Antenna for FM Reception**

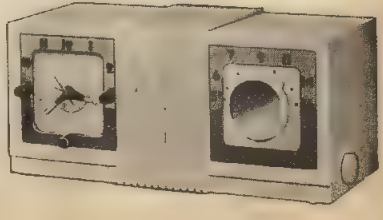
Here is static-free, console tone FM reception plus excellent, high-fidelity standard reception . . . both contained neatly and compactly in a streamlined plastic cabinet. The tone control adjusts to razor-fine fidelity. The large slide rule illuminated Vernier dial is easy to see — easy to tune. Large FM dynamic speaker produces clearest quality of sound. 8-tube engineering effectively solves the problem of tough-reception areas. Needs no aerial. With all the big-radio listening advantages and the added convenience of space-saving size, this value-packed set has outstanding sales appeal. 11⅛" long, 7⅞" high. AC or DC. Wt. 8½ lbs.

No. 2747. Walnut. List $63.95. Dlr's., ea. $43.20, 3 lots, ea. **38.71**

Sonora CLOCK RADIO

- **Genuine TELECHRON luminous self-starting clock.**
- **Turns radio on or off at pre-selected time—also has buzzer alarm.**

Outstanding in its striking styling, incorporating every advanced feature of modern electronic research! Attractively designed plastic case, luminous clock hands and hours on two-tone dial, polished gold metal trim. Simply set it and wake up to soft, pleasant music at the exact time selected. Powerful 4-tube plus rectifier Superhet radio with "Sonoroscope" built-in aerial receives all standard AM stations with amazing clarity and volume to spare. 110-120 volt, 60-cycle AC only; UL approved. 11⅛"x8-1/16"x6⅛" deep. Ship. wt 8 lbs.



No. 2632. Ebony plastic. List $37.95. Dlr's., ea. $25.55, 3 lots, ea. **23.35**

No. 1247. White plastic. List $39.95. Dlr's., ea. $27.45, 3 lots, ea. **25.12**

Nobody-but nobody-but TERRYTOONS gives you All these merchandising and selling advantages!

1. Terrytoons Barker Bill on TV!
2. Terrytoons Movies!
3. Terrytoons Comic Books!
4. Terrytoons Funnies in 75 Papers!
5. Terrytoons Story Books!
6. Biggest Thing in Macy Parade!
7. Terrytoons Merchandise!
8. Promotion Ideas for Your Product!

Here's sales force

NAUGHTY MOUSE

BARKER BILL

for

TERRY TOONS

reg. U.S. pat. off.

Licensees...

BUDDY THE PUP

TERRY BEARS

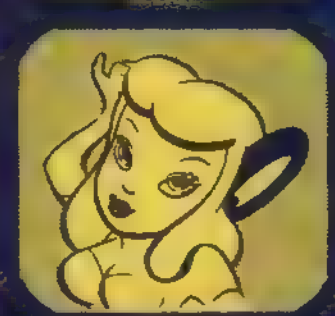
The Broadest All-Media Retail Support Yet!

1. TERRYTOONS TV: Mighty Mouse, sponsored by General Mills on a 79-station CBS-TV hookup, seen by 12,500,000 kids each week!
2. TERRYTOONS MOVIES: Seen by 20,000,000 kids each week!
3. TERRYTOONS COMIC BOOKS: Read by over 1,000,000 kids each week!
4. TERRYTOONS FUNNIES IN 75 NEWSPAPERS: 170,000,000 readings each week!
5. TERRYTOONS STORY BOOKS: Read by 500,000 kids each week!
6. BIGGEST THING IN THE MACY PARADE: The giant Mighty Mouse balloon seen for the 4th consecutive year by millions!
7. TERRYTOONS MERCHANDISE: Character identification on millions of units!
8. PROMOTION AND MERCHANDISING IDEAS: Tailor-made to sell your products!!!

HECKLE

JECKLE

FARMER AL FALFA



PEARL PUREHEART

DINKY

THE GELT

The greatest pre-selling and selling campaign in toy history can be yours—opening up sales volume you never dreamed possible!

Join these successful firms who already enjoy the Terrytoons license:

Bar Zim Toy Mfg. Co.
Bayshore Industries
Bland Charnas Co.
Arthur Brown & Bro.
Dexter Mfg. Co.
Ed-U-Cards Inc.
E. E. Fairchild Corp.
Grosset & Dunlap
Samuel Lowe Co.
St. John Publishing Co.
Bernard Scherel
Spec-Toy-Culars Inc.

All the famous Terrytoons characters are now available on an EXCLUSIVE BASIS—ready to go to work for you! Write; wire; or telephone NEw Rochelle (N. Y.) 2-3466, for full information on the Terrytoons Plan to help sell your products!

TERRYTOONS, Inc
38 Centre Street, New Rochelle, N. Y.

I'd like to see your complete franchise plan for boosting the sales of our product

Name_____

Company_____

Address_____

[ ] ATTENTION: TOY BUYERS AND MERCHANDISE MGRS.
Check here if you would like complete information on all Terrytoons franchise manufacturers and products available. TPM

ears Ahead! VANITY FAIR introduces the greatest innovation in LOW COST...QUALITY PHONOGRAPHS.

NEW ACOUSTIC

VANITY FAIR

PHONOGRAPHS

with *Exclusive* HIGH IMPACT MOULDED CASE

UNCONDITIONALLY GUARANTEED FOR LIFE!

Model 700
UNCONDITIONAL LIFETIME GUARANTEE

s entire instrument — case and mechanism is unnditionally guaranteed for life against breakage, echanical defect or wear Replacement repair will e promptly made free of charge!

MPORTANT: When forwarding phonograph to factory, lease pack carefully and ship via Railway Express repaid. Please enclose $1.00 to cover handling and eturn shipping charges

VANITY FAIR ELECTRONICS CORPORATION
50 South 4th St., Brooklyn 11, N. Y.

NEW! **MOST ADVANCED STYLING**
Engineered for instant appeal and lasting satisfaction. The most revolutionary styling concept for high quality phonographs for children.

NEW! **ONE-PIECE, HIGH IMPACT, MOULDED CASE**
A new and exclusive moulding process . . producing cases that are crack-resistant, chip-resistant, break-resistant Yes, this new Vanity Fair case is stronger, safer, more beautiful than you can ever imagine.

NEW! **DEEP-TONE 3-D SOUND**
It's the closest thing to stereophonic sound! Sound actually comes from 3 different directions — front, left and right sides. The sound seems to well up and surround you from all sides.

NEW! **UNCONDITIONALLY GUARANTEED FOR LIFE**
Each and every Model 700 Phonograph — both case and mechanism — is unconditionally guaranteed for life. This is the most unusual and sensational guarantee in our field.

NEW! **SPARKLING COLORS**
. . that sell . . . that appeal to both parents and children alike.

NEW! **UNBELIEVABLE COMPACTNESS**
More phonograph value packed into each square inch of Model 700 than can be found in any other make. Small and compact —

Model No. 700—TABLE MODEL ACOUSTIC
PHONOGRAPH with high impact moulded case in vivid colors. Royal Blue cabinet with Fire Engine Red turn table OR Fire Engine Red cabinet with Royal Blue turn table. Grey arm reproducer Alliance A C electric motor Furnished with package of needles and registered unconditional lifetime guarantee. Individually packed in air cushioned carton. weight, 4¾ lbs. 6 to master carton, weight, 30 lbs. U L and C.S.A. approved.

VANITY FAIR ELECTRONICS CORPORATION • 50 South 4th St • Brooklyn 11, N. Y.

Engineered and Styled for Quicker, More Profitable Sales . . . . . ▶

VANITY FAIR

ADULT PHONOGRAPHS DESIGNED FOR CHILDREN

Mean Sales Action!

Model No. 600—PORTABLE ACOUSTIC PHONOGRAPH in sturdy wood constructed case covered in 2-tone leatherette. Colors: Red and Grey or Blue and Grey. Alliance A.C. electric motor. Equipped with lifetime guarantee and package of needles. Individually packed in air cushion carton, weight, 7½ lbs. 6 to master carton, weight, 46 lbs. U/L and C.S.A. approved.

Model No. 5005 — TABLE MODEL ACOUSTIC PHONOGRAPH in plywood [illegible] brilliantly colored in Red or Blue. Alliance A.C. electric motor. Equipped with [illegible]

- **GUARANTEED FOR LIFE**
  all acoustic models are guaranteed by register number.
- **ONLY VANITY FAIR HAS PLAY-PROOF CASE**
  Every case is specially constructed to withstand children's use.
- **U L and C.S.A. APPROVED**
  All Vanity Fair acoustic phonographs carry the U/L and Canadian Standards approval.

AMPLIFIED PHONOGRAPH

Model No. 51 — PORTABLE 3 SPEED AMPLIFIED PHONOGRAPH in sturdy wood constructed case covered in 2-tone leatherette. Colors: Red and Grey or Blue and Grey. Volume control and crystal pickup. Equipped with permanent needle and a 90 day registered consumer guarantee. Individually packed in air cushion carton, weight 8½ lbs. 6 to master carton, weight 5 lbs. Available U/L approved.

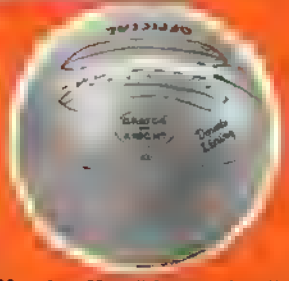
Model No. 50—PORTABLE AMPLIFIED PHONOGRAPH. Same as No. 51 above 78 RPM only.

VANITY FAIR
ELECTRONICS CORPORATION

JUVENILE SPORTING GOODS

"Star Player" Baseball Gloves
"Grako Kid" Boxing Gloves
"Little Feller" Baseball Sets
Basketballs — Footballs

GRATON AND KNIGHT



#693 "Star Player" basketball official size and weight, extra heavy-duty blonder. Other models available.

#680 "Little Feller" miniature football made of fatherette fabric in regulation shape — a rugged ball for the small fry. Official size footballs also available.

#701 Miniature boxing gloves suede, hair filled — just right for any youngster. Other sets made of sheepskin available for youngsters from 8 to 16 years old.

#617 "Little Feller" Catcher's Mitt with ball and player cards in colorful display all window box. Complete line of gloves for the entire team available. Fast sellers!

#673-C "Star Player" Fielder's Glove — professional style. Genuine top grain oil treated cowhide. Complete line of gloves for the entire team. Little leaguers delight!

#633 "Little Feller" Baseball set. Fielder's glove, baseball cap, 21" polished bat, sponge rubber baseball, 3 picture cards of big league stars.

#625 "Little Feller" First Baseman's Mitt, Bat and Ball. Top grain sheepskin leather. Packaged in eye-catching long display-all window box. Complete line of gloves for the entire team.

Cowboy Holsters and Suits on other side of this page.

See the complete "GRAKO LINE" at the TOY FAIR
Room 1227
Hotel New Yorker

GRATON & KNIGHT Company
WORCESTER, MASSACHUSETTS

Sole Sales Representatives
HENRY KATZ
FACTORY LINES INC
ROOM 540
200 FIFTH AVENUE
NEW YORK 10, N. Y

GRATON AND KNIGHT

COWBOY HOLSTERS & SUITS

Genuine Top Grain Leather
Nickeled Studs — Ruggedly Built
Authentically Western
Individually Packaged in Colorful Boxes

#1001 Complete top grain natural hair-on Cowboy set with chaps, vest gauntlets holsters and pistols. Other sets available in genuine embossed leather.

#2/950 Top grain natural hair-on double holster set. Authentically Western, laced with genuine rawhide.

#2/937 Genuine hair-on and smooth leather double holster set with many nickel studs and adjustable belt. Complete line of holsters available

#932 Genuine all leather, single holster set. Made of natural choice leather with a vinyl tape edge belt and Western buckle.

#1002 Complete Cowboy outfit with genuine leather double holster set, chaps, gauntlets, bandanna. Distinctive eye-appeal to the youngsters makes this a fast-moving item

#918 Genuine leather space patrol holster set with Atomic Flash gun.

#999 **HOBBY CRAFT KITS** for adults and children. Assortments contain leather articles, plastic lacing and instruction booklet.

Juvenile Sporting Goods on other side of this page.

See the complete "GRAKO LINE" at the TOY FAIR
Room 1227
Hotel New Yorker

GRATON & KNIGHT Company
WORCESTER, MASSACHUSETTS

Sole Sales Representatives
HENRY KATZ
FACTORY LINES INC
ROOM 540
200 FIFTH AVENUE
NEW YORK 10, N. Y

THE WONDER HORSE
TRADE MARK REGISTERED
"It's Gaited"

America's Beautiful Thoroughbred of Hobby Horses

With Magic Spring Action

Fair Traded* to Protect Your Profit

PATENTED

THE WONDER HORSE DE LUXE

Lifelike, true Palomino color of the Wonder Horse De Luxe delights riders from 1 to 7. Top-quality, long-lasting construction wins new friends every day.

- **Body is injection-molded Tenite II, a new Tennessee Eastman plastic of exceptional strength and durability.**
- **It stands up under rough riding and abuse without shattering, chipping or peeling.**
- **Lustrous finish is pleasant to touch, washes easily with soap and water.**
- **Same sturdy, high-test springs and magic action of its older brother, the famous wood Wonder Horse. Springs replaceable.**
- **Voted an "outstanding example of its type" by Toy Guidance Council experts for 1953-54.**
- **Used in doctors' waiting rooms and recommended by pediatricians.**
- **Develops grace and muscular co-ordination.**

Individually packed. Weight, 20 lbs.
Length 36". Height 21".

***In all states where legal.**

WONDER PRODUCTS CO.

Manufacturers
COLLIERVILLE, TENN.
SUBURB OF MEMPHIS
TELEPHONE L.D. 4242

THE WONDER HORSE

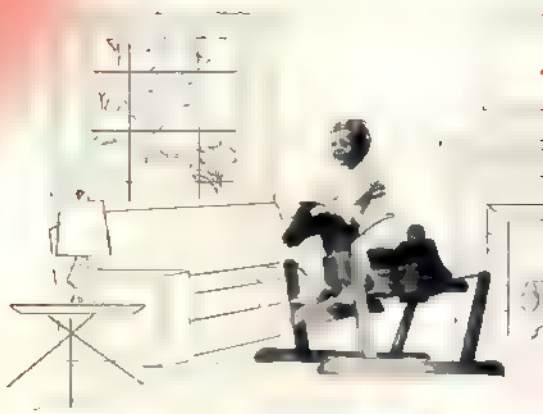
TRADE MARK REGISTERED

"it's gaited"

Healthful Fun for Children 1 to 7

PATENTED

OUTDOORS



INDOORS

Children all over America have enjoyed countless hours of body-building exercise riding the Wonder Horse. "Magic" springs give a rocking, bouncing "real-horseback" ride that fascinates youngsters, and develops grace and muscular co-ordination. Babies as young as 11 months have fun on the Wonder Horse. In fact, many ride before they walk.

- Careful, long-lasting construction of select hardwood.
- Sturdy, high-test springs—replacements available if needed after long period of heavy use.
- Durable, bright-red finish.
- Fair-Traded* to insure legitimate profit.

*In all states where legal

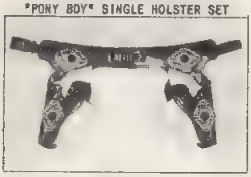
Individually packed
Weight, 25 lbs.
Length, 36"
Height, 19¼"

WONDER PRODUCTS CO.

Manufacturers
COLLIERVILLE, TENN.
SUBURB OF MEMPHIS
TELEPHONE L.D. 1242

SINGLE AND DOUBLE HOLSTER SETS

"PONY BOY" DOUBLE HOLSTER SET WITH ADJUSTABLE BELT
"PONY BOY" SINGLE HOLSTER SET



Genuine leather, decorated with concha, shining large and small nickel spots, and colorful jewels; western buckle, in tan with automatic, break-open Western guns. 1 to box. Wt. dz. 32 lbs. Esquire Novelty Co.

NO. P2728 DOUBLE SET.....EACH $ 4.98

QUANTITY ORDERED _____

With adjustable belt; tan with white trim, genuine leather; highly decorated with exclusive conchas and jewels; Pony Boy buckle; automatic break-open gun. 1 to box. Wt. dz. 19 lbs. Esquire Novelty Co.

NO. P728 SINGLE SET .....EACH $ 2.98

QUANTITY ORDERED _____

"PONY BOY" DOUBLE HOLSTER SET WITH ADJUSTABLE BELT AND GOLDEN MAGIC TAPE

Natural tan, tooled with black inlay, genuine leather; metal conchas and jewels; leather fringe; automatic break-open Cheyene shooter guns. 1 to box. Wt. dz. 32 lbs. Esquire Novelty.

NO. P2729.....EACH $ 4.98

QUANTITY ORDERED _____

"PONY BOY" SINGLE AND DOUBLE HOLSTER SETS

Black genuine leather with white felt backing, decorated with conchas and jewels, contour shaped adjustable belt with frame concha; Pony Boy buckle, automatic break-open Texan, Jr. guns. 1 to box. Esquire Novelty Co.

NO. P2735.- DOUBLE SET.....EACH $ 5.98

Wt. dz. 34½ lbs.

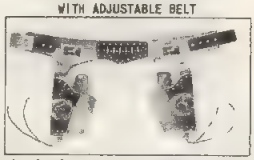
QUANTITY ORDERED _____

NO. P735 - SINGLE SET.....EACH $ 3.98

Wt. dz. 21½ lbs.

QUANTITY ORDERED _____

"PONY BOY" DOUBLE HOLSTER SET WITH ADJUSTABLE BELT



Genuine leather; tan with leather fringe; 2-tone pocket decorated with metal "Rider on Horse" concha, nickel spots, and thigh thongs, belt with bullets, spots, cutouts, "Frame" concha buckle, automatic break-open Texan Jr. guns. 1 to box. Wt. dz. 38 lbs. Esquire Novelty Co.

NO. P2740.....EACH $ 6.98

QUANTITY ORDERED _____

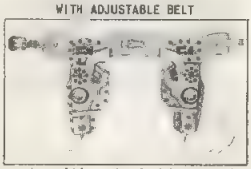
"PONY BOY" DOUBLE HOLSTER SET WITH ADJUSTABLE BELT

Genuine leather basket weave embossed; decorated with nickel spots, metal "Rider on Horse" concha, thigh thongs; contour, basket weave belt with silver bullets, Frame concha, buckle; in black with automatic break-open Large Cowboy guns. 1 to box. Wt. dz. 42 lbs. Esquire Novelty Co.

NO. P2750.....EACH $ 7.98

QUANTITY ORDERED _____

"PONY BOY" DOUBLE HOLSTER SET WITH ADJUSTABLE BELT



Top grain cowhide; natural with contour belt; decorated with jewels, horse head concha, frame concha, thigh thongs, and jeweled clusters, Western buckle; automatic break-open Large Cowboy guns. 1 to box. Wt. dz. 44 lbs. Esquire Novelty Co.

NO. P2785.....EACH $12.95

QUANTITY ORDERED _____

"BLACK PIRATE" SINGLE HOLSTER SET

Genuine leather, cordovan, highly decorated, double barreled pirate flintlock gun. 1 to box. Wt. dz. 16 lbs. Esquire Novelty Co.

NO. B-300.....EACH $ 2.98

QUANTITY ORDERED _____

COWBOY JOE SINGLE HOLSTER

Black holster with Star gun. White leather front with ornament. Holster back lined with white felt. Straight leather belt. 1 to box. 2 dz. to ctn,, wt. dz. 6½ lbs. Cowboy Joe Prod.

NO. 6110.....EACH $ 0.98

QUANTITY ORDERED _____

COWBOY JOE SINGLE HOLSTER
COWBOY JOE DOUBLE HOLSTER

Tex gun. Holster back & belt black, embossed in basket stamped pattern. Holster front buck color with black trimming, white fringe. Belt plastic edged. 1 to box. 1 dz. to ctn., 11¼ lbs. Cowboy Joe Prod. Co.

NO. 6120 SINGLE SET .....EACH $ 1.98

QUANTITY ORDERED _____

Sure Shot guns. Holster back & belt black embossed basket stamped pattern. Holster front buck colored with black trimming. White fringe. Plastic edged 1¼" belt. 1 to box. 1 dz. to ctn., 19 lbs. Cowboy Joe Products Co.

NO. 6234 DOUBLE SET .....EACH $ 2.98

QUANTITY ORDERED _____

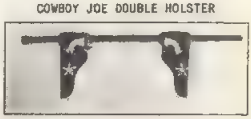
COWBOY JOE SINGLE HOLSTER

Sure Shot gun. Holster front and back in Canyon brown color. White fringe and white ornament on holster front, heavily spotted. Holster back white felt lined. Leather belt, white plastic edged. 1 to box. 1 dz. to ctn., 10½ lbs. Cowboy Joe Products Co.

NO. 6122.....EACH $ 1.98

QUANTITY ORDERED _____

COWBOY JOE DOUBLE HOLSTER



Rodeo guns. Canyon Brown leather holsters. One piece style with white fringe and white nickeled ornament. 1 to box. 1 dz. to ctn., 15¼ lbs. Cowboy Joe Products Co.

NO. 6222.....EACH $ 1.98

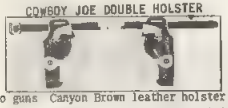
QUANTITY ORDERED _____

SINGLE AND DOUBLE HOLSTER SETS

COWBOY JOE SINGLE HOLSTER

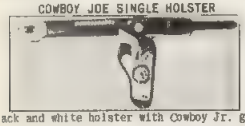
Black holster with Hubley "Western" gun, white ornamentation. Lower edge of belt and holster fringed in white. Belt, adjustable 2½" wide, with white bullets. 1 to box. 6 to ctn., wt. dz. 18¼ lbs. Cowboy Joe Products Co.
NO. 6132.....EACH $ 2.98
QUANTITY ORDERED _____

COWBOY JOE DOUBLE HOLSTER



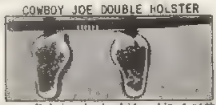
Rodeo guns Canyon Brown leather holster and belt. White fringe, white ornament on holster front, heavily spotted. Belt 1¼" bordered with white plastic. Holster back white felt lined. 1 to box. 1 dz. to ctn., 17½ lbs. Cowboy Joe Products Co.
NO. 6232.....EACH $ 2.98
QUANTITY ORDERED _____

COWBOY JOE SINGLE HOLSTER



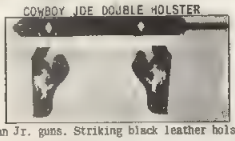
Black and white holster with Cowboy Jr. gun. Heavily spotted and jeweled. Adjustable belt 2½" wide, white plastic edged. Large Western belt buckle. Holster back lined with white felt. 1 to box. 6 to ctn., wt. dz. 24 lbs. Cowboy Joe Products Co.
NO. 6140.....EACH $ 3.98
QUANTITY ORDERED _____

COWBOY JOE DOUBLE HOLSTER



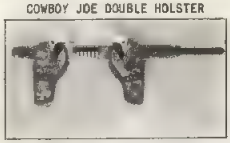
Tex guns. Holster back white, lined with black felt. Holster front leather, covered with Durango hide and metal ornament. Belt black 1-5/8" with adjustable billet. 1 to box. 1 dz. to ctn., 19¾ lbs. Cowboy Joe Products Co.
NO. 6240.....EACH $ 3.98
QUANTITY ORDERED _____

COWBOY JOE DOUBLE HOLSTER



Texan Jr. guns. Striking black leather holster with white bucking horse ornament—white fringe on holster and lower edge of belt. Belt 2½" wide, adjustable type, with white bullets. 1 to box 1 dz. to ctn., 32 lbs. Cowboy Joe Prod. Co.
NO. 6252.....EACH $ 4.98
QUANTITY ORDERED _____

COWBOY JOE DOUBLE HOLSTER

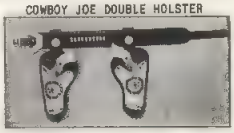


Texan Jr. guns. Famous Texan fold-over holster style in Canyon Brown and Russet leather. Front of holster covered with Durango Hyde and heavily spotted. Belt 2½" plastic edged, with white bullets. 1 to box. 1 dz. to ctn., 30½ lbs. Cowboy Joe Products Co.
NO. 6254.....EACH $ 4.98
QUANTITY ORDERED _____

COWBOY JOE DOUBLE HOLSTER

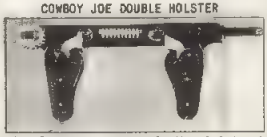
Cowboy Jr. guns. Holster & belt cut from russet leather. Holster front overlaid with black suede leather, spotted with large center ornament. Wide shaped belt with white bullets and center ornament. Adjustable belt edged with black plastic. Large attractive buckle. 1 to box. 6 to ctn., wt. dz. 32½ lbs. Cowboy Joe Prod. Co.
NO. 6260.....EACH $ 5.98
QUANTITY ORDERED _____

COWBOY JOE DOUBLE HOLSTER



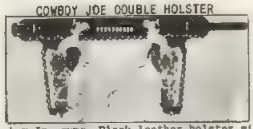
Texan Jr. guns. Large black holster with white holster front, heavily spotted and jewelled, holster back white felt lined. Adjustable black leather belt 2½" wide, edged with plastic. Large buckle. 1 to box. 6 to ctn., wt. dz. 33½ lbs. Cowboy Joe Products Co.
NO. 6262.....EACH $ 5.98
QUANTITY ORDERED _____

COWBOY JOE DOUBLE HOLSTER



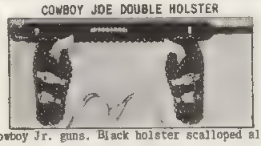
Cowboy Jr. guns. Massive leather holster in redwood color. Holster front and back lined with white felt. Holster front spotted and jeweled. Adjustable belt 3" wide edged with plastic, with large metal ornament. 1 to box. 6 to ctn., Wt. dz. 39 lbs. Cowboy Joe Prod.
NO. 6280.....EACH $ 7.98
QUANTITY ORDERED _____

COWBOY JOE DOUBLE HOLSTER



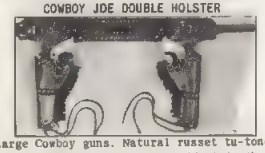
Cowboy Jr. guns. Black leather holster with white holster front overlaid with Durango Hyde and heavily spotted and jeweled. Leather fringe and tie string. Adjustable belt 3" wide scalloped on lower edge and spotted. Top edged with plastic. 1 to box. 6 to ctn., wt. dz. 37½ lbs. Cowboy Joe Products Co.
NO. 6282.....EACH $ 7.98
QUANTITY ORDERED _____

COWBOY JOE DOUBLE HOLSTER



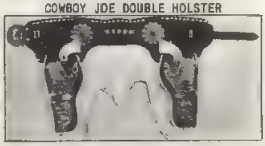
Cowboy Jr. guns. Black holster scalloped all around and elaborately ornamented with massive spots. Two white leather cross straps buckled on each holster front. Adjustable belt 2½" wide with large three-piece buckle set. 1 to box. 6 to ctn., wt. dz. 42½ lbs. Cowboy Joe Prod.
NO. 6290.....EACH $ 9.95
QUANTITY ORDERED _____

COWBOY JOE DOUBLE HOLSTER



Large Cowboy guns. Natural russet tu-tone leather holster and belt with black leather fringe and ornamentation. Adjustable belt 3" wide, spotted and mounted with metallic bullets with Western buckle set and black plastic edging. 1 to box. 6 to ctn., wt. dz. 39½ lbs. Cowboy Joe Products Co.
NO. 6292.....EACH $ 9.95
QUANTITY ORDERED _____

COWBOY JOE DOUBLE HOLSTER



Large Cowboy guns. Massive holster set in cinnabar and natural russet colors. Shaped 4" adjustable belt in Buscadero style, heavily spotted and bound with white plastic. Holster front in natural russet with three piece buckle and cross strap, jeweled and spotted. Holster back completely edged with white plastic. White leather tie string. 1 to box. 6 to ctn., wt. dz. 50 lbs. Cowboy Joe Products Co.
NO. 6298.....EACH $12.95
QUANTITY ORDERED _____

Engineered and Styled for Quicker, More Profitable Sales . . . . . ▶

VANITY FAIR

ADULT PHONOGRAPHS DESIGNED FOR CHILDREN

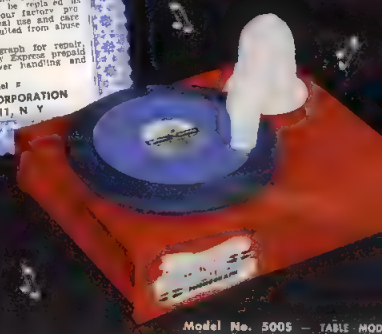
Mean Sales Action!

LIFETIME PHONOGRAPH GUARANTEE

This phonograph has been made of the finest parts available and manufactured with exacting care. Therefore should there be a defect in the electrical or mechanical parts of this record player due to the fault or act of the manufacturer at any time during the life of this phonograph, which in the possession of the original purchaser can be proven still in the possession of the original purchaser for use, the defective part will be replaced as promptly as possible free of charge, by our factory provided the phonograph has received normal use and care and in our judgment no damage has resulted from abuse, accident, or neglect.

IMPORTANT When forwarding phonograph for repair, please pack well and return via Railway Express prepaid to factory. Please enclose $.00 to cover handling and return charges

Model F
No. B 86432
VANITY FAIR ELECTRONICS CORPORATION
50 South 4th St., Brooklyn 11, N. Y.



Model No. 5005 — TABLE MOD... ACOUSTIC PHONOGRAPH in playpro... metal case brilliantly colored in Red ... Blue. Allmetal A.C. electric motor. Equipp... with lifetime guaranteed and package... needles. Individually packed in air cu... ion carton, weight 8½ lbs. 6 in mast... carton. ... U/L and C.S.A. ...

Model No. 600—PORTABLE ACOUSTIC PHONOGRAPH in sturdy wood constructed case covered in 2-tone leatherette. Colors: Red and Grey or Blue and Grey. Allmetal A.C. electric motor. Equipped with lifetime guarantee and package of needles. Individually packed in air cushion carton, weight 7½ lbs. 6 in master carton, weight 50 lbs. Underwriters' approved.

- **GUARANTEED FOR LIFE**
  all acoustic models are guaranteed by register number.
- **ONLY VANITY FAIR HAS PLAY-PROOF CASE**
  Every case is specially constructed to withstand children's use.
- **U/L and C.S.A. APPROVED**
  All Vanity Fair acoustic phonographs carry the U/L and Canadian Standards approval.

AMPLIFIED PHONOGRAPH

Model No. 51 — PORTABLE 3 SPEED AMPLIFIED PHONOGRAPH in sturdy wood constructed case covered in 2-tone leatherette. Colors. Red and Gray or Blue and Grey. Volume control and crystal pickup. Equipped with permanent needle and a 90 day registered consumer guarantee. Individually packed in air cushion carton, weight 8¼ lbs. 6 to master carton, weight 5 lbs. Available U/L approved.

Model No. 50 PORTABLE AMPLIFIED PHONOGRAPH Same as No. 51 above 78 RPM only.

VANITY FAIR
ELECTRONICS CORPORATION

ears Ahead! VANITY FAIR introduces the greatest innovation in LOW COST...QUALITY PHONOGRAPHS.

NEW ACOUSTIC

VANITY FAIR

PHONOGRAPHS

with Exclusive HIGH IMPACT MOULDED CASE

NCONDITIONALLY GUARANTEED FOR LIFE!

Model 700
ICONDITIONAL LIFETIME GUARANTEE

entire instrument — case and mechanism is unditionally guaranteed for life against breakage, chanical defect or wear. Replacement repair will promptly made free of charge!

IPORTANT: When forwarding phonograph to factory, ease pack carefully and ship via Railway Express repaid. Please enclose $1.00 to cover handling and eturn shipping charges.

VANITY FAIR ELECTRONICS CORPORATION
50 South 4th St., Brooklyn 11, N. Y.

NEW! **MOST ADVANCED STYLING**
Engineered for instant appeal and lasting satisfaction. The most revolutionary styling concept for high quality phonographs for children.

NEW! **ONE-PIECE, HIGH IMPACT, MOULDED CASE**
A new and exclusive moulding process . . . producing cases that are crack-resistant, chip-resistant, break-resistant. Yes, this new Vanity Fair case is stronger, safer, more beautiful than you can ever imagine.

NEW! **DEEP-TONE 3-D SOUND**
It's the closest thing to stereophonic sound! Sound actually comes from 3 different directions — front, left and right sides. The sound seems to well up and surround you from all sides.

NEW! **UNCONDITIONALLY GUARANTEED FOR LIFE**
Each and every Model 700 Phonograph — both case and mechanism — is unconditionally guaranteed for life. This is the most unusual and sensational guarantee in our field.

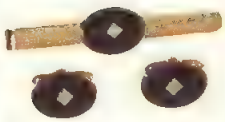
NEW! **SPARKLING COLORS**
. . . that sell . . . that appeal to both parents and children alike.

NEW! **UNBELIEVABLE COMPACTNESS**
More phonograph value packed into each square inch of Model 700 than can be found in any other make. Small and compact —

Model No. 700—TABLE MODEL ACOUSTIC
PHONOGRAPH with high impact moulded case in vivid colors. Royal Blue cabinet with Fire Engine Red turn table OR Fire Engine Red cabinet with Royal Blue turn table Grey arm reproducer. Alliance A C electric motor Furnished with package of needles and registered unconditional lifetime guarantee. Individually packed in air cushioned carton, weight, 4¾ lbs. 6 to master carton, weight, 30 lbs. U/L and C.S.A. approved.

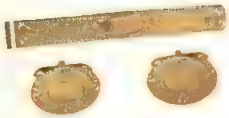
VF **VANITY FAIR** ELECTRONICS CORPORATION • 50 South 4th St • Brooklyn 11, N. Y

10 KT. GOLD



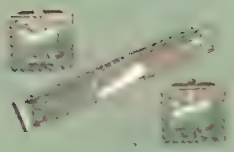
10084050	Set	61.00
10103100	Link only	42.00
10201950	Tie Slide only	39.00

Large, brilliant two point diamond, inset against genuine black onyx background set for gleaming 10K gold.



10302250	Set	45.00
10421200	Link only	24.00
10361050	Tie slide only	21.00

Precious, heavy 10K gold — custom hand engraved and engine turned, brightly polished signet with a lustrous satin background.



STERLING SILVER

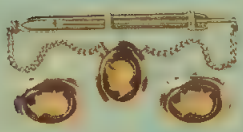
060750	Set	13.00
0703500	Link only	8.00
1080750	Tie Slide only	5.00

Lovely style of hand engraving extra heavy sterling initial. Rich silver and ebony background.

VAN GUARD QUALITY

1090500	Set	10.00
1100275	Link only	5.50
1110225	Tie Slide only	4.50

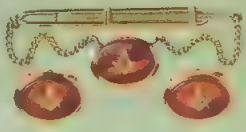
Unusual and distinctive set of sparkling brilliant simulated fire opals, framed in mirror polished settings.



20 12K G.F.

12281000	Set	25.00
305610	Link only	12.50
1140375	Tie Chain only	7.50

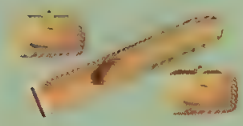
Expertly hand carved warrior head. Highly polished genuine black onyx inlaid with 22K gold custom-tailored set rings.



VAN GUARD QUALITY

1150675	Set	12.50
1160400	Link only	8.00
1170375	Tie Chain only	5.50

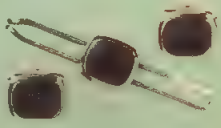
Handsome accented, silver colored emblems on brocaded simulated fiery stones. Ambidextrous Masonic, Shrine 32nd Degree, Elk Eagle and K. of C.



VAN GUARD QUALITY

1180500	Set	10.00
1190275	Link only	5.50
1200225	Tie Slide only	4.50

Gleaming navy flash signet wearer's Keyes hand engraving and engine turning on satin background.



STERLING SILVER

1310750	Set	15.00
1320450	Link only	9.00
1330300	Tie Slide only	6.00

A rare combination of rich highly polished panel plaque onyx and gleaming sterling silver executive chain of 12 12K gold filled.

V

VAN GUARD

FIRST WITH THE FINEST

All merchandise boxed in handsome presentation case.

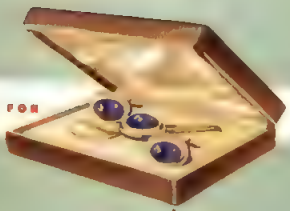
All items shown are 4 5 actual size.

Tie Chains have adjustable bar to fit wide or narrow ties.

All Sterling Silver is protected by Rhodium finish.

BRILLIANT STYLING, SUPERB CRAFTSMANSHIP AND THE FINEST MATERIALS MAKE VAN GUARD A GREAT NAME IN MEN'S JEWELRY.

HANDSOMELY CASED FOR GIFTS OR PRESENTATION



STERLING SILVER

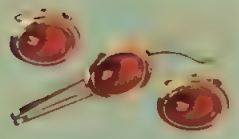
1290435 Set 13.50
1290375 Link only 7.50
1290350 Tie Slide only 5.00

Artist-hand engraved with an allover floral design on sterling silver, highly polished and satin background

VAN GUARD QUALITY

1270300 Set 10.00
1260275 Link only 5.00
1290235 Tie Slide only 4.00

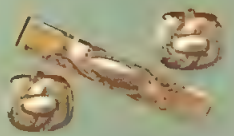
Exceptionally fine grey and brown simulated calf-grain, typed in highly polished rubber settings



VAN GUARD QUALITY

1280300 Set 10.00
1310275 Link only 5.00
1290275 Tie Slide only 4.00

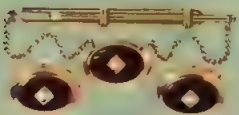
Beautiful simulated engine-turned rolled gold, deep and lustrous in highly polished rubber settings. Available also in Capri blue.



1220 12K G.F.

1330435 Set 12.50
1340335 Link only 6.50
1330300 Tie Slide only 5.00

Exquisite genuine imported white sterling rolled gold engine turned finish combined with hand engraving with an angular twisted design.



VAN GUARD QUALITY

1260375 Set 12.50
1270375 Link only 7.50
1280350 Tie Clasp only 5.00

Superb hand-set rhinestone grouping of fiery selection in simulated ruby, sapphire or navy stones, mounted in brightly polished settings.

VAN GUARD QUALITY

1290475 Set 9.50
1280375 Link only 7.50
1410300 Tie Clasp only 4.00

A beautiful carved bow tie over of pearl-grey and green mother of simulated ship sapphire or malachite colour tone.

20 12K G.F.

1430400 Set 15.00
1420600 Links only 11.00
1440300 Tie Slide only 8.00

Real elegance in genuine figure eye stones with handsomely hand carved warrior head cameos, with richly polished settings.

VAN GUARD QUALITY

1400635 Set 12.50
1400375 Links only 7.50
1470280 Tie Slide only 5.00

Genuine hand tied linen bow, embroidery detailed, mounted on mother of pearl rod, in navy blue and green.

All merchandise boxed in handsome presentation case.

All items shown are 4 3 actual size.

† = Chains have adjustable bar to fit wide or narrow ties

All Sterling Silver is protected by Rhodium finish

BRILLIANT STYLING, SUPERB CRAFTSMANSHIP AND THE FINEST MATERIALS MAKE VAN GUARD A GREAT NAME IN MEN'S JEWELRY

Waterman's Sapphire

An excitingly new and different pen ...first to employ a jewel point* for silky smooth writing qualities... first with "Feather-touch" retractable action that signals when point is in or out. In two distinctive models.

*Jewel point is synthetic sapphire

GOLD SAPPHIRE

Handsome retractable jewel point pen. Sender smart smooth writing. Heavy Gold Plated barrel. Gold Plate Warranted 22 K***. Distinctive gift packaged.

K314W Retail $5.00*
Keystone 6.00
*Plus 20% Federal Tax

SAPPHIRE CARTRIDGE

Smooth writing synthetic Sapphire jewel cartridge. Permanent Blue Ensures

K316W Retail $1.00
Keystone 1.20
In attractive carton

CHROME SAPPHIRE

Great gift for man or executive to. Gold Sapphire in writing quality and other features. In individual gift packaged.

K315W Retail $3.75 Keystone $4.50
Tax include

FLAIR RETRACTABLE

Perfect sphere ball point writes heavy or light. Retractable action gives point at thumb pressure. Retracts by pressing top end. Enduring chrome tip. barrels in Green Black Red Blue

K317W Retail $23.40 per doz
Keystone 28.08 per doz
Mounted on Display Card in Assorted Colors
Tax included

RETRACTABLE CARTRIDGE

Fast drying ink cartridge. Smooth writing. Permanent Blue Black

Refill

K318W Retail $6.00
Handy carton **Keystone 7.20**

BALL POINTER

Real value in a ball pen with chrome finished cap and clip. Indelible point. Barrels in Red Blue Black, Gray

Per doz

K319W Retail $12.00
Attractive **Keystone 14.40**
Mounted on Display Card in Assorted Colors

SKYWRITER

Sturdy streamlined pen with a real ball point. Screw metal cap. Gold and Red Peacock Blue Midnight Black Pearl Gray

K321W Standard **Retail $23.40** per doz
Tax included **Keystone 28.08** per doz
Mounted on Display Card in Assorted Colors

BALL POINTER CARTRIDGE

Smear proof, INK that Blue Black or Red Per doz

K320W Retail $6.00
Keystone 7.20
Perfect fit for all pens

Waterman's

You'll write your best with a Waterman's — The First Name in Pens since 1884 for design, styling, quality and performance

NEW CRUSADER PEN

[illegible] with [illegible] spoke-shed chevron-type centers and polished ridge band. Midnight Black, Cardinal Red, Slate Blue

		Retail
K300W	Taperite	$5.80
K301W	Standard	5.80
	Keystone	6.96

SET Pen and matching pencil has continuous feed Meter-matic action. Gift boxed.

		Retail
K302W	Standard	$10.00
K303W	Taperite	10.00
	Keystone	12.00

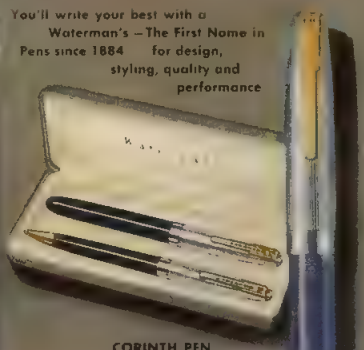
GOLD CORINTH PEN

Color-accented Fine-line design of handsome Heavy Gold Plate Barrel and Cap over Rolled Gold Plate Wavy-Line Point. Also in Midnight Black

		Retail
K304W	Taperite	$10.00*
K305W	Standard	10.00*
	Keystone	12.00

SET Pen and matching Meter-matic pencil in luxurious gift box

		Retail
K306W	Standard	$14.85*
K307W	Taperite	14.85*
	Keystone	17.82



CORINTH PEN

Gleaming Astro-steel gold-filled cap. Truly a pen of distinction. Barrel in Slate Blue, Maroon, Midnight Black

		Retail
K308W	Standard	$10.00
K309W	Taperite	10.00
	Keystone	12.00

SET Pen and matching Meter-matic pencil, handsomely gift packaged

		Retail
K310W	Standard	$15.60
K311W	Taperite	15.60
	Keystone	18.72

LADY CORINTH PEN

Dainty, feminine pocket pen, designed for the feminine hand. Barrel engraved silvery Astro-steel cap Ruby Coronation Blue, Midnight Black

		Retail
K312W	Standard	$10.00
	Keystone	12.00

SET Pen and matching demi-size pencil in attractive gift box

		Retail
K313W	Standard	$14.75
	Keystone	17.70

All pens have Waterman's famous handcrafted 14 K gold points personalized to fit your hand and writing style

KEYSTONE

ZANY TOYS, INC.

ZANY..World's Largest Maker of HAND PUPPETS

Happy! Smiling! Lovable Characters Children & Adults Love!

- All have MOVING EYES, safely fixed
- Heads are pure VINYLITE, non-toxic
- Colorfast, Preshrunk Garments
- FREE Zany Comic Book Included
- Full-Sized Heads and Garments
- Boxed or in PLIOFILM Bags

69¢
RETAIL
2 for $1.39

Order ZANY PUPPETS By Assortment or By Character

Be Sure to Specify Whether Boxed or Pliofilm Bags:

CB	Chub (c) Little People, NEA	BSB	Bugs Bunny (c) Warner Bros	DTD	Droopy the Dog (c) MGM Cartoons
LP	Loop (c) Little People NEA	PP	Porky Pig (c) Warner Bros	STB	Barney the Bear (c) MGM Cartoons
JK	Jink (c) Little People NEA	SC	Sylvester Cat (c) Warner Bros.	JGD	Jingle Dingle (c) Leon Jason
CK	Cork (c) Little People NEA	EF	Elmer Fudd (c) Warner Bros	BNY	Beany (c) Bob Campbell
JD	Jimmy Durante	TC	Tom the Cat MGM Cartoons	CSB	Campbell's Soup Boy Twin (c)
SPK	Sparkie (c) A S E	JM	Jerry Mouse (c) MGM Cartoons	CSG	Campbell's Soup Girl Twin (c)

No. 69R Assortment
In Pliofilm Bags
Free Display Rack
LIST: $8.40 Doz.

No. 69-B Boxed
List: $8.40 Doz.
Packed, 2 and 4 doz. Weight 6 lbs. per 2 dozen Box serves as Puppet Theatre!

No. 2-DB Boxed 2-In
List: $16.80 Doz.
2 puppets in Zany Theatre Box. Pack. 2, 4 doz. Weight 10 pounds per 2 Doz

No. 4-TB Boxed 4-In
List: $36.00 Doz.
Large Theatre Box. Specify 4-MGM, 4 Little People or 4-Warner Characters. Pack 1, 2 doz Weight, 8 lb doz

Famous Zany Stadium type self-sell display rack, with every 2 dozen ass't. Packed 2, 4 dozen Weight 6 pounds per 2 dozen Each bag includes Comic Book

(OVER)

ZANY TOYS, INC. *(Created and Manufactured by the Jay V Zimmerman Company)*

1320 SOUTH GRAND BOULEVARD • ST. LOUIS 4, MISSOURI

AMERICAN TOYS

COLOR! HIGH INTRINSIC VALUE IN THESE NEW ZANY STAPLES:

Cat. No. 160:
Famous Zany
PIXIE
Hangman Game

$1.49 *Retail*

List Price: $18 Doz.

Skill, suspense, challenge, plus versatile 10 piece cute Pixie figure, that changes action, stands by itself, DICE pod, pencil, gallows in 4-color set-up box.

Pack: 1 and 2 dozen
Weight: 8 lbs. per doz.
(Adv. and Demo. Allowances)

Cat. No. 210: Fully Patented! Famous French Creation

"MOSAICOLOR" PICTURE TILE BOARD

Amazing Picture-Color Effects! Quick! Easy! Creative, Durable, Professionally Approved!

$1.98 *Retail*

Brilliant 4-color set up box, 800 flexible tile chips, patented inter-change frame, four suggested picture boards, partitioned containers for tiles, for hours of unlimited creative and helpful pleasure. For everyone from age 2 up.

Pack: 1 and 2 dozen *Weight:* 10 lbs. per dozen

List Price $24.00 dozen

Cat. No. 98G: Famous Edgar Bergen

GIANT SIZED PUPPETS

Charlie McCarthy, Mortimer Snerd and Effie Klinker . . .

98¢ *Retail*

12-inches tall, with 4-inch heads! Famous Zany quality. Rolling eyes, pure Vinylite heads; tailored garments. In pliofilm bags or boxes. Packed 1, 2, 4 dozen. Weight 4 pounds per dozen.

List Price $12. Dozen

All 3 Characters in Theatre Box, Cat. No. 98G3 Lists $36, retails $2.98

Cat. No. 75BR:
Lovable Vinylite Puppet Heads On
BABY RATTLES

69¢ *Retail*

List Price $8.40 Doz.

In Pliofilm bags. Famous, popular character heads, safe, non-toxic paint on pure Vinylite. Heavy suction cups. Pack 1 2 doz. Weight 5 lbs. per doz.

Cat. No. 90: A Stuffed Doll! Puppet! Bean Bag!

ZANY'S 3-in-1 EXCLUSIVE BEAN BAG PUPPET

A delightful Variation, Affords Unlimited Play

69¢ ea. *Retail*

Famous Zany puppet head characters, all cheerful lovable, cleverly designed into a standing soft doll, easily manipulated puppet PLUS safe, lasting bean bag. Sturdily made, takes hard play usage. Colorful bodies, non-toxic Vinyl heads. Individually packed in strong pliofilm bags.

Pack 2 and 4 dozen; *weight:* 6 lbs. per dozen

List Price $8.40 Dozen

"ZANY" TOYS, INC.
Created and Manufactured by
The Joy Y. Zimmerman Company
1920 South Grand Blvd.
ST. LOUIS 4, MO.

REPRESENTED BY
TOY SHOW - ROOM 728 - HOTEL NEW YORKER

East - Weinberg-Wall, 200 Fifth Avenue, New York City
Mid-West - R. E. Hellman, 1320 S. Grand, St. Louis 4, Mo.
Far Midwest - Geo. J. Hall, 14-113 Merchandise Mart, Chicago
West Coast - Ward Francis Company, 1533 Wilshire Blvd., Los Angeles, Calif.
Northwest - Ward Francis Company, Terminal Sales Bldg., Seattle, Wash.

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- Full-Sized Heads and Garments
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69¢
RETAIL
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LP	**Loop** (c) *Little People, NEA*	**PP**	**Porky Pig** (c) *Warner Bros*	**BTB**	**Barney the Bear** (c) MGM Cartoons
JK	**Jink** (c) *Little People, NEA*	**SC**	**Sylvester Cat** (c) *Warner Bros.*	**JGD**	**Jingle Dingle** (c) *Leon Jason*
CK	**Cork** (c) *Little People, NEA*	**EF**	**Elmer Fudd** (c) *Warner Bros*	**BNY**	**Beany** (c) *Bob Clampett*
JD	**Jimmy Durante**	**TC**	**Tom the Cat** (c) MGM Cartoons	**CSB**	**Campbell's Soup Boy Twin** (c)
SPK	**Sparkie** (c) *A. S. E.*	**JM**	**Jerry Mouse** (c) MGM Cartoons	**CSG**	**Campbell's Soup Girl Twin**

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$1.49 *Retail*

List Price: $18 Doz.

Skill, suspense, challenge plus versatile 10-piece cute Pixie figure, that changes action, stands by itself DICE, pad, pencil, gallows in 4-color set up box

Pack: 1 and 2 dozen
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Adv. and Demo Allowances!

Cat. No. 210: Fully Patented! Famous French Creation

"MOSAICOLOR" PICTURE TILE BOARD

Amazing Picture-Color Effects! Quick! Easy! Creative, Durable, Professionally Approved!

Brilliant 4-color set up box, 800 flexible tile chips, patented inter-change frame, four suggested picture boards, partitioned containers for tiles, for hours of unlimited creative and helpful pleasure for everyone from age 2 up.

Pack: 1 and 2 dozen *Weight:* 10 lbs. per dozen

$1.98
Retail

List Price $24.00 dozen

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GIANT SIZED PUPPETS

Charlie McCarthy, Mortimer Snerd and Effie Klinker . . .

12-inches tall, with 4-inch heads! Famous Zany quality. Rolling eyes, pure Vinylite heads; tailored garments. In pliofilm bags or boxes. Packed 1, 2, 4 dozen. Weight 4 pounds per dozen.

98¢
Retail

List Price $12. Dozen

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Lovable Vinylite Puppet Heads On BABY RATTLES

69¢ *Retail*

List Price $8.40 Doz

In Pliofilm bags. Famous, popular character heads, safe, non-toxic paint on pure Vinylite. Heavy suction cups. Pack 1 2 doz. Weight 5 lbs per doz.

Cat. No. 90: A Stuffed Doll! Puppet! Bean Bag!

ZANY'S 3-in-1 EXCLUSIVE BEAN BAG PUPPET

A delightful Variation, Affords Unlimited Play

Famous Zany puppet head characters all cheerful lovable cleverly designed into a standing soft doll easily manipulated puppet PLUS safe, lasting bean bag. Sturdily made, takes hard play usage. Colorful bodies non-toxic Vinyl heads. Individually packed in strong pliofilm bags.

Pack: 2 and 4 dozen, *weight:* 6 lbs per dozen

69¢ ea.
Retail

List Price $8.40 Dozen

REPRESENTED BY

TOY SHOW - ROOM 728 - HOTEL NEW YORKER

East - Weinberg-Weil, 200 Fifth Avenue, New York City
Mid-West - R. E. Hoffman, 1320 S. Grand, St. Louis 4, Mo.
For Midwest - Geo. J. Heil, 14-113 Merchandise Mart, Chicago
West Coast - Ward Francis Company, 1533 Wilshire Blvd., Los Angeles, Calif.
Northwest - Ward Francis Company, Terminal Sales Bldg., Seattle, Wash.

"ZANY" TOYS, INC.

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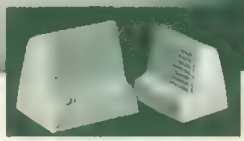
NOW! ADDED TO THE SUCCESSFUL ZIMPHONE LINE:

JAY V. ZIMMERMAN BRINGS YOU THE ZIMCOM*



ZIMCOM* De Luxe No. 1200

COMPLETE 2-INTER-COM SET

SIGNAL BUZZ! AMAZING VOLUME! FIDELITY!

- Its professional performance unconditionally guaranteed!
- More than a toy! Use for all inter-communication purposes!
- Engineered to perfection, one complete self-contained unit!
- Contains giant Alnico V high fidelity speaker, 2-way switch!
- Packed, complete, in 200-lb. test corrugated display cartons!

Including All Batteries, Wire Built-In Double Buzzers, Ready To Hook Up and Use in Seconds

$9.98 RETAIL

(LESS USUAL TRADE DISCOUNTS)

SEE! HEAR! *Room 745—Hotel New Yorker*
Room 424—200 Fifth Ave. Bldg.

VINTAGE PRODUCTS COMPANY, ST. LOUIS 4, MO.

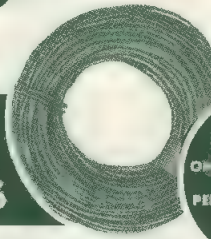
* © 1954

SPECIAL OFFER

FOR

Zimphone* Users

200 FOOT ROLLS



REGULAR 3¢ PER FOOT

ONLY 1¢ PER FOOT

(LESS USUAL TRADE DISCOUNTS)

2 Way

WEATHER-PROOF

APPROVED BY U. S. ARMY SIGNAL CORP.

Zimwire*

ESPECIALLY DESIGNED TO OPERATE ZIMPHONE S UP TO 1 MILE HIGH FIDELITY VOICE TRANSMISSION . . . TALK OR SING!

MEETS EVERY NEED FOR COMMUNICATING IN PLAY, PRACTICAL PROFESSIONAL USES

MINIMUM ORDER 200 FOOT ROLL

ZIMWIRE* IS SPECIFICALLY DESIGNED TO WITHSTAND SEVERE WEATHER CONDITIONS AND HAS TREMENDOUS STRENGTH AND DURABILITY. WILL LAST FOR YEARS AND YEARS.

*TRADE MARK REGISTERED

VINTAGE PRODUCTS CO.

TOYS CREATED AND MANUFACTURED BY
THE JAY V. ZIMMERMAN COMPANY
1320 So. Grand Blvd. - St. Louis 4, Mo.

ZIPPO

The One-Zip Windproof Lighter

Lights in Wind and Rain

with **FREE REPAIR SERVICE GUARANTEED FOREVER!**

Town and Country

Combines the sparkling beauty of high polish chrome with expertly engraved sports designs and brilliant enamel effects baked on ceramic colors

Choice of design: Mallard Pair or Trout Horse Scene, Salmon Stoop A chemshead lighter

No. 750Z510
Retail **$8.50**

TACH-A-LOOP

A most forgivingly attractive sportsman The addition of a leather thong loop, for hanging purposes, adds safeness against loss

No. 2752240
Retail **$4.00**

Leathercrafted

Luxury styling in rich genuine leather with contrasting accents of velvety chrome Moroccan Mid-to-Blue or Coal Black Realtree Realcar Brown Alligator Brown

No. 350Z360
Retail **$6.00**

Table Lighter

Trim modern design for home or office Finished in high polish chrome Easy one hand operation easy one last month Height 2 in

No. 10Z690
Retail **$11.50**

ZIP-A-FLINT

The fumble-free plastic dispenser for flints Loading wheel drops a single flint directly into flint tube every time Holds 6 long lasting, sure sparking Zip A Flints Convenient for pocket or purse

No. 2413BZ216
No. 2413CZ216
Retail 15¢

ZIP-A-LITE

The new filtered lighter fluid by Zippo Filtered through tons of cloth it's stainless sediment-free Its high flash point guarantees instant lights Evaporation tests prove it lasts 40% longer Makes any lighter work better

No 2425Z360
Retail 25¢

MANUFACTURING CO. BRADFORD, PA.

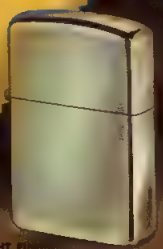
CS 53 Printed in U S A

Ruggedly Dependable

LIGHTERS

Makes Friends for **LIFE** *because —*
It's Guaranteed for Life!

BRUSH FINISH
Heavily chrome plated with satiny, soft-toned brush surface and contrasting high polish
No. 200Z210
Retail **$3.50**



BRIGHT FINISH
Gleaming highly polished chrome finish quality makes this a sparkling gift for lasting giving
No. 250Z285
Retail **$4.75**

ENGINE TURNED
A quietly tasteful design delicately executed on lustrous high polish chrome. A distinctive gift
No. 350Z345
Retail **$5.75**

Sports Models

Colorful companions of the sportsman and sportswoman. Lighter engraved in color and of course they light in wind and rain. Popular sports motifs available: Baseball Player, Bowler, Fisherman, Golfer, Dog, Horse, Hunter and Sailboat
No. 180Z285
Retail **$4.75**

Emblems

Authentic insignia of all important Lodges, Clubs and Service organizations as well as the Military services are available. Faithfully reproduced in color and detail.
No. 280Z285
Retail **$4.75**

Amplified
18.98

ELECTRONICALLY AMPLIFIED PHONO

Loud, clear tone produced by 1 tube plus rectifier. Quality Alnico speaker, volume control. 8-inch felt flocked steel turntable; long life osmium needle. Plays up to 12 in. 78 RPM records, single speed. Wood case, washable, gaily designed candy striped cloth cover. 105-125 V, AC. 9½x12x6 in. high.
R35 J 2711. Mailable. (11 lbs.) . **18.98**

2 Portable Phono **9.95**

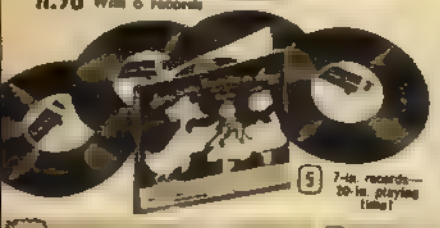
True Tone **19.95**

3 All-Steel **8.79**

1

Develop a Love for Music

4 **11.98** With 6 records



5 7-in. records—10-in. playing time!

1 ELECTRIC CONSOLE PHONOGRAPH with English acoustical tone arm and reproducer—they can play their own records on their own phonograph now! Plays up to 12-in. 78 RPM records. Beige "leatherette" material over wood frame; hinged top can be closed while playing. Speed switch, record storage space; 110 V AC, UL approved. 15x12x24 in. high.
E35 J 2721. Mailable. (21 lbs.) **19.95**

2 ELECTRIC PORTABLE PHONOGRAPH they can carry wherever they want their records played! High quality English acoustical tone arm gives loud, clear tone. Plays up to 12-inch 78 RPM. Dk. and Lt. Green covering over wood frame, easy to wipe clean. 110 V AC, UL approved. Pkg. needles included. Approximately 13x11x6 inches deep. Mailable.
E35 J 2712. (9 lbs.) **9.95**

3 ACOUSTICAL PHONO — smart, low-priced choice for tots! Acoustically reproduced tone, mechanical tone arm. Plays up to 12-in. 78 RPM records. Pkg. needles incl. 10x13x3-in. steel case. Bright crackled ice finish. 110 V. AC, UL appr. Mailable.
R35 J 2758. (8 lbs.) . **8.79**

4 PHONO, 6 RECORDS. Acoustical tone arm, plays up to 12-in. 78 RPM records. Washable leatherette covered wood case, record storage space. 11x12x7 in. high. 6 break-resistant plastic coated records. 110-125 V. AC, UL approved. Mailable.
R35 J 2709. (10 lbs.) **11.98**

5 7-IN. RECORDS, vocal orchestra, background. 78 RPM. (A) 6 Christmas, Silent Night, etc. (B) 13 Animal and Toy, Toyland, etc. (C) 15 Mother Goose, Goldilocks, etc. (D) Storybook, Peter and Wolf, etc. State group letter. Shpg. wt. 10 oz.
35 J 2767 . . . . . **4 for 94¢**

1.89

3.69

3-DIMENSIONAL VIEWER, 6 SLIDES in color on American wild animals, each with descriptive story. "3-D" pictures show depth, distance of actual places when viewed through sturdy plastic viewer. Like a trip around the world right in your home! Shipping wt. 14 oz.
35 J 2537. Viewer, 6 slides . . . **1.89**

EXTRA SLIDES in color, 12 to set. Use with any 8MM single slide viewer.
Grand Canyon, Yellowstone Falls.
35 J 2538. (4 oz.) . . . . . 12 for 89¢
Wild Animals and Cherokee Indians.
35 J 2539. (4 oz.) . . . . . 12 for 89¢
Marine Land, Fla.; Howdy Doody, TV.
35 J 2540. (4 oz.) . . . . . 12 for 89¢
Monkey Show and Animals of World.
35 J 2541. (4 oz.) . . . . . 12 for 89¢
Matterhorn; Washington Monument.
35 J 2542. (4 oz.) . . . . . 12 for 89¢
Museum of Science in Boston; Tom Sawyer's Hannibal, Missouri.
35 J 2543. (4 oz.) . . . . . 12 for 89¢

NEW! MAGNA-VUE PROJECTOR — a real projector at the price of a toy! Projects enlarged, mirror-reflected images of flat-surfaced objects—printed material, pictures, even coins and botanical specimens—projects color of item inserted. Adults will find road maps, instructions, small type easy to read; has countless fascinating uses for home, office, school, art students, churches, scout troops, lectures, invalids, etc.
So easy to use—just slip item to be projected under 4x3½-in. opening and slide it along under lens. Glass lens projects screen image as large as 2 feet in diameter, easily adjusts to sharp, clear focus. All steel construction, 5x8-inches high. Complete with 6-ft. cord, 4 comic strips for coloring and projection. Uses 40 to 100 Watt bulb (not included). Easy instructions. Places another world at your finger-tips—provides constant source of help and fun for everyone!
Shpg. wt. 2 lbs. 14 oz.
35 J 2502 . . . . . **3.69**

3-pc. Set **2.59**

TELEVUE PROJECTOR, SCREEN AND FILM

Insert 20-picture disc; easy-working trigger lever turns to different pictures, illustrates story. 20-picture film disc on Puss 'n' Boots", chip board screen.
35 J 2521. (1 lb. 6 oz.) . . . . . 3-pc. Set **2.59**

EXTRA FILMS. 3 Black and White; 1 color film to set.
Set No. 1. Cinderella, Snow White, Red Riding Hood, Jack and Jill.
35 J 2514. Shpg. wt. 6 oz. . . . . Set 89¢

Set No. 2. Sleeping Beauty, Three Little Pigs, Three Bears, The Ugly Duckling.
35 J 2522. Shpg. wt. 6 oz. . . . . Set 89¢

Set No. 3. Children's favorites. Noah's Ark, Jungle Bells, Tom Thumb, Nursery Rhymes.
35 J 2523. Shpg. wt. 6 oz. . . . . Set 89¢

Set No. 4. Pinocchio, House Jack Built, Crusoe, Van Winkle.
35 J 2524. Shpg. wt. 6 oz. . . . . Set 89¢

Schoenhut

FAMOUS QUALITY TOY PIANOS

- Develop child's musical talent early
- Rich, clear tones produced by specially tuned tone-rods set in steel bar
- Hardwood construction throughout

Easy color-chart, instructions for Item [1], and 30-key spinet

[1] 38.95 or $5 monthly

[2] Spinet 5.98

[3] 3.98 20-Key Grand

[4] 1.98 With Color Keys

[5] Baby Grand 14.98

[1] **OUR FINEST GRAND PIANO, BENCH.** Introduce your child to music with this 'concert hall' Schoenhut 20-in. keyboard with 36 Black and White enameled keys—3 complete octaves with sharps and flats. Color chart and "Play by Color" instruction book quickly teach your child to play simple tunes with both hands. Shiny Ivory enamel finish hinged top 23x22x21 in. high. Bench. 7x12x11 in. (37 lbs.)
B35 J 2749. Shpd. frt. or exp. 38.95

[2] **SPINET PIANO** in gleaming Gold color finish. Mirrored keyboard backing reflects 15 white keys, 10 black half-tone keys—all plastic. Sing favorite tunes as your youngster plays! Fine Schoenhut quality. 14x7x9 in. high. Music, instr. incl.
R35 J 2781. Mailable. (7 lbs.) 5.98

[3] **20-KEY GRAND PIANO** starts tots playing tunes! Mirrored keyboard backing, walnut finish. Plastic keys: 12 whole notes, 8 black half-tones. 11x12x6 in. high.
R35 J 2744. Music included. (4 lbs.). .. 3.98

13-KEY GRAND (not shown). Red enamel finish; enameled keys, 8 whole notes, 5 black half tones. 8x10x5 in. high. Music incl.
35 J 2742. (3 lbs. 9 oz.) 2.98

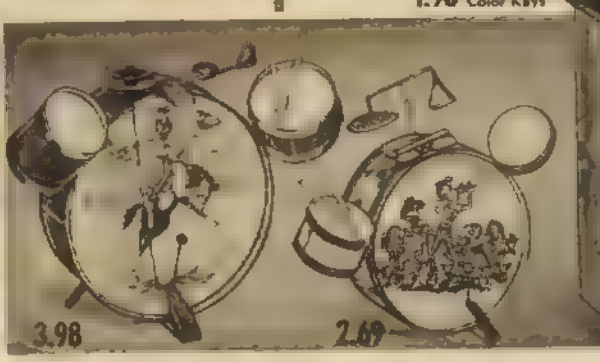
[4] **COLOR-KEY GRAND.** 8 multi-colored plastic keys and "Play by Color" instruction book make it easy for the tiniest tots to learn how to play simple tunes. Mirror keyboard backing. Sturdy hardwood with Red enamel finish. 8x10x5 in. high.
35 J 2724. Music incl. (2 lbs. 12 oz.)... 1.98

[5] **BABY GRAND WITH BENCH.** Expert Schoenhut workmanship in every detail of this beautiful 18-key piano—black "half-notes" are painted on. Ivory enamel finish brightens your child's room. Top opens like grand piano for better tone. Hinged music rack holds 15-song booklet included. 19x17x15 in. high. Matching bench 10x7x9 in. high.
E35 J 2730. Mailable. (17 lbs.) . 14.98

4.79

MELODY PLAYER with 1 music roll. Rich tone. Disney designs lithographed on reinforced steel case. Open top to change music roll. Organ grinder handle.
36 J 2715. (3 lbs.) 4.79

4 Asst'd. Music Rolls of popular children's tunes.
36 J 2717. (8 oz.) .4 for 89¢



3.98 2.69

DELUXE DRUM SET. Jr. drummer's delight! 20-in. drum and sock cymbal beaten by foot pedal. Gaily printed fibre heads on both sides. 8 in. snare drum, 6 in. tom-tom, bell chimes, triangle, foot pedal. Mallet. 14 lbs.!
E35 J 2706 3.98

9-PC. DRUM OUTFIT for his peppy rhythms. 'Hill Billy' picture on 16-in. bass drum, 6-in. tom-tom, 6-in. single face drum. Bells, triangle, cymbal, two 8-in. drum sticks, foot pedal. Fibre drum heads, metal shells. Mallet.
R35 J 2707. (6 lbs. 2.69

30-KEY SPINET. Color chart, 'Play by Color' music book incl. 30 black and white plastic keys—2½ octaves rich tone. Walnut finish hardwood. 20x14x22 in.; bench 12x7x11 in. high. A Longed for gift! Mailable. (28 lbs.)
E35 J 2790 24.45

30-key Spinet 24.45

NOW YOU HAVE MORE LIBERAL MONTHLY PAYMENT TERMS—SEE PAGE 273

6 reasons why Junior is your Biggest

BMC ROAD KING

BMC DE LUXE TRACTOR

JUNIOR & BMC GIVE YOU A COMPLETE LINE! There are 50 different models—something for every child from 1 to 8. Real-looking, real-riding tractors . . . easy-pedaling autos . . . fun-filled trikes . . . convertible sidewalk bikes and many others!

JUNIOR & BMC GIVE YOU THE MOST PROFITABLE LINE! You sell famous quality at low prices! These are the finest values on wheels . . . and parents are quick to pick them out. Everything about JUNIOR and BMC makes for quick turnover and HIGH VOLUME sales—price, value, looks!

BMC HOOK AND LADDER

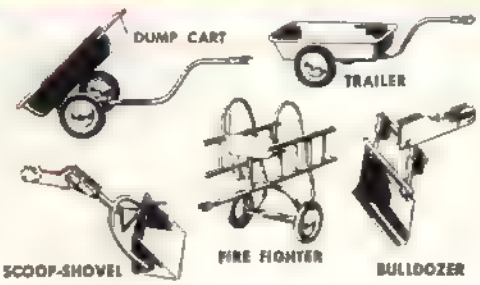
JUNIOR 16" SIDEWALK CONVERTIBLE

JUNIOR SKY TRIKE

JUNIOR TOW TRIKE

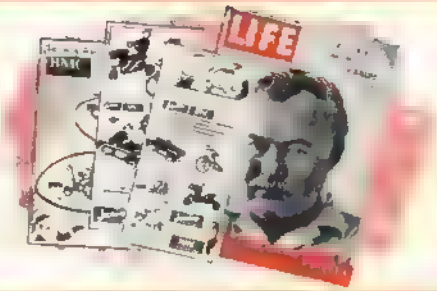
JUNIOR & BMC PRICES FIT EVERY BUDGET! Prices start surprisingly low. There's a complete line of sidewalk bikes, trikes, tractors, autos and wagons—and a complete price range within each group. You can please and sell every prospect—no matter what he wants or what he wants to pay!

BMC ATTACHMENTS BRING EXTRA PROFITS! Here's an appealing line of attachments—each of which gives many hours of fun-filled educational activity. These are fast-selling impulse purchase items. They look so real—promise such fun—parents and children just can't resist 'em!



& BMC bring you Christmas Profits!

5



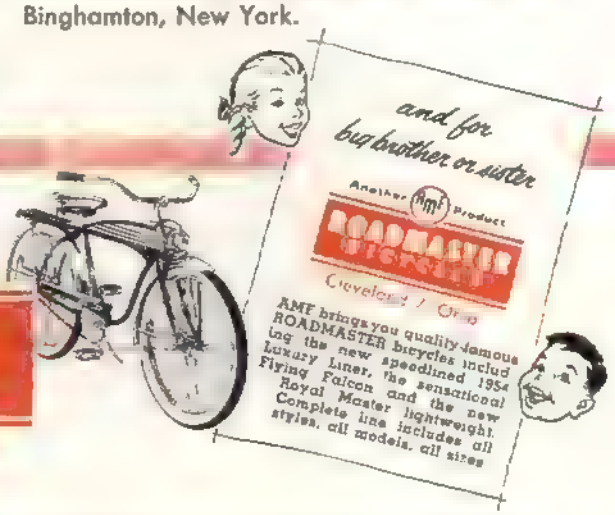
JUNIOR & BMC NATIONAL FULL-COLOR ADS HELP YOU SELL! Smooth-selling, full-color advertisements in publications like LIFE and PARENTS' pre-sell your customers . . . bring them into your store in a buying frame of mind to see good-looking, low-priced JUNIOR and BMC toys for themselves!

6

JUNIOR & BMC CHRISTMAS LAY-AWAY PROMOTIONS! Spearheaded by the new, sale-closing Fact-Lay-Away Tags. In addition, there are colorful posters, full color reproductions of national ads, dealer ad mats, string tags, commendation seals . . . it's the greatest, hardest-selling promotion any juvenile wheel goods dealer ever had!

Get in on this biggest-of-all Christmas profit opportunities *now!* Remember, you're selling practically everything on wheels that a 1-to-8 year old could possibly ask for.

Prepare now for your biggest Christmas profits ever — in '54. Stock, display and sell JUNIOR and BMC toys. For full details write or wire Junior Toy Corporation, Hammond, Indiana or BMC Manufacturing Corporation, Binghamton, New York.



AMF Junior
Hammond, Indiana

AMF BMC
Binghamton, New York

10"-13"-16" VELOS and BIKES

featuring

1¾" SEMI-PNEUMATIC TIRES: for that big bike look . . . for a smoother ride.

NYLON BEARINGS: Made of durable DuPont nylon, need no servicing, no oiling. Outlast metal bearings, wear and wear. Last the lifetime of the bike.

INDUCTION WELDED: Fully penetrating, electronically inducted welding gives smoother, stronger joints. Seals all joints inside and out. Tests prove metal will break before the weld.

No. 3430: 1¼" frame.
- Chromed ⅝" handle bars, collars and head collars.
- Coil spring seat
- Tan leather saddle

No. 94042 with cross bar, truss rods, bell, luggage carrier, 5" safety wheels.
- 16" multi-spoke wheels. Chromed handle bars, collars, head collars.
- Boy's and girl's models, deluxe or standard.

No wonder more buyers are daily turning to—

Hedstrom

HEDSTROM UNION CO.
FITCHBURG, MASS., DOTHAN, ALA.

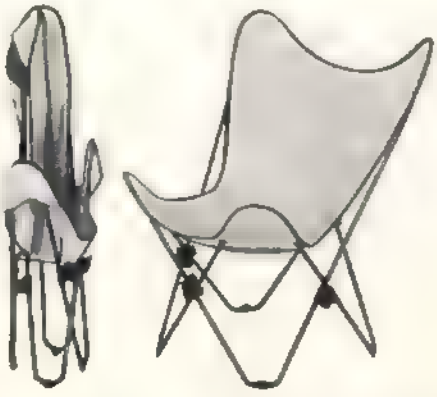
NEW!

CHILD'S

FOLDING

BUTTERFLY CHAIR

Folds in a flash! No setting up, no assembling. Heavy duck canvas.



BLACK, ORANGE, YELLOW, GREEN.

Two plants to give better service, more direct shipments at lower freight costs.

DOLL CARRIAGES • STROLLERS

TOY SKYSCRAPER of Logstix. Leonard W. Schaper (kneeling) and Charles T. Gentile, partners in Orange Products, Inc., makers of Logstix, are shown with a 2,500-piece miniature building at their plant in West Orange, New Jersey. . . . A similar display is to be seen at Toy Fair each year in the company's exhibit. . . . Logstix are grooved dowls of various sizes that fit snugly into one another at any point in their length. Piled skillfully one atop the other, they can be made to resemble anything from a jeep to a Patton tank, from a log cabin to the Empire State Building.

THANK YOU

"I've been trying every day to find time to thank you for the wonderful magazine you were so kind to send me. It's so full of information and things of interest to me, I'm enjoying it no end. Thank you so very much." —Ruth M. O'Neill, National Co-operatives, Chicago, Ill.

♦

New Toybuyer for May Company

Paul Anderson has been appointed toybuyer at the May Company, Denver, Colorado, effective February 1. Mr. Anderson, formerly assistant buyer, has launched an aggressive merchandising program.

PAUL ANDERSON

H. D. MACPHERSON
President, Menzies & Co., Ltd.

MERRY MANUFACTURING CO. of Cincinnati has entered the foreign market with the appointment of Menzies & Company, Limited, as Canadian representatives, Anthony L. Ach, Merry president, announced.

The 50-year-old Canadian firm, with headquarters in Toronto, has six salesmen who cover all Canadian provinces. H. D. Macpherson is Menzies' president.

Formal agreement was drawn up by Mr. Ach and W. S. Thomson, vice president of Menzies. The Canadian firm will handle the complete Merry line, now the largest in Merry's history.

♦

"Do It Yourself" Book Included with Tool Sets

In a move to tie-in with the sweeping popularity of home craft activities, the New York Toy & Game Mfg. Corp., 200 Fifth Ave., New York, is including a profusely illustrated, 24-page *"Do It Yourself"* book with all tool sets.

The contents of the book have been influenced by an advisory editorial committee, headed by David Taylor Marke, M. A., editor and publisher of *"Family Mechanic,"* and Dr. David G. Salten, P.H.D., superintendent of schools, Long Beach.

Themed to making things out of wood, the book is written in clear, simple terms that can be grasped even by a seven-year-old. For the sake of easy understanding, all illustrations are pictorial rather than diagrammatic.

According to Herbert Rubin, president, New York Toy & Game Mfg. Corp., the "Do It Yourself" book, as an effort to provide an authoritative and comprehensive project manual, increases the value and practical usefulness of tool sets.

leg length, providing allowance for growth of the child.

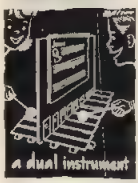
The single rear wheel is steered through simple pinion gears and a drag link to the rear axle. Total weight is about equally distributed on all three wheels. A short wheel base enables easy tight turns, and the wide tread front wheels and low center of gravity assure the absolute maximum ground hugging stability.

This low, racy speed job is big; 55 inches overall, 25 inches wide, and 25 inches high. The body is 18 inches wide by 20 inches high. From the top of the vertical fin to the bottom of the seat is 19 inches. The seat is 13½ inches wide. Although this gleaming streamline beauty is big, it weighs only 35 pounds.

This super jet is a sports car, racer, jet plane, rocket, or what have you. Which of these this super jet may be, Inland leaves up to the proud owner's vivid imagination. To each one it will be something different, very real and out-of-this world. For identification, the large vertical fin carries a large "X-9 Super Jet" on each side. On the nose is the proud Inland Manufacturing Corporation I.M. emblem.

The complete Inland line of wheeled goods; the newest Tractall Model, the new Inland Trailer Truck, and the X-9 Super Jet will be displayed at the Inland Exhibit in the Hotel New Yorker. Both Mr. Mann and the company's recently appointed general sales manager, W. A. Rupert, will be in attendance at the Inland exhibit.

Sales are handled through the following representative organizations: Sam Weisman, 200 Fifth Avenue Building, New York City, in the east; Coursey and King, 2263 Peachtree Road, Atlanta, Georgia, the southeast; C. L. Bradford and Associates, 1486 Merchandise Mart, Chicago, Ill., the midwest: McDonald and Shaw, Southland Hotel, Dallas, Texas, the southwest. Representatives for territories not mentioned will be appointed during Toy Fair.



MUSICAL SEE! SAW

DEAR TOY BUYER,

Everyone loves a story . . . especially a success story, that **YOU WILL SHARE IN.**

As you know most games are based on throwing dice, spinning arrows, pitching darts, spelling words, etc . . . **NOW,** we introduce the **MUSICAL SEE-SAW,** the game with **UNIVERSAL** appeal for young and old, rich and poor; a game based upon your matching a musical sound struck by your opponent (**PATENTS PENDING**) . . . match it, you advance, miss it your opponent advances . . . then you strike a note and etc., and so the battle rages on your **MUSICAL SEE-SAW.** A game with countless variations, and no rigid rules but one . . . tonal recognition.

Yes . . . an idea so simple, so overwhelming that educationalists already expect that the **MUSICAL SEE-SAW,** this playful group game approach to tonal absorption and recognition will completely alter the average persons ability for musical training 1000% within a relatively short period of time to the extent, that no educationally minded family should be without the **MUSICAL SEE-SAW** game.

Along with this beautifully packaged instrument of fine steels and **SOLID MAHOGANY** woods is a spiral bound volume of sixteen colorfully illustrated color-keyed **DUETS** for group playing. Yes, astounding success story that **YOU** can't help but **SHARE IN.** Write today for particulars. Suggested retail price . . . **$3.98**

P. S. You ain't **SEE'd** till you **SAW'd** our display in **ROOM 1471, HOTEL NEW YORKER.**

tutor-toy *creators of TOMORROW'S educational playthings*

WORKSHOP

229 SOUTH WOOD STREET CHICAGO, ILLINOIS MOnroe 6-1518

NEW DEVELOPMENT IN WHEELED GOODS MANUFACTURE TO BE INTRODUCED BY INLAND MANUFACTURING CORP., AT TOY FAIR

WHAT is considered to be a milestone in wheeled goods manufacture will be introduced by Inland Mfg. Corp., Buffalo, N. Y. when it unveils its new *X-9 Super Jet* at the American Toy Fair.

This new play-vehicle, an advanced design created by Inland's president, S. Nelson Mann, will have a complete one-piece *Fiberglas* molded body. This is said to be the first such application of this miracle fiber glass material to be attempted on a production basis in the toy industry.

Using the same production techniques that have been so widely publicized by General Motors through its rakish new Corvette sports car, and similarly by Kaiser with its Darrin sports car, Inland will offer an entirely new concept in wheeled goods design, performance and production method.

In close cooperation with the fabricating experts of American Plastic Corp., Bainbridge, N. Y. and Owens-Corning, Toledo, Ohio, whose Fiberglas material will be used in the manufacturing operation, Inland has designed a play-vehicle that will capture the interest of wheeled goods manufacturers, as well as the imagination of today's jet-minded, space-conscious youngsters.

As Mr. Mann explains it, "Here, in our X-9 Super Jet, is the future *now* for children 3 to 10 years old. At the New York Toy Fair, we will show our new out-of-the-future revolutionary X-9 Super Jet for youngsters for the first time. It isn't jet propelled, but one would think so to look at it. It's quite a machine!"

One-Piece Body

The machine itself has a one-piece fibre-glass body which has been carefully designed to take the fullest advantage of the molding possibilities, great strength, durability, and eye appeal of this versatile material. The smooth flowing lines, from the jet nose to the tail exhaust, from the characteristic vertical fin into the cock pit and deep roomy form fitting seat, blend into a body beautiful. Although the high vertical fin gives a striking, speedy appearance in keeping with the streamlined body it was not used for looks alone but for very practical purposes.

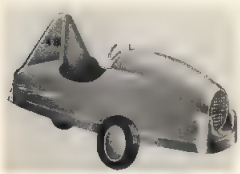
First, it is intended to give a comfortable, relaxed position for the youngster in relation to the pedals and steering wheel. By slanting the seat back, it is possible to lower it to within an inch of the full depth of the body, without dropping the pedals below the body. Second, the low seating arrangement provides plenty of room for knee action without bumping the cowl. The youngster sits down in the vehicle and does not have to tug at the steering wheel to get leverage to turn the pedals. The high cowl drapes down into the cock pit to form an instrument panel.

Below the panel an aircraft type open control wheel is mounted securely at the top of a column which is part of the welded steel tubular inchannel chassis.

The two wide front wheels are mounted well back from the nose to bring the axle under the driver's knees. This position provides space for leg and foot room.

The front wheel chain drive propulsion makes possible a short chain and eliminates any steering mechanism to get in the way of the youngster's feet. Six inches adjustment is provided for

Left to right: W. A. Rupert, sales manager, and S. Nelson Mann, president Inland Mfg. Co.; G. W. Whitsey, assistant chief chemist, American Plastics; Edwin Robertson and Jack Robertson of The Robertson Co.



Get Your Share of a Multi-Million Dollar Market!

with ✓ **NEW BMC MODELS!**

✓ **NEW BMC PRICES!**

BMC toys are especially designed for children from 3 to 8 years, and over 21,000,000 American children are in this age group in 1954! Multiply these prospects by the average price of a BMC toy and look what you've got... A FANTASTIC MULTI-MILLION DOLLAR MARKET!

With new '54 BMC models, designs and tremendous new prices you're in a position to get the biggest slice of this market! Look over the BMC line... check famous BMC quality and new BMC prices! You'll see why BMC always leads the industry with the most outstanding wheel goods on the market!

New BMC Chain Drive KIDDIE TRACTOR Low Priced Without Sacrifice of Famous BMC Quality!

Compare the slick streamline design of BMC's new KIDDIE TRACTOR! Compare the high gloss baked enamel finish! Compare the mechanical advantages—chain drive, ball bearings in rear frame and sprocket assembly, tractor type semi-pneumatic tires! Then compare prices! You'll see that this new tractor is the hottest sales maker in the entire wheel goods field!

BMC TRACTORS AND ATTACHMENTS WIN AWARD

The BMC tractor line and its multiple attachments recently received first prize in Hess Brothers Third Annual Award for Versatility in Design and Use in the field of Juvenile Wheel Goods.

For Extra Volume Sales Stock and Display BMC Attachments

What parent can resist the appeal of the toy snow-plow or the scoop-shovel? And it's a cinch that children really go for the full line of BMC attachments. Display them up front and get *an extra sale every time you sell a BMC toy!*

FIRE-FIGHTER TRAILER SNOW-PLOW or BULL-DOZER DUMP-CART SCOOP SHOVEL

...the Most Complete and Popular Line of Juvenile Wheel Goods on the Market!

The Fast-Selling BMC DE LUXE TRACTOR with Famous Knee Action that Actually Works!

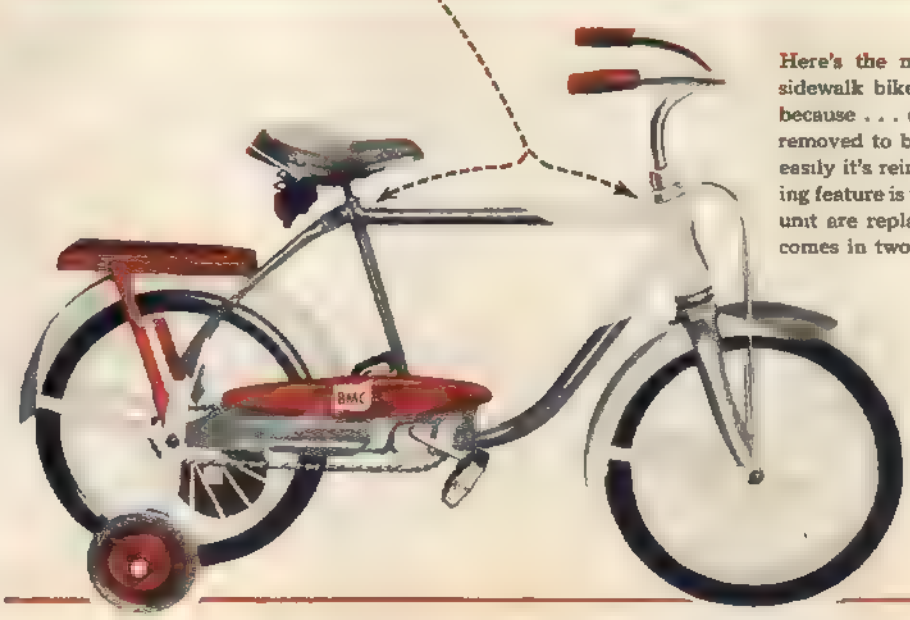
This De Luxe tractor incorporates all the finest and newest features developed by BMC in its many years as America's leading and pioneer tractor manufacturer. Rugged all-steel construction... gleaming enamel finish... semi-pneumatic wheels that spin on ball bearings... genuine auto Knee Action... rear step for 2nd rider... all are features that make this model literally sell itself!

Here's a blow-up of the rugged coiled steel spring that is the heart of famed BMC Knee Action operation. The wheel and its entire assembly "float" with the bumps. And famed BMC construction means it can stand the roughest treatment year after year.

Feature for Feature No Other Wagon on the Market Can Match the New BMC ROAD KING

The profit-wise dealer will be quick to recognize the outstanding value of this new wagon. Note the extra large semi-pneumatic tires and the wide bead on the body completely rolled under for safe play. The sturdy handle design and turning assembly (fifth wheel type) are unique in the industry. There isn't a wagon on the market that can match the quality and value of the BMC Road King at the NEW ROCK BOTTOM PRICE!

Presenting the Completely New BMC "CONVERTIBLE" BIKE with Real Sales Appeal!



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New Color Styling on America's Biggest Line of Juvenile Wheel Goods

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Publications such as the Saturday Evening Post and Parents' will feature BMC toys to influence BMC sales prior to peak buying periods.

New colors, new screening, on models in the Thunderbolt, Challenger, Blue Streak, Jet Liner and Special Series give BMC Dealers the most complete up-to-date line of high caliber wheel goods in the entire price range with 30 models to choose from.

Remember **that multi-million dollar market! Stock, display, sell BMC Wheel Goods and Get Your Share!**

See BMC at the New York Toy Show—200 Fifth Ave., Room 810

BMC

BMC MANUFACTURING CORPORATION · BINGHAMTON, N. Y.

CANADIAN REPRESENTATIVE
STANDARD CYCLE PRODUCTS, LTD.
800 Victoria Park Avenue, Toronto, Canada

EXCLUSIVE EXPORTERS
LIONEL-ESSEX INTER AMERICA, INC.
15 East 26th Street, New York 10, N. Y.

Get Your Share of a Multi-Million Dollar Market!

with ✓ NEW BMC MODELS!

✓ NEW BMC PRICES!

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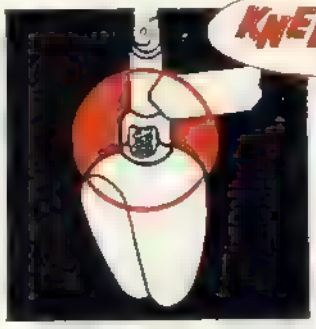

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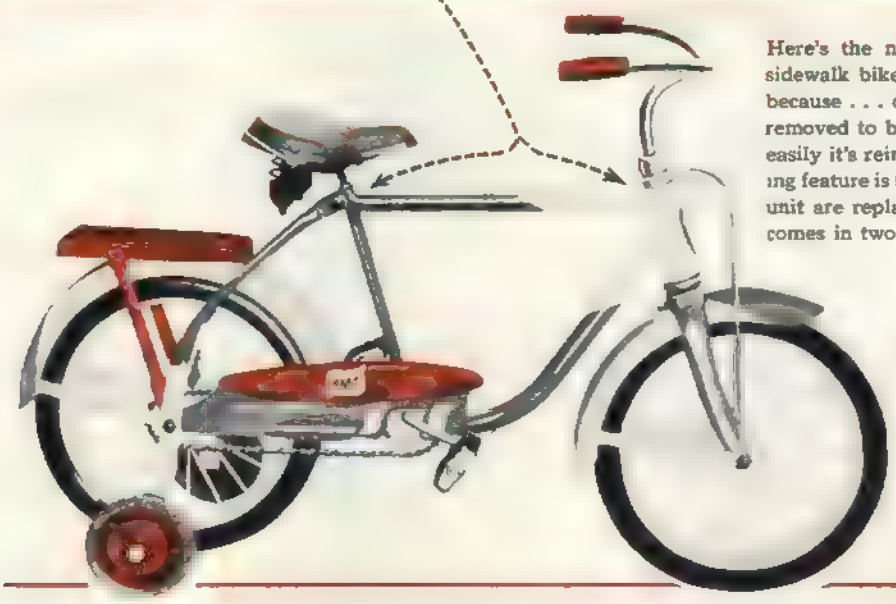

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EXCLUSIVE EXPORTERS
LIONEL-ESSEX INTER AMERICA, INC.
15 East 26th Street, New York 10, N. Y.

E **Lady Hess** . . . strikingly new . . . as lady-like as can be. Both yellow and white gold have stainless back. Slim matching expansion bracelet. 17 jewels.

116-061 A3480	10K Yellow RGP	**$54.25**
116-079 A3480	10K White RGP	**54.25**

F **Claudette** . . . chic little square Benrus. In yellow or white gold with stainless back. Raised gold numerals, hands. Domed crystal. Matching expansion bracelet 17 J.

116-020 A2740	10K Yellow RGP	**$40.95**
116-038 A2740	10K White RGP	**40.95**

G **Betsy.** Dainty end pieces and side motif give it an air of utter femininity. 10K RGP case, stainless back, rolled gold. Telescopic expansion bracelet, 17 jewels.

116-004 A2535	10K Yellow RGP	**$36.25**
116-012 A2535	10K White RGP	**36.25**

H **Embraceable** . . . fabulous bracelet watch. 10K gold-filled. Hidden hinges join the gold-filled bracelet for custom fit on any size wrist. Domed crystal. 17 jewels.

116-145 A4360	10K Yellow GF	**$65.00**
116-152 A4360	10K White GF	**65.00**

K **Citation "Countess"** . . . sculptured end pieces highlight the smart 14K gold case. Domed crystal. Gold numerals, hands. Double row snake-style bracelet. 17 jewels.

116-160 A4970	14K Yellow Gold	**$77.00**
116-178 A4970	14K White Gold	**77.00**

L **Citation Clover** . . . beautifully designed in 14K lifetime quality gold. Raised gold numerals, gold hands. Gold filled shell design expansion bracelet. 17 jewels.

116-129 A4360	14K Yellow Gold	**$65.00**
116-137 A4360	14K White Gold	**65.00**

M **Citation "Caress"** . . . charming cushion-shaped case with sun-ray motif. In precious 14K gold with matching expansion bracelet. Raised gold numerals. 17 jewels.

116-103 A4360	14K White Gold	**$65.00**
116-111 A4360	14K Yellow Gold	**65.00**

N **Lady Jane** . . . delightful square design with raised end pieces. Choose yellow or white gold case both with stainless back. Matching expansion bracelet. 17 jewels.

116-046 A2990	10K Yellow RGP	**$45.00**
116-053 A2990	10K White RGP	**45.00**

Benrus

- ★ **Temperature compensated**
- ★ **All with Benrus bands**
- ★ **Beautifully gift boxed**
- ★ **17 ruby jewels**
- ★ **Shock protected**
- ★ **Anti-magnetic**
- ★ **Nivarox hairsprings**

Guarantee Certificate included; all Benrus watches are fully guaranteed against defects in materials and workmanship . . . electronically timed for precision accuracy. Parts are standard and interchangeable. Watches are illustrated ⅔ actual size.

P **Celeste** . . . a feminine favorite. Polished and engraved case with raised gold numerals and gold hands. Raised crystal. Gold filled expansion bracelet. 17 jewels.

116-087 A4120	10K Yellow GF	**$63.25**
116-095 A4120	10K White GF	**63.25**

BENRUS
"Ocean Chief"

Self-winding . . . won't overwind . . . certified waterproof . . . shock-protected

Winds by normal wrist movement. Waterproof, stainless steel case, 17 jewels. Sweep second hand. Luminous dial. Raised gold numerals. Stainless steel expansion band. Shatterproof crystal. 17 jewel movement.

116-327 A3890 . . . . . **$56.95**
"VOYAGER" . . waterproof, automatic. 10K Yellow RGP case with stainless steel back.
116-335 A4360 17 jewels . . . **$65.00**

BENRUS
"Ocean Crown"

Certified waterproof . . . self-winding . . . luminous dial . . . sweep second hand

Unfailingly accurate . . . acclaimed by doctors, airline pilots and sportsmen. Never needs winding; water won't harm its shock-protected, anti-magnetic 17 jewel movement. 10K gold filled case. Gold filled expansion band. Combination luminous and 14K gold applied numeral dial. Shatterproof crystal. As advertised on TV.

116-368 A4970 . . . . . **$77.00**

BENRUS
"Ristaarm"

Newest Benrus model . . . bell goes off for whenever you set it

Be on time, always . . . wakes you up in the morning—reminds you to keep appointments, make phone calls, tend to important matters—at the right instant. Good-looking 10K Yellow RGP case with stainless steel back. Matching gold filled expansion band. Shock-protected. Temperature compensated hairspring. Anti-magnetic movement

116-285 A5990 17 jewels . . . **$83.50**

BENRUS
"Sea Lord"

Certified waterproof . . . 17 jewels . . . shock-protected . . . anti-magnetic

Rugged watch . . . ideal for servicemen, fishermen and sportsmen—yet it's more than handsome enough to wear on all dress occasions. 10K Yellow rolled gold plate case with stainless steel back. Matching gold filled expansion band. Shatterproof crystal over luminous dial. Accurate 17 jewel movement.

116-301 A2990 Black dial . **$45.00**
116-319 A2990 White dial . **45.00**

BENRUS
"Sea Treasurette"

Certified waterproof . . . 17 jewels . . . for sports, professional use

Now—a trim waterproof for women . . . with all the precision accuracy and dependability of a man's watch. 17 jewel, anti-magnetic movement is shock-protected, temperature compensated. 10K Yellow gold filled case, stainless back. Matching expansion bracelet. Sweep second hand. Luminous dial. Shatterproof crystal

116-343 A3480 10K Yellow GF . **$54.95**
116-350 A2990 Stainless steel . **45.00**

BENRUS
"Marlin"..."Swordfish"

Wafer thin . . . certified waterproof . . . as advertised on TV . . . 17 jewels

"Thin as a silver dollar" . . . the newest Benrus waterproof a beautiful example of fine watch craftsmanship. Its silver-thin case contains a 17-jewel, shock-protected, temperature compensated, anti-magnetic movement. Combination, luminous dial under shatterproof crystal. Matching expansion band.

116-269 A2990 Stainless steel . . . **$45.00**
116-277 A4360 10K Yellow GF . . **65.00**

Benrus

official watch of famous airlines

- ★ **17 ruby jewels . . . Anti-magnetic**
- ★ **Shock-protected . . . Temperature compensated**
- ★ **Nivarox hairsprings . . . Benrus bands**
- ★ **Each Watch Beautifully Gift Boxed**

Guarantee Certificate included; all Benrus watches are fully guaranteed against defects in materials and workmanship . . . electronically timed for precision accuracy. Parts are standard and interchangeable. Watches are illustrated ⅓ actual size.

E Citation Hanson "A" . . . strong, simple lines distinguish the rectangular 10K gold-filled case and matching gold-filled expansion band. Raised gold numerals under fancy raised crystal. 17 jewel movement.
116-210 A3890 Hanson "A" **$56.95**

F Jolson . . . new star in the Benrus collection. Square 10K yellow RGP case, stainless steel back. Raised gold numerals and gold bands protected by raised crystal. Smart gold-filled expansion band. 17 jewels.
116-226 A2990 Jolson **$45.00**

G Lawrence . . . sculptured detailing adds elegance to this fine Benrus. 10K RGP case, stainless steel back. Raised gold numerals, gold hands under faceted crystal. Matching expansion band. 17 jewels.
116-186 A3480 Lawrence **$54.25**

H Helmsman . . . it's got everything—automatic never needs winding as long as you wear it. Waterproof, shock protected. 10K yellow gold filled case. Matching expansion band repeats case design 17 jewels.
116-251 A3485 Helmsman **$83.50**

K Sea Baron . . . certified waterproof Benrus. Get caught in the shower, rain, at the beach—Sea Baron can take it. All stainless steel case and expansion band. Sweep second hand. Luminous dial. Shatterproof crystal. 17 jewels.
116-202 A2740 Sea Baron **$40.95**

L Pilot . . . you'll never have to wind this wonder. Self-winding—just wear it. Sweep second hand. 10K gold-filled case with matching expansion band. 14K gold applied numerals. Shatterproof crystal. 17 jewels.
116-236 A4970 Pilot **$77.00**

M Citation Cedric . . . sleek modern design with curved sides on 10K yellow gold filled case . . . emphasized by smart pyramid crystal over 14K gold numerals. Matching expansion band. 17 jewel movement.
116-244 A4970 Cedric **$77.00**

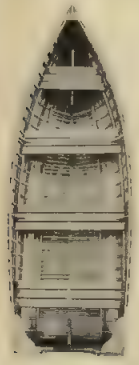
N Citation Cheshire . . . modern as tomorrow. 10K yellow GF case with tonneau-shape opening, domed crystal. 14K gold applied numerals and gold hands. Matching expansion band. 17 jewel movement.
116-194 A4360 Cheshire **$65.00**

Bowman

CEDAR STRIP BOATS

RECOGNIZED NATIONALLY for high quality and top performance. Designed for striking beauty and exceptional seaworthiness For fishing, utility or water sports Practically non-tippable—safe beyond expectation—even filled with water will support occupants and their gear

SCIENTIFIC SEMI V-BOTTOM permits quick planing high speed and level riding Surprising performance with the smallest motors and superb action with the largest



FOR SAFETY all Bowman boats have been approved by the Outboard Boating Club of America

FROLIC "Super"
(also shown in water above)

RAMBLER "Standard"

TRAMP "Deluxe"

ROGUE "Supreme"

STRIP CONSTRUCTION

STRICTLY VERTICAL GRAIN properly dried western red cedar planking ½ x ⅛. Best grade, well seasoned bending oak for ribs, bilge stringers, keelsons, knees rails and gunwales 7-ply mahogany transom reinforced with oak Wide comfortable seats of ⅛ cedar Completely brass fastened for fresh or salt water. All oak parts impregnated with "Wood Lite to control dimensions repel moisture and resist rot Outside finished with 3-coat application of finest marine enamel, bakelite varnish inside and gunwales White topside and green bottom with red boloh rail Rambler has green outside

BRASS SCREW FASTENED through every plank to every rib while under terrific lateral pressure over 2,000 brass screws in a 14-ft hull Watertight compressed seam construction forms practically a one-piece hull Dependable, dry and seaworthy Each hull is water tank tested under pressure

RAMBLER "Standard"—The economical choice of fishermen desiring a truly safe family boat Seats are set extra high to eliminate cramped legs on all-day fishing trips

TRAMP "Deluxe"—The fisherman a favored selection Extra sturdy for extremely rugged use Wide and deep to provide maximum safety Nationally known and accepted by discriminating resort owners

ROGUE "Supreme"—Plenty of room for fishing, yet snappy looking for water sports Added eye appeal that only a beautiful, properly crowned hand-rubbed deck can provide. Extra wide rear deck beam for attaching steering wheel. Handy storage space beneath deck

FROLIC "Super"—A real eye catcher, unapproached in its price range for beauty of design and excellence of performance Fore and mid-deck hand-rubbed to lustrous mirror-like finish and for real comfort, stern seat equipped with folding seat back

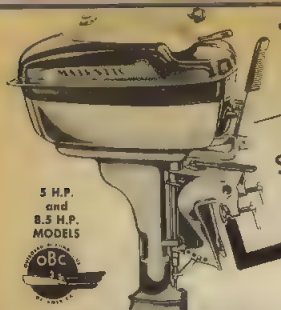
No.	Length	Beam	Stern Width	Stern Depth	Amid Depth	Bow Depth	Deck Length	Seats	H.P.	Wt	Shpg Wt	Index	LIST
RAMBLER "Standard"													
18S-1512	12-ft.	50"	47	16	19"	21"	8"	3	12	150	225	1-15715	224.50
18S-1514	14-ft.	51"	47	17	20"	22"	9"	3	16	170	250	1-17485	249.50
18S-1516	16-ft	52"	47"	17	21"	23"	8"	4	16	190	300	1-19215	274.50
TRAMP "Deluxe"													
18S-2512	12-ft.	52"	48½"	17"	21"	24"	8"	3	16	190	300	1-18185	259.50
18S-2514	14-ft.	54"	48½"	18"	23"	26"	9"	3	25	215	325	1-19915	284.50
18S-2516	16-ft.	56"	50"	18"	23"	26"	8"	4	25	235	345	1-21685	309.50
ROGUE "Supreme"													
18S-3512	12-ft.	52"	48½"	17"	21"	24"	45"	2	16	200	310	1-19585	279.50
18S 3514	14-ft.	54"	48½"	18	23"	26"	54"	3	25	225	335	1-21315	304.50
18S-3516	16-ft	55"	50"	18"	23"	26"	66"	3	39	245	360	1-23065	329.50
FROLIC "Super"													
18S-4512	12-ft.	52"	48½	17"	21"	24	45"-10"	2	16	215	325	1-22580	324.50
18S-4514	14-ft	54"	48½	18	23"	26"	54"-12"	3	25	240	350	1-24485	349.50

BOWMAN BOATS F.O.B. LITTLE ROCK, ARK.—NO CASH DISCOUNT ALLOWED

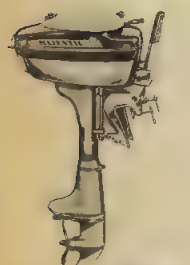
MAJESTIC

OUTBOARD MOTORS

Made by one of America's oldest and best known outboard motor manufacturers.



- AUTOMATIC REWIND STARTER
- AUTOMATIC CO-SKIPPER STEERING
- DUAL JET CONCENTRIC BOWL TYPE CARBURETOR
- 2 BLADE SEMI-WEEDLESS PROPELLER



Forward-Neutral-Reverse Gear Shift

All models (except 3.5 H.P.) may be instantly shifted from forward to neutral or reverse with a silken smoothness—no clashing gears. Gear shift lever mounted on motor bracket for greater convenience and ease of operation. Other first quality features include: Hi-Tension magneto, balanced crankshafts and fly wheels, rotary water pumps, dual rotary valves, dual jet concentric bowl type carburetors, large steel connecting rods, and Torrington needle bearings, automatic rewind starters, automatic co-skipper steering, and single panel controls.

MAJESTIC 3.5 H.P. GUIDE MODEL (Non-shift)

Fisherman's special. Rugged motor with automatic rewind starter. Has dual internal rotary valves. Forged steel connecting rod with Torrington needle bearings. Waterproof hi-tension magneto for instant starts. Quiet underwater exhaust. Balanced fly wheel and crankshaft. Positive cooling centrifugal water pump prevents overheating of motor. Dual jet concentric bowl type carburetor. Holds set course with the automatic co-skipper steering. Piston displacement 5.84 cu. in.; 2 blade semi-weedless propeller 8" x 5½"; Gas tank cap. 5 qts., Speed range 1 to 10 m.p.h., O.B.C. Certified. 42 lbs.

No. 11S-7506 (M-2L,
Index 1-10830; 3-10125

LIST **135.00**

MAJESTIC 5 H.P. ALTERNATE FIRING TWIN MODEL with Gear Shift

The most popular size outboard. Deluxe alternate firing twin with gear shift for Forward, Neutral and Reverse. Has automatic rewind starter. Gives instant starts with hi-tension magnetos. Holds set course with automatic co-skipper steering. Positive cooling rotary impeller type water pump eliminates overheating. Dual internal rotary valves. Forged steel connecting rod with Torrington needle bearings. Automatic co-skipper steering holds set course. Positive cooling rotary impeller water pump, forged steel connecting rods with Torrington needle bearings; dual jet concentric bowl type carburetor; balanced fly wheel and crankshaft. Piston displacement 9.66 cu. in.; 2 blade semi-weedless propeller 7½" x 9". Gas tank cap. 5 qts., Speed range 0 to 17 m.p.h. O.B.C. Certified. 46 lbs.

No. 11S-7507 (M-3L-GS)
Index 1-15800; 3-14800

LIST **198.00**

MAJESTIC 8.5 H.P. ALTERNATE FIRING TWIN MODEL with Gear Shift

More speed and power. Deluxe alternate firing twin with gear shift for Forward, Neutral and Reverse shifting. Automatic rewind starter. Has waterproof hi-tension magneto. Automatic co-skipper steering holds set course. Positive cooling rotary impeller water pump, forged steel connecting rods with Torrington needle bearings; dual jet concentric bowl type carburetor; balanced fly wheel and crankshaft. Piston displacement 12.41 cu. in.; 2 blade semi-weedless propeller, Gas tank cap. 6 qts., Speed range 0 to 23 m.p.h., O.B.C. Certified. 56 lbs.

No. 11S-7508 (M-4L-GS)
Index 1-18900; 3-18000

LIST **240.00**

MAJESTIC 12 H.P. ALTERNATE FIRING TWIN MODEL with Gear Shift and Separate 6-Gal. Cruising Tank

(Not available) Deluxe alternate firing twin with gear shift for Forward, Neutral and Reverse. Has separate 6-gal. cruising tank. Automatic rewind starter. Automatic co-skipper steering. Dual internal rotary valves. Forged steel connecting rods with Torrington needle bearings. Waterproof hi-tension magneto. Quiet underwater exhaust. Balanced fly wheel and crankshaft. Positive cooling impeller water pump. Dual jet concentric bowl type carburetor. Piston displacement 19.94 cu. in., 2 blade semi-weedless propeller 8" x 11½"; Speed range 0 to 27 m.p.h., to be O.B.C. Certified. 59½ lbs.

No. 11S-7509 (M-6L-GS)

NOT AVAILABLE

(A) TA-PAT-CO "STAY-A-FLOAT" for children

The perfect swimming aid for children. Can't sink, leak or puncture. Durable closely woven cloth filled with Java Kapok, 6 times more buoyant than cork. Cannot slip off. Assorted colors.

No.	Mfr's. #	Size	Index	LIST
12S-7701	18-S	Small (2- 4 years)	1-250; 3-231	3.85
12S-7702	18-M	Medium (4- 7 years)	1-282; 3-261	4.35
12S-7703	18-L	Large (7-12 years)	1-323; 3-287	4.35

(B) TA-PAT-CO LIFE PRESERVER VEST

Designed for action, comfort and safety. Snug fitting, yet permits freedom of movement. Lightweight and flexible. Color fast and durable. Puncture proof and dependable. Filled with Java Kapok for greater buoyancy. Adjustable to fit all adults. Blue color. (#10A)

No 12S-7705. Index 1-555; 3-513

LIST **8.95**

(C) TA-PAT-CO LIFE SAVER BOAT CUSHIONS

Can be used as life preserver or boat cushion. Filled with Java Kapok for buoyancy and safety. Covered with sel. pliable leatherette. 3 appropriate designs on background colors of red, blue or green. 15x15x2. (#26838)

No 12S-7704. Index 1-312; 3-288.

LIST **4.80**

(D) WOODSTOCK SWIVEL BOAT SEAT

Sturdy pressed steel construction. Inlaid cork seat for extra comfort, repells water. Includes seat base, bearing swivel, carriage, endless seat to turn completely around. Easily and quickly mounted to any size boat seat. Green enamel and cadmium plate finish. (#W 3

No 12S-965. Index 1-581; 3-337

LIST **8.95**

Outboard Motors Not Included In Our Prepaid Freight Offer

Bowman PLYWOOD BOATS

THERE ARE NO FINER plywood boats made All seams bed lasted with non-hardening plastic and candlewicked for added insurance against leakage Ideal for trailer storage, long trips and use in extremely hot or dry climate Every boat water-tank tested under pressure

SOLID CORE MARINE plywood takes years of punishment and exposure Select oak frame, quarter knees, gunwales, seat stringers keel, transom knee, keelson and breast hook All oak parts impregnated with Wood Lite' to control dimensions repel moisture and resist rot Brass fastened throughout for fresh or salt water Wide comfortable seats of pine or equal

RESORTER "Wide Beam"
(also shown in water above)

VAGABOND and RESORTER boats permit level riding easier maneuvering and better planing with motor Built on forms instead of ribbed frame, super strength due to special "bridge-type" truss beneath seats Longitudinal strength due to heavy brass screws which extend through keel and boat bottom into keelson Sturdy knee ties keelson to stern also serves as handy stern lift handle Solid-decked bow seat acts as step when entering boat and as dry storage beneath Protective oak batten trims lower sides full length along chines. Complete with bow eyebolt and oarlocks. Outside finished green with 3 coats of best marine enamel bakelite marine varnish inside and gunwales

VAGABOND "Lightweight" made of ¼" marine plywood with removable plywood floor racks Easy to handle for car top carriage Ideal for smaller lakes or quiet coves of big lakes

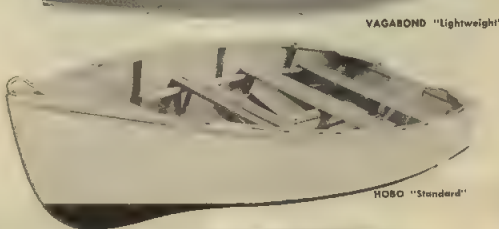
RESORTER "Wide Beame" for supreme safety of a large boat For fishing the big lakes Extra wide transom for maximum stability ¼" sides and ⅜ marine plywood bottom and transom Sturdy, unobstructed floor easy to wash and keep clean

HOBO and RASCAL boats are favored for water sports because full V bottom is extremely fast permits tight turns at high speed, performs well with smallest motors and tops with big ones Steam bent white oak stem provides maximum fullness at bow 7-ply mahogany transom reinforced with oak Enameled white topside and green bottom with very best 3-coat application, inside and gunwales finished with marine varnish Brass hardware

HOBO "Standard" is a lightweight open bow fishing and utility model constructed of ¼" marine plywood

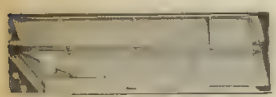
RASCAL "Deluxe" boats are equipped with beautiful hand-rubbed cedar deck trimmed with graceful steam-bent white oak combing Excellent base for steering wheel and foundation for windshield Sides of ¼ and bottom of heavy ⅜ marine plywood

VAGABOND "Lightweight"



HOBO "Standard"

RASCAL "Deluxe"



PRE-ASSEMBLED BOAT KITS

Identical to corresponding finished boat except shipped semi-finished Pre-assembled on factory jig, compound angles cut and faired" eliminates need of jig for home assembly Partially assembled, parts numbered and packaged knocked-down Amateur can complete in few hours Everything furnished except paint Complete instructions

No.	Kit	Length	Index	LIST
18S-7012	Vagabond	12-ft.	1-5215	74.50
18S-7014	Vagabond	14-ft	1 5915	84 50
18S-8012	Resorter	12-ft	1-8025	97.50
18S 8014	Resorter	14-ft	1-8015	114.50
18S-8016	Resorter	16-ft	1-8555	136.50
18S-9012	Hobo	12-ft.	1-10685	149.50
18S 9014	Hobo	14-ft	1-11865	169.50

SAME SPECIFICATIONS AS FINISHED MODELS

No.	Length	Beam	Stem Width	Stem Depth	Amid Depth	Bow Depth	Deck Length	Seats	H P	Wt	Capy Wt	Index	LIST
VAGABOND "Lightweight"													
18S-2012	12-ft.	43"	27½"	14"	14"	15"	8"	3	5	85	430	1-7315	104.50
18S-2014	14-ft	44"	39"	14"	14"	15"	8"	4	7½	105	550	1-8285	117.50
RESORTER "Wide Beam"													
18S-9012	12-ft	50"	48"	16"	17"	18"	8"	3	7½	95	445	1-8575	122.50
18S-9014	14-ft	52"	48½"	17"	18"	19½	8"	4	10	125	575	1 10115	144.50
18S-9016	16-ft	52½	48½"	17"	18"	19½	8"	4	10	155	700	1-12215	174.50
HOBO "Standard"													
18S-4012	12 ft	56"	52"	18"	23"	26	15'	3	12	145	195	1-15365	219.50
18S-4014	14-ft	57½"	52½"	18"	24"	27"	15"	3	22	175	250	1-16765	239.50
RASCAL "Deluxe"													
18S-5012	12-ft	56"	52"	18"	23"	26"	42'	2	16	175	250	1 17325	247 50
18S-5014	14-ft.	57½"	52½	18"	24"	27"	42"	3	25	195	275	1-18445	263.50

FOR SAFETY all Bowman boats have been approved by the Outboard Boating Club of America

BOWMAN BOATS F.O.B. LITTLE ROCK, ARK.—NO CASH DISCOUNT ALLOWED

BUDDY "L" TOYS

Since 1920, Buddy "L" has been the leader in steel toys. Buddy "L" features Rugged Durability, Modern Authentic Design, Action, Baked-On Enamel Finish. Every Buddy "L" toy is made of 20-gauge steel or heavier--automobile body steel. Genuine rubber tires.

(A) HYDRAULIC HI-LIFT DUMPER

7446TF750 Complete with Shovel *$10.95*

Mammoth size dump truck with self energizing hydraulic piston and special knuckle linkage to raise dump body extra high. Load slides out through chute door in rear. Large shovel for filling truck included. Plated hub caps. Size 24 x 7¾ x 14½ in. Shpg. wt. 9½ lbs.

(B) RIDER FIRE TRUCK

7447TF625 A Pull-N-Ride Toy *$8.95*

Pull it by the handle--ride it! Supports 250 lbs. easily. Seat is removable. Has swivel extension ladder that can be raised to 44½ in. Hand cranked siren. Colorful firemen's red and white finish. L. 32½ in., W. 9 in., H. 8½ in. Shpg. wt. 10 lbs.

(C) DIGGER AND DUMP TRUCK

7448TF595 Two-Piece Combination *$8.50*

Year 'round fun in sand or snow with this digger that actually digs and dumps by use of two control levers. Swivel action seat and boom. Long, wide non-sinking skis. L. 38½ in., W. 10 in., H. 20 in. Dump truck has realistic Hi-Lift dump action, end gate opens automatically. Steel box and chassis with hi-impact plastic cab. Plated hub caps. L. 21½ in., W. 5¾ in., H. 10 in. Shpg. wt. 10 lbs.

(D) MOBILE CONSTRUCTION DERRICK

7449TF450 With Rat-Tat-Tat Motor Sound *$6.50*

Big working control wheels make tower swing in full circle, control direction of boom, raise, lower, open and shut clam bucket. Mounted on wide base and over-size heavy rubber track-treads. Length with boom up 10¾ in., with boom down 25½ in. W. 7¼ in., H. 24 in. Shpg. wt. 7 lbs.

(E) REPAIR-IT UNIT

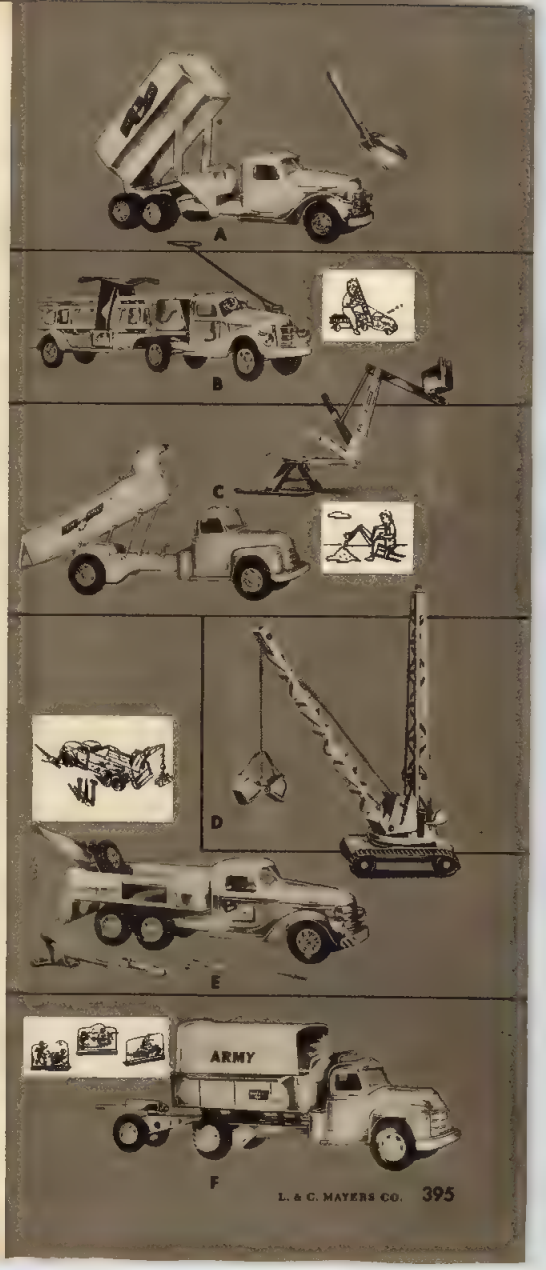
7450TF450 With Three Tools and Auto Jack *$6.50*

Play value galore in this rugged steel truck. Use the metal bumper jack to "jack-up" any corner of truck. Three hard rubber tools, Hub Cap Wrench, Hammer and Screwdriver to remove "flat" tire and replace with spare tire mounted on boom. Removable wrecker boom. Seven removable and interchangeable wheels with rubber tires. L. 28½ in., W. 6 in., H. 8 in. Shpg. wt. 8 lbs.

(F) ARMY TRANSPORT

7451TF375 With Howitzer and Targets *$5.50*

Big Army transport tows accurate shooting Howitzer (ammunition pellets supplied) mounted on separate detachable trailer. Supply of targets included. Steel box and chassis, plastic cab. Removable tarpaulin cover. L. 28 in., W. 5¾ in., H. 9½ in. Shpg. wt. 6 lbs.



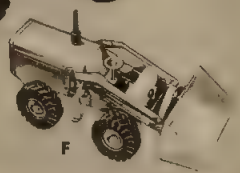
A

B

C

D

E



F

NY-LINT

QUALITY SCALE MODEL TOYS

Realistically detailed working scale models of actual road construction equipment. Heavy gauge steel, baked enamel finishes.

(A) TRAVELOADER

7453TF840 Conveyor Loader *$11.95*

True-scale model of the famous Adams TraveLoader. Powered by a hand crank as vehicle is pushed along, 15 shovel blades on a belt continuously gather material and push it onto ribbed rubber conveyor belt which carries it up runway and drops it into waiting vehicle. Large, 3¾-in. diameter rubber tired metal wheels. Size 30 x 8 x 10⅛ in. Shpg. wt. 12 lbs.

(B) TOURNAHAULER

7454TF555 Super Truck *$7.95*

Ruggedly built to carry working equipment of all kinds including all Ny-Lint toys illustrated on this page—to the scene of action. Crank-operated winch operates cable and hook to haul machines onto platform. Rear ramp pulls out and lets down . . . when pushed in, it automatically raises rear stop fence to prevent load rolling off. Front and rear units double-pivoted for complete freedom of action. Rear wheels separately rocker-pivoted to run smoothly over rough ground. Rubber tired metal wheels. Size 30¼ x 7¾ x 6½ in. With ramp extended, length 41½ in. Shpg. wt. 11 lbs.

(C) ROADGRADER

7455TF555 Scraper and Grader *$7.95*

Does real scraping and grading. Front wheels steerable and all axles individually pivoted to follow irregularities of grade. Scraper blade has positive six-position adjustment—can be raised or lowered, tilted any way and swung either left or right. Real rubber tires. Size 19¼ x 8 x 7¼ in. Shpg. wt. 8 lbs.

(D) TOURNAHOPPER

7456TF555 Hopper-Dumper *$7.95*

Faithful scale model of the real "Tournahopper." Big hopper empties clean, controlled by latch mechanism. Front power unit is double-pivoted to hopper so it snakes and turns across rough ground like a real earthmover. Size 22½ x 5¾ x 6½ in. Shpg. wt. 8 lbs.

(E) TOURNAROCKER

7457TF485 Hauling and Dumping Truck *$6.95*

Over-size hopper dumps by backing rear wheels against a stop, or by turning crank on new, improved, easy-operating hoist. Front and back units are joined by two-way pivot for smooth weaving action over rough ground. Enclosed cab. 3¾-in. diameter rubber tired metal wheels. Size 18 x 6 x 6½ in. Shpg. wt. 6 lbs.

(F) HOUGH PAYLOADER

7458TF555 Bucket-Lifter *$7.95*

Loaded bucket is raised by crank, then catch is tripped to dump load. Digs—loads—carries—bulldozes—grades—hoists—pushes—pulls. Steerable, 3¾-in. diameter rubber tired front wheels. Size 18 x 7 x 7⅝ in. Shpg. wt. 9 lbs.

Action TOY SETS

WONDERFUL COMBINATION OF REALISM AND PLAY VALUE

(A) BUDDY-L TRUCK FLEET

7460TF490 Four-Toy Set *$6.95*

Action trucks that will appeal to children from 2 to 10. (1) SCOOP-N-LOAD CONVEYOR. Loading scoop with winch transfers sand to conveyor belt which pours it through chute. L. 18 in. (2) HI-LIFT SCOOP-N-DUMP Front scoop picks up load and transfers to dump box. Lift action dumps load through hinged tail-gate. L. 16 in. (3) SHELL PICK UP AND DELIVERY TRUCK with oil drum bank. L. 13¼ in. (4) AUTO WRECKER SERVICE TRUCK Big, sturdy towing wrecker. L. 17 in. All toys have heavy duty rubber tires, plated hub caps. Rugged heavy gauge steel construction for long life, colorful baked-on enamel finishes. Shpg. wt. set 11½ lbs.

(B) SAUNDERS AUTO SET

7461TF385 Four-Toy Set *$5.50*

Four plastic toys will appeal to children in all age groups. (1) SUPER SEARCHLIGHT FIRE TRUCK—length 12 in.—complete with battery, bulb, on-and-off switch. Adjustable extension ladder in swivel base, fire hose and nozzle. Rubber wheels. Colorfully decorated. (2) JAGUAR AUTOMOBILE—streamlined auto with speedy friction motor that speeds it along! Driver, steering wheel, windshield—even hood lifts up. L. 9 in. (3) POLICE SQUAD CAR—powerful friction motor with siren. Aerial and simulated top light. Enclosed motor. L. 8 in. (4) STOCK CAR—"revved-up" friction motor streaks it along! Smartly detailed. L. 8⅛ in. All toys of colorful, durable shock-resistant plastic. Shpg. wt. set 4 lbs.

IDEAL'S

Posie

THE WALKING DOLL OF A HUNDRED LIFE-LIKE POSES

Posie is a doll that can do everything a little girl can do. With Ideal's exclusive *Magic Knee Action* Posie kneels to pray, sits in a chair as naturally as a child; takes a stroll if you lead her by the arm; bends her knees in assuming dozens of life like poses. With each step, Posie's head turns from side to side. There is nothing to break in Posie's walking mechanism because it is all concealed in her unbreakable plastic body. No wind-up key is needed. Posie's Saran wig can be shampooed and styled. A supply of plastic curlers is included. Posie has flirting, go-to-sleep eyes. She is dressed in an assortment of high fashion frocks with a cotton slip, panties, socks and vinyl walking shoes.

No. 2700

SIZE: 24" TALL

PACKED: Each in decorated corrugated box, ½ dozen to a carton. Weight: 32 lbs.

$15.95 retail

IDEAL TOY CORPORATION

200 Fifth Ave., New York 10, N. Y.

CHICAGO 1419 Mdse. Mart | DALLAS 340 Mdse. Mart | LOS ANGELES 914 So. Main St.

IDEAL'S POSIE—*The only doll that can do all this...and dozens more!*

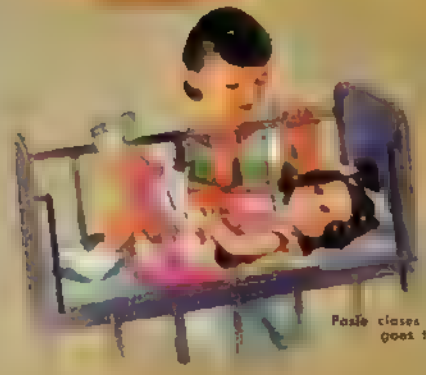
Set Posie in many true to life positions

Posie walks with you

Did you ever see a more life-like baby pose?

Style Posie's Saran hair

Posie kneels to pray with you

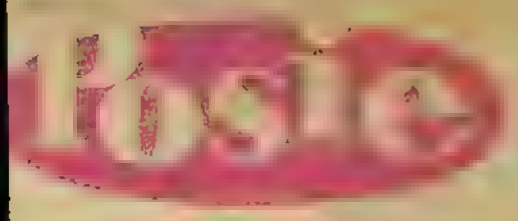


Posie closes her eyes and goes to sleep

Posie sits like a real child, with knees bent.

How natural! How lovable! Posie

IDEAL'S



THE WALKING DOLL OF A HUNDRED LIFE-LIKE POSES

WITH

IDEAL'S MAGIC KNEE ACTION

IDEAL'S **NEW**

Betsy Wetsy

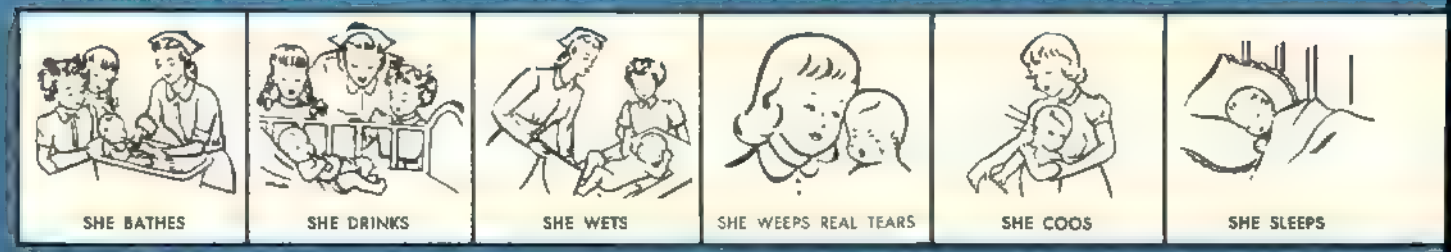
- Blows her Nose
- Sheds Tears
- Sleeps
- Drinks ... and
- Wets

She was a sensational hit as America's drinking and wetting doll. Now, with her added features, Betsy Wetsy is the nearest thing to a real live baby ever made.

NATIONALLY ADVERTISED IN THIS WEEK & PARADE IN FULL COLOR

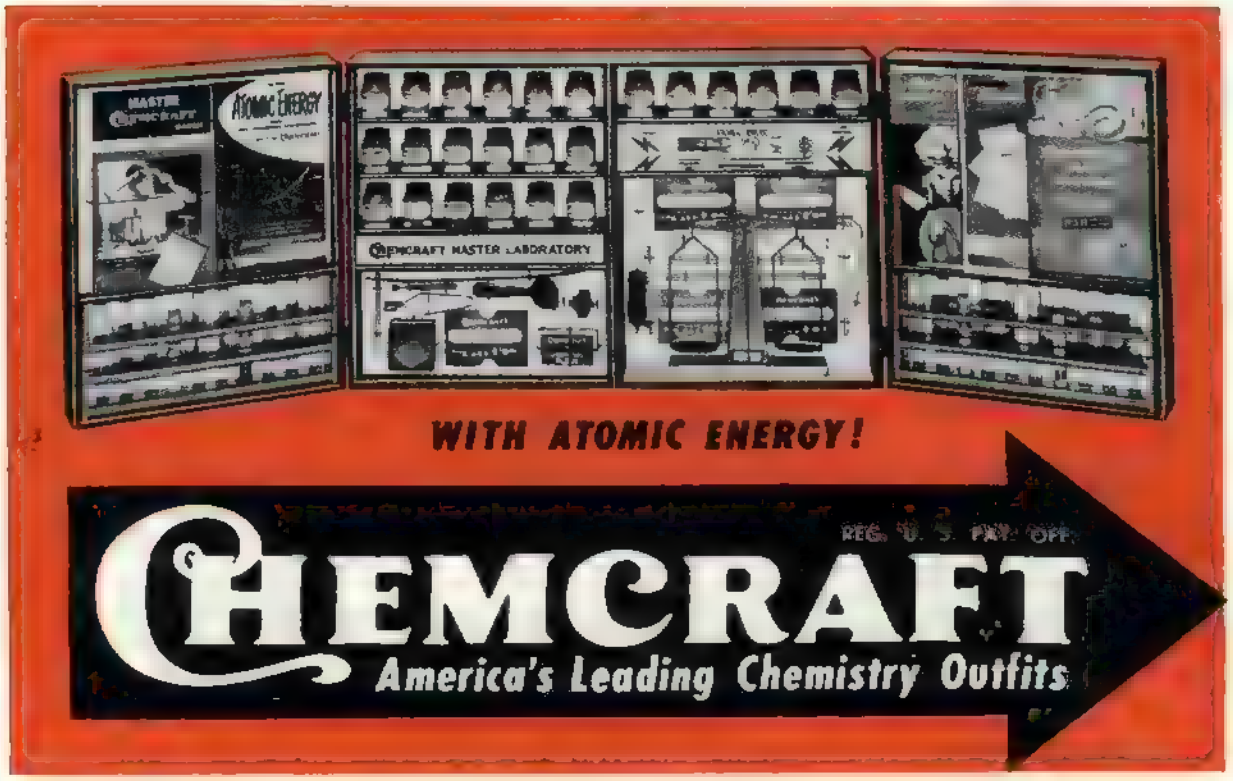
No.	Size	Retail
WITH LAYETTE		
1001	11"	6.00
1006	13"	8.00
1011	16"	10.00
WITH WIG AND LAYETTE		
1008	13"	10.00
1013	16"	13.00
WITH WIG SUITCASE AND LAYETTE		
1002	11"	10.00
1007	13½"	12.00
1012	16"	15.00
WITH WIG, DELUXE WARDROBE TRUNK AND LAYETTE		
1020	16"	20.00

IT'S A WONDERFUL TOY . IT'S IDEAL



IDEAL TOY CORPORATION 200 FIFTH AVE., NEW YORK 10 N Y

CHICAGO 1419 MUSE MART
DALLAS 340 MUSE MART
LOS ANGELES 914 So MAIN ST



SEE THE BIGGER, BETTER

THE PORTER MICROSCOPE LINE is renamed MICROCRAFT

MICROCRAFT outfits for this year have been redesigned ... featuring new and improved microscopes. Every outfit looks rich, and is packaged to attract the eye and arouse interest.

CASH IN ON THE GROWING SCIENCE MARKET!

All Microcraft Microscopes are precision-built and equipped with lenses giving the best range of magnification.

Microcraft Microscopes contain three or more ground and polished lenses giving clear magnification without eye-strain or distortion.

Special Features

Microcraft Microscopes have large, fully rotating mirrors for best light and good vision . . . adjustable tilting joints for convenient positioning . . . spring stage clips for properly holding slides.

Functional Cabinets

Cabinets of wooden construction have large, utility designed compartments and drawers. Materials won't fall out. A workable *extra* with real sales appeal.

Patented Construction

Microcraft Microscope barrels can't wobble while being focused because of exclusive patented velvet touch 3-point suspension.

THE ONLY REALLY PROFESSIONAL microscope outfits . . . made expressly for use by today's young scientists. You don't take chances with customer good will when you display this basic scientific instrument. Feature the finest . . . Microcraft!

THE PORTER CHEMICAL COMPANY
HAGERSTOWN, MARYLAND

New York Office: Monroe Osten, Room 405, 200 Fifth Ave., New York 10, N. Y.
Pacific Coast Office: Wm. E. Collin, 656 S. Los Angeles St., Los Angeles 14, Calif.

FOR 1954, The Porter Chemical Company has redesigned its popular outfits to help you cash in on a larger share of the ever-growing young science market. CHEMCRAFT outfits for 1954 are *bigger* than ever before. They contain more chemicals and apparatus, to build customer satisfaction and good will.

CHEMCRAFT APPEALS TO MODERN YOUNGSTERS MORE THAN EVER BEFORE!

Atomic Energy—Newest, most sensational feature today . . . a Chemcraft first.

Illustrated Chemistry—An exclusive Chemcraft development in three sections—Bryan Chemical Illustrators; "The Story of Chemistry"; Chemcraft Chemistry Charts.

Complete Manual Series

A series of the most complete, interesting and accurate books ever written for boy and girl chemists . . . Many more experiments.

Glass Blowing—Shows how to form and blow glass and construct chemical apparatus.

Chemcraft Chemical Magic—Explains how to give a complete Magic Show with many mysterious chemical magic stunts.

More Chemicals

Each is labeled with name and formula of chemical as well as number.

Lab Designed Cabinets

A sturdy chemical workshop. Divided shelves keep chemicals and apparatus from falling out! Stands securely. Professional appearance builds sales interest.

Quality Apparatus

Real Laboratory Apparatus—Carefully chosen and correctly designed for the amateur experimenter.

IN THIS AGE OF CHEMISTRY, young experimenters deserve only the finest equipment and materials. Chemcraft is the trademark of America's original and best known chemistry outfits. You're always SAFE, and you're SURE of happy, satisfied customers when you recommend CHEMCRAFT.

SEND FOR COMPLETE NEW CATALOG

A complete new catalog, detailing the entire PORTER line for 1954 is available free upon request. Write to: The Porter Chemical Co., Hagerstown, Maryland.

MOST EXPERIMENTS FOR THE MONEY!

PORTER LINE FOR '54!

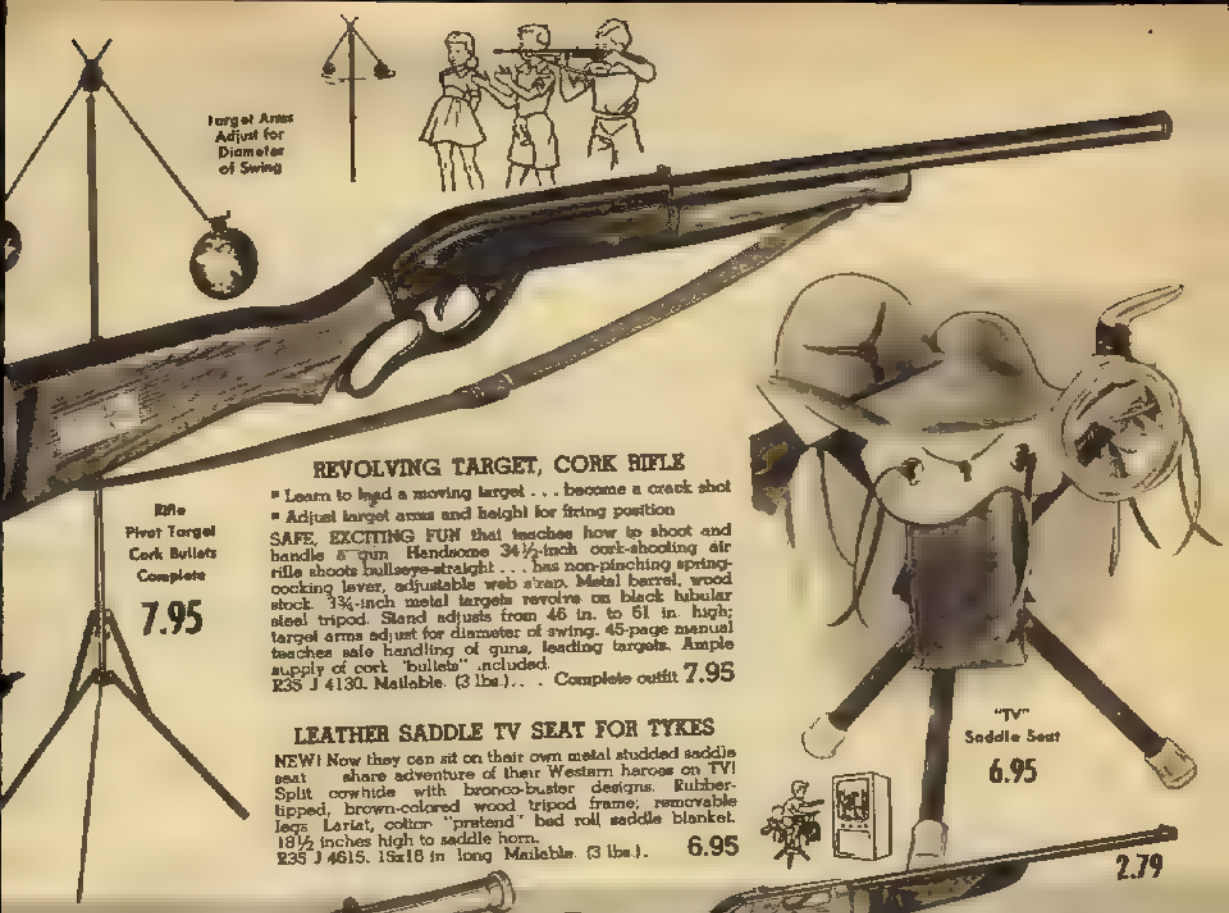
MICROCRAFT

Science Through The Microscope

YOU'LL BE EXCITED TOO

ABOUT THE NEW CHEMCRAFT & MICROCRAFT OUTFITS

Youth is excited about today's fast moving world of science. Cash in on that excitement. Turn this page and read about the new PORTER super sciencecraft line and how it can mean BIG PROFITS to you!



REVOLVING TARGET, CORK RIFLE

- Learn to lead a moving target . . . become a crack shot
- Adjust target arms and height for firing position

SAFE, EXCITING FUN that teaches how to shoot and handle a gun. Handsome 34½-inch cork-shooting air rifle shoots bullseye-straight . . . has non-pinching spring-cocking lever, adjustable web strap. Metal barrel, wood stock. 3¾-inch metal targets revolve on black tubular steel tripod. Stand adjusts from 46 in. to 61 in. high; target arms adjust for diameter of swing. 45-page manual teaches safe handling of guns, leading targets. Ample supply of cork "bullets" included.
R35 J 4130. Mailable. (3 lbs.) . . . Complete outfit **7.95**

Rifle Pivot Target Cork Bullets Complete **7.95**

LEATHER SADDLE TV SEAT FOR TYKES

NEW! Now they can sit on their own metal studded saddle seat . . . share adventure of their Western heroes on TV! Split cowhide with bronco-buster designs. Rubber-tipped, brown-colored wood tripod frame; removable legs. Lariat, collar "pretend" bed roll saddle blanket. 18½ inches high to saddle horn.
R35 J 4615. 15x18 in. long. Mailable. (3 lbs.). **6.95**

"TV" Saddle Seat **6.95**

2.79

1 **2.49**

Break action

2 **1.49**

3 **2.79**

1.89 4

Scabbard hangs on bike

5

Button Releases

2.98

6

7 **1.69**

Cork Bullets

8

"Real" Pirate's Flintlock **89¢**

1 SIX-SHOT JET automatic rifle. Fast-shooting, easy-to-load "first" for the youngster who wants his own gun! Sliding barrel develops air pressure, shoots harmless plastic balls. Bright aluminum barrel; plastic stock. Takes 6 balls at one loading. 27 in. long. Mailable.
R35 J 4196. (2 lbs.) **2.49**

2 DOUBLE BARREL pop gun. Rootin', tootin' action for young bronco-busters. Pull 2 triggers, air produces loud pop! pop! Safe fun—cork remains in barrel. Break action cocking mechanism. Heavy gauge blued steel barrel; solid wood stock—will give years of service. 28 in. long. Mailable.
R35 J 4166. (4 lbs.) **1.49**

3 DAISY POP RIFLE. Harmless smoke comes from barrel when he "fires"—bang-up "pow" thrills him! Cock lever action, adjustable web shoulder strap—even a recoil kick! A little oil in barrel renews smoke. Steel barrel, wood stock. 32 in. long. Mailable.
R35 J 4165 (3 lbs.) **2.79**

4 LEATHER SCABBARD—fits all rifles shown. Gun snaps in scabbard; hangs over shoulder or on bicycle bars. Ginger colored genuine leather tough as a mustang. 24 plated metal studs, plastic "silver" bullets and decorations add western flash. Bicycle strap with buckle. Abt. 20 in. long.
35 J 4115. (1 lb.) **1.89**

5 FRONTIER RIFLE. Gun of his Western heroes—hard-hitting sharp-shooter, designed like a frontier army carbine. Push button chamber releases magazine. Blued metal barrel; embossed bullet chamber; plastic stock. Shoots caps. 35 in. long. Mailable.
R35 J 4117 (4 lbs.) **2.79**

6 "ARMY" SUPER TRAINER. Almost exact duplicate of army training rifle—down to bolt action cocking and adjustable web strap. Harmless, removable rubber bayonet and "Manual of Arms" incl. Does not shoot projectiles. Big—but lightweight. Metal barrel; wood stock. 39 in. Mailable.
R35 J 4128. (4 lbs.) **2.98**

7 CORK TARGET RIFLE with removable rubber "bayonet. Single barrel cork-shooting army rifle—dandy for target practice. Spring action lever cocking and web strap. Metal barrel; walnut finished wood stock. 32 in. long. Complete with 8¼ in. bayonet, bag of corks. Mailable.
R35 J 4129 (2 lbs.) **1.69**

8 PIRATE'S FLINTLOCK pistol. Ahoy Sanis! Treasure here for buccaneers. An almost exact replica of old time double barrel flintlock. Striking hammers cocked by hand after each blast just like old time flintlock. Embossed firing pin; metal barrel; durable high impact plastic stock. Shoots caps. 7 in. long. A sure delight!
35 J 4125. (1 lb.) . . . . . **89¢**

NOW YOU HAVE MORE LIBERAL MONTHLY PAYMENT TERMS—SEE PAGE 273

Genuine Leather

SHERIFF'S HOLSTER SET

- Embossed holsters of top grain cowhide leather
- Two break-action 6-guns
- Cast aluminum "Jail" keys

5.98

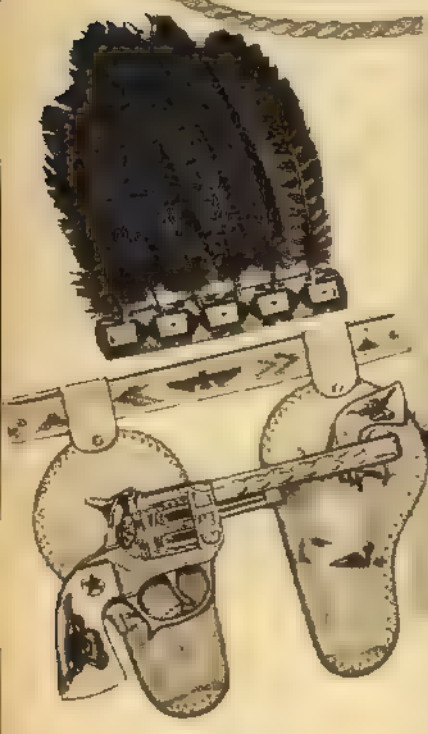
Your hard riding young sheriff will show how quick he is on the draw with this fine two-gun set. Holsters of fine top grain cowhide leather, beautifully embossed, display multitudes of bright plated decorative studs. Stress points firmly sewn and riveted to survive countless encounters with the "bad guys." Each approximately 5x11 inches.

Leather belt is sure to make the fast drawing sheriff the envy of all his "pardners." Handsome embossing on leather, metal tip and flashy buckle make any little "hombre" proud to wear it. Belt adjusts, fits up to 30-inch waist.

Break-action six-guns are 10 inches long . . look just like the ones carried by his favorite western heroes on TV and in the movies. Handle, firing pin and trigger are a rich sand brown color. Guns are beautifully embossed in a style befitting the fearless little sheriff who carries them.

Two oversized cast aluminum "play" keys on 4-inch ring will dangle menacingly from his belt as a warning to all breakers of the law. A truly fine gift for any little gun-totin' hero.

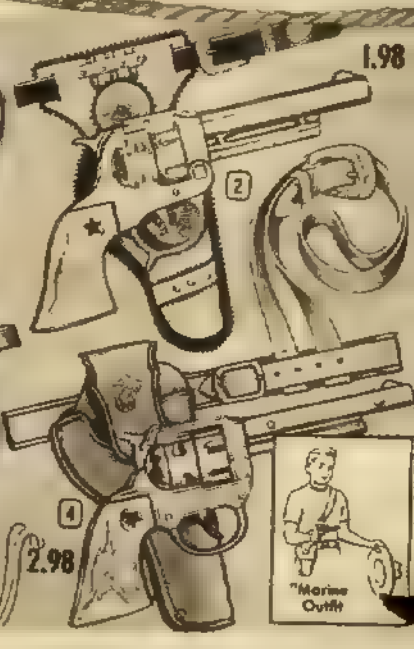
35 J 4104. (2 lbs. 13 oz.) . . . . . Set **5.98**



INDIAN HOLSTER SET **2.98**

A heap of fun for any young Indian chief. Shearling holster with genuine leather back piece, 11 inches overall. Simulated plastic bead-work on belt and cross-over holster strap. 8-in. single action rodeo guns, black steer head on plastic pearl handle. 6 brightly colored real leathers 12 inches long decorate Indian chief headdress; durable fiber brow piece. Shearling (sheeps wool), stitched and riveted to holster for long wear. Adjustable slip-type buckle belt fits up to 28-inch waists. Here's a set designed to really delight your youngster. Shipping weight 1 lb. 12 oz.

35 J 4107 . . . . . Set **2.98**



[1] WESTERN HOLSTER SET. Embossed design on 9-in. holster gives real "wild-west" effect. Two sturdy 8-in. repeater guns with break action, 3 red wood bullets. Natural-color leather holsters, deep black embossing, leg ties. Rivet reinforced for added wear. Slip-type buckle adjusts to fit up to 30-inch waist. A delightful gift!

35 J 4181. (1 lb. 14 oz.) . . . . . Set **2.98**

REPEATER GUNS as above.

35 J 4186. (1 lb. 1 oz.) . . . . . Pair **98¢**

[2] BIG SINGLE HOLSTER GUN. Real "Wild West" appeal. Highly decorative contrasting white gun sheath on black backing, flashy jewels; red belt backing. Texan Jr. break action six gun has raised steer head design on pearl tone plastic handle. 3 bright studs adorn 1-inch wide fully adjustable belt. Holster measures 12 in. x 5 in.

35 J 4105. (1 lb. 14 oz.) . . . . . Set **1.98**

TEXAN JR. Repeating 6-gun as above.

35 J 4187. (1 lb. 15 oz.) . . . . . Pair **1.69**

[3] RODEO TWO-GUN SET. Two 7½ inch single-shot six-guns for small fry; complete with six wood "bullets" in belt. Genuine leather Ginger-colored holster 10 inches long overall. Leg ties keep holsters in place for "faster draw." Bright plated studs, contrasting color streamer decorations. Guns have fancy ivory tone plastic grips, steer head design. Slip-type buckle adjusts to fit up to 30-inch waist. All buckaroos like this outfit!

35 J 4190. (1 lb. 8 oz.) . . . . . Set **1.98**

[4] MARINE HOLSTER & GUN. Over the shoulder "Sam-Brown" belt gives that swashbuckling Marine Corps look. Holster and belt made of top grain leather, every point of strain is strongly reinforced for the active little soldier's play. 10-inch holster with Marine Corps insignia embossed decorations. Secure snaplock holds the big 9-inch side break pistol safely and securely in place; 1¼-inch belt 29 inches long.

35 J 4189. (1 lb. 12 oz.) . . . . . Outfit **2.98**

Holster Sets

SUPER DELUXE 3-GUN OUTFIT

Two 12-in. 6-guns plus secret" 5-inch gun
Top grain hand-laced holsters, 3-inch belt

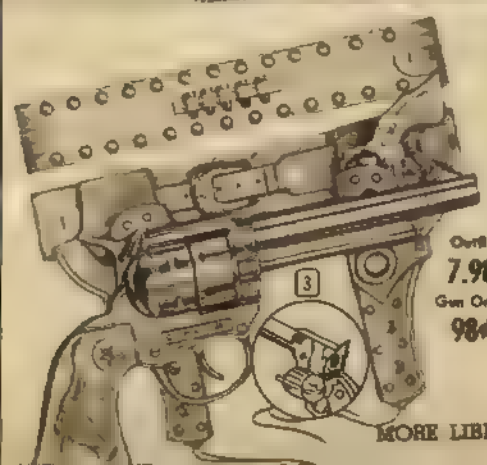
9.95

A flashy, high quality western gun outfit that will make him 'top man' in any posse. Carefully crafted in top quality leather to look just like the ones carried by his favorite western heroes. The holsters are finished with hand-laced rawhide seams, brightly colored plastic "jewel" studs, and gleaming plated wheel decorations. Stress points are reinforced with rivets for lots of rugged playtime wear. Top grain cowhide belt is felt lined, decorated with 29 heavy metal studs, and carries 12 silver plated plastic bullets included. Deeply embossed western style buckle and tip. Adjusts to fit 21 to 31 inch waist.

Leather leg ties assure a "faster draw." Gun cylinders revolve on each side-loading break-action 6-gun. (Only he knows about the secret 5-inch pistol on the back of one holster). Something "special" for added play value!

35 J 4194. (4 lbs.) Complete **9.95**

12-INCH GUN ONLY. Same side-loading 6-shooter described in above set.
35 J 4184. (1 lb. 1 oz.) .... Each **1.79**



1 FANCY HOLSTER AND GUN set for hard-shootin' cowboys. Rich, deeply-embossed genuine leather holster and belt. Crossover strap is sparked with flashy "jewel"! White felt-backing, tie-down leather thongs. Holsters about 14 inches long, are strongly riveted to belt for long rugged playtime use. Break-action repeater pistols 9 in. long. "Silver" plated bullets in belt. Belt has metal buckle and tip adjusts to fit waists from 22 to 32 inches.
35 J 4183. (3 lbs. 12 oz.) **4.98**

2 COWHIDE HOLSTER SET. Bound to come in handy for any little Western "he-man". Stitched, rivet-reinforced leather holsters 14 in. long, saddle color with White trim, fancy studs. Holsters and belt are completely felt-backed. Two realistic 9-inch break action repeater pistols, 6 wooden bullets, raised black steer-head design on white "pearl" gun handles. Belt adjusts to fit waists from 22 to 32 inches. Loaded with fun! Shpg. wt. 2 lbs. 13 oz.
35 J 4182. . . **3.98**

3 HIGH QUALITY 2-GUN HOLSTER SET. An authentic looking outfit that will thrill any little cowpoke. Handsome 10½ inch holsters of top grain cowhide decorated with bright 'jewels' and equipped with leg ties. Cowhide belt has 26 polished studs carries 5 'silver' play bullets adjusts to fit 24 to 32-inch waists. Cylinders revolve on 9½-in. side loading guns.
35 J 4103. Shpg. wt. 3 lbs. Set **7.98**

COWBOY JR. GUN only. Die-cast, 9½-in. repeater as above.
35 J 4185. Shpg. weight 1 lb. ..... Each **98¢**

MORE LIBERAL MONTHLY PAYMENT TERMS! SEE PAGE 273

Evans

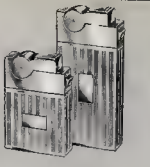
A.S.R.

Evans "Windbreaker" . . . the outdoor lighter with wind guard. Ribbed design. Windbreaker and standard Rhodium plated.

Ⓔ 173-526 A210 Ht. 2½" $3.50
Ⓕ 173-534 A180 Standard, 2" high without shield $2.95

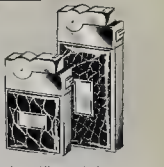
Evans Standard . . . smartly covered in genuine Brown alligator; 2⅝x1½" high. Midget lighter covered in simulated Brown alligator; 1⅝x1⅛" high.

173-542 A300 Standard $5.00
173-559 A180 Midget . . 2.95



Ascot Pocket Lighters. Automatic snap-switch action opens, lights, in one motion. Precision engineered. Gleaming Chrome in smart, tailored design.

172-700 A420 Ascot 2½" $8.95
172-718 A420 Midget 1⅝" 6.95



Ascot Alligator Lighters. Genuine, choice Cuban leather, softly padded; brown. An ideal gift for men or women. Automatic snap-switch action.

172-742 A690 Ascot 2½" $11.50
172-775 A690 Midget 1⅝" 11.50

Evans "Petite". Beautifully feminine lighter . . . encased in genuine Mother of Pearl panels; mechanism in golden jeweler's bronze. 1¾x1½" high.

173-567 A450 Petite . .$7.50

Evans 3-Pc. Bone China Set. Lighter, 4½x3" high, unique urn and ash tray . . . in Black or Cloud Gray; gold detailed.

173-575 A900 Black . $15.00
173-583 A900 Gray . . 15.00

Ascot Windproof pocket lighter. Built-in chimney protects flame in high winds. Rugged construction. Snap-switch action, extra fuel capacity. Bright chrome.

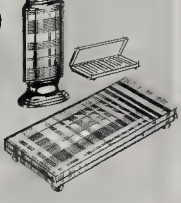
172-783 A600 Windproof $9.95

Ascot Pagoda Lighter or Set. Oriental beauty! 4 golden metal ash trays, 3½" diam. Black Lucite lighter. Matching stand.

172-726 A960 6-pc. Set $15.95
172-734 A940 Lighter . . 13.95

Evans Magic Lamp Set. Alladin's Lamp lighter holds fuel to last for months. Two 3" diam. ash trays. All of shining silverplate, lacquered to preserve its lustrous finish.

173-591 A600 3-pc. Set $10.00



Evans Executive Set . . . handsome accessories for home or office. Lighter 5" high; 2" wide. Cigarette box 8⅛x3½". Golden jeweler's bronze.

173-617 A450 Lighter . $7.50
173-625 A600 Cig. Box . 10.00

Ascot Heritage Table Lighter Set--Colonial Americana adapted for present-day living. Charming footed cigarette server and matching lighter have ebony handles. Server, lighter and embossed tray finished in non-tarnish Rhodium. Year-long flint too! Wonderful gift for any occasion.

172-791 A1800 3-pc. Set (Urn 2¼x5", Tray 9¼x5½") $29.95
172-999 A900 Table Lighter only, 3x5" long incl. handle. 14.95

Ronson Table Lighters

Beautifully designed, heavy silverplate lighters . . . rewarding to own or give! Swift, sure light . . . safety action.

Ⓔ **"CROWN" TABLE TRIO**

Exquisite Danish design in silverplate -- splendid gift set! 11¼ inch tray; 3 inch cigarette urn, 2½ inch lighter.

173-153 A1800 Set $30.00

Ⓕ **"QUEEN ANNE" SET**

Reminiscent of 18th Century treasures; in silverplate, Lighter, 2¼" tall matching genuine walnut cigarette box—7x4x1½".

173-161 A1650 Set $27.50

Ⓖ **"CROWN" . . Luxury Lighter**

Silverplated . . . wrought in high relief to dramatize Danish motif. Table or desk lighter. 2½ inches high.

173-179 A735 Crown Lighter $12.25

Ⓗ **"QUEEN ANNE" . . . Regal Motif**

Elegant period styling . . . for table or desk. Heavy silverplate. One fueling services it for months! 2¼" high.

173-187 A735 Queen Anne $12.25

Ⓚ **"DIANA" . . Table Glamor**

Sheen of satiny silverplate highlights the Sterling Silver monogram shield. For desk or table. 2½ inches high.

173-195 A570 Diana $9.50

Ⓛ **"SPARTAN" . . Desk Lighter**

Superbly simple modern styling. Chrome plate, indented bands in black enamel finish. Height, 2½ inches.

173-203 A855 Spartan $14.25

RONSON "MASTERCASE"

Lighter-and-cigarette case in one! Engine-turned, satin-finished chrome plate with handsome polished monogram shield. Holds 14 cigarettes.

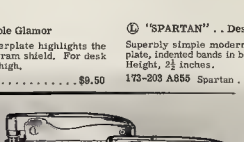
173-211 A770 2¼x4½" $12.80

RONSON "TRIUMPH"

Modern tapered shape . . . fits your hand so snugly! Twice as easy to fuel--just turn the new-design swivel base; lighter opens at bottom for quick refueling. Engine-turned chrome. 2½" high.

173-229 A525 Retail . . . $8.50

Just turn the swivel base . . it's really that quick and easy to refuel your efficient "Triumph" lighter!



RONSON "ADONIS" . . slim as a fine watch

Ⓟ For him . . the modern, streamlined Adonis, wafer-thin . . in gleaming chrome plate. 1⅞" high.

173-237 A700 Adonis for him $11.60

Ⓡ For her . . . dainty red posies against ebony enamel on chrome plate. 1⅞" high.

173-245 A875 Adonis for her $14.50

RONSON'S MAGIC PENCILITER

It writes! It lights! It's a dual purpose gift!

173-252 A900 1/20 14K Gold-filled $15.00

173-260 A700 Rhodium plate 11.60

173-278 A625 Burgundy enamel & chrome 10.40

173-286 A30 Kit (leads, wicks, etc.) 50

Ronson — Gift-Inspired Pocket Lighters

Treasured alike by him or her--with Ronson's famed "Press--it's lit, Release--it's out" action!

E

F

G

H

K

L

Ⓔ **"WINDSOR"**. Gracefully contoured. In black onyx or ruby red enamel; chrome trim.

173-294 A350 Black Onyx, 2¾" high $5.50
173-302 A350 Deep Ruby, 2¼" high . 5.50

Ⓕ Chrome **"STANDARD"**. Sleek, streamlined; precision-made for enduring service. Satin-finished, engine-turned chrome plate.

173-310 A465 "Standard", 1⅞" high $7.70

Ⓖ Enameled **"STANDARD"** . . for men and women. Practical, precision-made! 1⅞".

173-328 A420 Silver Gray Chrome $6.95
173-336 A420 Golden Tan Chrome . . 6.95

Ⓗ Enameled **"PRINCESS"** . . Dainty, for her. Chrome, with glow-enamel finish, 1¼".

173-344 A420 Silver-Gray $6.95
173-361 A420 Silver-Blue 6.95

Ⓚ **"GEM"** . . a distinctively-styled lighter. Genuine alligator on gleaming chrome. With monogram shield. 2" high.

173-369 A580 "Gem" $9.60

Ⓛ Chrome **"PRINCESS"** . . small, smart--for her! Satin diagonal striping on chrome plate, off-center monogram shield.

173-377 A515 "Princess", 1⅞" high. $8.40

Ronson

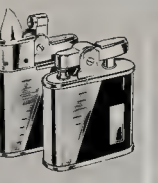
Whirlwind WINDPROOF Pocket Lighters

For men and women . . windproof lighters with disappearing shields . . flare up instantly, no matter how hard the breeze! Wonderful outdoors, smart indoors. For windy days, simply slide the handy windshield up -- slide it down for indoors. No more fumbling or pressing again and again . . . no more handshielding! Perfect gift for the sportsman or outdoor worker. Attractive chrome plate, engine-turned. With monogram shields.

"WHIRLWIND"--butler finish

Dazzling chrome plate, with satiny butler and polished finish. Precision-made for a lifetime of wear . . . with dependable Ronson operation that gives you a light instantly, in even the stiffest gale. Big fuel capacity. 2" high; with smart striping, monogram shield.

173-385 A580 Retail . . . $9.60



'WHIRLWIND', Tortoise Enamel

Distinctively designed . . . smart combination of tortoise enamel and highly polished, engine-turned chrome plate. Measures a compact 2 inches, yet it holds more than the average amount of fuel! Windshield disappears inside lighter for indoor use. Monogram shield.

173-393 A700 Retail . $11.60

'WHIRLWIND'--Enamel Finish

Ladies' or men's 2-in-1 pocket lighter, smartly styled in polished chrome plate with glow enamel finish. Famous Ronson press-and-release action. Windshield quickly slides up for outdoors, down for indoors. 2" high, enamel finish.

173-401 A540 Golden-Tan $8.95
173-419 A540 Gunmetal . . 8.95

Ronson

Two-Way Flame Gas Lighters

Thousands of lights from each "throw-away" cartridge. Two-way flame . . regular for cigarettes, downward "pin-point" flame for pipes!

Extra 'throw-away' cartridges for refueling. Set of 2.
173-450 A45 $0.75

"MAXIMUS" in Chrome

Handsome chrome plate with butler finish, bright trim. With Ronson's famed one-finger, one-motion, safety action; new double duty lighting. Gives pin-point flame for pipes when inverted. 2¼" high, with 2 fuel Bu-Tanks.

173-427 A755 Retail . . . $12.50

"MAXIMUS" in Tortoise enamel

New, distinctively different, men's or ladies' pocket lighter! Rich-looking tortoise enamel on lustrous, engine-turned chrome plate. Has new 2-way lighting . . for cigarettes or pipes. 2 disposable cartridges (included).

173-435 A815 Ht. 2¼" . . $13.50

"VIOLA" Table Lighter

Exquisitely designed. Fine porcelain with floral motif, heavy silver plate trim. Long-life rhodium plated fitment. 2-way lighting. 2 fuel Bu-Tanks.

173-443 A915 3½" high . $15.00

DOLL FURNITURE and HORSMAN DOLLS

(Mattress and Pillow Sets Extra)

DROP SIDE CRIB

25¾"x15"x20¾" high. All hardwood with popular "drop side" feature. Modern design with real half plywood panels on head and foot ends. Delightful animal decals. Molded side rails with 7/8" flat dowels. Easy rolling swivel casters. Slat bottom. Natural light finish. Individually Wrapped Pkd. 6 to a carton, Wt. 43 lbs.

No. 550.....Drop Side Crib
Each..... $ 4.00

DROP SIDE CRIB

25½"x14 5/8"x19" high. An inexpensive hardwood doll crib with "drop side" feature. Head end has panel with attractive animal decal. 7/8" flat dowels. Slat bottom. Antique maple finish. (Mattress & Pillow Set extra). Individually wrapped, Pkd. 6 to a carton, Wt. 35 lbs.

No. 350.....Drop Side Crib
Each..... $ 2.45

DOLL FURNITURE ACCESSORIES

MATTRESS & PILLOW SET

Doll Mattress & Pillow Set is Pale yellow or pink quilted plastic with pillow fits Nos. 650, 550, 350, 301, 303, 300. Pkd. 1 only, 10 lbs. per doz.

No. 6/10.....Mattress & Pillow Set
Each..... $ 1.30

MATTRESS & PILLOW SET

Same as No. 10 except it fit No. 299 Comb. Bed and Cradle, Pkd. 1 only, 8 lbs. per doz.

No. 10/11.....Mattress & Pillow Set
Each..... $ 1.15

HORSMAN MIRACLE ROOTED HAIR DOLLS

FAIRY SKIN BABY DOLL

A group of lovely little misses with added play value through their dressing of beautiful irridescent taffeta coats and bonnets. The bonnets and coats have delicate lace trimming and the yoke of the coat has dainty embroidery trimming. Under the coat they wear a matching lace trimmed dress. Cotton pants, socks and shoes complete the outfit. With glassine sleeping eyes and lashes, turning heads, and coo voices. These dolls are completely made of soft resilient vinyl with its beautiful detail and will not crack, chip or harden with age. Hair is "Miracle" rooted SARAN and is embedded and lock-stitched into the doll's head for permanence. Can be shampooed, combed and curled. Individually boxed. Packed 6, Weight per carton, 21 pounds.

Each

No. 20/4V19 19" Fairy Skin Baby Doll With Hat & Coat..... $ 5.32

No. 21/4V15 15" Fairy Skin Baby Doll With Hat & Coat. Packed 6, Weight 15 pounds per carton. Each..... $ 3.98

FAIRY SKIN DOLL

Has SARAN hair actually imbeded in the scalp. Each single fibre of hair actually penetrates the scalp and is firmly lock-stitched in the head. The washable body, arms, legs and head, which can be turned, are made of smooth, soft and pliable vinyl. The life-like glassine sleeping eyes have real lashes. The doll coos when it is hugged tightly. Dressed in especially colorful and attractive satin and embossed cotton dresses. Knit cotton panties and shoes and socks. Individually boxed. Packed 6, Weight 24 pounds.

No. 22/3V21 21" Fairy Skin Doll. Each..... $ 5.32
No. 23/3V17 17" Fairy Skin Doll. Packed 6, Weight 17 pounds per carton. Each..... $ 3.98

No. 25/3V13 13" Fairy Skin Doll. Packed 12, Weight 19 pounds per carton. Each..... $ 2.65

HORSMAN DOLLS

HORSMAN'S PITTER PATTY DOLL

The heart-beat doll whose heart makes a rhythmic, tick-tock sound which can be clearly heard at a distance of several feet. Slightest movement of doll keeps her heart beating indefinitely. Head, arms and legs of vinyl plastic. Beautifully dressed and wears a "gold" heart locket around her neck.

No 26/9R18 18" Pitter Patty. Packed 6, Weight 17 pounds per carton.
Each ..... $ 6.00

PONY TAIL DOLL

Made entirely of smooth soft, resilient vinyl plastic. Has long flowing "Miracle" SARAN rooted hair, swept back and gathered in a "Pony Tail" style. Can be scrubbed and washed with water and even cleaned with alcohol. They have turning vinyl heads with glassine sleeping eyes and coos when squeezed. Curlers are added to aid in changing the doll's hair style. Dressed in assortment of brightly Colored printed cotton. Packed 6, Weight 24 pounds.

No. 32/PT21 21" Pony Tail Doll. Each..... $ 6.65

No. 33/PT19 19" Pony Tail Doll. Packed 6, Weight 20 pounds per carton. Each..... $ 5.32

No. 34/PT13 14" Pony Tail Doll. Packed 12, Weight 22 pounds per carton. Each..... $ 3.32

BABY DOLL W/BONNET

All vinyl "Fairy Skin" with natural looking molded hair. Completely washable. Has turning head and softly coos when squeezed. Has glassine sleeping eyes with real lashes. The dresses and matching bonnets are made of delicate baby type materials with fine lace and silk ribbon trimmings. Individually boxed. Packed 6, Weight 21 pounds per carton.

No. 36/219 20" Baby Doll W/Bonnet. Each..... $ 3.98

No. 46/215 15" Baby Doll W/Bonnet. Packed 12, Weight 27 pounds per carton. Each..... $ 2.65

BOY DOLL

Made resilient vinyl. Molded hair with a turning head and coos when squeezed. Dressed in variety of attractive and brightly colored outfits. Have sleeping, moving glassine eye and lashes and all wear shoes and stockings. Individually boxed. Packed 12, Weight 19 pounds per carton.

No. 48/113B 13" Boy Doll. Each..... $ 1.98

HORSMAN and IDEAL DOLLS

HORSMAN GIRL DOLL

Same as 113B except in girl's dress. Packed 12, Weight 19 pounds per carton.

No. 50/113G 13" Girl Doll. Each..... $ 1.98

HORSMAN BABY DOLL

Made of soft vinyl "Fairy Skin". Dressed in cotton flannel jacket and diaper. Wrapped in cotton delivery blanket and has sleeping glassine eyes and has a coo voice. Individually boxed. Packed 12, Weight 25 pounds per carton.

No. 56/T15 15" Baby Doll. Each..... $ 2.65

IDEAL'S SAUCY WALKER DOLLS

Saucy Walker is so realistic she does almost everything. Led by the hand, she walks and rolls her eyes as she turns her head from side to side! No keys to wind. Sturdy and completely washable. Beautifully dressed in organdy and lace. Assorted hair styles and colors. 22" tall. Packed 3, weight per carton, 13½ pounds.

No. 57/2007 23" Saucy Walker. Each..... $ 8.63

IDEAL'S BETSY McCALL DOLL

An Easy-To-Sew Apron Pattern with Every Betsy McCall Doll.

McCALL'S MAGAZINE PROMOTES BETSY McCALL TWELVE MONTHS A YEAR! ... pre-sold, pre-merchandised for you month after month!

Replica of famous McCall's Magazine mannequin with fully jointed plastic arms and legs and soft vinyl head. Sleeping eyes, Dressed in beautiful dress with slip, panties, shoes and socks.

No. 67/1360 14" Betsy McCall. Packed 1 doz. Weight 16 pounds per carton.

Each..... $ 4.88

IDEAL'S POSIE—*The only doll that can do all this...and dozens more!*

Set Posie in many true-to-life pos-tions

Posie walks with you

Did you ever see a more life like baby pose?

Style Posie's Saran hair

Posie kneels to pray with you

Posie closes her eyes and goes to sleep

Posie sits like a real child, with knees bent.

How natural! . How lovable! . . . is Posie

IDEAL'S

Posie

THE WALKING DOLL OF A HUNDRED LIFE-LIKE POSES

WITH

IDEAL'S MAGIC KNEE ACTION

IT'S A WONDERFUL TOY IT'S IDEAL'S

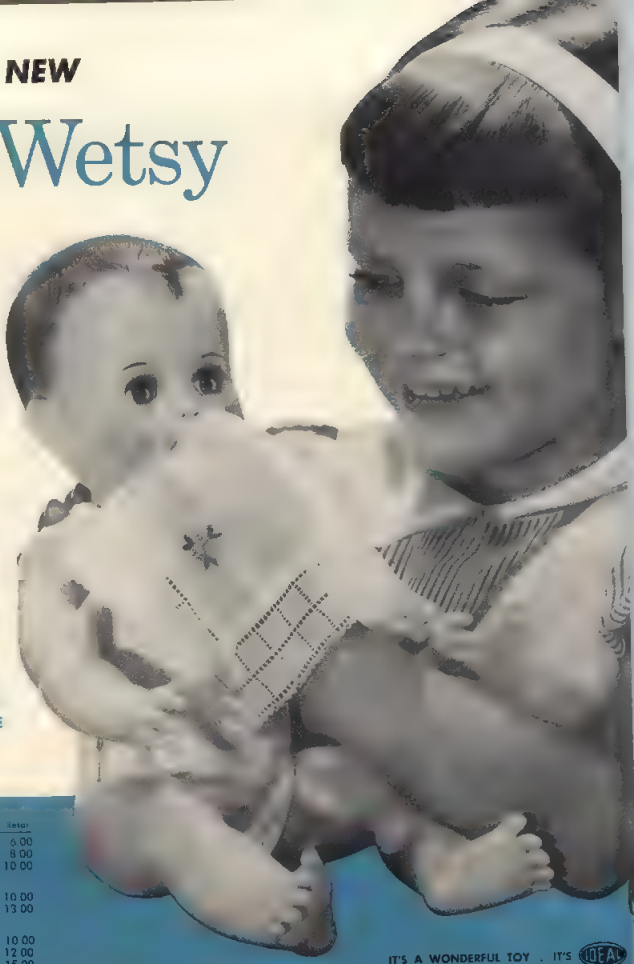
IDEAL'S **NEW**

Betsy Wetsy

- Blows her Nose
- Sheds Tears
- Sleeps
- Drinks ... and
- Wets

She was a sensational hit as America's drinking and wetting doll. Now, with her added features, Betsy Wetsy is the nearest thing to a real live baby ever made.

NATIONALLY ADVERTISED IN THIS WEEK & PARADE IN FULL COLOR



No.	Size	Retail
WITH LAYETTE		
1001	11½"	6.00
1006	13 3"	8.00
1011	16	10.00
WITH WIG AND LAYETTE		
1008	13 3"	10.00
1013	16	13.00
WITH WIG, SUITCASE AND LAYETTE		
1002	11½"	10.00
1007	13½"	12.00
1012	16"	15.00
WITH WIG DELUXE WARDROBE TRUNK AND LAYETTE		
1020	16"	20.00

IT'S A WONDERFUL TOY . IT'S IDEAL

SHE BATHES

SHE DRINKS

SHE WETS

SHE WEEPS REAL TEARS

SHE COOS

SHE SLEEPS

IDEAL TOY CORPORATION 200 FIFTH AVE., NEW YORK 10, N. Y. CHICAGO 1419 MDSE MART DALLAS 340 MDSE MART LOS ANGELES 914 So MAIN ST

IDEAL'S

Posie

THE WALKING DOLL OF A HUNDRED LIFE-LIKE POSES

Posie is a doll that can do everything a little girl can do. With Ideal's exclusive *Magic Knee Action* Posie kneels to pray, sits in a chair as naturally as a child; takes a stroll if you lead her by the arm; bends her knees in assuming dozens of life like poses. With each step, Posie's head turns from side to side. There is nothing to break in Posie's walking mechanism because it is all concealed in her unbreakable plastic body. No wind-up key is needed. Posie's Saran wig can be shampooed and styled. A supply of plastic curlers is included. Posie has flirting, go-to-sleep eyes. She is dressed in an assortment of high fashion frocks with a cotton slip, panties, socks and vinyl walking shoes.

WITH
EXCLUSIVE MAGIC KNEE ACTION

No. 2700

SIZE: 24" TALL

PACKED: Each in decorated corrugated box, ½ dozen to a carton. Weight: 32 lbs.

$15.95 retail

IDEAL TOY CORPORATION

200 Fifth Ave., New York 10, N. Y.

CHICAGO
1419 Mdse. Mart

DALLAS
340 Mdse. Mart

LOS ANGELES
914 So. Main St

MEET PAM—A WALKING PLAYMATE!

- Lovely Saran hair can be washed, combed, curled and set in countless styles!
- Embossed cotton coat, extra dress

Pam is a big girl now—and more 'lively' than ever! Guide her by the hand — she walks, even turns her head like any alert child to see what's going on. Pam's little mom can comb, shampoo and curl her lovely, long Saran hair . . . it stays softly manageable just like real hair! Pam's starry-lashed glassene eyes close in sleep. Fully jointed practically unbreakable plastic construction—she sits up alone, stands without being held! Pam wears embossed cotton dress with rayon velvet jacket effect, lacy cotton petticoat, attached panties, rayon socks, plastic shoes. She brings with her an embossed cotton coat, extra 2-pc. outfit of rinon blouse, swishy rayon taffeta jumper, comb and 12 plastic curlers.

Pam as Bongo

Pam as Page Boy

Pam as 'Pony Tail'

R35 J 3555. 19-in. doll. (4 lbs.) Complete **8.98**
35 J 3556. 14-in. doll. (2 lbs. 14 oz.) Complete 6.98

DRINKS, WETS 'N' CRIES REAL TEARS!

Squeeze her—she cries!

Feed her—she wets!

Bathe her—she's washable

BETSY WETSY'S ALMOST HUMAN!

- Squeeze her—big tears well up in her eyes, roll down her cheeks
- Feed her! Give Betsy Wetsy a drink and she wets like real baby!
- Bathe her! All fully jointed washable vinyl plastic—3 sizes!

"Almost-human" Betsy Wetsy is so true-to-life "mommy" can wipe real tears from her rosy cheeks, give her a drink from her own bottle—then change her diapers! Long lashed glassene eyes close for naps. Bathe her with her own soap and washcloth—water won't hurt her cuddly-soft, all-vinyl body. Fully jointed—she sits up, assumes baby true positions. Wears cotton diaper and shirt; 12-pc. layette includes organdy dress and bonnet, cotton slip, cotton knit booties, bottle with nipple, extra diaper, washcloth, safety pins, Johnson's baby soap and powder, 6 clothes pins, 3 cotton pads.

35 J 3687. 16-in. doll with layette. (2 lbs. 10 oz.) **8.98**
35 J 3686. 13-in. doll with layette. (2 lbs.) 6.98

11½-IN BETSY WETSY with 5-pc. Layette. Includes lace-trimmed cotton flannel nightie, bottle with nipple, 2 extra diapers, pins, 3 daubers.
35 J 3685. 11½-in. doll with layette. (1 lb. 12 oz.) 5.39

Complete 18.95

WALKING DOLL WITH DELUXE WARDROBE AND CASE

- 19-in. rooted hair doll has 11-pc. wardrobe, her own travel case.

"Prom Girl" likes to go places—and has the wardrobe for it! She walks, turns her head, starry lashed glassene eyes close for naps. "Mom" can wash and dress her rooted Dynel curls—spend hours dressing her for parties! Washable vinyl head, sturdy plastic body. "Mom" can use big 22x9x13 in. plastic treated case herself: plastic handle, leather-like trim. Wears fur stole over rayon taffeta and net formal, rayon taffeta pants. Wardrobe includes cotton piccolay dress, cotton skirt, organdy blouse, velvet-trimmed rayon satin dress, cotton piccolay coat, plastic rain cape and boots, 2-pc. lounging pajamas, slippers, cotton slip, panties, 3-pc. vanity set, 12 curlers, 4 plastic hangers.

R35 J 3580. Shipping weight 10 lbs. Mailable. Complete 18.95

"CURLY TOP" WALKS

- Totes wardrobe, sun glasses, skates in case!

Take "Curly Top" by the hand—help her walk! 19-in. toddler stands alone, turns her head. Made of sturdy plastic; rooted Saran hair can be washed, set. Go-to-sleep glassene eyes, real lashes. Wears embossed cotton dress, rayon panties and socks, plastic shoes. Her 9x13x4-inch travel case holds embossed cotton coat, flannel pajamas, cotton dress, sun suit, skating outfit with roller skates, sun glasses, straw hat.

R35 J 3505. (5 lbs.) 11.95

CUDDLY 14-IN. BABY "BIG EYES" LOVES HER BATH!

- Life-like rooted Saran hair—can be shampooed, waved and set!
- Handsome carrying case holds dolly, 6-pc. wardrobe, sponge, soap

Life-like and lovable! 'Big Eyes' is all cuddly soft vinyl plastic—completely washable from toe-tips to soft, rooted-in Saran hair! Glassene go-to-sleep eyes have long, thick lashes. Wears cute rayon and cotton piccolay dress, cotton panties. Wardrobe includes cotton sun suit, rayon coat and bonnet set, rayon dress, cotton terry cloth robe, rayon panties. Handsome 16x6x13-inch high carry case of heavy cardboard with secure snap lock.

R35 J 3677. 14-inch Doll, 6-Pc. Wardrobe. (6 lbs.) Complete 7.98

NOW TONI WALKS!

Adorable Toni walks, sleeps, turns her head—yet sells for even lower price than she did last Christmas!

14-Inch Toni With Wave Kit 9.29

TONI! A MOST CAPTIVATING DOLL!

- Only doll with silky, easy-to-manage nylon hair
- Comes with her own real permanent wave kit

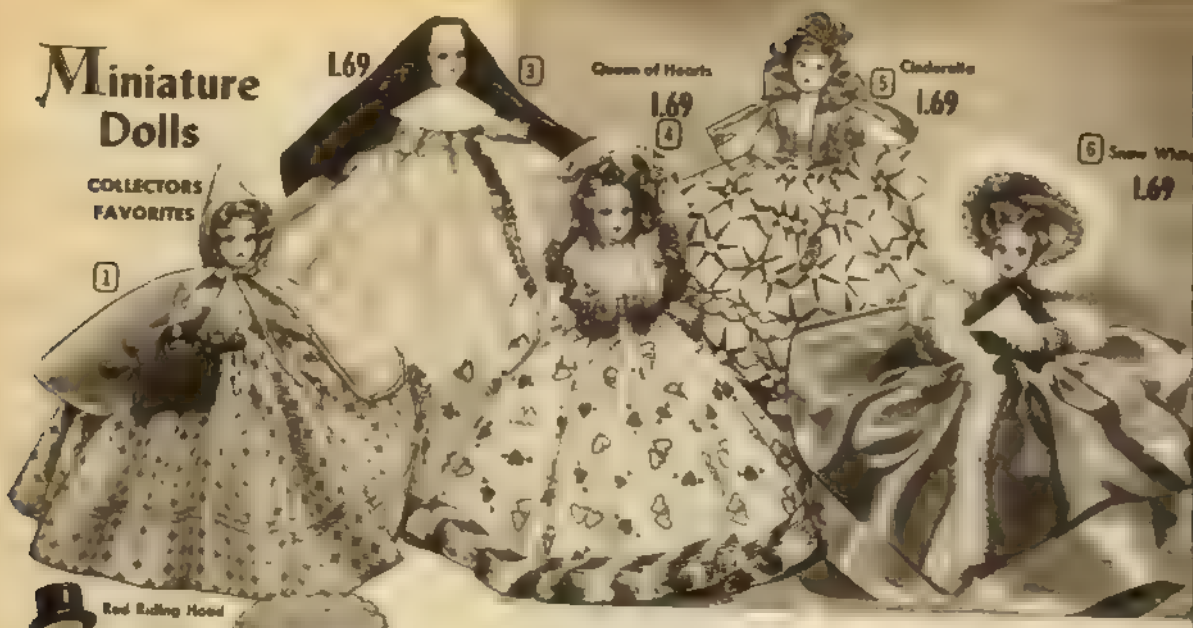
Wash, give 'permanents' to Toni's shining nylon hair—stays soft and silky! Sturdy plastic, fully jointed. Long-lashed glassene go-to-sleep eyes. Wears cotton dress, slip, panties. Kit includes creme shampoo, play wave lotion, end tissues, directions.

35 J 3510. 14-in. Toni with Kit. (2 lbs. 8 oz.) 9.29
35 J 3511. 18-in. Toni with Kit. (3 lbs.) 11.29

NOW YOU HAVE MORE LIBERAL MONTHLY PAYMENT TERMS—SEE PAGE 273

Miniature Dolls

COLLECTORS' FAVORITES



1 LITTLE RED RIDING HOOD . . Dressed in Red hood, cape, print taffeta gown. Carries flower-filled basket. Sturdy plastic body, mohair wig, moving arms, glassene eyes.
35 J 4222. 7½-in. tall. (1 lb. 6 oz.). **1.69**

2 WEDDING COUPLE . . White satin gown, net petticoat for her, tuxedo for him! All-plastic 7½ in. dolls, movable arms glassene moving eyes
35 J 4271 Bride Groom. (1 lb.) Pr. **3.39**
35 J 4272 Bride only (13 oz.) 1.69

3 CHARMING NUN DOLL highlights any collection. Dressed in white rayon gown, black mesh veil, plastic collar. Has imported rosary 7½-in. tall, all-plastic body movable arms, head. Glassene moving eyes.
35 J 4285. Shpg. wt. 1 lb. 6 oz. **1.69**

4 QUEEN OF HEARTS from 'Alice in Wonderland.' Gowned in heart print, net trimmed rayon taffeta. Felt hat trimmed in lace. Glassene moving eyes, movable head, arms 7½-in. tall, sturdy plastic body, mohair tresses.
35 J 4280. (1 lb.) **1.69**

5 CINDERELLA . . . gowned for the ball in all her storybook beauty, carrying her 'golden' slipper. Radiant 'gold' crown adorns her head. Made of sturdy plastic, moving arms, head, eyes. 7½ inches tall.
35 J 4274. Shpg. wt. 1 lb. 5 oz. . . . **1.69**

6 LOVELY SNOW WHITE Enchantingly dressed in fur-trimmed coat and hat of rayon taffeta. Undergarment of white buckram. Moving arms, head, glassene moving eyes. Hard-to-break plastic, 7½-inches tall.
35 J 4281 (1 lb.) **1.69**

18-INCH WALKING BRIDE with soft flowing Saran hair, **7.98** she's dressed in White rayon taffeta gown with lace-trimmed net overskirt. Crisp white netting veil flower-trimmed lace cap. Practically unbreakable plastic body go-to-sleep eyes. A wonderful addition to your collection! Plastic stand.
R35 J 3531 Mailable. (3 lbs.). . 7.98

BEWITCHING BRIDE on revolving music box. Graceful 7-inch bridal beauty on revolving stand which conceals a genuine Swiss movement music box. Remove doll . . . use music box as novel musical stand for cakes. Soft caressing mohair tresses frame her charming face and dazzling glassene go-to-sleep eyes. Beautifully dressed in a soft smooth white rayon taffeta gown, crisp net veil. Made of hard plastic.
35 J 3535 (1 lb. 6 oz.) **2.89**

TWIN CHARMERS WALK! Just think of all the hilarious entertainment you'll have with [redacted] adorable 6-inch plastic dolls. You'll be amazed to see them stop walking when they near edge of table . . . they look so real too! Dolls have painted hair, eyes, clothes, shoes. They're loads of fun for the entire family. Moving arms, legs. Attached weight gives them amusing walking action. (15 oz.)
35 J 3423 . . Both for **1.00**

THREE PLASTIC DOLLS, complete with 16 wonderful dress patterns for different national costumes, bride bridesmaid, and maid of honor patterns. Set includes easy instructions for sewing, trimming and finishing, also color illustrated book of completed dresses. Dolls have moving arms, heads, sparkling glassene go-to-sleep eyes, full mohair wigs. Made of hard unbreakable plastic, each doll is 7½-in. tall.
35 J 3570. (1 lb. 8 oz.) **1.69**

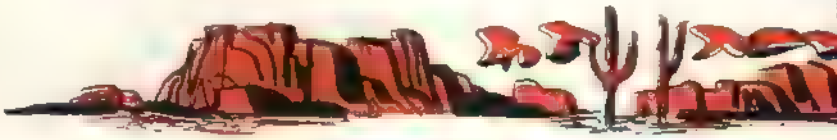
NOW YOU HAVE MORE LIBERAL MONTHLY PAYMENT TERMS—SEE PAGE 273

here comes Roy Rogers

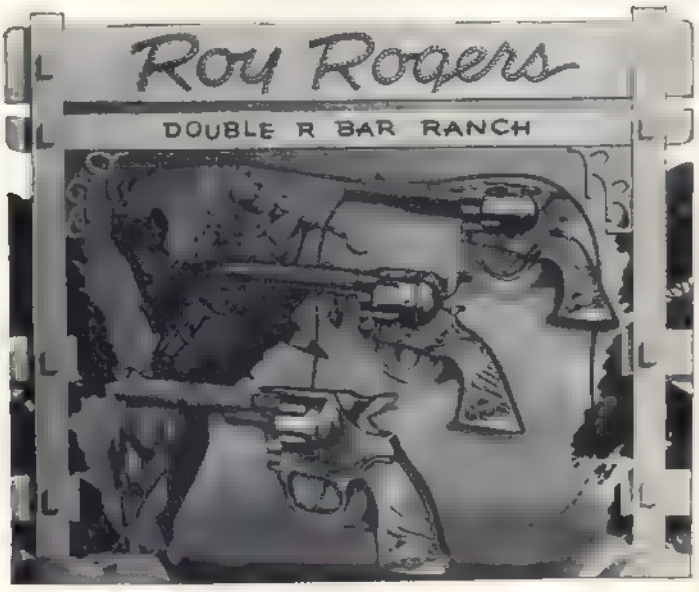
bringing big profits to KILGORE dealers

Only Kilgore cap pistols earn the Double-R-Bar endorsement from the King of Cowboys. Now cash in on the biggest brand-name tie-up in the trade . . . the daily impact of Roy's magic name in the movies, radio, television and personal appearances gives you potent sales power . . . Kilgore's reputation and quality in the toy cap pistol and cap industry make this line a real sales winner.

Examine these Roy Rogers shootin' irons . . . three sizes and three prices to choose from . . . all handsomely finished with Kilgore's exclusive Dura-Gleam. Each cap pistol beautifully decorated with fine line engraving. Permanent smooth-operating assemblies built to take the roughest, toughest handling. Stock the complete line and shoot for new sales highs!



this Kilgore-Roy Rogers Display is your tie-in



Get your big, colorful point-of-purchase display board showcasing all 3 Roy Rogers guns made by Kilgore. The guns themselves are actually mounted on the board near an eye-catching illustration of Roy and his famous horse, Trigger. These silent salesmen stop traffic, start sales. Card is easel mounted. Order yours today.

Nationally Advertised

Millions of goggle-eyed youngsters will see Roy's advertising in LIFE and consumer demand will grow. A consistent Fall schedule builds greater shootin' iron demand for Christmas sales. Half pages on Aug. 16, Aug. 23, Oct. 18. Four consecutive pages on Nov. 15.

LIFE

No. 55 Roy Rogers

A 50-shot repeater. Thumb-operated safety latch-lever breaks open barrel for easy loading. Real western design . . . a real seller! Uses exclusive Kilgore No. 150 Perforated Roll Caps.

No. 66 Roy Rogers

Handsome long-barrel 50-shot repeater, with styling right from the Old West. Bright and beautiful, with Roy Rogers' sales-producing signature. Uses exclusive Kilgore No. 150 Perforated Roll caps.

No. 77 Roy Rogers

Big, realistic 6-shooter with revolving "swing-out" cylinder. Uses Kilgore No. 108 Disc Mammoth Caps. Beautiful detail and Roy Rogers' signature make this rugged repeater a red-hot seller

For toy paper caps and toy cap pistols — IT'S KILGORE!

A complete line of six-shooters, 50-shot repeating and single shot toy cap pistols. The world's largest manufacturer of toy paper caps and toy cap pistols.

"K" Means OK

Kilgore INC

WESTERVILLE, OHIO U.S.A.

New York Office
Room 751
Fifth Ave.

Chicago Office
Room 14-102
Merchandise Mart

SINCE 1915 ... IN CAP PISTOLS AND CAPS ... IT'S BEEN KILGORE

THERE'S A NEW BABY IN OUR HOUSE!

NEW

NEW! "Cuddle-Up" Baby Doll now wears a brand new outfit that will add even more sales appeal ... to make her an even bigger hit this year!

BABY CUDDLE-UP

BABY CUDDLE-UP is the most life-like baby in toyland. Her soft, cuddlesome body, arms, legs and cute little face, all are washable vinyl plastic. Her Saran hair is individually rooted. (Also available in delicately molded hair). She carries her own little Teddy Bear.

EFFANBEE *Dolls*

200 Fifth Avenue, New York 10, N.Y.

MAKERS OF THE FAMOUS Dy-Dee DOLL

Write for our new 1954 catalogue featuring the EFFANBEE Family of Fine Quality Dolls.

MAJESTIC DELUXE OUTBOARD MOTORS

O.B.C. Certified

With "QSC" Gear Shift Forward, Neutral, Reverse

Built for power and speed Majestic Outboard motors have all the essential features of the highest priced motors. These sure-starting dependable smooth handling motors are equipped with the new "QSC" gear shift. Quieter, Smoother, and more Convenient. They shift instantly from forward to neutral or reverse, smoothly, without clashing gears. Gear shift lever is permanently mounted on the motor bracket for greater convenience and ease of operation. Majestic 2 cylinder motors have automatic rewind starters, automatic co-skipper steering, single panel controls.

STEERING—Automatic co-skipper. Holds a set course.
LIGHTWEIGHT, RUGGED CONSTRUCTION—Die cast aluminum parts treated to prevent salt water corrosion. Die cast aluminum cylinder block with cast iron sleeves.
MODERN, STREAMLINED DESIGN—To reduce water resistance and increase propeller efficiency. E-Z motor angle adjustment.
CRANKSHAFT, BEARINGS, CONNECTING RODS and PISTONS—Lubricated by constant pressurized oil bath.
WATER PUMP—Neoprene positive rotary impeller type in bronze housing.
GEAR SHIFT—Forward, neutral and reverse with spring type super-smooth shifting clutch. Gear shift lever conveniently located at front of motor.
TILLOTSON DUAL JET CARBURETOR—Concentric bowl type, ever level feature assures constant gas supply.
CONNECTING RODS—Forged steel with Torrington needle bearings.
HI-TENSION MAGNETOS—Phelon water proof hot spark magneto for positive starting. Alternate firing ills twin. **STARTERS**—Automatic rewind.
GAS TANK CAPACITY—5 quarts. **PROPELLER**—2 blade, semi-weedless.

5½ Horse Power Model

Speed range: 0 to 17 mph. Propeller: 7½ x 9".

No. 5945 Ship wt 51 lbs. List $188.50. Dlr's net **148.88**

7.5 Horse Power Model

Speed: 0 to 20 mph. Propeller 7½x9½". Has water cooled cylinder head.

No. 5946 Ship wt 52 lbs. List $209.50. Dlr's net **157.13**

Has New "QSC" Gear Shift, Forward, Neutral, Reverse

MAJESTIC SUPER DELUXE 15 HP OUTBOARD MOTOR

The power-packed Majestic Super DeLuxe zooms along at 30 miles per hour! Built with all the top notch features out doors men demand in a truly deluxe outboard motor. Fast starting smooth, easy handling plus the new "QSC" gear shift—Quieter, Smoother and more Convenient. Shift from forward to reverse or neutral with a silken smoothness, without grinding gears. Has twist grip steering handle control. This rugged built-to-last 15 hp 2 cylinder outboard motor is precision built down to the smallest detail!

CHECK THESE OUTSTANDING FEATURES:

STEERING—Automatic co-skipper holds a set course. Spark indicator and throttle synchronized with Twist Grip Steering Handle speed control. Starter—automatic rewind.
HI-TENSION MAGNETOS—Phelon waterproof hot spark magnetos for positive starting. Alternate firing twin, medium weight.
FUEL SYSTEM—Crankcase pressure operated diaphragm type fuel pump with separate pressureless single line 6 gal. gas tank.
GEARSHIFT—Forward, neutral and reverse with spring type super-smooth shifting clutch. Gear shift lever conveniently located at front of motor.
TILLOTSON DUAL JET CARURETOR—Concentric bowl type, ever level feature assures constant gas supply.
3 BLADE PROPELLER—8 x 11" Rust resistant stainless steel propeller shaft turns in ball bearings mounted on both ends of shaft.
WATER PUMP—Neoprene positive rotary impeller type, encased bronze housing.
CYLINDER HEAD—Waterproof high compression type.
LIGHTWEIGHT, RUGGED CONSTRUCTION—Die cast aluminum parts treated to prevent salt water corrosion. Die cast aluminum cylinder block with cast iron sleeves.
CRANKSHAFT, BEARINGS, CONNECTING RODS and PISTONS—Lubricated by constant pressurized oil bath.
CONNECTING RODS—Forged steel with Torrington needle bearings.
MODERN, STREAMLINED DESIGN—To reduce water resistance and increase propeller efficiency. E-Z motor angle adjustment.

No. 5947. Shipping weight 82 lbs. List $325.00. Dlr's, net **243.75**

Complete With Pressureless Single Line 6 Gal. Cruising Tank

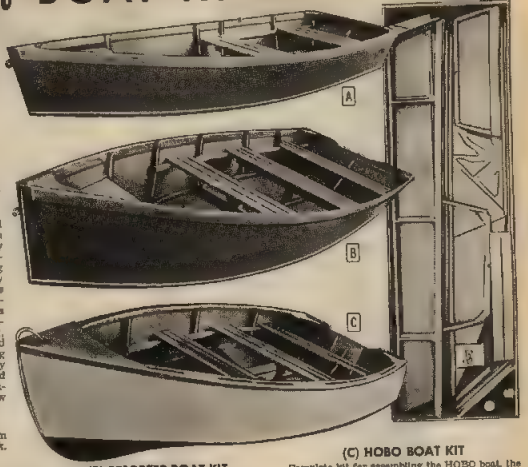
Merchandise on This Page Not Included in Our Freight Offer.

Bowman BOAT KITS

Even an amateur can easily build his own boat!

- *Plywood Kits pre-assembled on a factory jig*
- *Everything furnished except paint*
- *Kits pre-assembled on a factory jig ing finished boat*
- *Complete easy-to-follow instructions included*

Your customers will be delighted with these wonderful Bowman "money-saving" boat kits. Easy to assemble—they will give anyone the satisfaction of building their own boat and saving money at the same time. Bowman kits are identical to their corresponding finished boat shown on this page except in kit form. Pre-assembled on a factory jig, compound angles cut and faired by expert boat craftsmen. No jig required for assembly. Partially diamantled parts numbered and packaged knocked-down. Amateur can complete boat in a few hours.



All boat kits are shipped from factory. F.O.B. Little Rock, Ark.

(A) VAGABOND BOAT KIT

Complete Kit for assembling the VAGABOND boat. Has same specifications as VAGABOND boat on facing page. Complete with bow eyebolt and oarlocks

No 99586F 12-ft. model. Ship. wt. 183 lbs. List $74.50. Dlr's., ea. **52.15**

No 99557F 14-ft model. Ship. wt. 209 lbs. List $84.50. Dlr's., ea. ... **59.15**

(B) RESORTER BOAT KIT

Complete kit for assembling the RESORTER boat. Wide beam models have safety only a large boat offers. ¼" sides, ⅜" marine plywood bottom and transom. Bow eye bolt and oarlocks.

No. 99551F. 12-ft. model. Takes up to 7½ h.p. motor 50" beam Stern width 48" Actual wt. 123 lbs Ship. wt. 164 lbs List $97.50. Dlr's ea. ... **68.25**

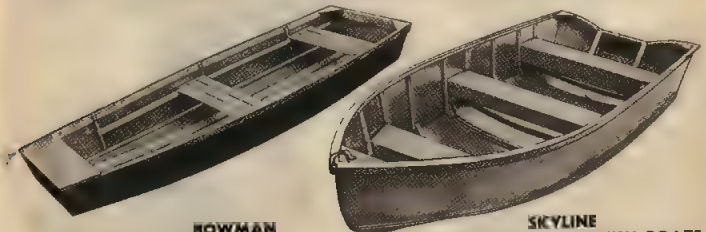
No 99552F. 14-ft. model. Takes up to 10 h.p. motor 52" beam. Stern width 48½". Actual wt. 160 lbs. Ship. wt. 235 lbs. List $114.50 Dlr's ea. ... **80.15**

(C) HOBO BOAT KIT

Complete kit for assembling the HOBO boat. the HOBO is a lightweight open bow fishing and utility model constructed of ¼" marine plywood. 18" stern depth. 15" deck length. Has 3 seats. Has full V-bottom and is extremely fast, permits tight turns at high speed. Steam-bent white oak stem. Enameled white topside. Has all brass hardware and oarlocks

No. 99554F. 12-ft. model. Up to 12 h.p. motor 56" beam. Actual wt. 150 lbs. Ship. wt. 280 lbs. List $149.50. Dlr's. ... **104.65**

No. 99555F 14-ft model. Up to 16 h.p. motor 57½" beam. Actual wt. 225 lbs. Ship wt. 297 lbs. List $169.50. Dlr's. ... **118.65**



BOWMAN 12 FT. LOAFER UTILITY BOAT

Built to meet the demand for a dependable, low priced fishing boat for use with small motors Seats set at height to give low center of gravity for utmost stability yet leave more leg room than other boats of similar design Built-in full length floorboards provide longitudinal stiffness plus wide walkway Extra strength provided by heavy truss across floor beneath mid seat. Strictly marine No. 1 grade plywood secured with coated fastenings to select pine frame. White oak chines secure side and bottom making a stronger sturdier, more seaworthy boat Bed seated and caulked wicked in a time-proven marine manner Substantial keel plus proper bottom design for easier paddling or maneuvering, with motor Varnish inside and gunwales, marine enameled green outside. Gunwales 12 ft., beam 42½ in. depth transom 14½ in., three seats Actual weight 90 pounds Shipping weight 130 pounds. Shipped from factory, F.O.B. Little Rock, Ark.

No. 99573F, List $79.50 Dealer's, each **59.63**

SKYLINE LIGHTWEIGHT ALUMINUM BOATS

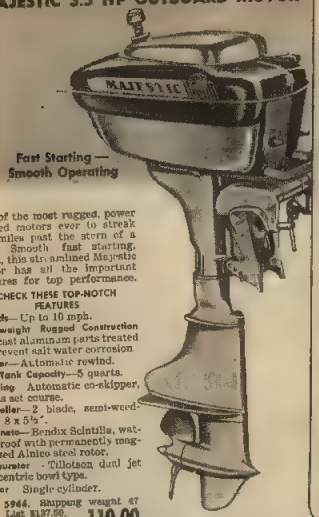
All-aluminum SKYLINE boats guarantee high speed performance with low power requirements. Smooth contoured bottoms, wide beams, generous depths husky skins and stiffeners insure that these boats will take rough water abuse and yet they are light enough for two people to carry easily Outside lip chine is an effective spray rail. The bottom hull lines have been selected to provide a non-pounding bow Bottom and side skins of Skyline hulls are of 16 and 18 gauge aluminum alloy 1 pair aluminum oarlock sockets, 1 pair aluminum oarlocks. Lifting handles—bow 1; stern 2. Tie down cleat " Styrofoam" buoyancy 3 seats, 3 runners. F.O.B. Briarcliff, N Y

No. 99581F. Skyline 12 Ft Utility. Wt. only 110 lbs. Ship. wt. 150 lbs Width amidships @ gunwale 51"; @ bottom 48". Depth amidships 19½", 15" transom. Takes up to 10 h.p. motor List $253.00. Dlr's., ea ... **204.40**

No. 99580F Skyline 14 Ft. Utility Wt. only 130 lbs. Ship. wt. 170 lbs. Width amidships @ gunwale 51"; @ bottom 48" Depth amidships 19½", 15" transom. Takes up to 10 h.p. motor. List $302 00 Dlr's ea. ... **244.00**

Satisfaction Guaranteed or Money Refunded

MAJESTIC 3.5 HP OUTBOARD MOTOR



Fast Starting — Smooth Operating

One of the most rugged, power packed motors ever to streak the miles past the stern of a boat. Smooth, fast starting, quiet, this streamlined Majestic motor has all the important features for top performance.

CHECK THESE TOP-NOTCH FEATURES

Speeds— Up to 10 mph.
Lightweight Rugged Construction Die cast aluminum parts treated to prevent salt water corrosion.
Starter— Automatic rewind.
Gas Tank Capacity— 5 quarts.
Steering Automatic co-skipper, holds set course.
Propeller— 2 blade, semi-weedless 8 x 5½".
Magneto— Bendix Scintilla, water-proof with permanently magnetized Alnico steel rotor.
Carburetor Tillotson dual jet concentric bowl type.
Motor Single cylinder.

No. 5946. Shipping weight 47 lbs. List $137.50. Dlr's., ea. **110.00**

NEPTUNE "MIGHTY MITE"

1.7 HP Outboard Motor —Weighs only 18 lbs.!

The powerful lightweight Mighty Mite is designed for "economy-minded" sportsmen who want a precision built motor that is dependable and easy-to-operate. Mighty Mite is an ideal fishing and trolling motor for use with dinghy canoe, or sailboat. Has moisture proof magneto, centrifugal pump siphon cooling, underwater exhaust.

CHECK THESE FEATURES:

Motor— Single cylinder, 2 port 4000 RPM 1.7 HP.
Cylinders Aluminum alloy cast iron sleeve
Bearings Special Amplex Oilite, self lubricating
Gas Tank 1 quart capacity.
Gear Ratio— 13 to 20.
Propeller — Aluminum, semi-weedless.
Muffler-Exhaust —Under water.
Cooling System Centrifugal pump.
Ignition High Tension magneto
Carburetor Tillotson automotive type, non-flooding.
Length 33⅜" Stern Ht. 15"

No. 5942 Shipping weight 22 lbs. List $79.50. Dlr's., ea. **59.63**

Motors Listed Above Are NOT Included In Our Freight Offer

ALL AMERICAN SWIVEL BOAT SEAT

With Ball Bearing Swivel Carriage

A sturdy, comfortable swivel boat seat — beautifully designed in both appearance and mechanical detail. Has the popular form-fitting curved posture backrest for the utmost in comfort and healthful support. Made for years of hard use, this seat features weatherproof embossed Duran plastic covering, a form-fitting tubular steel frame a full 12 inch, 360 degree swivel carriage low center of gravity—exclusive no-tipping feature, and rust-resistant finishes. All metal to metal parts are rivited. Padded back and seat.

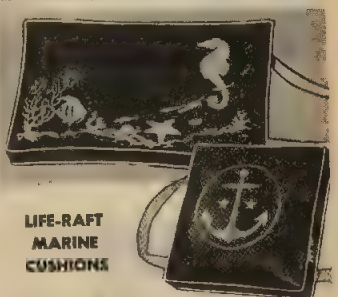
No. 4810. List $9.95. Dlr's., ea. **5.97**

ALL AMERICAN SPORT SEAT

For Boats and Spectator Sports

Built to withstand years of hard use, this handsomely styled sport seat can be easily and securely attached to any board bench bleacher or boat. Felt padded backrest and seat are covered with weather proof Duran embossed plastic. Sturdy channel steel frame and patented locking device to prevent opening while being carried. Metal parts are of riveted construction and rust-resistant. Lightweight compact easy-to-carry. Ship. wt. 8 lbs.

No 4812 List $4.95. Dlr's. ea. . . **2.97**



LIFE-RAFT MARINE CUSHIONS

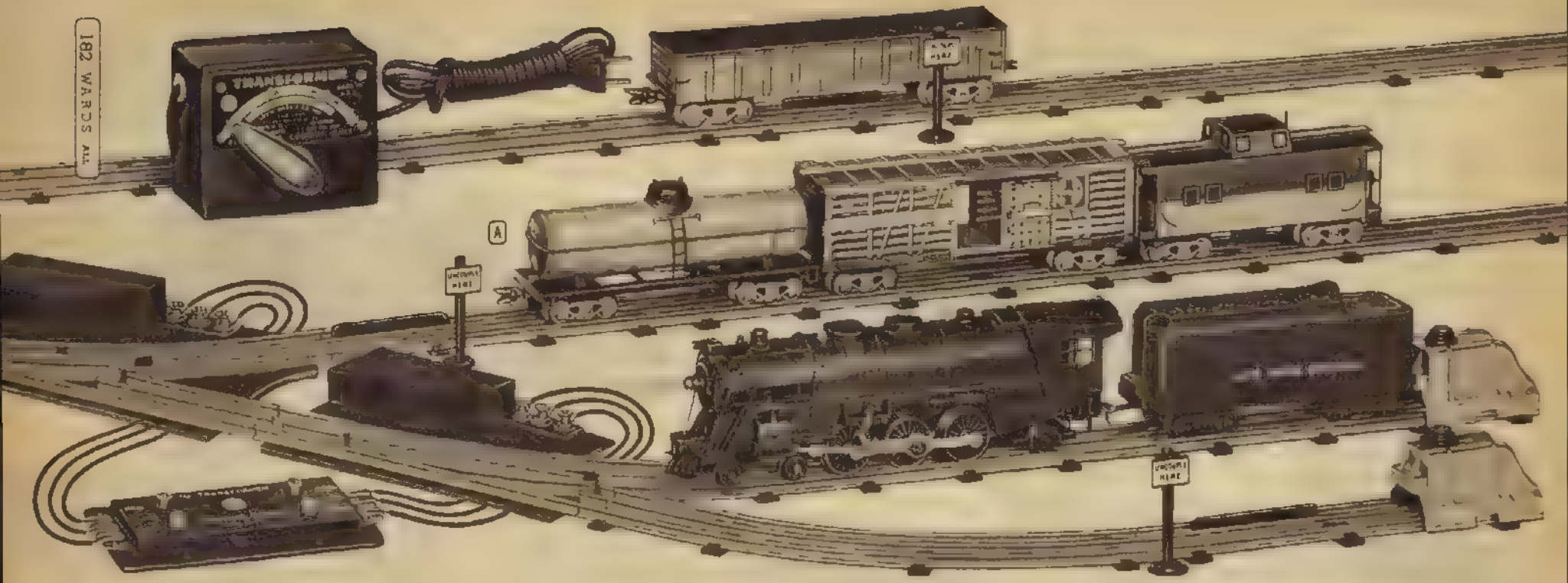
50% Better Than U.S. Coast Guard Specifications Filled With Finest Quality KAPOK

These expertly constructed cushions serve a dual purpose; as an ordinary cushion for around the home or car; or as a life preserver on boats canoes, etc. Nautical design on cushions. They are filled with finest quality KAPOK—guaranteed unsinkable U.S. Coast Guard approved. White plastic welt construction. Re.nforced double loop straps. Fire and flame resistant. Can be cleaned with damp cloth. Tru-Tone colors popularly priced for volume sales. Available in two standard sizes.

Size 15 ' x 15" x 2"
No. 18800. List $4.40. Dlr's., ea. $2.89. 12, ea.. **2.69**

Size 21" x 13" x 2"
No. 18801 List $5.25. Dlr's., ea. $3.35. 12, ea. **3.19**

Satisfaction Guaranteed or Money Refunded



Marx Electric Switch Train with Remote Control and Transformer

(A) HERE'S A BIG, COMPLETELY AUTOMATIC ELECTRIC TRAIN OUTFIT with everything included for a realistic set-up—nothing else to buy. Includes 6-unit remote control freight train with a die cast metal scale model locomotive and tender. . . . 21 pieces of electric track . . . 2 switches . . . 4-post 65-watt transformer The youngster who gets this train can put it right into action—sit at the controls and throw the switches to run the train forward, fast or slow, back it up or uncouple cars—all by remote control. And what's more he can solve problems of a real train dispatcher. Just for example, try working the two pictured at right. This is an outfit that any young "trainman" will enjoy the year 'round.

6-UNIT ELECTRIC REMOTE CONTROL TRAIN. All made of metal, realistically lithographed. Length overall, about 51 inches. Train is powered by a big 12 wheel (4-6-2) die cast steam-type locomotive with oilless bronze bearings, piston rod action, die-cast metal wheels and powerful headlight, die cast coal and water type tender. Steel freight cars with 8 wheels and plastic automatic couplers include: Tank car . . . Low-side Gondola . . . Cattle car with sliding doors . . . Caboose. Three uncoupling ramps supplied with the set enable the operator to uncouple the various cars at given points on the track layout.

3-RAIL ELECTRIC TRACK EQUIPMENT. Set has a total of 292 inches of trackage—8 pcs. of extra long straight track, 1 pc. regular straight track, 9 pcs. of large radius curved track, 3 pcs. of extra long straight track with uncoupler ramps (all track is .027 gauge) 3 "uncouple here" signs. Also has 2 remote control electric switches, one right, one left hand switch, with 4 button control panel, 2 dead-end bumpers, track connector. Track assembles to make an oval layout 170 in. in circumference, plus two side spurs. Outer spur 69½ inches long; inside spur 66½ inches long

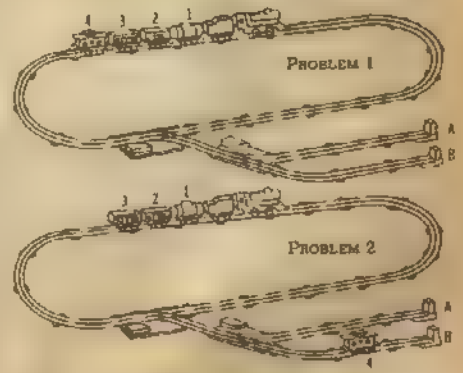
UNDERWRITERS' APPROVED EXTRA HEAVY DUTY 65-WATT TRANSFORMER with built-in circuit breaker which will prevent the transformer from burning out in case of accidental short circuits. Red re-set button. 110–120 volts, 60-cycle AC. This variable speed transformer has 4 binding posts, 1 set of posts 5–15 volts for operating train, the other set 15 volts for operating accessories. Reverse control lever. Air cooled base. Complete instructions for setting up and operating train are included For additional Marx accessories for your train outfit see Pages 186 and 187. "Engineer's" Suit on Page 194.

48 T 3017 M—Ship. wt. 16 lbs. *Mailable.* $3 Down or Cash 29.95

YOU CAN BUY THIS COMPLETE TRAIN OUTFIT ON WARDS CONVENIENT MONTHLY PAYMENT PLAN SEE PAGE 232

PROBLEM 1. Start with train as shown. Drop cars 4 and 2 on track A, car 1 on track B. Finish with balance of train on main oval. Can you work this problem in 8 moves?

PROBLEM 2. Start with train as shown in sketch at right. Switch car 3 between car 4 and bumper on track B. Switch cars 2 and 1 to track A with car 2 next to bumper. Finish with balance of train on main oval. Can you work this problem in 12 moves?



MARX ELECTRIC REMOTE CONTROL TRAIN OUTFITS WITH UL APP'D TRANSFORMERS AND .027 GAUGE ELECTRIC TRACK

(B) 5-UNIT LIGHTED SANTA FE PASSENGER TRAIN with remote control and automatic couplers. Durable plastic twin-diesel locomotive with die-cast trucks. Steel cars with 8 wheels can be uncoupled at a given point. Train may be run forward or backward at variable speeds by remote control. Transformer has built-in circuit breaker, 4 binding posts. Train set includes:

Twin-unit Santa Fe diesel locomotive with headlight.
2 lighted Astra-Dome coaches. Lighted observation car.
8 pcs. straight, 8 pcs. curved large radius track.
Uncoupler ramp and sign. Track connector. Instructions.
85 watt transformer for 110–120 volts, 60-cycle, AC.

Train, 58 in. long. Track assembles to make 197 in. oval.

48 T 3043 M—Ship. wt. 13 lbs. *Mailable* 21.45

(C) 5-UNIT FREIGHT TRAIN. All steel with remote control and manual knuckle couplers. Locomotive is equipped with oilless bronze bearings. Cars couple and uncouple by hand. Train may be run forward or backward at variable speeds by remote control.

Steam-type locomotive with headlight
Coal and water-type tender.
Tank car, Hopper car, Caboose
2 pcs. straight, 8 pcs. curved track
45-watt transformer for 110–120 volts, 60-cycle, AC. Track connector.

Train, 35½ in. long. Track assembles to make 102-in. oval. Instructions. *Mailable.*

48 T 3035 M—Ship. wt. 7 lbs. 12 oz. 9.65

(D) 7-UNIT WORK TRAIN with remote control and automatic couplers. Die-cast locomotive with oilless bearings, piston rod action. Lithographed steel cars with 8 wheels can be uncoupled at a given point. Train may be run forward or backward at variable speeds. Transformer with built in circuit breaker

Die-cast steam type locomotive with headlight
Steel Tender with floodlight and bulb
Pipe car with "pipes", Tile car with "tiles".
Lumber car with "lumber", Crane car, Caboose.
5 pcs. straight, 8 pcs. curved track
Uncoupler ramp and sign. Track connector
45-watt transformer, 110–120 volts, 60-cycle, AC.

Train, 56½ in. long. Track makes 137-in. oval. Inst

48 T 3042 M—Ship. wt. 11 lbs. *Mailable*.....18.45

(E) 5 UNIT REMOTE CONTROL DIESEL FREIGHT WITH ACCESSORIES. Steel twin-diesel locomotive, oilless bearings. Steel cars with plastic manual couplers. Train may be run forward or backward at variable speeds by remote control. Set includes.

Twin diesel locomotive with headlight
Box car with sliding doors. Caboose.
Hi-side gondola. Crossover section.
3 R R signs. 6 telephone poles.
Automatic crossing gate and sign.
4 pcs. straight, 12 pcs. curved track.
45-watt transformer. 110–120 volts, 60-cycle, AC. Circuit breaker. Track connector. Inst.

Train, 43 ¼ in. long. Track makes 176-in. figure 8

48 T 3036 M—Ship. wt. 11 lbs. *Mailable*...13.98

Gilbert "American Flyer" Scale-model Electric Trains and Accessories

A Word About American Flyer Trains. When you buy an American Flyer you're buying the finest in authentic scale model trains. Made by A. C. Gilbert Co., they are built to rigid railroad specifications, scaled 3/16 in. to a foot. All locomotives equipped with worm gear drives to give sustained power at all speeds—All cars have die cast and sintered iron trucks that give rolling stock rail hugging weight. They run on 2 rail T-type, true-to-life track designed for proper wheel traction. American Flyer trains and accessories are shipped post paid. You can buy these trains on Wards Convenient Monthly Payment Plan. See Terms Page 232.

A AMERICAN FLYER 8-UNIT "METEOR" STEAM TYPE FREIGHT TRAIN SMOKES AND "CHOO-CHOOS"... like a real train and puffs realistic red glowing smoke (harmless) slowly at first, faster as train gains speed. New exclusive "Pull-mor" power to take your train over long car hauls and up the steepest grades. Scale model freight cars with knuckle couplers, uncouple automatically by remote control. Set includes: "Meteor" steam type locomotive and tender, has 12 wheels (4-6-2), lucite electric headlight, Refrigerator car, Cement car, Oil tank car, Cattle car with sliding doors, Box car with sliding doors, Illuminated caboose. 12 curved sections, 4 straight sections 2 rail track. 16 track locks. Remote control uncoupler. Lock on track terminal. 3 pc. smoke set: funnel, capsule and brush. UL App'd. remote control 100-watt transformer with circuit breaker. 110–115 volts, 60 cycle AC. 3 binding posts for simplified wiring. Illustrated train booklet. Train, 85 in. long. Track makes 180 in. oval.

48 TP 3034 M—*Postpaid* . . . . . $4.50 Down or Cash 44.95

B AMERICAN FLYER 6-UNIT "THE ARROW" FREIGHT TRAIN SET Steam-type locomotive has the new exclusive "Pull-mor" power for long car hauls, making steep grade climbs and for speed. Scale model freight cars are faithful reproductions of real rolling stock with knuckle couplers; a built-in spring opens the coupler when the manual control unit is operated. Train set includes: "Pacific" type steam locomotive and tender, has 12 wheels (4-6-2), lucite electric headlight, Gondola car, Refrigerator car, Oil tank car, Caboose. 12 sections curved 2-rail track. Lock-on track terminal, manual car uncoupler. Underwriters' Approved remote control 50-watt transformer for 110–115 volts, 60 cycle, AC. 3 bindings posts for simplified wiring. Illustrated train booklet. Train, 49 in. long. Track makes 120 inch circle.

48 TP 3048 M—*Postpaid* . . . $3 Down or Cash 27.95

C AMERICAN FLYER 4-UNIT "THE SILVER COMET" DIESEL PASSENGER TRAIN Remote control "silver" streamlined diesel unit has knuckle couplers both in front and rear. Scale model satin finish streamlined cars with passenger silhouettes on windows have knuckle couplers, uncouple automatically when the remote control uncoupler is operated. Train set includes: Diesel "A" Unit with lucite electric headlight, Illuminated baggage and club car, Illuminated vista dome car, Illuminated lounge and observation car. 12 sections curved, 2 sections straight 2-rail track. 14 track locks. Remote control uncoupler unit. Lock on track terminal. Underwriters' Approved remote control 50 watt transformer with 3 bindings posts for simplified wiring. For 110 115 volts, 60 cycle, AC. Illustrated Train Booklet included. Train is 54 inches long. Track assembles to make 140 inch circle.

48 TP 3049 M—*Postpaid* . . . $4 Down or Cash 39 95

POWERFUL MARX MECHANICAL TRAINS WITH CLOCKSPRING MOTORS

(D) MECHANICAL FREIGHT WITH CROSSOVER. 5-unit metal train, 35¾ in. long. Steam-type locomotive with bell, side-rods; clockspring motor with speed governor, brake. Tender, Gondola, Tank car, Caboose. Plastic crossover. 4 pcs. straight, 12 pcs. curved track. Ship. wt. 4 lbs.
48 T 3067—176 in. of track in figure 8.. . . . . 3.79

(E) SPARKLING MECHANICAL FREIGHT WITH BELL. 4-unit metal train, 28¾ in. long. Engine emits harmless sparks; clockspring motor with speed governor, brake. Tender, Gondola, Caboose. 2 pcs. straight, 6 pcs. curved track.
48 T 3066 102-in. oval. Ship. wt. 3 lbs. 4 oz. 2.89

(F) "SMOKING" MECHANICAL FREIGHT. 5-units, 35½ in. long. Durable plastic locomotive and tender, emits harmless puffs of smoke; clockspring motor with speed governor, brake. 3 metal cars: Refrigerator car with sliding doors, Hi-side gondola, Caboose. 4 pieces straight, 8 pieces curved track. 1 extra smoke refill
48 T 3068 -120-in. oval. Ship. wt. 3 lbs. 4 oz. 4.59

(G) FREIGHT AND PASSENGER MECHANICAL TRAIN. Seven unit train, 49 in. long. Durable plastic reversing locomotive has clockspring motor with speed governor, brake and tender. 5 metal cars include: Mail express car, Hopper car, 2 Coaches, Caboose. 8 curved, 6 straight pcs. track, one plastic switch and dead end bumper. Track makes 137 in. oval plus one side spur.
48 T 3069—Ship. wt. 4 lbs. 4 oz. 5.69

EXTRA 2-RAIL TRACK FOR MECHANICAL TRAINS

48 T 3168 Plastic 2 rail crossover 7½ by 7½ in. Ship. wt. 5 oz. 59c
48 T 3169—Manual Plastic switches. One left, one right hand. Ship. wt. 14 oz. . Pair 1.79
48 T 3167—Curved metal track. 10 in. long. Ship. wt. 10 oz. . . . . Set of 4 35c
48 T 3166 Straight metal track. 8⅞ in. long. Ship. wt. 10 oz. . . . . Set of 4 35c

ACCESSORIES FOR GILBERT AMERICAN FLYER TRAINS

(H)(J) EXTRA ELECTRIC 2-RAIL T TYPE TRACK for American Flyer Trains. Sections are made of heavy-gauge steel, each section 10 inches long.
(H) 48 TP 3257–1 Section Straight Track. *Postpaid* 25c
(J) 48 TP 3258–1 Section Curved Track. *Postpaid* 25c

(K) SWITCHES FOR 2 RAIL T TYPE AMERICAN FLYER TRACK. One left-hand, one right-hand switch
(K) Remote Control Switches. Red and green signals.
48 TP 3265—10 by 6 in. *Postpaid*. . . . . Pair 15.95
Manual Switches. (Not shown). Operates by hand
48 TP 3207 - 10 by 6 in. *Postpaid*. . . . . Pair 8.95

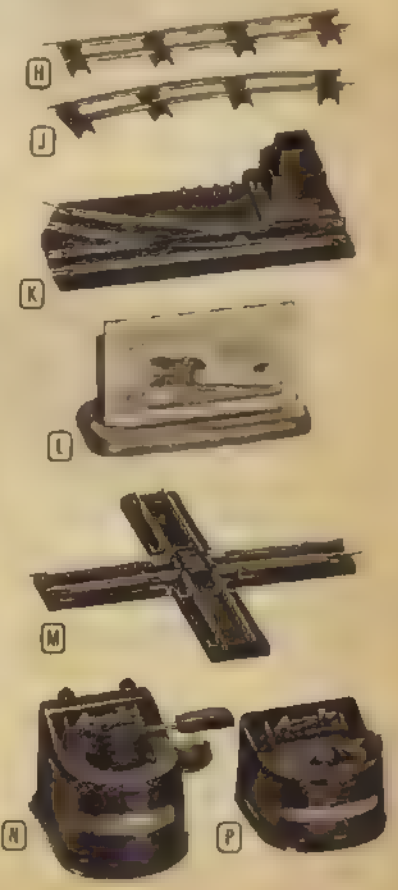
(L) WHISTLING BILLBOARD. Sounds true-to-life blasts and short toots by remote control mechanism concealed in the housing. 4x7½x4 inches high.
48 TP 3211—*Postpaid*. 6.95

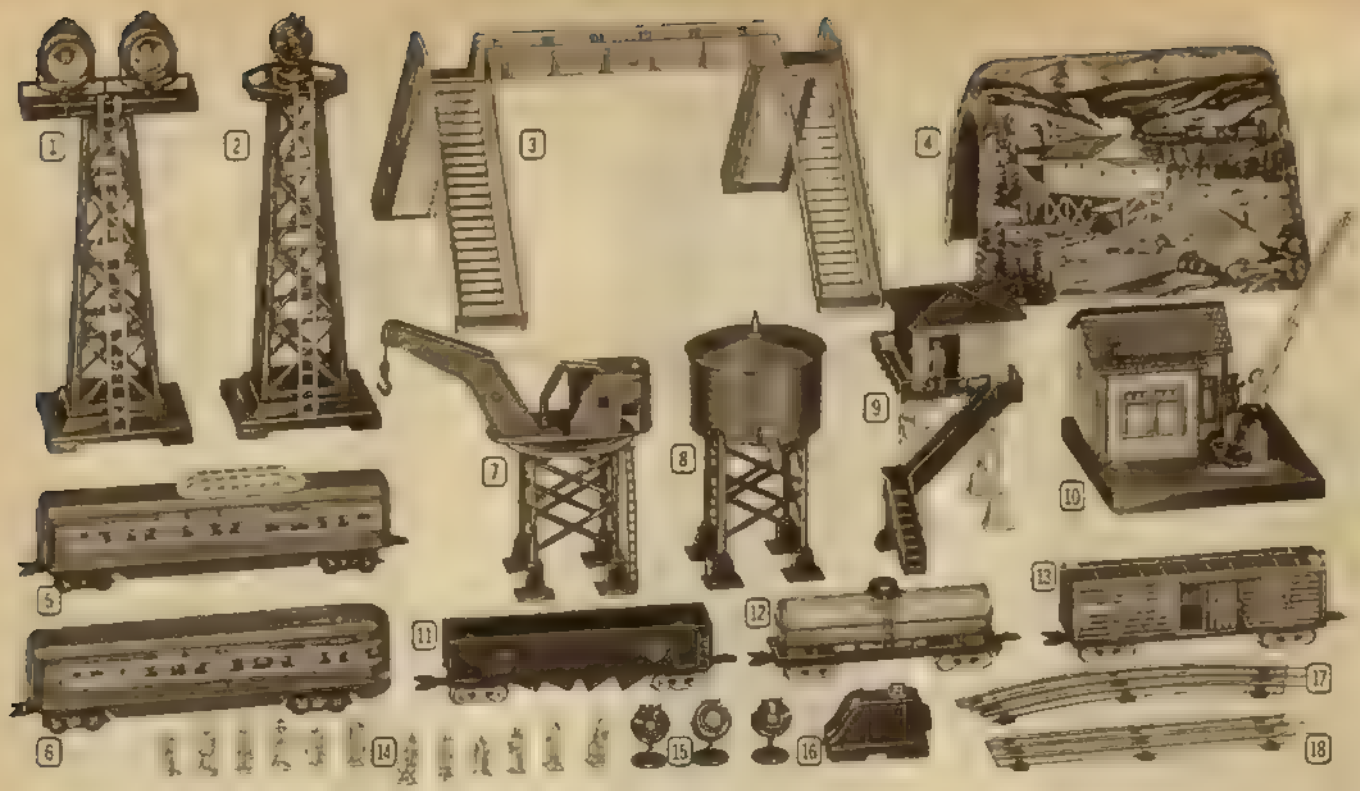
(M) RAILROAD CROSSOVER. Electric 2-rail T-type.
48 TP 3208—10 in. long. *Postpaid* 2.50

(N) UNDERWRITERS' APPROVED TRANSFORMER. 110-watts. 110–115 volts, 60-cycle AC. Ample power for train and several accessories. Provides full directional control. When train stops it will re-start without first going into reverse. Built in circuit breaker. Green light indicates power is on; red light warns of short circuit. 3 binding posts.
48 TP 3210—*Postpaid*. 16.50

(P) UNDERWRITERS' APPROVED TRANSFORMER 100-watts. 110–115 volts, 60-cycle AC. Ample power for train and small quantity of accessories. Built-in circuit breaker. Three binding posts.
48 TP 3209 - *Postpaid*. . . 10.95

"SMOKE" CARTRIDGES. Each lasts about 4 hours
48 TP 3269—Package of 12. *Postpaid* 1.25





Make your Electric Train System more Fun

All Marx Electric Train Accessories shown on these two pages are shipped complete with all the necessary wires, track connectors, bulbs and instructions needed for installing and operating.

1 ELECTRIC TWIN SEARCHLIGHT TOWER. Two powerful searchlights which may be turned or tilted are mounted on a platform on top of plastic girder-type tower. Metal ladder.
48 T 3135—13¼ in. high. Ship. wt. 1 lb... 2.59

2 ELECTRIC REVOLVING BEACON with red and green reflectors mounted on a platform on top of girder-type plastic tower with metal ladder. Beacon 12½ inches high
48 T 3136—Ship. wt. 12 oz..... 1.87

3 R. R. FOOT BRIDGE CROSSING. 5 heavy-gauge interlocking sections of steel
48 T 3162—13½x15x7½ in. Wt. 1 lb. 10 oz..1.00

4 COLLAPSIBLE METAL TUNNEL. Colorful lithographed landscape design. 10¾ in. long.
48 T 3181—Ship. wt. 1 lb. 6 oz.....79c

5 **6** SCALE MODEL 027-GAUGE LIGHTED CARS. Lithographed steel. Silhouettes on windows, automatic couplers. Wt. 1 lb.
(5) 48 T 3176—11-in. Astro-Dome car.....3.79
(6) 48 T 3177—10¾-in. Observation car...3.79

7 DERRICK LOADER. Plastic derrick and crane mounted on top of a girder-type tower. The crane housing and crane turn in a complete circle on platform. Large hook can be raised or lowered by a ratchet-type crank handle.
48 T 3163—8¾ in. high. Ship. wt. 12 oz... 1.45

8 PLASTIC WATER TANK. Realistic looking with adjustable water spout. 8¼ in. high.
48 T 3150—Ship. wt. 10 oz.....89c

9 ELECTRIC LIGHTED SWITCHMAN'S TOWER. Scale model of latest type tower. Constructed of sturdy colorful plastic. As train approaches tower switchman, bearing green flag in hand, appears through door of the same time another man moves from the window to control lever. Light shines through windows at all times.
48 T 3156—Tower 7½ in. high. Ship.wt. 1 lb..3.79

10 AUTOMATIC ELECTRIC CROSSING GATE. As train approaches, gate lowers, door opens, watchman appears bearing a stop sign in hand. Plastic grade crossing included. 11⅝ in. long.
48 T 3140—Metal and plastic. Wt. 2 lbs...3.49

11 TO **13** SCALE MODEL .027-GAUGE CARS. All metal, authentically lithographed. Automatic coupling devices. Wt. ea. 12 oz.
(11) 48 T 3175—9-in. Hopper Car.....1.79
(12) 48 T 3113—7½-in. Tank Car. 1.79
(13) 48 T 3174—9-in. Cattle Car.....1.79

14 RAILROAD FIGURES in life-like poses, molded of vinylite plastic. About 1½ in. high
48 T 3147—Ship. wt. 6 oz .....12-Pc. Set 87c

Don't miss "ENGINEERS SUIT" on Page 194. Realistic outfit to add to youngsters' fun operating train.

15 ELECTRIC SPOTLIGHTS. Set of 3 durable plastic portable spotlights mounted on swivel base, can be turned in any direction
48 T 3180—2 in. high. Wt. 6 oz.... Set of 3 1.49

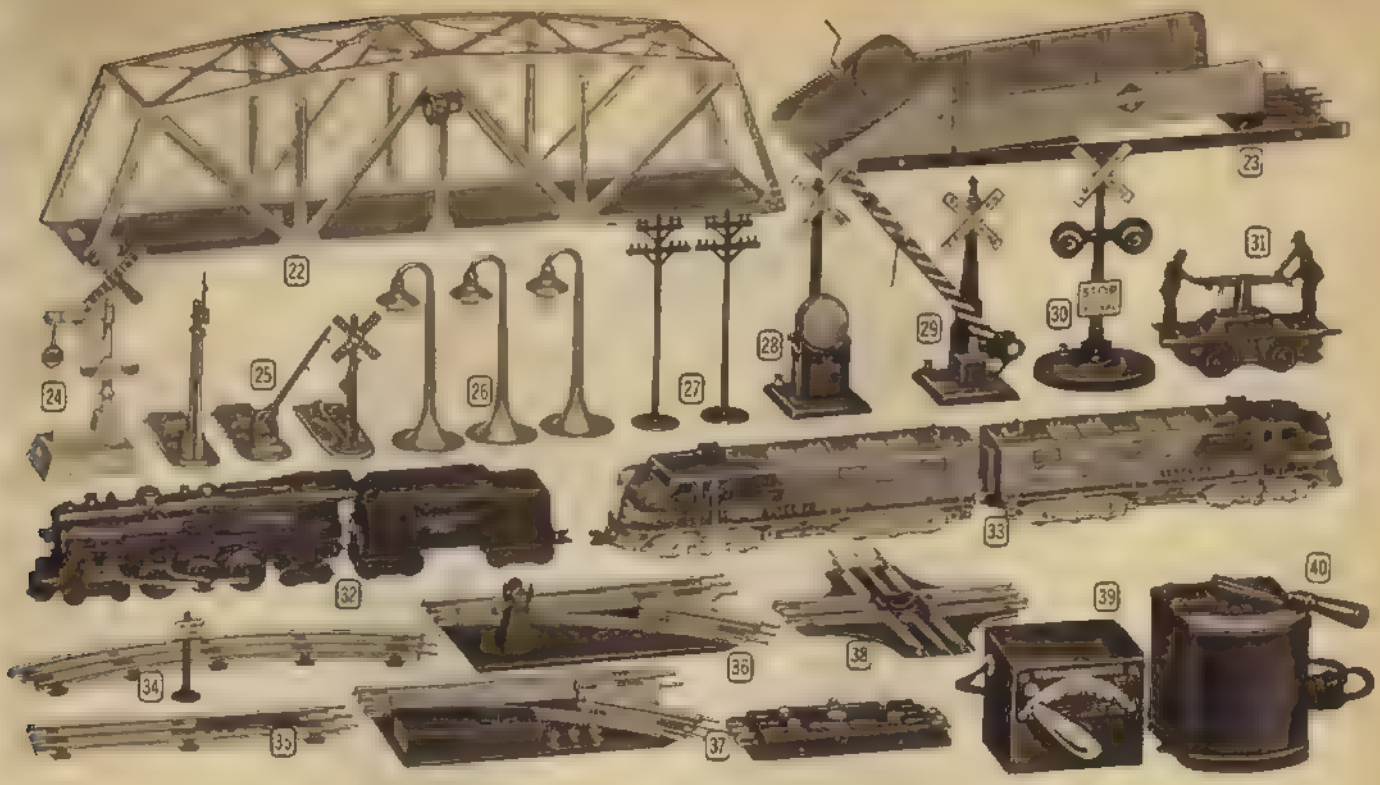
16 ELECTRIC LIGHTED DEAD-END BUMPER
48 T 3157—Plastic. 2 in. high. Wt. 5 oz. .89c

17 **18** MARX 3-RAIL .027-GAUGE ELECTRIC TRACK. 4 pcs. track to set. Wt. set, 12 oz.
(17) 48 W 3121—Curved. 10½ in. long .Set 72c
(18) 48 W 3120—Straight. 8⅞ in. long Set 72c

19 RAILROAD STATION WITH REMOTE CONTROL DIESEL HORN. Press a button, hear the realistic sound of locomotive horn. Horn mechanism enclosed in lithographed metal station but sounds as though coming from the locomotive
48 T 3142—9 in. long. Ship. wt. 2 lbs 3.69

20 REMOTE CONTROL WHISTLING STATION. Press a button, hear wail of locomotive as it speeds around the track. Mechanism enclosed in lithographed steel station, 9 in. long.
48 T 3146—Ship. wt. 2 lbs. 8 oz..... .. 4.45

21 RAILROAD STATION WITH FIGURES. Brightly colored lithographed steel railroad station with assorted vinyl plastic figures in life-like poses—and realistic plastic railroad station accessories. Easy to assemble. 20¾ in. long.
48 T 3159 M—Ship. wt. 1 lb. 12 oz. *Malleable*.1.79



with Marx True-to-Life Railroad Accessories

22 **STEEL TRESTLE BRIDGE WITH ADJ. LIGHT.** 48 T 3145 L—24 in. long. Wt. 2 lbs. 8 oz. ..1.79

23 **HEAVY STEEL R.R. DRAWBRIDGE.** Crank turns to raise, lower. Bridge 19 in. long. 48 T 3171—Ship. wt. 3 lbs. 4 oz. 2.89

24 **AUTOMATIC ELECTRIC WIG-WAG FLASHER** Lights blink, while stop sign swings. Plastic. 48 T 3178 –7½ in. high. Ship. wt. 10 oz...3.59

25 **3-PC. AUTOMATIC SIGNAL SET.** All plastic Semaphore, crossing sign and gate go into action as train passes given point. For use with mechanical or electric track. 5-in. Semaphore 48 T 3.60 –Ship. wt. 6 oz ..... 3 Pc. Set 1.49

26 **ELECTRIC LAMP POSTS.** Set of 3, fluted posts with plastic bases. 6 in. high. Bulbs incl. 48 T 3173—Ship. wt. 12 oz. Set of 3 1.79

27 **TELEPHONE POLES.** Authentically designed brown plastic poles. 7 in. high 48 T 3138—Ship. wt. 10 oz.....Set of 12 57c

28 **AUTOMATIC ELECTRIC BELL RINGING CROSSING SIGNAL.** Rings as train approaches. 48 T 3130—Metal. 7½ in. high. Wt. 10 oz.. 1.87

29 **AUTOMATIC ELECTRIC CROSSING GATE.** 9-in. gate arm lowers when train approaches. 48 T 3132—Metal. 7½ in. high. Wt. 12 oz...1.87

30 **AUTOMATIC ELECTRIC TWIN-LIGHT FLASHER.** Red lights flash as train approaches. 48 T 3128—Metal. 7⅛ in. high. Wt. 10 oz. ..1.75

31 **ELECTRIC HAND CAR.** Workers pump fast or slow, depending on the speed of car. Operates by remote control. Electric motor. Runs on Marx 3 rail .027-gauge electric track. 48 T 3182—6¼ in. long. Ship. wt. 1 lb.....4.59

32 **ELECTRIC LOCOMOTIVE AND TENDER** 18 in. long. All plastic ⅜-in. scale model locomotive with powerful (4-6-4) wheel drive, remote control reversing mechanism, oilless bronze bearings, die-cast wheels. Compound piston rod action. Automatic uncoupler. Powerful headlight. Runs on Marx 3-rail .027-gauge electric track. 48 T 3172—Ship. wt. 3 lbs. 8 oz 12.95

33 **ELECTRIC TWIN DIESEL LOCOMOTIVE WITH AUTOMATIC UNCOUPLER.** Scale model. Heavy plastic with die-cast wheels and trucks. Headlight. Oilless bronze bearings in powerful motor. Remote control reversing mechanism. Runs on Marx 3-rail .027-gauge electric track 48 T 3158 24½ in. long. Ship. wt. 4 lbs. 12.95

34 **MARX ELECTRIC WIDE RADIUS TRACK.** 3-rail .027-gauge 12½ in. long. Wt. set, 1 lb. 48 T 3139 –4 Pcs. Wide Radius Track Set 87c

35 **UNCOUPLING TRACK.** Uncoupling device built into standard length of 3-rail .027 gauge straight track. "Uncouple Here" sign incl. 48 T 3154 –Ship. wt. 6 oz.....55c

36 **HAND OPERATED ELECTRIC TRAIN SWITCHES.** For .027-gauge track. Has red and green signals. One left and one right-hand switch. 48 T 3104—Ship. wt. 2 lbs.....Pair 2.85

37 **REMOTE CONTROL ELECTRIC TRAIN SWITCHES** for .027-gauge track. Automatic control panel. One left, one right-hand switch. 48 W 3105—Ship. wt. 2 lbs. 8 oz .... Pair 6.79

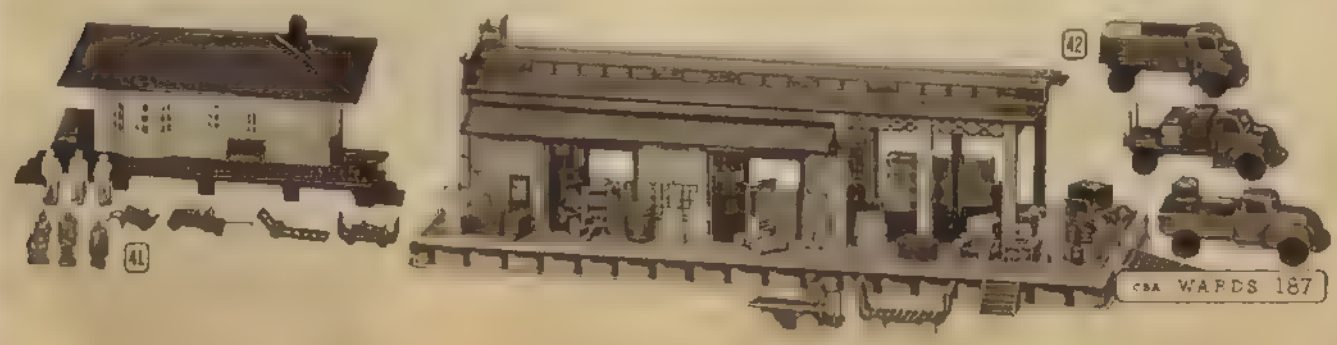
38 **MARX ELECTRIC CROSSOVER TRACK** for .027-gauge 3-rail track systems. 7½ by 7½ in. 48 T 3103—Ship. wt. 10 oz..... 85c

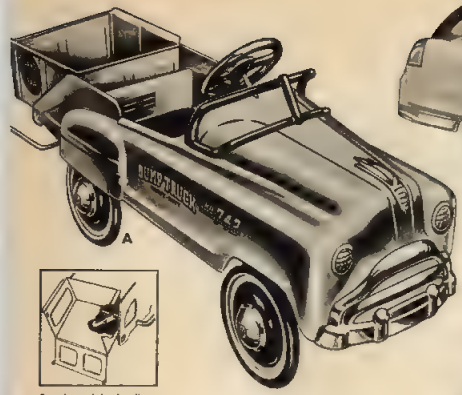
39 **45-WATT UL APPR. TRANSFORMER.** For 110 to 120-volt, 60-cycle AC. Built-in circuit breaker. 1 set of posts 13 volts for accessories. 1 set 7–13 volts for variable speed of train. Air cooled base. 48 T 3122—6-ft. cord. Ship. wt. 3 lbs. 8 oz. .4.89

40 **75-WATT UL APPR. TRANSFORMER.** For 110 to 120-volt, 60-cycle AC. Automatic built-in circuit breaker. Reverse control lever. 13-volt accessory binding post for 3 posts. Variable speed binding post for trains. Air cooled base. 48 T 3111—6-ft. cord. Wt. 4 lbs. 12 oz.... .9.45

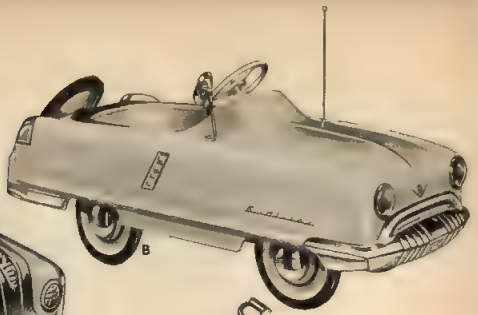
41 **RAILROAD STATION SET.** Cut-out windows, hinged doors, platform, steps. Easily assembled heavy plastic interlocking sections. Plastic station equipment. Plastic "people" 48 T 3165—11¾ in. long. Ship. wt. 1 lb 89c

42 **RAILROAD FREIGHT TERMINAL.** Colorfully lithographed metal freight station 29x11¼x9 in. has smooth rolled edges, platforms and cage area. Realistic 3-dimensional plastic trucks and freight handling equipment to haul and load an assortment of miniature freight included. Plastic workers. Packed flat; easily assembled 48 T 3170 M—Wt. 6 lbs. 8 oz. *Available*.... 4.29



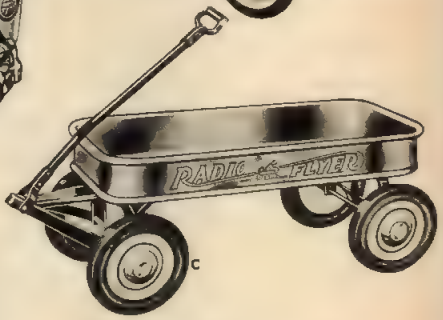


A



B

Box dumped by handle at side of seat. Looks at carrying position.



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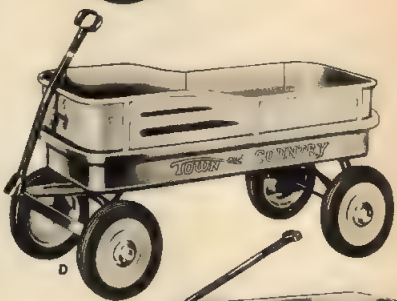

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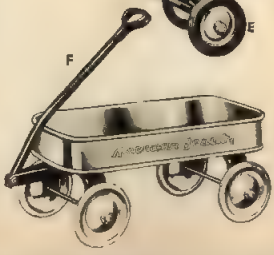
E



F

(A) HEAVY-DUTY DUMP TRUCK. A large sized dump box, easily operated from the driver's seat, and a tail gate that may be raised or lowered gives the child an auto which will bring genuine pleasure. Entire body and undergear is made of heavy gauge steel. Easier pedaling is made possible by ball bearing pull straps and rear axle hangers. New design allows more leg room and permits turning in smaller circles. Wheels are ball bearing 8" double discs. ⅜" solid rubber tires. Body and box are finished in yellow baked enamel with a black steering wheel and windshield. Black and white wheels. Radiator ornament is chrome plated. Front bumper enameled in silver. Fabric type seat pad. Length 47", width 17". Wt. 41 lbs. F.O.B. Chicago.
21-6001D-X-1650 (Each)
21-6001D-X-1470 (12 or more) ..... Retail **22.80**

(B) KIDILLAC. The Cadillac of children's autos. The streamlined design, ease of handling and appealing color will make all the other children envious of its owner. One piece steel body assures no rough edges. Fully equipped with aerial, rear view mirror, removable spare wheel and tire. Auto operates on easy to pedal chain drive. Ball bearings on rear axle and pedal crank for smoother riding. 8" disc wheels. 1¼" rubber tires. Finished in new eye-appealing chartreuse; decorated in black, red and aluminum. Overall length 45", width 20". Wt. 51 lbs. F.O.B. Chicago.
21-6005-X-2493 (Each)
21-6005-X-2232 (6 or more) ..... Retail **33.50**

(C) POPULAR RADIO-FLYER WAGON. Here's a wagon bound to please any youngster. Equipped with big super-cushion 10" x 1¾" tires for that speedy, pleasurable ride. Body finished in bright red baked-enamel, wheels in sparkling gray enamel with red stripe. Guaranteed 1000-mile "Congo" bearings, 10" disc wheels, ½" round axles, black gear and handle. 34" x 15½" x 4½" body. Wt. 33½ lbs. F.O.B. Chicago.
21-6010C-X-715 (Each)
21-6010C-X-610 (12 or more) ..... Retail **9.95**

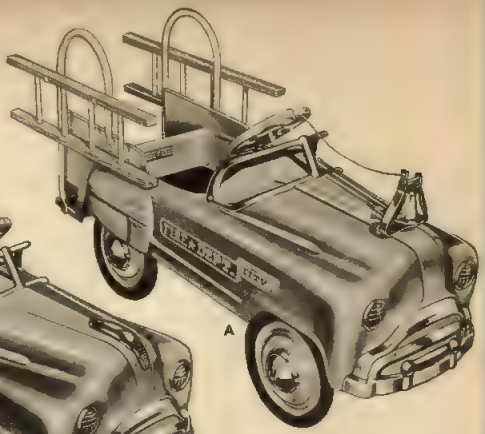
(D) TOWN AND COUNTRY WAGON. A real smoothie from front to rear. Cushioned semi-pneumatic molded tires for easy, comfortable riding. Heavy-duty black running gear. Handy removable interlocking steel stake panels. ½" round axles, "Congo" lifetime bearings. Bright red baked-enamel body. Gray enamel wheels and stake panels. Overall size: 41½" x 17" x 10". Wt. 48 lbs. F.O.B. Chicago.
21-6010-X-1325 (Each)
21-6010-X-1150 (6 or more) ..... Retail **18.95**

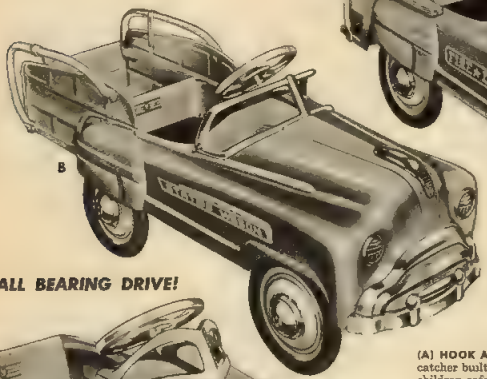
(E) RADIO SUPER COASTER WAGON. Smooth sailing is ahead on these 7" wheels. 1.25 super-balloon tires, lifetime bearings. Body size: 28" x 13" x 3¾". Finished in red baked-enamel. Black gear and handle. Wt. 18 lbs. F.O.B. Chicago.
21-6010D-R-420 (Each)
21-6010D-R-350 (12 or more) ..... Retail **5.95**

(F) AMERICAN BEAUTY WAGON. Small, safe and practical. Designed for the youngster ready for his first wagon. 5" wheels, ½" disc rubber tires, ¼" axles. Size: 20" x 10" x 13". Finished in red baked-enamel. Black gear and handle. Wt. 41 lbs. (6). F.O.B. Chicago.
21-6010B-R-795 (Sold only in cartons of 6). ..... Retail **1.79**

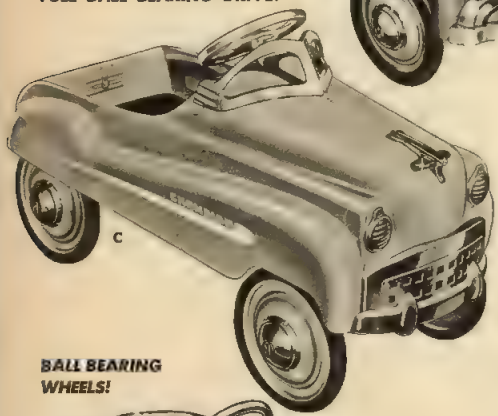
MURRAY PEDAL CARS

STARS OF 1954





FULL BALL BEARING DRIVE!



BALL BEARING WHEELS!

(A) HOOK AND LADDER FIRE TRUCK. A smooth-rolling eye-catcher built for long wear and safety. Designed to hold two children safely, it features a chrome-plated fire chief clang bell that sounds almost like the real thing, plus two detachable wooden varnished ladders. Ruggedly built of heavy gauge steel—a standout with its white enameled tubular hand rails, silver enameled bumper, white windshield and wheels. Rear platform step for "asst. fire chief," plated hub caps, ball bearing wheels and driving mechanism. Vermilion finish, white trim. 47" x 17". Wt. 40 lbs. F.O.B. Chicago.

21-6001-X-1697 (Each)
21-6001-X-1520 (12 or more) . . . Retail **24.00**

(B) "Pace Setter" STATION WAGON. A modern mechanical beauty designed to set the driving pace for the younger set. Sleek, modern lines. Safe and smooth ball bearing riding—a new model in both style and construction. Added feature is the tailgate that lowers to hold a passenger or a load. Equipped with a silver plated bumper, chrome ornament, white tubular hand rails and trim. Constructed of heavy gauge steel to withstand the roughest handling for years and years. 8" rubber-tired ball bearing wheels. Gold body, maroon panels. 47" x 17". Wt. 40 lbs. F.O.B. Chicago.

21-6001A-X-1620 (Each)
21-6001A-X-1470 (12 or more) Retail **22.80**

(C) "Champion" SPORT COUPE AUTO. Heavy gauge steel construction built to withstand loads of punishment—deep drawn fenders for that "like-real" look. Ball bearing driving mechanism for easier pedaling. Double disc ball bearing wheels with ⅝" solid rubber tires. Rubber block pedals. Fabric type seat pad for more comfortable riding. Chrome ornament, white enamel windshield. Light blue enamel body with white trim. 36" x 17"—a real "Champion" from bumper to bumper. Wt. 38 lbs. F.O.B. Chicago.

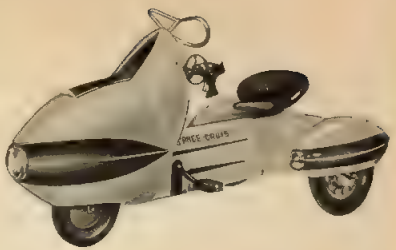
21-6001B-X-1078 (Each)
21-6001B-X-970 (12 or more). . . . . Retail **15.00**

(D) "Torpedo" DELUXE AUTO. The full ball bearing drive of the "Torpedo" makes it a juvenile car with big car "oomph." Smoothly blending lines designed in keeping with America's most beautiful cars . . . body is light gray enamel . . . seat and wheels in striking vermilion—a combination packed with eye magnetism. Heavy gauge steel used in body and undergear. Double disc 8" ball bearing wheels. Easier turning even in extremely small circles. Chrome plated bumpers, radiator, ornaments, port holes, headlamps and windshield. Fabric type seat pad. Effortless pedaling from ball bearing axle hangers and pull straps. 1" fancy tread solid rubber tires. Plastic bulb type horn. 39"x17" wide. F.O.B. Chicago.

21-6001C-X-1980 (Each) Wt. 39 lbs.
21-6001C-X-1794 (12 or more). . . . Retail **28.95**

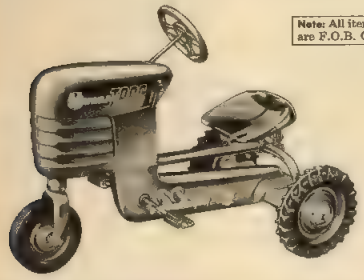
BOY'S DELUXE PARK CYCLE. 16″ multi-spoke wheels, 1¾″ semi-pneumatic rubber tires. Chrome plated trainer has 6″ steel disc wheels with ¾″ tires. Streamlined luggage carrier. Wt. 40 lbs.
21-6011-X-2310 (Each) **21-6011-X-2080** (6 or more) . Retail **32.00**

GIRL'S 16″ CYCLE. As above, less truss rods, light, carrier. 34 lbs.
21-6012-X-2050 (Each) **21-6012-X-1844** (6 or more) .Retail **28.95**



SPACE CRUISER. You can drive right "out of this world" with this exciting new space cruiser. Speedy, easy to operate chain drive; ball bearings on rear axle and pedal crank. Swivel type front wheel permits 360° turning. Rear wheels 10″x1.75″, front wheel 8″x1.25″ molded tires with nylon bearings. With a flying saucer gun that actually shoots and bucket seat. Red, white, yellow finish. 48″x27″ Wt. 50 lbs.
21-6016-X-2147 (Each) **21-6016-X-1968** (3 or more) . .Retail **29.95**

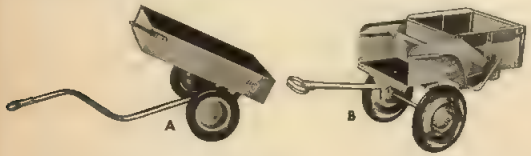
Note: All items on this page are F.O.B. Chicago



MURRAY PEDAL TRACTOR. Bicycle chain drive, with ball bearing action throughout. Tested, found ideal for children aged 3 to 7. Smartly designed, made from tubular heavy gauge steel. Vermilion baked enamel finish. Universal joint permits full 360° front wheel turn. All steel spring action seat is adjustable. 27½″x22″x38½″. Wt. 38 lbs.
21-6003C-X-2042 (Each) **21-6003C-X-1825** (6 or more). Retail **28.50**

CHAIN-DRIVE SENIOR TRACTOR. Steel frame, hood, chain guard. Saddle seat, puncture-proof semi-pneumatic tires. 28″x21″x40″ Wt. 34 lbs.
21-6003-X-1793 (Each) **21-6003-X-1620** (6 or more). .Retail **25.45**

TRACTOR JUNIOR. As above, except pedal drive. 24″x18″x36″. 25 lbs.
21-6003A-X-1310 (Each) **21-6003A-X-1192** (6 or more). Retail **18.95**



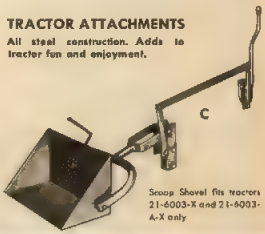
(A) DUMP CART. Handle raises, lowers body. Supports 100 lbs.
21-6003J-R-735 (Ea.) 14 lbs.
21-6003J-R-665 (6, more) **10.50**

(B) DUMP TRAC. Operates from seat. 33″x15½″
21-6003L-R-669 (Ea.) 16 lbs.
21-6003L-R-598 (6, more) **9.50**

(C) SCOOP-SHOVEL. Hand lever raises and lowers.
21-6003K-R-697 (Ea.) 14 lbs.
21-6003K-R-618 (6, more) **9.95**

TRACTOR ATTACHMENTS

All steel construction. Adds to tractor fun and enjoyment.

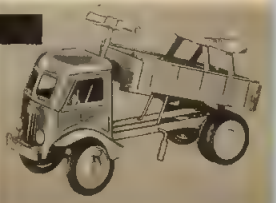


Scoop Shovel fits tractors 21-6003-X and 21-6003-A-X only

KEYSTONE "RIDE 'EM" TOYS

"RIDE-'EM" LOCOMOTIVE. Steel construction, with real-life details . . . cow catcher, ladder, catwalk, etc. Hand lever operates whistle. 28″x12½″ high. Wt. 16¼ lbs.
21-6227-1055 (Each)
21-6227-964 (3 or more) Retail **13.98**

"RIDE-'EM" DUMP TRUCK. Dump body raises on lever and tailgate opens to dump load. Tailgate locks automatically. All steel construction. 25″x 12″ high. Wt. 16 lbs.
21-6228-938 (Each)
21-6228-857 (3 or more) Retail **11.95**



VIKON CHAIRS...so practical in pairs

NEW "ANYWHERE" CHAIRS

For upstairs, downstairs, everywhere

Sturdy, beautiful arm chairs for comfort and color all over the house. Covered in tough, calf-grained Vinylite . . . soil and fingerprints wipe off with a damp cloth. Emerald Green, Lipstick Red or Lime Green. Seat, back and upholstered arms are firmly padded with new cotton felt . . . five-arch springs in seat increase comfort. Blond finished hardwood frame, 29½" high, 22" wide, 25" deep. Easily assembled, Wt. 22 lbs.

864-264 C1695 Specify color. Ea. **$23.95**

SERV-SET TABLES. Four folding tables with storage rack . . . handy for a host of occasions! All steel . . . sturdy, braced legs are brass-plated, Electro-plated tops are rustproof. 14"x17"x24" high. Choice of Beige top with colorful needle-point design, or solid Black top. 25 lbs.

874-024 C1195 Needlepoint. Set. **$16.95**
874-032 C1095 Black top. Set. . . . **14.95**

COMPANION SIDE CHAIRS

Accent your color scheme

Mix or match in pairs for living room, dinette or game table. Covered in the same hardy, washable, calf grained Vinylite plastic . . . the same clear, sun-bright colors . . . Lipstick Red, Emerald Green and Lime Green . . . as other chairs on this page. Styled with straight sides; two or more can be placed together for extra seating when necessary. Arch-spring seat cushioned with new cotton felt. Padded, curved back. Blond hardwood frame; 22x 25x29½" high. Easily assembled.

864-272 C795 Specify color. Ea. **$11.95**

PALETTE FIESTA TABLES. Set of four plus rack. Cleverly shaped like an artist's palette - a conversation piece that's immensely practical. Tops are 3-ply hardwood finished with alcohol and heat resistant lacquers. Hardwood legs. 13¾x18x17½" high. One each Yellow, Red, Chartreuse and Black top, with Black legs and rack.

874-008 C995 Set: 4 tables, rack. **$14.95**

COLORFUL OCCASIONAL CHAIRS

Use in pairs for bright accents

Attractive anywhere, practical everywhere. Handsomely covered in durable, work-lightening, washable Vinylite plastic in your choice of three vibrant colors . . . Lipstick Red, Emerald Green or Lime Green. Back and upholstered arms plumply padded with heavy layers of new resilient cotton felt . . . seat of sinuous, five-arch spring construction topped by same comfortable padding. Solid hardwood frame in a sunny blond finish. 30 inches high, 25 inches deep, 24 inches wide. Easy to assemble.

864-280 C1195 Specify color. Ea. **$17.95**

TEE-VEE TABLES. Set of three; stack one atop the other for storage. Modern Velwood top with Lune Oak finish--treated to be liquor, burn and stain resistant. Black wrought iron base 12x16" top. 24 inches high.

874-016 C995 Set of 3 tables **$9.95**

DECORATORS CHAIRS...really charming in pairs

ELEGANT FIRESIDE CHAIRS

So effective in pairs

Make a picture of your picture window . . . inside and out. Handsome flanking for a coffee table or fireside . . . decorative singly in your entrance hall, a reading corner. Biscuit-tufted, armless design. Comfortable seat 26" wide, 19" deep. Resilient cushionang, the result of inches-thick padding over nine-coil spring construction on a sturdy web and steel band base. Back 36" high. Mahogany finished hardwood frame. Wt. 85 lbs. From N. C.

Covered in rich, dense, glowing Velvet, Choose Flame Red, Silver Gray, Cardinal Red, Cedar Green, Rose, Gold or Emerald Green. Matching fringe boucle edging.
864-298 D4450 Specify color. Ea. **$59.95**

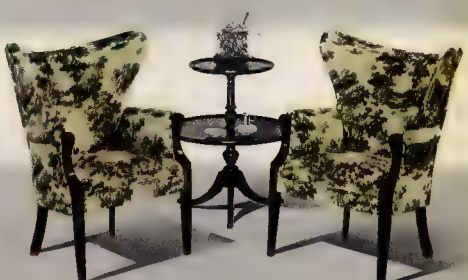
Covered in Antique Satin (rayon-cotton blend) in Forest Green, Lipstick Red, Gray, Chartreuse, Brown or Sage Green. Matching fringe boucle edging.
864-306 D3950 Specify color. Ea. **$54.95**

HANDSOME WING CHAIRS

So flattering . . . so useful

Wonderfully attractive . . . endlessly useful. Repeat their loveliness in pairs for balanced arrangements in front of the fireplace, at either side of tables . . . or use as occasional chairs in the living room. Singly, they're perfect for that hard-to-decorate spot in the bay window, corner or hall. The frame is made of kiln-dried hardwood . . . double doweled and corner blocked. All exposed parts are handsomely mahogany finished and hand rubbed. No-sag spring construction in the roomy seat, with cushiony cotton and sisal filling. Deeply padded back and arms. Antique nailhead and self-welt trim for added smartness. Covered in a striking, colorful scenic print that frames you in a picture background . . . adds pattern and color for greater emphasis. Choice of Green, Gray or Gold background. 30x29x37" high. Weight 40 lbs. Shipped from Kentucky.

864-314 D2950 Specify color. Ea. **$44.50**



CHANNEL BACK BARREL CHAIRS

Graceful in every line

A lot of chair for a little money. Impressive 18th century Georgian styling . . . a favorite for centuries because it's so truly comfortable, so exquisitely graceful. Chosen for a ladies' chair because of its flattering lines, a pair is almost a must, as the menfolk soon discover its deep-down lounging ease . . . besides, used in pairs as well-known decorators do, you can create a grouping of charm and distinction. Hardwood frame is doweled and corner blocked. Hand-rubbed mahogany finish on exposed parts. Spring seat construction with cotton padding, 29"x28" deep. Padded, channeled back. Ht. overall 36½ inches. Wt. 45 lbs. From Va.

Damask covering in Gray, Rose, Sage Green, Gold or Forest Green.
864-330 D2950 Specify color. Ea. **$39.50**

Matelasse covering in Claret Red, Forest Green, Gold, Rose, Sage Green or Toast.
864-322 D3450 Specify color. Ea. **$49.50**

THE PRINCESS ROYAL

Inspired by the romantic Victorian era, this charming chair is a tribute to your good taste wherever it stands. A classic reproduction in solid Mahogany, upholstered in soft, rich velveteen . . . at home in your traditional bedroom or beside an antique table. No-sag spring seat construction with foam rubber padding, foam rubber back . . . deeply and lavishly tufted. Lovely colors: Hunter Green, Lime, Cardinal Red, Gold, Gray, Sage Green or Raspberry. 20" wide, 22" deep, 35" high. 35 lbs. From R. I.

864-348 D3495 Specify color **$49.95**

CONTEMPORARY HOST CHAIR

A pair of these add elegance at your dining table or hearth side. Frames of selected solid hardwood in Mahogany or Blond finishes. 9-coil spring seat over web-and-steel band base . . . cushioned with resilient cotton filling. Rayon satin damask upholstery; Cardinal Red stripes on Beige with Cardinal Red velveteen back; Blue stripes on Beige, Gray velveteen back; Rose stripes on Beige, Rose velveteen back; Green on Beige, Green velveteen back. 22" wide, 19" deep, 36" high. Wt. 80 lbs. From N.C.

864-355 D3495 Specify color . . **$49.95**

BUTTON TUFTED PULL-UP CHAIR

Truly handsome . . and scaled for seating comfort whether it be the man of the house or his wife, who seeks relaxation in its cozy depths. The ideal chair to form the center of a conversational group. Seat padded with marvelous foam rubber . . . back padded with rubberized hair. Luxurious button tufting and smart edging add custom-like decorative notes. Fine boucle damask upholstery available in Hunter Green, Lime, Red, Brown, Coral or Toast, 28" wide, 19" deep, 35" high. Wt. 60 lbs. From North Carolina.

864-363 D4450 Specify color . . **$64.50**

MODERATE PRICE LOUNGE CHAIR

Years of restful relaxation at a moderate price . . . in this well-designed, well-constructed lounge chair. Doweled hardwood frame with fitted corner blocks. Cotton-filled spring back. Reversible coil spring-filled cushion on spring base. Mahogany finish legs. 38" deep, 30½" wide, 34" high. From Virginia.

Matelasse cover: Red, Hunter Green, Lime, Toast, Gold or Coral. (60 lbs.)
864-371 D3950 Specify color . . **$54.50**

Wool Frieze cover: Red, Hunter Green, Gray, Toast or Rose. Wt. 60 lbs.
864-389 D4950 Specify color . . **$69.50**

CHANNEL-BACK BARREL CHAIR

A smart extra chair you've been searching for to fill out a bay window group or odd corner. Comfortable spring-filled reversible cushion; no-sag springs in a cotton-filled back. Solid Maple frame, Mahogany finish. Brass nail heads and boucle accents. 30x29½x38" high. 55 lbs.

Patterned Boucle Matelasse cover: Specify: Coral, Red, Toast, Gold, Sage Green or Hunter Green.
864-405 D4950 From Virginia . **$69.50**

Matelasse cover: Specify Hunter Green, Sage Green, Toast, Red, Coral or Gray.
864-397 D6950 From Virginia . **$99.50**

LADIES' DEEP-FRINGED LOUNGE

So perfectly proportioned, so beautifully finished, it's become a favorite with the ladies. You'll admire the button tufting, channel arm rests and lavish fringing . . admire too the comfort of a large T-cushion packed with yielding coil springs on a hand-tied coil spring base. 29x22 x32½" high. From North Carolina.

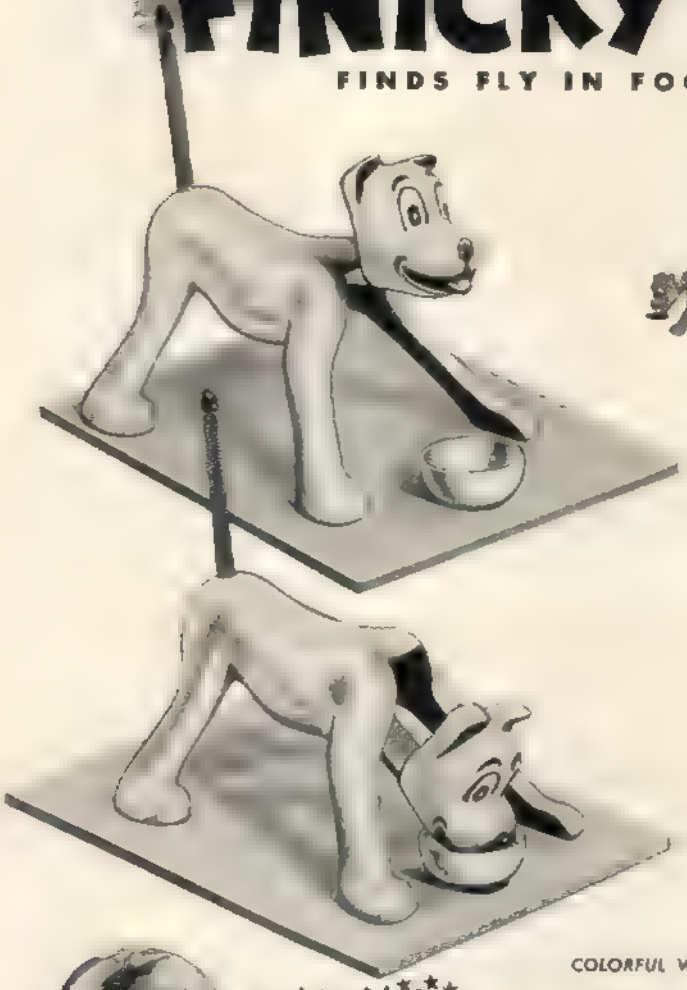
Matelasse cover: Red, Gold, Brown, Hunter Green or Sage Green. 100 lbs.
864-421 D6450 Specify color . . **$89.50**

Cotton and Rayon Nubby cover: Persimmon, Red, Toast or Sage Green. 100 lbs.
864-413 D6950 Specify color . . **$99.50**

THERE'S NOTHING LIKE IT
... IT'S BRAND NEW!

FINICKY FIDO

FINDS FLY IN FOOD AND FLIPS!



it's a Toy!
it's a Trick!
it's a Game!

Kids use him for play;
Dad uses him for doodling;
Everyone uses him for tricks;
The family uses him for games.
Made of high impact plastic. Approximately 3" tall. He stands on a display card which has attached a small dog dish with "food." Press his head into dog dish, take your finger away and a moment later he will somersault into the air ..and he lands on his feet!

● TO PLAY THE GAME

Follow directions on bottom of the card base. You can have fun with him with or without using the food pan. Gain skill by the way you press his head down and release for the flip.

ASSORTED COLORS
BP-550 - 59c Retail
Packed 2 dozen to carton
Weight 3 lbs.

COLORFUL WINDOW STREAMER PACKED IN EACH CARTON

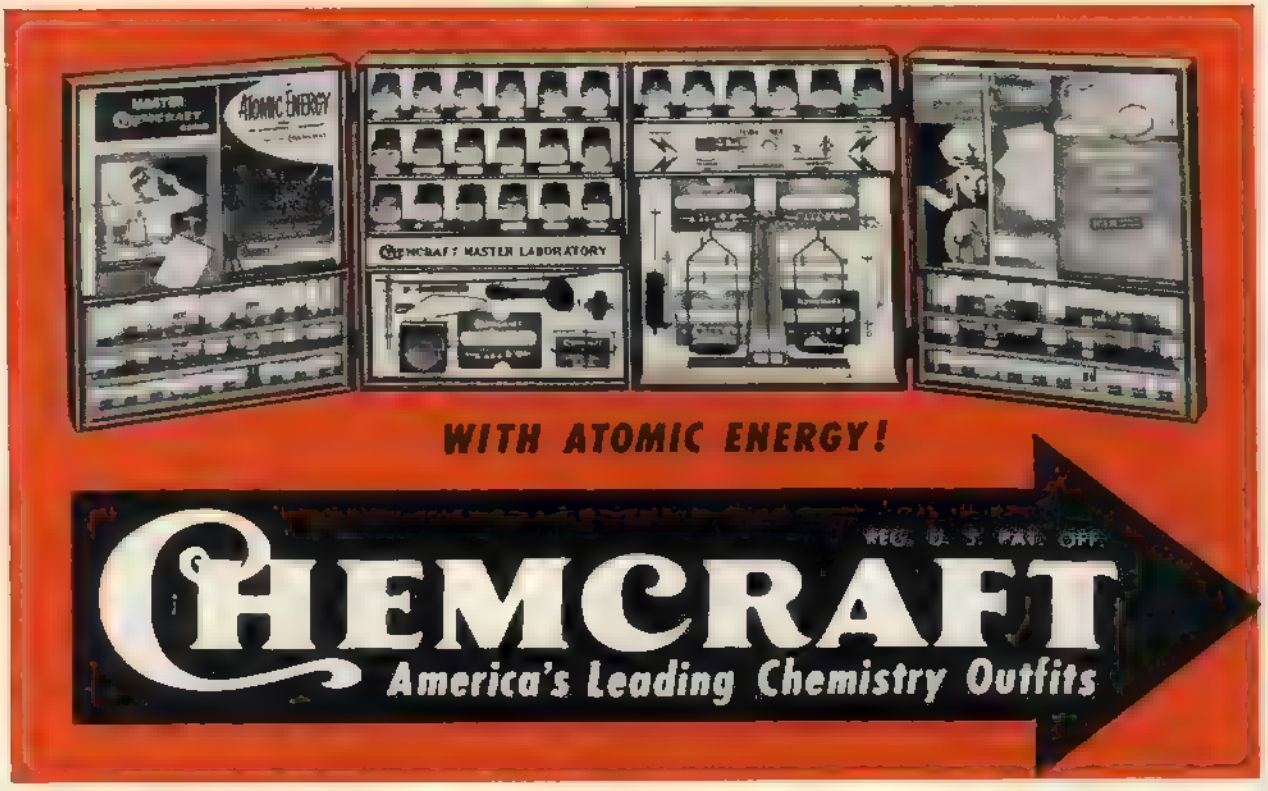
...for Kids
...for Adults

PRESS HEAD INTO FIDO'S FOOD . . . THEN WATCH HIM SOMERSAULT!

Beemak Plastics

4462 EAST WASHINGTON BOULEVARD
LOS ANGELES 23, CALIFORNIA

SEE US IN ROOM 1103 HOTEL NEW YORKER
during "TOY FAIR"



WITH ATOMIC ENERGY!

CHEMCRAFT

REG. U. S. PAT. OFF.

America's Leading Chemistry Outfits

SEE THE BIGGER, BETTER

THE PORTER MICROSCOPE LINE is renamed MICROCRAFT

MICROCRAFT outfits for this year have been redesigned . . . featuring new and improved microscopes. Every outfit looks rich, and is packaged to attract the eye and arouse interest.

CASH IN ON THE GROWING SCIENCE MARKET!

All Microcraft Microscopes are precision-built and equipped with lenses giving the best range of magnification.

Microcraft Microscopes contain three or more ground and polished lenses giving clear magnification without eyestrain or distortion.

Special Features

Microcraft Microscopes have large, fully rotating mirrors for best light and good vision . . . adjustable tilting joints for convenient positioning . . . spring stage clips for properly holding slides.

Functional Cabinets

Cabinets of wooden construction have large, utility designed compartments and drawers. Materials won't fall out. A workable *extra* with real sales appeal.

Patented Construction

Microcraft Microscope barrels can't wobble while being focused because of exclusive patented velvet touch 3-point suspension.

THE ONLY REALLY PROFESSIONAL microscope outfits . . . made expressly for use by today's young scientists. You don't take chances with customer good will when you display this basic scientific instrument. Feature the finest . . . Microcraft!

THE PORTER CHEMICAL COMPANY
HAGERSTOWN, MARYLAND

New York Office: Monroe Osten, Room 405
200 Fifth Ave., New York 10, N. Y.

Pacific Coast Office: Wm. E. Collin
656 S. Los Angeles St., Los Angeles 14, Calif.

FOR 1954, The Porter Chemical Company has redesigned its popular outfits to help you cash in on a larger share of the ever-growing young science market. CHEMCRAFT outfits for 1954 are *bigger* than ever before. They contain more chemicals and apparatus, to build customer satisfaction and good will.

CHEMCRAFT APPEALS TO MODERN YOUNGSTERS MORE THAN EVER BEFORE!

Atomic Energy—Newest, most sensational feature today . . . a Chemcraft first.

Illustrated Chemistry—An exclusive Chemcraft development in three sections—Bryan Chemical Illustrators; "The Story of Chemistry"; Chemcraft Chemistry Charts.

Complete Manual Series

A series of the most complete, interesting and accurate books ever written for boy and girl chemists . . . Many more experiments.

Glass Blowing—Shows how to form and blow glass and construct chemical apparatus.

Chemcraft Chemical Magic—Explains how to give a complete Magic Show with many mysterious chemical magic stunts.

More Chemicals

Each is labeled with name and formula of chemical as well as number.

Lab Designed Cabinets

A sturdy chemical workshop. Divided shelves keep chemicals and apparatus from falling out! Stands securely. Professional appearance builds sales interest.

Quality Apparatus

Real Laboratory Apparatus—Carefully chosen and correctly designed for the amateur experimenter.

IN THIS AGE OF CHEMISTRY, young experimenters deserve only the finest equipment and materials. Chemcraft is the trademark of America's original and best known chemistry outfits. You're always SAFE, and you're SURE of happy, satisfied customers when you recommend CHEMCRAFT.

SEND FOR COMPLETE NEW CATALOG

A complete new catalog, detailing the entire PORTER line for 1954 is available free upon request. Write to: The Porter Chemical Co., Hagerstown, Maryland.

MOST EXPERIMENTS FOR THE MONEY!

PORTER LINE FOR '54!

YOU'LL BE EXCITED TOO

ABOUT THE NEW CHEMCRAFT & MICROCRAFT OUTFITS

Youth is excited about today's fast moving world of science. Cash in on that excitement. Turn this page and read about the new PORTER super sciencecraft line and how it can mean BIG PROFITS to you!

NOW **More Liberal Credit Terms**

See Page 273

Passenger coaches electrically lit

1

1 DELUXE 6-UNIT TWIN DIESEL FREIGHT!

- Scaled-to-size plastic engine and cars—almost 5 ft long!
- Heavy duty remote control motor. Automatic uncoupler
- A realistically detailed replica of Santa Fe diesel!

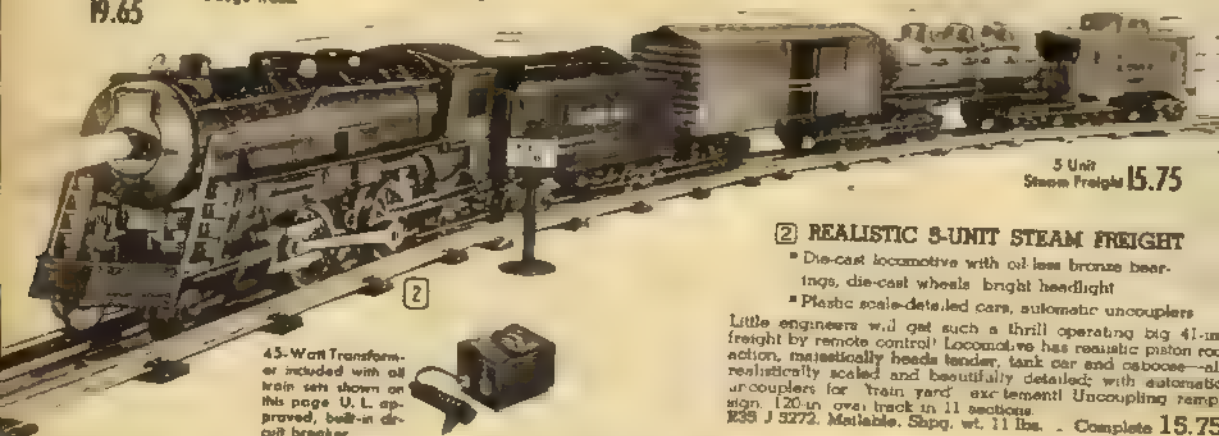
Right on schedule for Christmas! Giant 2-unit locomotive with oil-less bronze bearings, die-cast drive wheels -rivet detailed tank car drop end gondola box car and caboose Run it forward, backward, slow or fast—by remote control! 174 inches of track, incl. uncoupling ramp. 45 Watt U.L. approved transformer with extra post for electric accessories
R35 J 5274 Mailable. Shipping weight 14 lbs. Complete **19.65**

TWIN diesel passenger 3 electrically lighted steel coaches
R35 J 5273. 152 in. oval track. Mailable. (14 lbs.) . . Complete 19.6

Complete **19.65**

All "O" Gauge trains

Figure 8 track 174 inches long!



5 Unit Steam Freight **15.75**

2 REALISTIC 5-UNIT STEAM FREIGHT

- Die-cast locomotive with oil-less bronze bearings, die-cast wheels bright headlight
- Plastic scale-detailed cars, automatic uncouplers

Little engineers will get such a thrill operating big 41-in freight by remote control! Locomotive has realistic piston rod action, majestically heads tender, tank car and caboose—all realistically scaled and beautifully detailed; with automatic uncouplers for 'train yard' excitement! Uncoupling ramp sign. 120-in. oval track in 11 sections
R35 J 5272. Mailable. Shpg. wt. 11 lbs. . Complete **15.75**

2

45-Watt Transformer included with all train sets shown on this page U. L. approved, built-in circuit breaker.

5-Unit Twin Diesel **12.25**

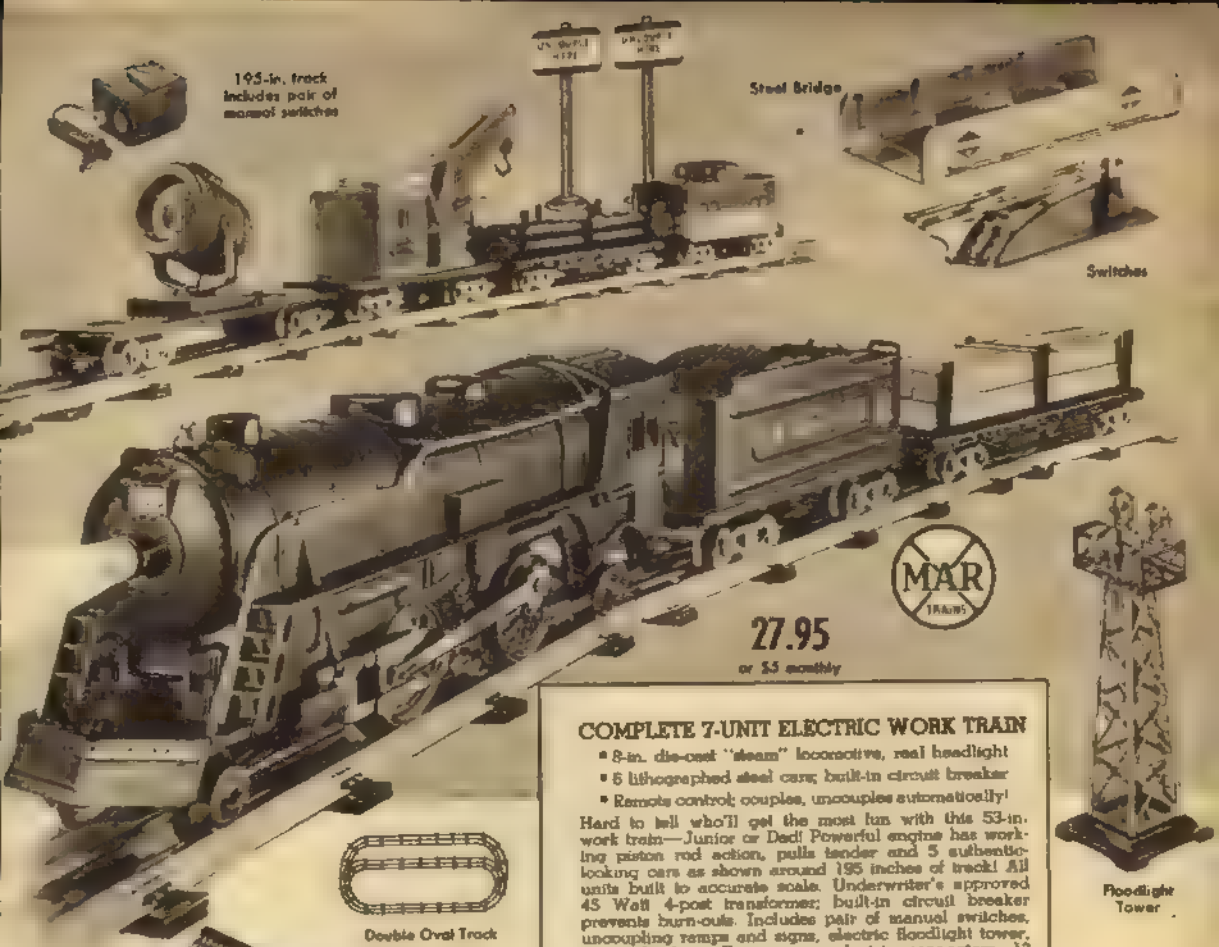
3 5-UNIT TWIN DIESEL FREIGHT Sleek, modern twin diesel whips around the bend, powerful headlight cuts through the 'night' with thrilling realism! Speedy locomotive equipped with oil-less bronze bearings, die-cast wheels, heads box car with sliding doors high side gondola and caboose. Shining lithographed steel freight 43-in. overall! Runs fast or slow, backs up—all by remote control! 12-section track forms 120-inch oval
R35 J 5271. Mailable. Shipping weight 10 lbs. .Complete **12.25**

3

5-Unit Freight **9.69**

4 5-UNIT ECONOMY STEAM-TYPE FREIGHT Schedule the "Holiday Limited" for your boy this Christmas. High impact plastic locomotive and tender, minutely detailed oil-less bronze bearings give long lasting service. Engine heads realistically detailed, lithographed steel hopper car tank car and caboose 36-inch train. 102 inch oval track, 8 curved, 2 straight section, operates by remote control! 45 Watt U.L. approved transformer
R35 J 5220. Mailable. Shipping weight 8 lbs. . . .Complete **9.69**

4



27.95
or $3 monthly

COMPLETE 7-UNIT ELECTRIC WORK TRAIN

- 8-in. die-cast "steam" locomotive, real headlight
- 6 lithographed steel cars; built-in circuit breaker
- Remote control; couples, uncouples automatically!

Hard to tell who'll get the most fun with this 53-in. work train—Junior or Dad! Powerful engine has working piston rod action, pulls tender and 5 authentic-looking cars as shown around 195 inches of track! All units built to accurate scale. Underwriter's approved 45 Watt 4-post transformer; built-in circuit breaker prevents burn-outs. Includes pair of manual switches, uncoupling ramps and signs, electric floodlight tower, girder bridge, all necessary electric connectors. 13 straight track sections, 10 curved track sections. 110-120 volts 60 cycles AC.
R35 J 5251 Malleable. (19 lbs.).....Complete 27.95

Double Oval Track

Floodlight Tower

REALISTIC ACCESSORIES FOR ANY O-GAUGE TRAIN

[1] TRAIN Crossing! Gate automatically drops plastic figure emergee with 'Stop' sign goes up when train crosses. Steel house, plastic gate crossing Platform 9 in Connections incl (3 lbs.)
35 J 5210 3.79

[2] ELECTRIC Switches. Separate push button panel operates switches from central control. Left, Right hand switches (2 lbs. 13 oz.)
35 J 5254 Pair 6.79
Manual Switches. (1 lb. 13 oz.)
35 J 5255 Pair 2.95

[3] 6 STRAIGHT electric tracks; "O" gauge 8⅞ in. long, tin plate rails, 3 Black enamel cross ties Sh wt 9 oz.
35 J 5278. 6 for 1.08
6 CURVED tracks. 10½ in. 3 ties (8 oz.)
35 J 5279. 6 for 1.08

[4] 75 WATT transformer Reverse control lever changes direction while train is standing still 8 to 13 Volt train post, 13 volt accessory post Circuit breaker. Air cooled base Shpg wt 4 lbs. 14 oz
35 J 5209. 9.45

[5] ELECTRIC SWITCH Tower. As train approaches, switchman with flag automatically comes out door, another moves train window to control lever. Realistically scaled in colored plastic, approx 8 in high, 7 in. wide with stairs. All necessary connectors and clips included.
35 J 5249 (1 lb. 5 oz.) 3.79

[6] FLAG 'EM DOWN" on Red wave 'em thru" on Green. Revolving beacon alerts engineer. He'll have fast-action fun making lightning responses as the train roars by the beacon. Realistic plastic girder, metal ladder, 13¼ in. high; connectors, all necessary wires included. Shipping wt. 1 lb.
35 J 5206 . . . . . 1.87

[7] BELL SIGNAL. Bell rings as train approaches, keeps ringing until train passes intersection. Attractively finished steel construction. Operates directly off track; complete with transformer. Approx 8-in. high. Just the item to round off his electric train accessories!
35 J 5245 (10 oz.) 1.87

NOW—MORE LIBERAL MONTHLY TERMS—SEE PAGE 273

All trains take "S" gauge track and accessories

50-watt Transformer for operating train and [illegible]

Finest worm-drive motor; pulls uphill, can stop on a steep hill

Real 2-rail "T" shape track—more traction, power!

Knuckle couplers; open by remote control, locks [illegible]

1 "SILVER COMET"—8 UNIT Diesel Work Train. Your boy's dream train—whizzing its way to his most unforgetable Christmas ever! Beautiful set 54 in. long overall. Blue and Silver plastic Alco "Diesel" has real headlight, remote directional control—forward and reverse! Famous American Flyer power pulls upward, worm drive motor starts and stops instantly. Die-cast metal work cars include cable carrier, log car, work car and floodlight car. 14-pc. 140 in. oval interlocking track. Knuckle couplers electrically controlled. 50-watt 3 post transformer and instruction manual is included. Postpaid.
R35 J 5228. . . . . Complete **39.95**

2 "MOUNTAINEER"—8 UNIT Steam Work Train. "Smoke" with realistic red glow, "choo choo" sound! Powerful 4-6-2 wheel arrangement, "steam" locomotive with tender, heads 6 freight cars—54 in. long overall—all scaled-to-size pieces! 14-pc. 140 in. track, remote control uncoupler, extra smoke capsules, 50 watt transformer, instr. incl.
R35 J 5229. Postpaid. 8-Unit Set **37.50**

"THE ARROW"—6-UNIT Steam Freight. (Not shown.) 49 in. long overall. Features as above except no smoke unit. 4-6-2 engine, tender, 4 freight cars and 120-inch track are included.
R35 J 5230. Postpaid. 6-Unit Set **27.95**

3 8-UNIT MECHANICAL FREIGHT—outstanding Christmas buy! 35 inches overall length. Long-running clock spring motor powers realistically lithographed steel "diesel" engine, 4 cars. 176-in. figure-8 track with plastic cross-over. Includes 6 plastic telephone poles, crossing gate with lantern that raises and lowers. Mailable.
35 J 5265. (4 lbs. 13 oz.) . . . . . Set **4.89**

4 4-UNIT WIND-UP TRAIN about 29 in. long. Lithographed steel locomotive, 3 cars whizz around 102-in. oval track. Headlight (battery not included) clock spring motor. Governor, brake.

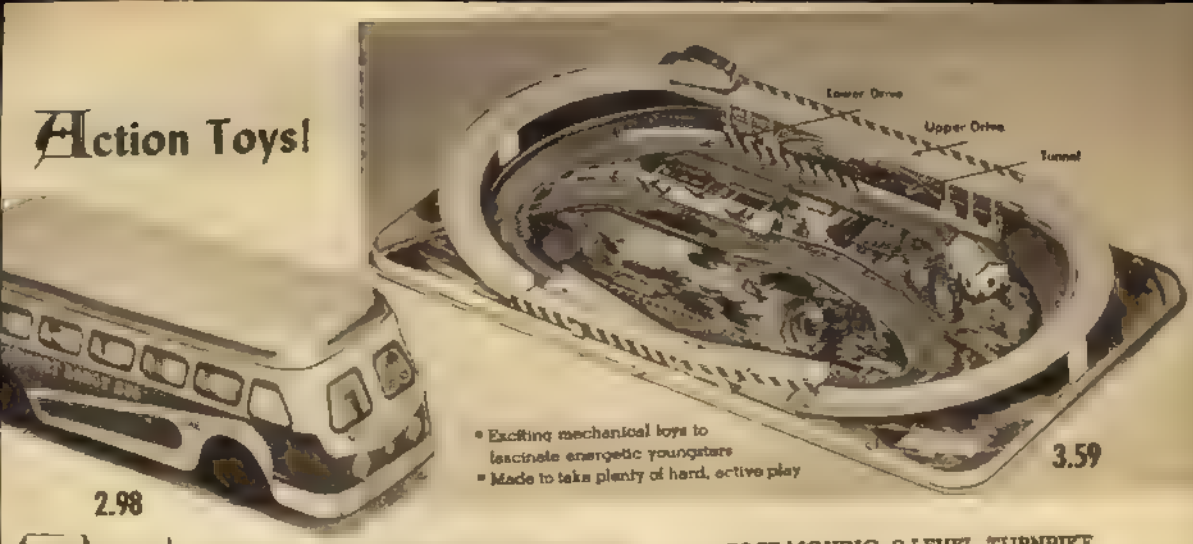
FREIGHT TRAIN. Realistically detailed engine, tender, gondola and caboose.
35 J 5266. Shpg. wt. 3 lbs. 6 oz. . . . . Set **2.98**

PASSENGER TRAIN. Engine, tender, 2 coaches.
35 J 5267. Shpg. wt. 3 lbs. 6 oz. Set **2.98**

5 5 FEET OF BACKGROUND Panorama brings thrilling realism to train sets. Includes city, mountains and forest—all in full color on high quality laminated pulpboard. 5 stand-up buildings, 2 bridges, 5 cross ties, 4 billboards, 10 road signs, crated freight—will remain upright. Brings "life" to any train set; easy to assemble. 60x12 in. high.
35 J 5227. Mailable. (4 lbs.) **2.69**

 NOW YOU HAVE MORE LIBERAL MONTHLY PAYMENT TERMS—SEE PAGE 273

Action Toys!



2.98

- Exciting mechanical toys to fascinate energetic youngsters
- Made to take plenty of hard, active play

3.59

MYSTERY ROBOT BUS—A PATHFINDER!

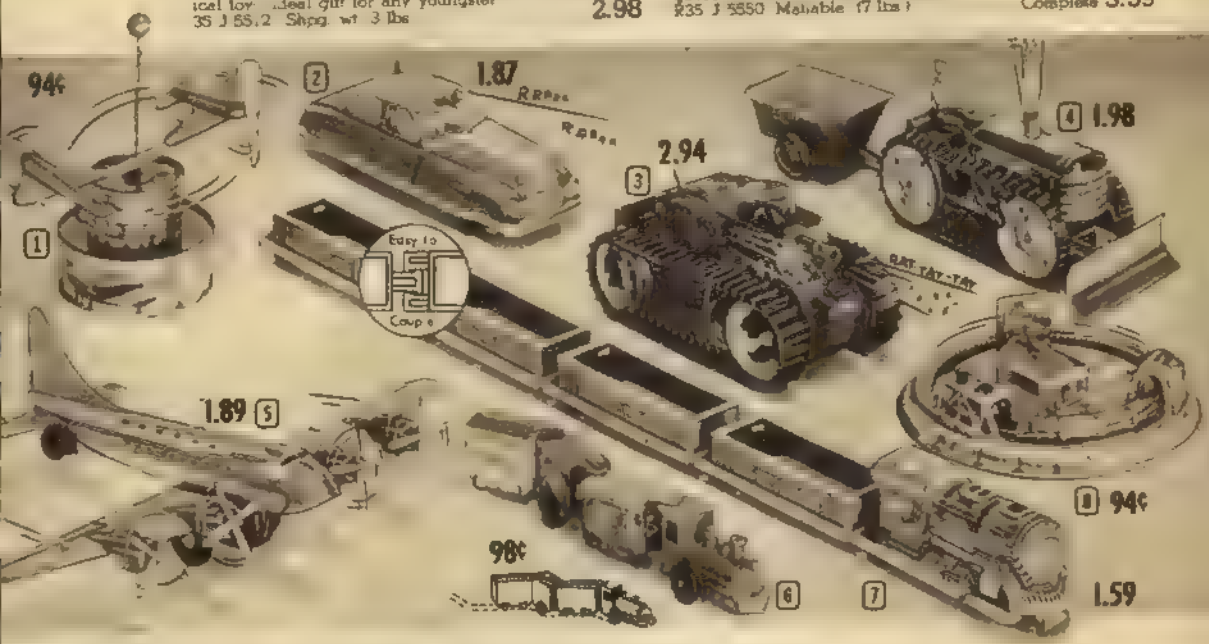
- Nothing blocks its path—it finds another route!

You'll think it's driven by human hands. If bus bumps objects it automatically turns, goes another direction. Strong clock spring motor with stop-and-go switch safety no-overwinding feature. Lithographed steel bus is 14½x4½ in. wide; 4 rubber tires. Exciting mechanical toy. Ideal gift for any youngster.
35 J 55.2. Shpg. wt. 3 lbs. **2.98**

FAST-MOVING 2-LEVEL TURNPIKE

- 3 manual switches direct car as it speeds along highways!

Exciting action. Kiddies will have great fun watching speedy miniature auto race around curves on lower level, through tunnel or around it, pass toll gate, service station, on to upper runway and down again! Lithographed base, 27x15 in. long. Sturdy steel auto has a long-running clock spring governed motor for extra mileage.
R35 J 5550. Mailable (7 lbs.) Complete **3.59**



1 MECHANICAL AIRPORT. Propellers whirl as 2 airplanes zoom round and 'round up and down spiral shaft. Brightly lithographed. Long running spring motor. Approx. 9 in. high, 5 in. diam.
35 J 5566. (1 lb.) ..... **94¢**

2 "FIRE CHIEF" CAR. Siren wails, flashing light clears way as Red car speeds along. Lithographed steel. Long running spring wind motor, start-stop switch. 11 in. long. (Battery not included.)
35 J 5832. (2 lbs.) **1.87**

3 CLIMBING TANK. Climbs inclines, over obstacles. Rat-tat-tat gun shoots sparks, cannon recoils. Lithographed Brown-Green steel, rubber treads. Clock spring motor. Abt. 9x6x5 inches high.
35 J 5137. (2 lbs. 8 oz.) **2.94**

4 TRACTOR TRAILER. Harmless sparks fly when rubber treaded steel tractor pulls trailer up steep grades. Removable driver, snow plow, leveler. Clock-spring motor on-off switch. 17 in. long.
35 J 5124. (1 lb. 12 oz.) **1.98**

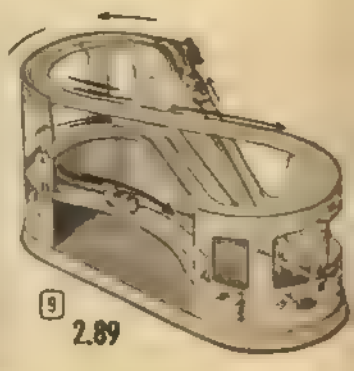
5 ACTION PLANE. Propellers spin, siren wails as 4-motored passenger plane "buzzes" across floor. Realistically detailed lithographed steel, 14 in. long, 18 in. wing span. Friction motor.
35 J 5536. (2 lbs. 8 oz.) **1.89**

6 DISNEY EXPRESS. Tickles youngsters as it zig-zags crazily across floor. Plastic locomotive with 3 lithographed metal cars, 12½x2x2½ inches high. Long-running clock spring motor attached key.
35 J 5553. (2 lbs.) ..... **98¢**

7 MECHANICAL TRAIN chugs 4 gondola cars across floor. Easy for tots to couple cars. Gaily lithographed steel, wooden wheels. Spring wind motor. 37 in. long.
35 J 5117. (1 lb. 10 oz.) **1.59**

8 HONEYMOON EXPRESS. Streamlined train runs under bridges, past lithographed landscapes on circular steel track. Spring wind motor on off switch. 9 in. diam.
35 J 5531. (1 lb. 7 oz.) **94¢**

9 SKI RIDE. Skiers careen down hill at break-neck speed—lift takes them up again. Wheels spin, bell tinkles. Clock spring motor. Lithographed steel. 19 in. long. Mailed.
R35 J 5567. (5 lbs.) ... **2.89**



NOW YOU HAVE MORE LIBERAL MONTHLY PAYMENT TERMS—SEE PAGE 272

10TH ANNIVERSARY

THE

BIG LINE

FOR

BIG SALES

PACIFIC INTERMOUNTAIN EXPRESS—409

SEARCHLIGHT TRUCK—407

IN *1954*

PACIFIC INTERMOUNTAIN EXPRESS—409. More life-like than ever before, the P.I.E. for '54 still dominates the highways of imagination. Massive polished aluminum trailer body, new latest model features, new long-hooded Mack cab with Mack insignia, cab top air horn and I.C.C. riding lights. Length 29". Weight 11 pounds. Packed 6 to master shipping carton.

SEARCHLIGHT TRUCK—407. Premiered in last year's line, this famous truck is now a single handsomely-designed unit, with new cab and color scheme. Full turning and tilting off-on searchlight (batteries not included) plus '54 Mack Truck features. A star play value for movie-minded youngsters. Length 18½". Weight 7 pounds. Packed 6 to master carton.

SMITH-MILLER

Famous Trucks in Miniature

MINIATURES OF GIANTS OF THE HIGHWAY

PHOTOGRAPHIC

AERIAL LADDER—410

BEKINS VAN—405

SILVER STREAK—405

AERIAL LADDER—410. A four alarm sensation with every fire-loving kid, this dashing vehicle's towering ladder tops 4 feet when extended on its rotating base. Blazing red, gold and aluminum finish. Length 36". Weight 13 lbs.*

BLUE DIAMOND—408. Action-loaded replica of the highway heavy duty hauler of roadbuilding materials. Restyled to authentic Mack '54 specifications. Realistic hydraulic lift feature adds to play possibilities. Length 18½", Weight 7½ lbs.*

DUMP TRUCK WITH SCOOP—403. Just what construction-minded kids have been calling for—a dump truck to scoop up sand, gravel, or rocks and load itself! Triple action realism—a sand-pile sensation. Length 14". Weight 5 lbs.*

BEKINS VAN—405. "Fast-moving" model of the nationally familiar furniture van. Big enough to move a double doll house full of furniture! Full-opening door provides easy loading access. Length 29". Weight 10 lbs.*

LUMBER TRUCK—404. A sturdy 6-wheel lumber truck, with big load of smooth-edged lumber, rollers, removable chains, and loading bars. Length 19". Weight 6 lbs.*

LUMBER TRAILER—404T. Sold separately, this tandem trailer may be attached to the Lumber Truck, making a timber hauling combination that can't be beat! Length 17". Weight 4 lbs.*

SILVER STREAK—405. The glittering glamour truck, with 14 rubber-tired wheels, plenty of toy load and weight capacity for rugged action-play. A happy combination of business and beauty. Length 28". Weight 8½ lbs.—

PRINTED IN U.S.A.

BROUGHT TO LIFE WITH

REALISM!

AUTHENTIC MODELS WITH REAL WORKING ACTION

BLUE DIAMOND—408

DUMP TRUCK WITH SCOOP—403

LUMBER TRUCK—404

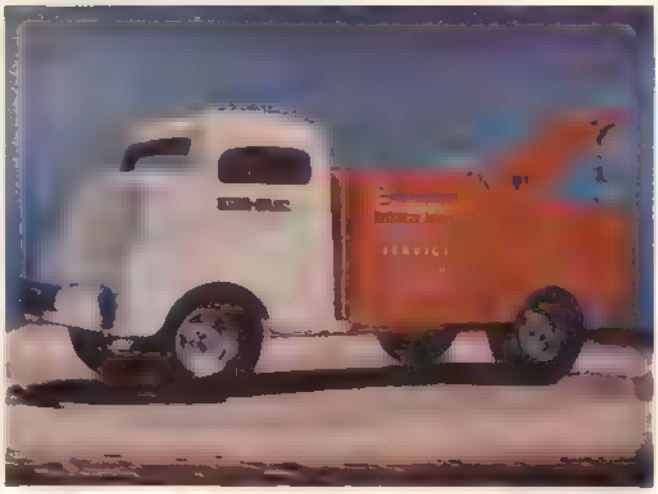
LUMBER TRAILER—404T

SMITH-MILLER "FEATURE ATTRACTIONS" FOR '54

- Completely New, 1954 Model, Mack Truck Tractor and Cab, with New Mack Insignia and Long-Nosed Hood.
- All Metal Edges SMOOTHLY ROUNDED For Safe Play.
- New Polished Headlamps, Air-Horn, and Riding Lights.
- New Five-Spoke Wheels and Polished Twin Gas Tanks.

*Packed 4 to master shipping carton. #Packed 6 to master shipping carton

10TH ANNIVERSARY



TOW TRUCK—401. The vital emergency vehicle for righting "wrong turners" or recovering ditched trucks. With crane, rope cable and hook. Big in play value! Length 15". We ght 3½ lbs. Packed 12 to master shipping carton.

DUMP TRUCK—402. Heavy duty earth mover, with extra sturdy dump body. Ra sing body by rack and pinion discharges 'load" thru self-operating tail gate. Length 11½". We ght 3½ lbs. Packed 12 to master shipp ng carton.

SMITH-MILLER's striking new cab and other spectacular details bring these miniature giants of the highway to life with *photographic realism*! Thus, every SMITH-MILLER provides a greater stimulus to young imaginations, just as SMITH-MILLER Toy Trucks "roll" longer and are cherished longer than ordinary toys. This year's 10th Anniversary line

Every SMITH-MILLER Truck is equal to two or three ordinary toys—and every sale of a SMITH-MILLER is equal to the sale of two or three other toys! With the new SMITH-MILLER eye-appeal that's photographically real, you sell more SMITH-MILLER trucks faster and easier than before! Remember—

THE MOST FAMOUS NAME IN TOY TRUCKS

SMITH-MILLER

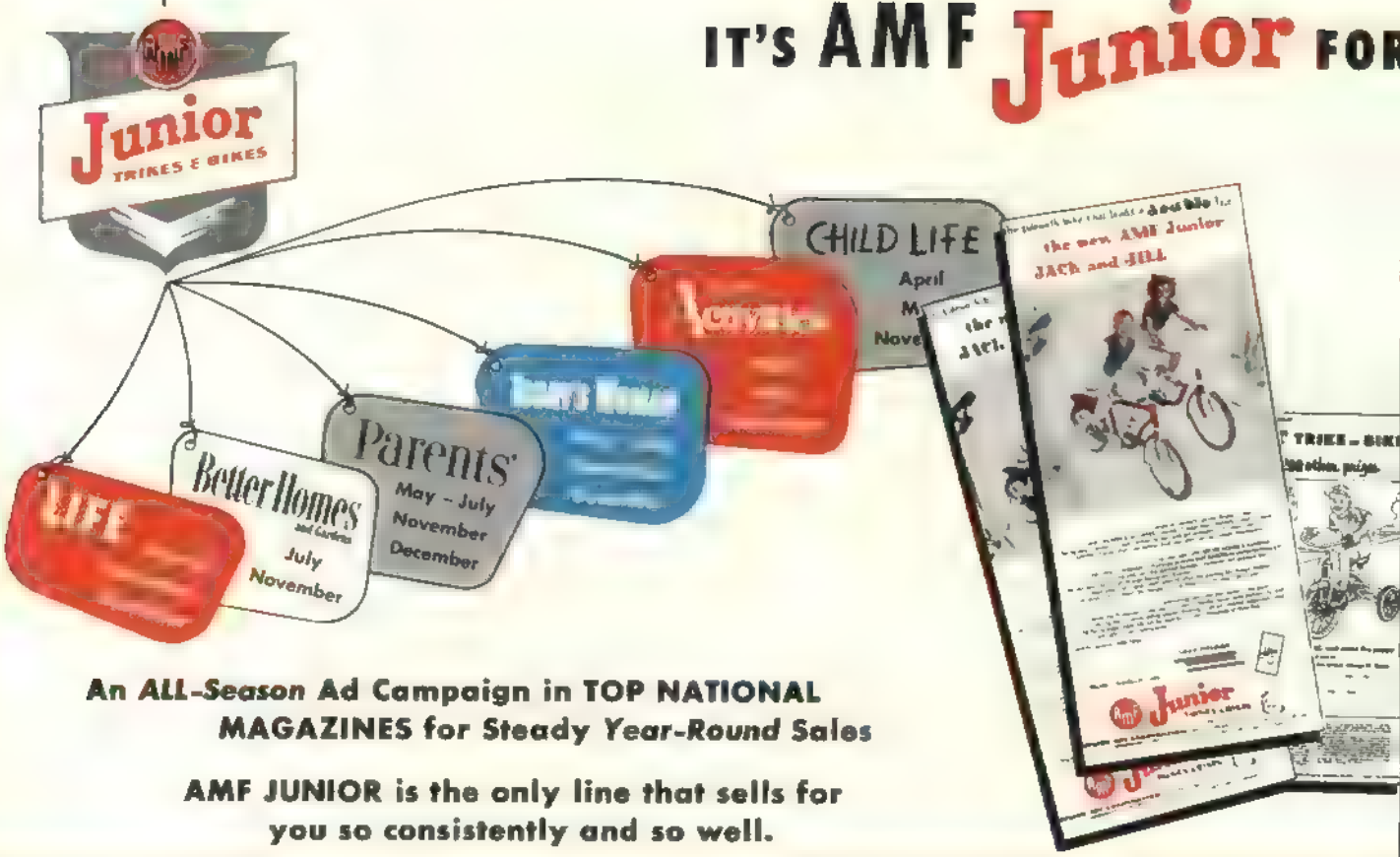
SMITTY TOYS

2932 Nebraska Avenue — Santa Monica, California

Factory Representatives:

WEINBERG-WEIL	200 Fifth Avenue, Room 424, New York 10, New York
THE DENNIS COMPANY	1069 Briarcliff Road, N. E., Atlanta, Georgia
PAUL S. BURG	6122 North Hamilton Avenue, Chicago 45, Illinois
LESLIE E. TAYLOR	Merchandise Building, Minneapolis, Minnesota
McDONALD & SHAW	Southland Hotel, Dallas, Texas
THE MOUNTAIN STATES SALES COMPANY	210 Mining Exchange Bldg., Denver, Colorado
WARD FRANCIS COMPANY	Terminal Sales Building, Seattle, Washington
WARD FRANCIS COMPANY	1533 Wilshire Boulevard, Los Angeles, California

IT'S AMF Junior FOR



An *ALL-Season* Ad Campaign in TOP NATIONAL MAGAZINES for Steady *Year-Round* Sales

AMF JUNIOR is the only line that sells for you so consistently and so well.

Flashing new designs...

MORE APPEAL, MORE MODELS IN SIDEWALK BIKES

New JUNIOR "Jack and Jill" convertible sidewalk bikes feature removable cross bar. These bikes quickly convert from boy's to girl's model and back again! With "Jack and Jills", you're really selling two bikes for the price of one. Beautiful styling, strong construction and exclusive play features give your customers even more for their money. Shown are two of JUNIOR'S complete line of regular and convertible sidewalk bikes.

NO. 816 "JACK and JILL" DELUXE SIDEWALK BIKE

Convertible from boy's to girl's model. Quality in every detail. 16-inch wheels. Cushion-ride balloon type puncturepreof tires. Chrysler Oilite bearings in wheels and crankhanger never need oil. "Rocket" knuckle guards and streamers add a racy, modern look. Sparkling chrome on handlebar, truss rods, fender shield and seat scuff rail.

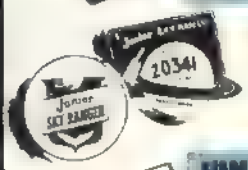
NO. 824 "JACK and JILL" SIDEWALK BIKE

New—a 14-inch convertible! Self-lubricating wheel and crank hanger bearings, coil-spring saddle, balloon type puncturepro tires. Rocket knuckle guards, luggage rack and basket are ad tional quality features. Chrome plated handlebar. In JUNIOR beautiful new "Horizon Blue."

THE BEST-SELLING LINE • THE BEST PROMOTED LINE

3 EXCITING PROMOTIONS! TO SELL AMF JUNIOR TRIKES AND BIKES FOR YOU *all year long!*

JUNIOR COLORING CONTEST hundreds of wonderful prizes! Breaks in April CHILD LIFE and CHILDREN'S ACTIVITIES—extends through May. Perfectly timed to spark Spring sales. Contest will reach millions of boy and girl prospects—will make them more JUNIOR conscious than ever before. And your store can be Contest Headquarters!



JUNIOR BIRTHDAY PROMOTION—6 big color ads—LIFE, BETTER HOMES & GARDENS, PARENTS' and TODAY'S WOMAN—will strongly promote AMF JUNIORS as perfect birthday gifts. Scheduled for May, June and July, the JUNIOR Birthday Promotion will produce day-in, day-out sales for you all through Spring and Summer!

And to boost sales even higher—AMF JUNIOR offers the exciting Sky Ranger Emblem for shirt or jacket and the Metal Sky Ranger License Plate *free* with every Sky Trike!

JUNIOR CHRISTMAS PROMOTION—8 dominating color ads plus space in the giant LIFE Christmas Toy Promotion! These ads will create a terrific, nation-wide demand for AMF JUNIORS during the Christmas selling season. Running in all six national magazines listed on the facing page, these ads will be read by millions. Thousands of these fine prospects are right in *your* trading area!

Rugged durability—Extra Value

AMF JUNIOR'S ALL-NEW VELOCIPEDE LINE

Truly, here is the "most of the best" in velocipedes! From the sleek, futuristic new Sky Trike to the ever-popular JUNIOR Pedal Bike for tots—JUNIORS will give you more sales, your customers more value in 1954. 8 different styles 6 different sizes. There's a wonderful JUNIOR Trike for every child from 2 to 7.

HE THRILLING NEW *Sky Trike*

Series 885. Years ahead in advanced design and features. Delto-wing handlebar, wing tank grips sabre knuckle guards, comet trail streamers. New Jet design rear deck. Ball bearing front wheel, self lubricating rear wheels. Rubber top coil spring saddle. Balloon type puncturepreof tires. Chrome plated handlebar fender shield and truss rods. 12", 16" and 20" front wheel sizes.

NO. 808-THE PLAY PACKED NEW TOW TRIKE

Guaranteed to ignite any child's imagination! Sturdy crank operated hoist. Trailer type tow hitch for pulling wagons. Motorcycle windshield. Big deep-cleated tractor tires. Hoist bar is removable for convers on to standard trike. Ball bearing front wheel, self oiling Chrysler Oilite bearings in rear wheels. Indian red with black and white trim. 16-inch front wheel size.

and for powerful sales help...

DYNAMIC SALES POWER—WORKING FOR YOU!

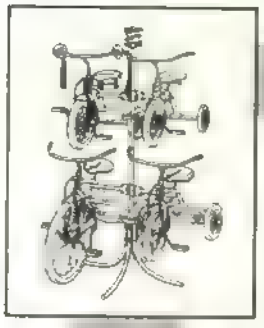
Complete Tie-In Material Makes AMF JUNIOR'S National Ad Campaign Pay Off In Your Store!

For Your AMF JUNIOR Birthday Promotion

- **Exciting 14" x 16" Counter Display**—shows free Sky Ranger Emblem, License Plate and reprint of national ad
- **Hard-Selling Envelope Stuffers**—convince your customers that JUNIOR Trikes and Bikes are "can't be beat" birthday gifts.
- **Informative "How To Choose" Folders**—show and describe the entire new JUNIOR line. Contain exclusive Size-Age Selection Charts.
- **Newspaper Ad Mats**—run your own tie-in newspaper ads.

For Your AMF JUNIOR Coloring Contest Promotion

- **Official Entry Blanks**—every child in your area will want to enter!
- **Attention-Getting Window and Wall Posters**—tell everyone that your store is Contest Headquarters.



New Junior Display Stand

Beautiful, space [illegible] Tubular steel construction. Shows AMF JUNIOR Trikes off to fullest advantage. A wheel goods department in itself! For complete information and prices, mail the coupon below.

For Your AMF JUNIOR Christmas Promotion

[illegible] pre-sell

everything you need to make AMF [illegible]

send for FREE promotion Kit!

AMF JUNIOR TOY CORPORATION
215 Marble Street • Hammond, Indiana

Please send me ☐ more information on the new JUNIOR DISPLAY STAND
☐ the new AMF JUNIOR PROMOTION KIT.

Name _____

Store Name _____

Address _____

City _____ Zone _____ State _____

AMF

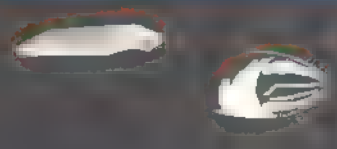
Junior

TRIKES & BIKES

new features

new models

new styling



SHAPE OF SALES TO COME

NATIONAL ADS—LIFE, BETTER HOMES & GARDENS, PARENTS', TODAY'S WOMAN, CHILD LIFE, CHILDREN'S ACTIVITIES

SALES BUILDING PROMOTIONS—Coloring Contest, Birthday Promotion—Christmas Promotion

[illegible] Folders, Stuffers

STEADY, YEAR-ROUND SALES

Wheel Goods News

JUNIOR BMC EDITION

GOOD NEWS FOR TOY DEALERS

AMF SETS PACE IN WHEEL GOODS FIELD

Mr. W. A. Sipprell, Jr., General Manager of the AMF Wheel Goods Division, with models from the BMC, Junior and Roadmaster lines. With the addition of BMC, AMF now makes wheel goods for everyone from toddlers to teenagers.

BMC, JUNIOR To Combine Promotion Efforts

Effective immediately, AMF JUNIOR trikes and sidewalk bikes and BMC cars, wagons and tractors will share double billing in national advertising. Ads featuring the lines are to appear in LIFE and PARENTS'. In addition, a strong bid will be made directly to the child through full page ads in CHILD LIFE and CHILDREN'S ACTIVITIES.

Backing the national advertising will be unique promotion kits for dealer use. The kits will include: combination fact and lay-away tags for the top JUNIOR and BMC models, point-of-sale display cards, dealer ad mats and preprints of national ads. This dealer material will stress the theme, "Use our convenient Christmas lay-away plan." *More complete information on the BMC and JUNIOR Promotion Programs is given on the following pages.*

N. G. Wintermantel

Phillip Forman

JUNIOR & BMC Sales Heads Map New Plans

Sales, merchandising and promotion plans occupied N. G. Wintermantel, Gen. Sales Manager of the AMF Wheel Goods Division, and Philip Forman, BMC Sales Manager, in a recent meeting.

When asked to comment on JUNIOR's 1954 sales outlook, Mr. Wintermantel stated, "JUNIOR TOY has a completely restyled line for 1954. Paced by the Sky Trike, the Tow-Trike and the Jack & Jill Sidewalk Bike, we are in the best competitive position in our history. From all indications, 1954 should be the biggest year AMF JUNIOR and its dealers have ever enjoyed."

Mr. Forman, commenting on the BMC picture, said "We not only have an award-winning line, we have a value-packed one, too. By giving boys and girls more of what they want most, at real down-to-earth prices, BMC dealers have a terrific profit potential for 1954."

Addition of BMC Latest Link In Giant AMF Wheel Goods Operation

"The acquisition of BMC Mfg. Corp. puts American Machine & Foundry in a leading position in the juvenile wheel goods field," states Mr. W. A. Sipprell, Jr., General Manager of AMF's Wheel Goods Division.

Already manufacturing such well known lines as ROADMASTER, SHELBY and JUNIOR Trikes and Bikes, the award-winning line of BMC cars and tractors gives AMF a well rounded, integrated wheel goods line.

"Now," continued Mr. Sipprell, "regardless of what the customer wants in juvenile wheel goods, there is an AMF 'better . . . by design' product that will meet his needs perfectly."

The BMC line will be promoted in conjunction with JUNIOR Trikes and Sidewalk Bikes. An important advantage to dealers carrying both lines will be the added force of this combined promotion. By pooling their advertising budgets, the two companies will be able to make millions of additional sales impressions.

With the addition of BMC, AMF gives wheel goods dealers *one* consistently advertised line for everyone from toddlers to teenagers.

Chicago Toy Dealer Cites Merger Advantages

"The AMF BMC merger means more sales for me," says Ray Marks, owner of the popular Slumberland Juvenile Shop, Chicago. Mr. Marks added, "JUNIOR and BMC have always been top lines. Now that they've joined forces, sales should be even higher. By combining their advertising they'll have more total lineage and a wider readership. In addition, store display material will be both more plentiful and more powerful as a result of the combined effort. It all adds up to this, more customers will be asking for AMF JUNIOR Trikes and Bikes and BMC Cars and Tractors. That means more sales, and more wheel goods profits for me."

Ray Marks

Christmas Promotion Kit Offers Combination Fact, Lay-Away Tags

Extremely useful lay-away tags are being offered to dealers in the new JUNIOR and BMC Christmas Promotion Kits. Attractively designed in three colors, the tags contain customer-benefit product information as well as the conventional lay-away set-up.

One side of the tag covers selling facts on the product. Reverse side is divided into three perforated sections: (1 stub for attachment to merchandise, (2 store record of payments, (3 customer's identification and payment record stub. Separate tags will be supplied for the JUNIOR and BMC lines. This unique tag is shown and described in detail on the following pages.

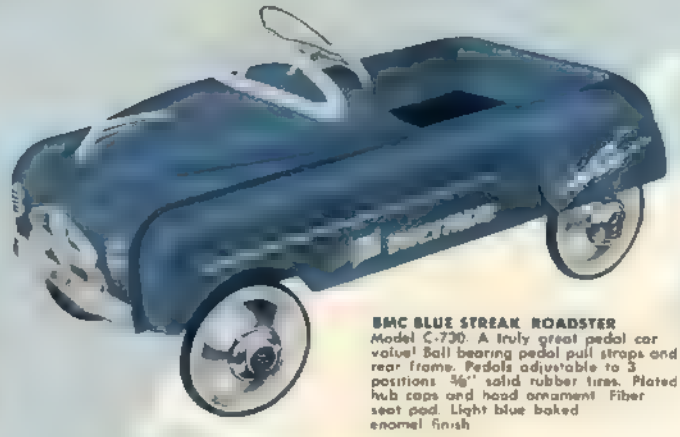
TURN PAGE

FOR NEW Junior AND BMC MODELS

BMC DELUXE CHAIN DRIVE TRACTOR
Model B 1400. Just like the real thing! Knee Action front fork. Smooth pedaling bicycle type chain drive. Power tread puncturepoof tires. Adjustable bucket seat. Realistic gear shift lever. Ball bearing front wheel, rear frame and sprocket assembly. Tows all BMC pull type attachments. 40" long, 28" high.

AMF JUNIOR "JACK & JILL" SIDEWALK BIKE
No. 816. Quickly convertible from boy's to girl's model! Big puncturepoof tires. Self lubricating bearings. Rocket knuckle guards, streamers and luggage rack. Chrome trim. 16" wheels.

this christmas do a land-office lay-away



BMC BLUE STREAK ROADSTER
Model C-730. A truly great pedal car value! Ball bearing pedal pull straps and rear frame. Pedals adjustable to 3 positions. 3½" solid rubber tires. Plated hub caps and hood ornament. Fiber seat pad. Light blue baked enamel finish.

THE PLAY-PACKED NEW AMF JUNIOR "TOW TRIKE"
No. 808. A new different kind of trike! Crank hand lifts, tows practically anything. Trailer hitch pulls wagon or any BMC pull attachment. Plastic windshield. Tractor type tires. Hand bar removable converts into standard trike. 16" front wheel.

THE SENSATIONAL NEW AMF JUNIOR "SKY TRIKE"
Series 865. Every child's dream trike! Delta wing handlebar, wing tank grips, sabre knuckle guards, flying streamers. Jet design step plate. Sparkling chrome trim. 12", 16" and 20" front wheel sizes.

job with

AMF Junior TRIKES & BIKES

AMF BMC WHEEL GOODS

What a wonderful array of dreams on wheels! The best styling, the most wanted features, the greatest values ever!

There are over fifty JUNIOR and BMC models. From pedal bikes and trikes to tractors, automobiles and "two-wheelers"—there's a size and style for every child from 2 to 8.

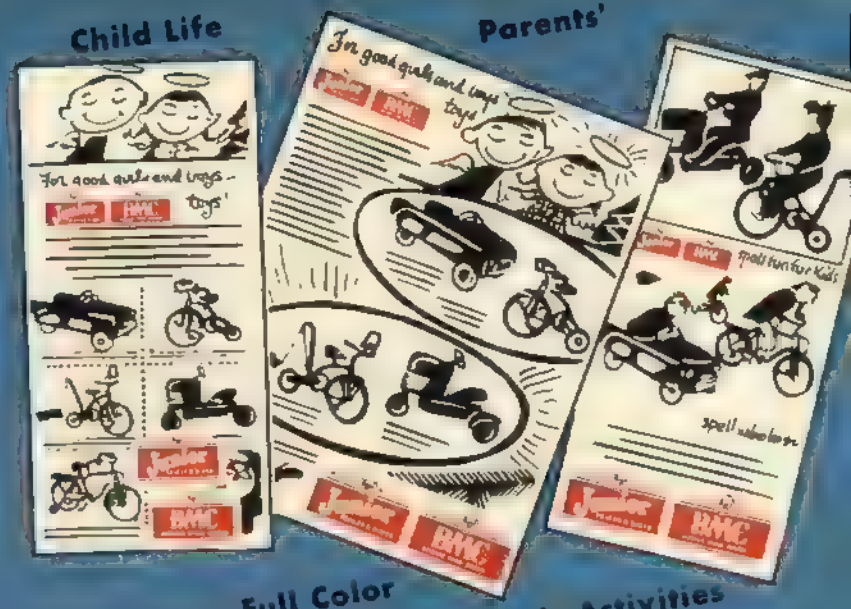
Display your JUNIOR and BMC lines early . . . talk Lay-Away to your customers early—and start those Christmas profits rolling in *now*!

SEE NEXT PAGE
for one of the most unusual, most valuable Lay Away business-getters ever offered!

LOOK AT THE HELP

AMF

Junior AND BMC DEALERS GET



DEMAND-STIRRING NATIONAL ADS

Big ads in big time magazines mean BIG business! Colorful, exciting, sales-stimulating—these ads steer customers right into your store!

SALES-CLINCHING DEALER HELPS

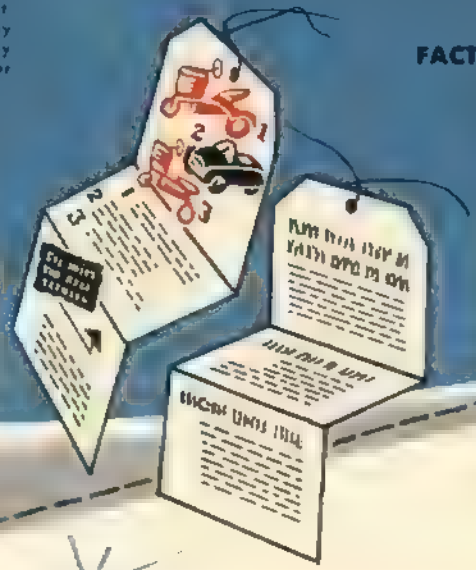
There are separate Promotion Kits for JUNIOR and BMC. Each of the kits will contain:

DISPLAY CARDS

Big and colorful, these eye-catchers readily call attention to your wheel goods department. What's more, they help promote Lay-Away business throughout your store.

AD MATS

Hard-selling ads that tell your customers how easy it is to own any of the wonderful JUNIOR or BMC models.



FACT, LAY-AWAY TAGS

This can be the most useful sales tool in your entire wheel goods department! Fully tested, they produce phenomenal results. Gives selling facts on one side, complete store and customer lay-away records on the other.

FREE PROMOTION KIT!

Another AMF Product BMC

Another AMF Product Junior

AMF JUNIOR

215 Marble St., Hammond, Ind.

Please send us the **JUNIOR KIT**

NAME_____

STORE NAME_____

ADDRESS_____

CITY_____ ZONE____ STATE____

T P P

AMF BMC

Binghamton, New York

Please send us the **BMC KIT**

NAME_____

STORE NAME_____

ADDRESS_____

CITY_____ ZONE____ STATE____

T P P

NATIONALLY ADVERTISED

LIFE

GOOD HOUSEKEEPING

AND ON NATIONAL TELEVISION PROGRAMS

TV

NATIONALLY PROMOTED

You're Right..... IF IT'S COLORAMA

trade-mark

America's Most Wanted Anodized Aluminum

HELLER Hostess-Ware

Guaranteed by Good Housekeeping

"Hostess" COLORAMA-GOLD 8-PIECE SHERBET SET

Gracious way to serve Sherbets, seafood, cocktails, desserts, fruits, etc. Rich Colorama-gold bases won't chip, peel, tarnish or stain Glass inserts in forest green Set in colorful display box

Retail $ 6.00

No. 6348F400

"Hostess" COLORAMA 8-PIECE SHERBET SET

A very colorful service for seafood cocktails, fruits, sherbets, desserts, etc. Each base finished in a different brilliant anodized color that won't chip, peel, tarnish or stain Smart crystal glass cups fit securely into base. Set packed in attractive display box.

No. 6347F400 Retail $ 6.00

Smart to Give... Thrilling to Own!

"Hostess" COLORAMA BIG APPLE ICE VAULT

Smart, novel, apple-shaped design aluminum Ice Vault Keeps 2 trays of ice cubes solid for hours. Completely insulated with fibre glass. Colors- gold green, red, chartreuse.

No. 6841F467 Retail $ 7.00

"Hostess" 7-PIECE COLORAMA BEVERAGE SET

Drinks look better, taste better in this gorgeous Set Stunning 2 qt. Pitcher in gold, chartreuse, green or red and 6 beautiful 12-oz Tumblers each in a different color. In colorful display box

No. 6007F533 Retail $ 8.00

"Hostess" COLORAMA "GOLDEN-GLO" 8-PIECE BEVERAGE SET

For a new sensation in serving drinks! This super deluxe anodized gold set includes 6 smart 12-oz. tumblers a stunning 2 -qt. pitcher and a 14½" embossed scalloped edge tray

No. 6000GF667 Retail $10.00

(at left) "Hostess" COLORAMA "SILVER-GLO" 8-PIECE BEVERAGE SET

As above but finished in deluxe anodized silver.

No. 6000SF667 Retail $10.00

"Hostess" COLORAMA 2 -QUART PITCHER

Charmingly designed aluminum Pitcher in sparkling Colorama colors makes any beverage a party service Gold, chartreuse, green, red

No. 6001F267 Retail $ 4.00

"Hostess" COLORAMA SERVING TRAY

Beautifully embossed design and scalloped edge 14½" aluminum Tray Gold, chartreuse green, red

No. 6002F183 Retail $ 2.75

You're Right..... IF IT'S **COLORAMA** trademark

THE GREATEST NAME IN ANODIZED ALUMINUM

America's First, Finest Anodized Aluminum "Hostess-Ware"

SUPERBLY STYLED AND COLOR ANODIZED — COLORS SCIENTIFICALLY FUSED INTO QUALITY ALUMINUM FOR LIFETIME BRILLIANCE

NATIONALLY ADVERTISED
LIFE POST GOOD HOUSEKEEPING
AND ON NATIONAL TELEVISION PROGRAMS
TV
NATIONALLY PROMOTED

"Hostess" 8-PIECE COLORAMA BANTAM TUMBLER SET

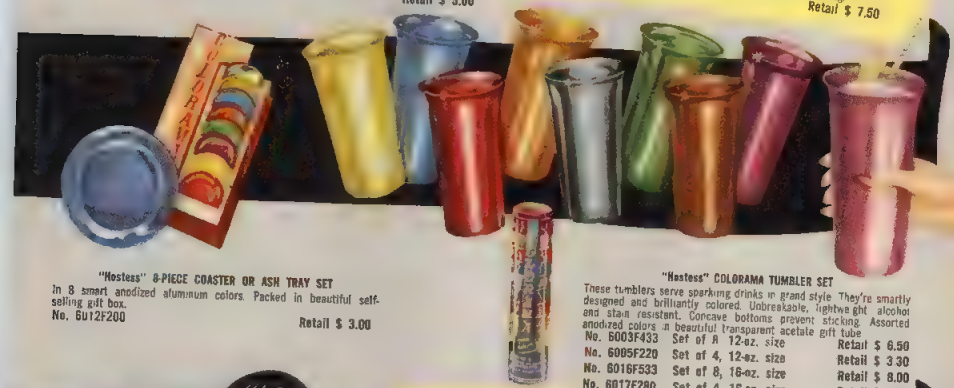
Most beautifully designed all-purpose tumbler ever produced! And the most versatile too! Finest quality aluminum in glamorous Color ama anodized colors. Unbreakable, lightweight, alcohol and stain res stant 8-ounce size, packed in transparent acetate gift tube

No. 8018F333 Retail $ 5.00

"Hostess" 8-PC. BEVERAGE SERVICE WITH WROUGHT IRON CARRIER

Complete, convenient and smart for serving drinks Consists of 8 beautiful anodized aluminum 12 oz tumblers, each in a different color Colors won t pee. ch p, tarnish or stain Handsomely designed carrier with handle decorated with white banding

No. 6028F500 Retail $ 7.50



"Hostess" 8-PIECE COASTER OR ASH TRAY SET

In 8 smart anodized aluminum colors. Packed in beautiful self-selling gift box.

No. 6U12F200 Retail $ 3.00

"Hostess" COLORAMA TUMBLER SET

These tumblers serve sparkling drinks in grand style They're smartly designed and brilliantly colored. Unbreakable, lightweight alcohol and stain resistant. Concave bottoms prevent sticking. Assorted anodized colors a beautiful transparent acetate gift tube

No. 6003F433	Set of A 12-oz. size	Retail $ 6.50
No. 6005F220	Set of 4, 12-oz. size	Retail $ 3 30
No. 6016F533	Set of 8, 16-oz. size	Retail $ 8.00
No. 6017F280	Set of 4, 16-oz. size	Retail $ 4.25

"Hostess" COLORAMA WHISTLING TEA KETTLE

It shimmers! It simmers! It sings! Glamorous anodized aluminum in red, green or copper with cool b ack p astic handle and knob 2½ qt s ze

No. 6922F200 Retail $ 3.00

.. and remember

ONLY COLORAMA

has all these fine features

- Designed by one of America s outstanding designers
- Quality crafted and finished in Heller's huge modern plant in White Plains, N Y
- Polished and anodized for l.fet me brilliance n our own plant—the largest anodizing plant in the world
- Smart colorful gift packing helps you sell!
- Nationally advert sed in lead ng pub icat ons and on T.V

"Hostess" 4-PIECE COLORAMA-COPPER STEIN SET

Sparkling 12 oz anodized copper Ste ns are smart for ced drinks, small potted plants Decorat ve accessories for dens recreation rooms Packed n attractive gift box.

No. 6010F287 Retail $ 4.00

World's Most Beautiful, Most Wanted Pantry-Ware Line

NATIONALLY ADVERTISED
LIFE
GOOD HOUSEKEEPING
T.V.
NATIONALLY PROMOTED

New, De Luxe, Extra Capacity *Hostess* PANTRY-WARE

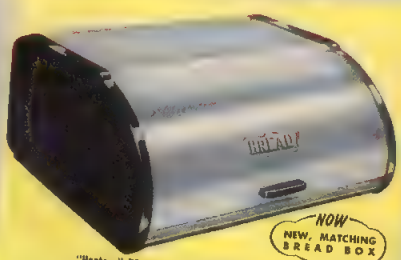
5 Ways Better..

1. Designed by one of America's outstanding designers
2. Made of Aluminum GUARANTEED RUSTPROOF
3. Superbly polished and finished in Heller's huge modern White Plains plant
4. Extra large capacity appeals to women
5. Nationally advertised in leading publications and on television programs.

HELLER *Hostess Ware*

Guaranteed by Good Housekeeping

"Hostess" DE LUXE COOKIE CANISTER
Rustproof aluminum exquisitely polished in two-tone finish. Keeps cookies, pretzels, etc. fresh longer. Cover has aluminum ball knob
No. 7027F167 **Retail $ 2.50**



NOW NEW, MATCHING BREAD BOX

"Hostess" DE LUXE ALUMINUM BREAD BOX
Large capacity, roll top gleaming aluminum with black plastic sides. Guaranteed rustproof. Size 13¾" long, 12" deep, 7½" high.
No. 7035F467 **Retail $ 7.00**

"Hostess" DE LUXE 3-PIECE RANGE SET
New, smart design. Grease container with strainer and Easy-grip aluminum ball knob. Salt and pepper shakers with black screw-on caps. Rustproof aluminum in polished two-tone finish
No. 7023F160 **Retail $ 2.40**

"Hostess" 4-PIECE DE LUXE CANISTER SET
Large family size—Beautifully designed of rustproof aluminum and polished to sparkling two-tone finish. Flour, Sugar, Coffee, Tea . . . all with Easy-grip aluminum ball knob
No. 7021F400 **Retail $ 6.00**

"Hostess" 14" KING SIZE CAKE FRESH'NR
Large size, gleaming two-tone polished aluminum. Cover has "moisture locks" groove to seal moisture in, keeps baked goods fresh. Crystal Tray can be used separately
No. 7010F233 **Retail $ 3.50**

"Hostess" 10½" STANDARD SIZE CAKE FRESH'NR
Same as above except standard size.
No. 7005F167 **Retail $ 2.50**

"Hostess" BUN WARMER AND VEGETABLE CASSEROLE
For pre-heating rolls, buns and baked goods and for gracious serving from oven to table. Heavy-gauge, easy-to-clean, highly polished aluminum. Diam. 5", height 6". Black "Bakelite" handles. Complete with inner basket
No. 901F167 **Retail $ 2.50**

"Hostess" 5-PIECE TELEVISION SNACK SET
Large 9½" aluminum serving bowl and four 6" individual aluminum bowls, all in rich satin-finish. Serves pop corn, nuts, pretzels, candy, fruit salads, etc.
No. 7029F167 **Retail $ 2.50**

NATIONALLY ADVERTISED

LIFE LOOK GOOD HOUSEKEEPING

AND ON NATIONAL TELEVISION AND RADIO T.V.

NATIONALLY PROMOTED

SPARKLING ALUMINUM

Hostess® MATCHING SERVING AIDS

5 Ways Better..

1. Designed by one of America's outstanding designers
2. Made of Aluminum . . . GUARANTEED RUSTPROOF.
3. Superbly polished and finished in Heller's huge, modern White Plains plant.
4. Extra large capacity appeals to women.
5. Nationally advertised in leading publications and on television programs.

"Hostess" 8-PIECE "ESQUIRE" REFRESHMENT SET

A complete beverage service for the smart hostess Set contains 6 highly polished 12-oz tumblers a sparkling aluminum ice vault, fully insulated with fibre glass that keeps 2 trays of ice cubes solid for hours Complete with 11½" x 18" chromium plated tray

Retail $14.00

No. 5840F933

HELLER Hostess Ware

Guaranteed by Good Housekeeping

"Hostess" POLISHED ALUMINUM 7-PIECE BEVERAGE SET

A stunning, sparkling set for serving drinks Consists of 6 beautiful 12-oz tumblers and a 2½-qt matching pitcher with ice guard Packed in colorful display box

Retail $ 6.00

No. 5007F400

The Good Housekeeping Seal on this page applies to "Esquire" Set Beverage Set Hot and Cold Server Musicake Plate, Urn Set

Smart to Give... Thrilling to Own!

"Hostess" HOT AND COLD SERVER

Attractively designed mirror finish aluminum and completely insulated with fibre glass. Keeps food hot or cold Holds 2 trays of ice cubes solid for hours

Retail $ 6.50

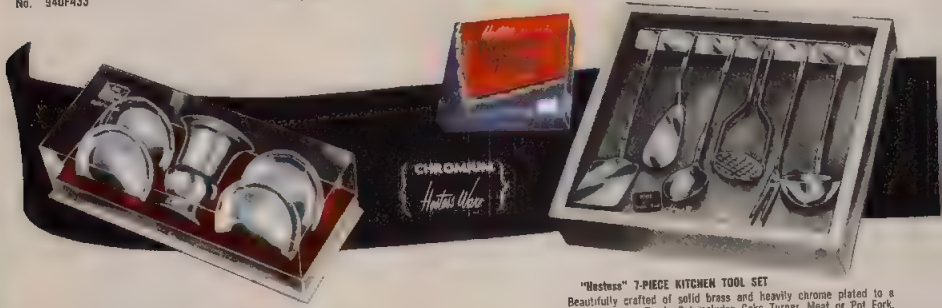
No. 940F433

"Hostess" MUSICAKE PLATE

Revolves as it plays "Happy Birthday" on imported Swiss musical movement Set includes sparkling crystal cake plate and aluminum cover and base Cover and plate can be used separately

No. 5100H8F467 10½" Standard Size Retail $ 7.00

No 5300H8F533 14" King Size Retail $ 8.00



"Hostess" 5-PIECE CIGARETTE URN SET

An imported replica of a miniature urn and 4 graceful ash trays Solid brass, heavily chrome plated to mirror finish Gift packed

Retail $ 4.00

No 521F267

"Hostess" 7-PIECE KITCHEN TOOL SET

Beautifully crafted of solid brass and heavily chrome plated to a lifetime mirror finish Set includes Cake Turner, Meat or Pot Fork, solid Bowl Spoon, Potato Masher Soup Ladle, Spatula Double-riveted handles have hang-up hooks Chromium hang-up bar Gift packed

Retail $ 8.00

No. 1550F533

Printed in U.S.A.

WALKING DOLLS

So real . . . they actually walk. The answer to any little girl's dream: it's like having a real live sister to play with. No mechanism, buttons or gadgets . . . simply take these playmates by the hand and they walk right along with you. All with washable, curlable Saran hair.

SWEET SUE "Birthday Party" Doll . . turns her head from side to side as she strolls along with you. Pink and blue rosebuds printed on her taffeta dress match velvet ribbon and flower trim. Dressed for a party from the top of her Saran hair (it washes and curls) to the tip of her Mary Janes!

819-508 B560	15" Birthday Doll . .	$7.98
819-516 B695	18" Birthday Doll . .	9.98
819-524 B925	22" Birthday Doll . .	12.98
819-532 B1065	25" Birthday Doll . .	14.98

RITA . . . like a trusting little sister, Rita walks with your child, her hand held lovingly to guide her small, sure steps. Dressed for a party, Rita wears a taffeta frock under a dainty pinafore edged with lace; silken socks and Mary Janes. Completely outfitted with petticoat and panties, Rita can wear one-year size regular clothes because she's 29 inches tall. Her Saran pigtails can be shampooed and curled, too!

819-011 B1750	Blonde Rita	$24.95
819-029 B1750	Brunette Negro Rita	24.95

SWEET SUE "Cotillion" Doll . . makes her bow to your child's society in a cloud of pink nylon tulle. She walks like a little lady in her gown of nylon lace and net, over petticoat and panties of taffeta. A "pearl" tiara crowns her golden Saran hair--which may be washed and curled. Slippers on her feet.

819-706 B925	15" Cotillion Doll .	$12.98
819-714 B1065	18" Cotillion Doll . .	14.98
819-722 B1285	22" Cotillion Doll . .	17.98
819-730 B1425	25" Cotillion Doll . .	19.98

SWEET SUE "Sunday Best" Doll . . moves her head from side to side as she walks along. Dressed up for church in whispering taffeta jumper with embroidered eyelet sleeves and vestee, lace edged. Dainty straw bonnet perches atop her curls . . . made of Saran to be washed and waved into stylish hair-dos.

819-540 B640 15" Sunday Best . . $8.98
819-557 B780 18" Sunday Best . . 10.98
819-565 B1135 25" Sunday Best . . 15.98

SWEET SUE "The Bride" . . . walks down the aisle in a magnificent gown of nylon lace and heavy white satin. White flowers nestle against her camisole top. Complete circle veil of nylon tulle edged in lace and held with a flower spray on her Saran hair . . combs, washes and waves like a dream. Hooped slip, satin panties and slippers.

819-573 B925 18" Bride Doll . . . $12.98
819-581 B1135 22" Bride Doll . . . 15.98
819-599 B1285 25" Bride Doll . . . 17.98

SWEET SUE "Tea Dance" Doll . . a walking dream in her lovely formal frock of taffeta and lace, hooped slip and panties. Saran hair (can be washed, combed and curled) enhanced with pretty flower spray. Silver Mary Janes on her dancing feet--she'll never be a wallflower with her talent for walking like a real child.

819-607 B780 15" Tea Dance Doll $10.98
819-615 B925 18" Tea Dance Doll 12.98
819-623 B1285 25" Tea Dance Doll 17.98

MARY HARTLINE . . the star of "Super Circus" now walks into your child's life straight from the TV screen. In her familiar red dress and tassled boots--complete with baton. A gorgeous life-like reproduction of the pretty princess herself . . with the very long blond hair that is Mary's trade mark . . wash it, comb it, curl it (curlers included). Take her by the hand and she'll walk right with you.

819-037 B640 16" Mary Hartline . $11.98

SAUCY WALKER . . with the face of an angel and the eyes of a flirt. While she walks along her head turns from side to side and her eyes roll back and forth to flirt with all beholders. She'll sit alone, stand, cry and sleep too. Wash, comb and curl her Saran hair. Dressed in beautiful organdy trimmed with lace, cotton slip, panties, with shoes and socks.

819-045 B1135 22" Saucy Walker . $15.98
819-052 B695 16" Saucy Toddler . 9.98

"WINNIE" The Walking and Talking Doll. Just like the little girl who would love to have her . . Winnie stands alone, walks unaided . . talks, sings, recites while she walks! One key operates all her functions. In lace trimmed party dress, she stands a big 26 inches tall. Made of unbreakable plastic with Saran braided hair. Her owner will be the envy of every other little girl in the neighborhood.

819-169 B1740 Winnie Doll $24.95

TINY TEARS

The Baby Doll that Cries Real Tears.

She's as real as a baby sister!

"My dolly cries with real, wet tears" she'll exclaim, and every little girl will be sure the fairies brought talented "Tiny Tears" . . . a dolly real as baby sister! Not only do big tears run down her pretty pink cheeks, but you can hear her cry too! Fascinated little mothers will spend hours drying her tears, making her sleep and wake (her long-lashed blue eyes open and close), feeding her, pacifying her . . changing the dydee and bathing "Tiny Tears" plump, realistically-molded rubber body! And, that's not all . . . this marvelous baby doll can even blow *big* soap bubbles with her very own bubble pipe.

"Tiny Tears" can do so much that your child will spend endless, ever-enchanted hours playing with this amazing doll and grow to love her more every year.

819-649 B420	Tiny Tears. 11½" tall. With Layette only.	$5.98
819-656 B560	Tiny Tears. 13" tall. With Layette only. .	7.98
819-664 B695	Tiny Tears. 16" tall. With Layette only . .	9.98

Tiny Tears with Fur Wig, Layette and Suitcase.

819-672 B695	Tiny Tears. 11½" tall	$9.98
819-680 B940	Tiny Tears. 13" tall	11.98
819-698 B1180	Tiny Tears. 16" tall	15.98

RICKY JR. -- WORLD's MOST POPULAR BABY DOLL

Your little girl will love lifelike baby Ricky as much as Lucy and Desi love their real little boy! Of soft Vinyl plastic, he drinks from his bottle, wets his diaper, blows bubbles and can be bathed. Knitted shirt and diaper, yellow pique romper, white sox and shoes.

819-748 B1050 21" Ricky Jr. $14.98

RICKY JR. DOLL BATH by Trimble. Scaled replica of real Ricky's bathinette. 29½" high, 26½x15½" table top. Aluminum legs, plastic tub. 36" rubber hose. Folds for storage.
819-961 B940 Terry towel, plastic apron, included . $11.95

LITTLE LADDIE BOY DOLL . . LITTLE MISS GIRL DOLL

Almost "grown-up" boy and girl stand 28" tall, are made entirely of soft-as-skin plastic with molded hair and big, movable eyes. Laddie has green gabardine pants, brown and white jacket, green shoes. Little Miss, red and white striped blouse shines with metallic threads and her gray skirt is a mass of tiny pleats. Make-believe black patent belt and shoes.

819-177 B640	Little Laddie, 26" tall	$8.98
819-185 B640	Little Miss, 26" tall	8.98

Babee-Bee and Case

Babee-Bee

Cindy Lee

SNOOZIE TWINS

So soft and sleepy-sweet . . . so life-like, you can hardly tell them from real babies! Baby-real to the last "bracelet" and funny little frown-bump; these cute, cuddly twins have latex rubber bodies and legs, movable arms and heads . . . feel "soft" as week old babies. Dressed in pretty flannelette trimmed gowns and diapers . . . the two of them wrapped snugly in a single blanket. Dolls are 11" tall.

319-060 B425 Snoozie Twins . . . **$6.00**

Sunbabe "BABEE-BEE" Drink-Wet Doll

Molded rubber with movable arms, legs; painted vinyl head. Go-to-sleep eyes, crier voice. Flannelette coat; bootees.

319-219 B280 13" Babee-Bee Doll **$3.98**

Babee-Bee in 16x5½" carrying case of simulated leather. Has extra dress and slip, playsuit and bonnet, 2 extra diapers. There's a diaper shoulder bag, nursing bottle with rubber nipple, a can of talcum.

319-227 B710 13" Doll in Case . . . **$9.98**

CINDY LEE FORMULA SET

Complete set for the little mother. Includes Cindy Lee, a cute 12" all rubber drink-wet baby . . . and an alligator-look case that holds everything needed to make Cindy's formula. There is a plastic sterilizer with cover and bottle rack, measuring cup, spoon, funnel, bottle with nipple and a bottle brush. Instruction book (included) is easy enough for even the youngest "mother" to follow.

319-235 B420 Case: 13x13x4½" . **$5.98**

Famous HORSMAN MAMA-PAPA Dolls

Lustrous Dynel hair "grows" right from doll's head! Can be washed, combed, put up in plastic curlers (3 included). Vinyl head, movable arms, legs, vinyl coated body. Go-to-sleep eyes. Nylon dress.

319-300 B560 16" Horsman Doll . **$7.98**
319-318 B695 18" Horsman Doll . . **9.98**
319-326 B925 23" Horsman Doll . **12.98**

"MAGIC FLESH" BABY DOLL

Soft, warm as a real baby! Vinyl doll with movable eyes, arms and legs . . . has a lustrous saran wig that can be shampooed, combed and curled (3 plastic curlers included). Organdy dress and bonnet.

319-078 B420 16" Magic Flesh Doll **$5.98**
319-086 B710 20" Magic Flesh Doll **9.98**
319-094 B696 24" Magic Flesh Doll **13.98**

24-INCH SLEEPING BABY DOLL

She's so cuddly! Made of washable vinyl plastic with movable arms and legs, go-to-sleep eyes and soft brown curls that can be combed, shampooed and set. Ruffled poke bonnet matches her pretty pink organdy dress, white slip, shoes, socks and pink rubber panties. An unusual value.

319-201 B420 24" Baby Doll . . . **$5.98**

NORTHWESTERN

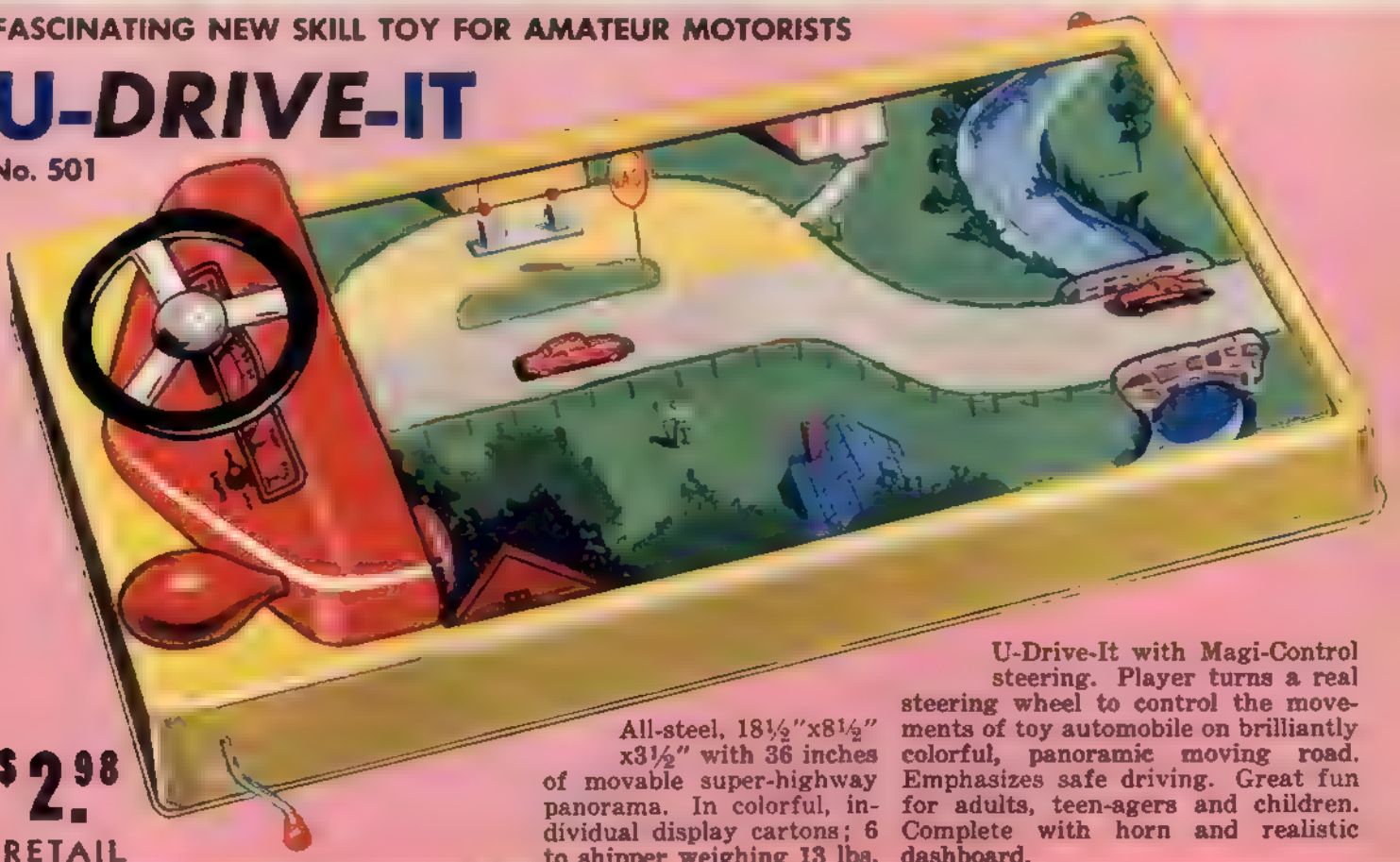
Colorful · Action-Packed · Volume Selling

GAMES AND TOYS FOR 1954

FASCINATING NEW SKILL TOY FOR AMATEUR MOTORISTS

U-DRIVE-IT

No. 501



$2.98 RETAIL

All-steel, 18½"x8½" x3½" with 36 inches of movable super-highway panorama. In colorful, individual display cartons; 6 to shipper weighing 13 lbs.

U-Drive-It with Magi-Control steering. Player turns a real steering wheel to control the movements of toy automobile on brilliantly colorful, panoramic moving road. Emphasizes safe driving. Great fun for adults, teen-agers and children. Complete with horn and realistic dashboard.

ACTUALLY BLOWS AIR— Beautiful, non-electric replica of a real hair dryer complete with a detachable metal base to rest handle on, and a colorful satchel-type carrying case.

NOT A WIND-UP TOY— Trigger-action, spring motor blows air. Play size: 3½"x 5½"x7" high. 12 to shipper weighing 9 lbs.

$1.50 RETAIL

New! No. 212 "Little Deb"

HAIR DRYER

To Dry Her Own Hair

REALLY BLOWS AIR!

To Dry Her Doll's Shampooable Hair

NO. 430 PEE-WEE HORSESHOES

Plays Every Horseshoe Game

It's New and Such Fun!

Everybody Will Like It!

Same Action as in Actually Pitching Horseshoes

You pull the spring-action arm of the plastic figure back . . . and pitch the horseshoe . . . just as you would outdoors! A wonderful skill game! All-metal playing field; 2 red and 2 black rubber horseshoes; self-contained scoring device. 8" x 24" x 1". **$1.50 retail**

One to colorful, self-selling carton; 12 to shipper weighing 16 lbs.

New! No. 406

SHUFFLEBOARD JR.

The Only Game with Authentic Shuffleboard Action!

The plastic playing-figure holds a shuffler-stick. When you pull his spring-action arm back and let fly, he slides the wood discs out on the playing field. 4 red and 4 green wood discs; self-contained scoring device all metal, complete instructions for all shuffleboard games. 8" x 24" x 1" **$1.50 retail**

A New, Glass-Covered, 4-Game Poosh-M-Up with Gong and 2 "Flippers" for Extra Action!

NO. 446 . . . BAT-M-UP SR.

This completely self-contained, automatic POOSH-M-UP has 2 ingenious mechanically-operated plastic Flippers to keep the ball in action for greater excitement and as added test of skill. Finely finished wood frame, metal leg; 10 steel balls, gong that sounds when struck by balls; a beautiful game! Plays Baseball, Hi-Score, Twenty-One, Put-N-Take. 12" x 19" x 1".

$2.98 RETAIL

One to carton 12 to shipper. Wt. 50 lbs.

No. 452 ELECTRIC 5-IN-1

Colorful, electric POOSH-M-UP fascinating to both adults and juniors. Five translucent plastic domes light up. Operates on 2 ordinary flashlight battery cells. Glass covered, finely finished wood frame; folding legs.

A big game . . . 24" x 14" x 2". Plays Baseball, Bagatelle, Pennants, Twenty-One, Put-N-Take. Automatic feed and reload. One blue, one "gold" and nine "silver" balls.

$5.95 retail

One to a carton, 6 to a shipper; wt. 45 lbs

No. 462 . . . 5-Game Electric Poosh-M-Up. Identical in size, and similar in features and construction to No. 452. Glass-covered; battery operated; fully automatic; wood frame, 11 metal balls. **$5.95 retail**

AMERICA'S BIGGEST SELLERS!

POOSH-M-UPS

Glass-Covered . . . Fully Automatic . . . Full Size . . .

Completely Self-Contained Home Pin Ball Games

Northwestern and Only Northwestern Makes the Famous the Original . . . the Genuine **POOSH-M-UP** *Home Pin Games*

One to a carton; 4 to a shipper, wt. 45 lbs.

No. 460 ELECTRIC POOSH-M-UP "SUPER"

This big, beautiful, 4-game, POOSH-M-UP has made a terrific hit with adults as well as with younger people. A full 28 inches long, by 15 inches wide and 2 inches thick . . . It is large, but portable. Strongly built, fully automatic. 2 plungers, 9 electrically lit pockets. Operates on 2 flashlight battery cells. Select, finely finished wood frame; metal leg. 1 "gold", 1 blue, and 9 "silver" balls. **$8.95 retail**

No. 451 . . . BIG 5 POOSH-M-UP

The famous FIVE-IN-ONE . . . a big, handsome, glass-covered, completely self-contained, home pin game. Solidly constructed to last for years.

$3.75 retail

One to a carton; 8 to a shipper; wt. 40 lbs.

Plays 5 different games! Automatic feed and reload. Brightly colored playing field. Select, finely-finished wood frame; folding legs. One blue, one "gold" and nine "silver" balls. Large—24" x 14" x 1⅛". More than a million sold!

No. 441 POOSH-M-UP JR.

THE FOUR-IN-ONE

Sturdily built to last indefinitely. Automatic feed and reload. Finely finished wood frame. Metal leg. Glass-covered; completely self-contained. 10 steel balls. Plays 4 games. 17" x 11" x 1". One to a carton. 12 to shipper; wt. 45 lbs. **$2.39 retail**

One to a carton; 12 to shipper; wt. 45 lbs.

No. 440—CLEAR PLASTIC POOSH-M-UP (not illustrated) A large, handsome, automatic feed and reload pin ball game—16" x 9" x 1". Frame, cups and other parts of heavy transparent plastic. Steel playing field lithographed in brilliant colors. Rotating shooter and movable spinner add to fun. Plays 4 games: Baseball, Twenty-One, Hi-Score, Put-N-Take. One to display carton; 12 to shipper weighing 17 lbs. $1.98 retail.

No. 407—LUCKY 7 POOSH-M-UP (Not illustrated). Low-cost, open face, 4-game, "circus" design Poosh-M-Up. 10" x 18" x 1¼". One to carton, 24 to shipper weighing 42 lbs. 98c retail.

No. 461—POOSH-M-UP RODEO. (Not illustrated). Same size as No. 441, and similar in construction and features. Plays 4 games. Colorful Rodeo playing field. Glass-covered; wood-frame; metal leg. One to a carton; 12 to a shipper; wt. 45 lbs. $2.39 retail.

Prices slightly higher in West and South.

New! MAGNIFICENT **ALL-METAL**

SAN LOO COMBINATION SET

CHINESE CHECKERS

BACKED BY REGULAR CHECKERS

- TWO Great Games in ONE
- Automatic LEVER-ACTION Closure

No. 122-C. Complete with 24 plastic "compo" checkers, 60 marbles, full instructions. A big, handsome, strongly built, all-metal combination set 15½" in diameter, 1" thick. 6 enclosures for marbles—all controlled by one quick, lever-action closure. Individually packaged in beautiful, full-color carton; 12 to shipper weighing 35 lbs. **$2.29 Retail**

No. 122. Same as above, without checkers; shipping weight 32 lbs. $1.98 retail.

The Largest-Selling Chinese Checker Game in the World!

No. 120-C. (Not illustrated.) Chinese Checkers backed by Regular Checkerboard. Tubular steel frame holds marbles. Large, strong, colorful—17" x 18". Complete with 24 checkers, 40 marbles, instructions. Individually packaged; 12 to shipper; weight 35 lbs. **$2.10 Retail**

No. 120. Same as 120-C, without checkers. Shipping weight 32 lbs. $1.79 Retail.

No. 121. (Not illustrated.) All-Metal Chinese Checkers. Heavy-gauge steel Chinese Checker game. Embossed playing surface; rolled edges. 14" x 14" x ¾" 40 marbles and instructions. One to colorful carton; 24 to shipper; weight 35 lbs. 98c Retail.

Tremendous Seller! **BEAUTIFUL**

4-GAME PACKAGE

FOUR BEST-SELLING ALL-PLASTIC POCKET-SIZE GAMES IN ONE, BIG, COLORFUL, SELF-SELLING CARTON!

Prices Slightly Higher in West and South

CONTAINS 4 GREAT ALL-PLASTIC, POCKET-SIZE GAMES:

ZOO-M-ROO POCKET PIN-BALL GAME

BAT-M-UP JR. POCKET BASEBALL

SAN LOO CHINESE CHECKERS POCKET SIZE

"TIPT" SQUARE COMBINATION

No. 420. Four Wonderful Home Games Set. Each big, colorful box measures 15"x12¼" x1 3 16" 12 sets to shipper weighing 15 lbs. **$1.98 Retail**

A great big box of fun for the whole family . . . a tremendous value . a record-breaking best seller! Just stock it, show it—it sells itself!

Games Also Available Individually Packaged

No. 403-B. ZOO-M-ROO. All plastic, automatic feed and reload, pocket pin-ball game. Completely self-contained; 7 steel balls; crystal-clear plastic frame and parts. 5" x 7½" Individually packed in transparent bags, 24 to shipper; wt. 5 lbs.

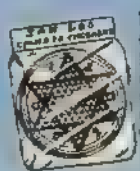
No. 403-R. Same with wire display rack. **49c Retail**

No. 413-B. TIPT. Maze-type 3-game combination. Plays Rotation, Trail, Table Golf All plastic with large steel ball. 5¼"x1". Original . . . appealing . uncomplicated. Individually packed in transparent bags, 24 to shipper; wt. 5 lbs.

No. 413-R. Same with wire display rack. **49c Retail**

No. 415-B. BAT-M-UP JR. Pocket Baseball. New swivel-shooter, all-plastic, Poosh-M Up with scoring markers Completely self-contained; automatic feed and reload, telescopic disappearing leg Crystal clear plastic frame and parts. 5" x8½" Individually packed in transparent bags; 24 to shipper, wt. 5 lbs.

No. 415-R Same, with wire display rack. **49c Retail**



No. 417-B. Pocket Size SAN LOO CHINESE CHECKERS. Beautiful, sparkling, all transparent plastic Game itself holds the 20 plastic playing pieces; sliding closure assures easy access secure storage Circular in shape, 7¼" dia., ¾" thick Individually packed in transparent bags, 24 to shipper; wt 4 lbs. **49c retail**

No. 417-R. Same, with wire display rack. **49c Retail**

No. 419 . . . 4-Game ASSORTMENT with Display Rack

6 ea. of Zoo M Roo, Tipt, Chinese Checkers, Bat-M-Up Jr. in transp. bags. With 4-Game rack as illustrated. Shipping wt. 6 lbs.

No. 418. Same as above, without rack

BMC DELUXE CHAIN DRIVE TRACTOR
Model B 1400. Just like the real thing! Knee Action front fork. Smooth pedaling bicycle type chain drive. Power tread puncture-proof tires. Adjustable "bucket" seat. Realistic gear shift lever. Ball bearing front wheel, rear frame and sprocket assembly. Tows all BMC pull type attachments. 40" long, 28" high.

AMF JUNIOR "JACK & JILL" SIDEWALK BIKE
No. 8 6. Quickly convertible from boy's to girl's model. Big puncture-proof tires. Self-lubricating bearings. Rocket knuckle guards, streamers and luggage rack. Chrome trim. 16" wheels.

this christmas do a land-office lay-away

BMC BLUE STREAK ROADSTER
Model C-730. A truly great pedal car value! Ball bearing pedal pull straps and rear frame. Pedals adjustable to 3 positions. ⅝" solid rubber tires. Plated hub caps and hood ornament. Fiber seat pad. Light blue baked enamel finish.

THE PLAY-PACKED NEW AMF JUNIOR "TOW TRIKE"
No. 808. A new different kind of trike. Crank horst lifts, tows practically anything. Tractor hitch pulls wagon or any BMC pull attachment. Plastic windshield, tractor type tires. Horst bar removable, converts into standard trike. 16" front wheel.

THE SENSATIONAL NEW AMF JUNIOR "SKY TRIKE"
Series 885. Every child's dream trike! Delta wing handlebar, wing tank grips, sabre knuckle guards, flying streamers, jet design step plate. Sparkling chrome trim. 12", 16" and 20" front wheel sizes.

JUNIOR BMC EDITION

Wheel Goods News

GOOD NEWS FOR TOY DEALERS

AMF SETS PACE IN WHEEL GOODS FIELD

Mr. W. A. Sipprell, Jr., General Manager of the AMF Wheel Goods Division, with models from the BMC, Junior and Roadmaster lines. With the addition of BMC, AMF now makes wheel goods for everyone from toddlers to teenagers.

BMC, JUNIOR To Combine Promotion Efforts

Effective immediately, AMF JUNIOR trikes and sidewalk bikes and BMC cars, wagons and tractors will share double billing in national advertising. Ads featuring the lines are to appear in LIFE and PARENTS'. In addition, a strong bid will be made directly to the child through full page ads in CHILD LIFE and CHILDREN'S ACTIVITIES.

Backing the national advertising will be unique promotion kits for dealer use. The kits will include: combination fact and lay-away tags for the top JUNIOR and BMC models, point-of-sale display cards, dealer ad mats and preprints of national ads. This dealer material will stress the theme, "Use our convenient Christmas lay-away plan." *More complete information on the BMC and JUNIOR Promotion Programs is given on the following pages.*

N. G. Wintermantel

Phillip Forman

JUNIOR & BMC Sales Heads Map New Plans

Sales, merchandising and promotion plans occupied N. G. Wintermantel, Gen. Sales Manager of the AMF Wheel Goods Division, and Philip Forman, BMC Sales Manager, in a recent meeting.

When asked to comment on JUNIOR's 1954 sales outlook, Mr. Wintermantel stated, "JUNIOR TOY has a completely restyled line for 1954. Paced by the Sky Trike, the Tow-Trike and the Jack & Jill Sidewalk Bike, we are in the best competitive position in our history. From all indications, 1954 should be the biggest year AMF JUNIOR and its dealers have ever enjoyed."

Mr. Forman, commenting on the BMC picture, said "We not only have an award-winning line, we have a value-packed one, too. By giving boys and girls more of what they want most, at real down to earth prices, BMC dealers have a terrific profit potential for 1954."

Addition of BMC Latest Link In Giant AMF Wheel Goods Operation

"The acquisition of BMC Mfg. Corp. puts American Machine & Foundry in a leading position in the juvenile wheel goods field," states Mr. W. A. Sipprell, Jr., General Manager of AMF's Wheel Goods Division.

Already manufacturing such well known lines as ROADMASTER, SHELBY and JUNIOR Trikes and Bikes, the award-winning line of BMC cars and tractors gives AMF a well rounded, integrated wheel goods line.

"Now," continued Mr. Sipprell, "regardless of what the customer wants in juvenile wheel goods, there is an AMF 'better . . . by design' product that will meet his needs perfectly."

The BMC line will be promoted in conjunction with JUNIOR Trikes and Sidewalk Bikes. An important advantage to dealers carrying both lines will be the added force of this combined promotion. By pooling their advertising budgets, the two companies will be able to make millions of additional sales impressions.

With the addition of BMC, AMF gives wheel goods dealers *one* consistently advertised line for everyone from toddlers to teenagers.

Chicago Toy Dealer Cites Merger Advantages

"The AMF-BMC merger means more sales for me," says Ray Marks, owner of the popular Slumberland Juvenile Shop, Chicago. Mr. Marks added, "JUNIOR and BMC have always been top lines. Now that they've joined forces, sales should be even higher. By combining their advertising they'll have more total lineage and a wider readership. In addition, store display material will be both more plentiful and more powerful as a result of the combined effort. It all adds up to this, more customers will be asking for AMF JUNIOR Trikes and Bikes and BMC Cars and Tractors. That means more sales, and more wheel goods profits for me."

Ray Marks

Christmas Promotion Kit Offers Combination Fact, Lay-Away Tags

Extremely useful lay-away tags are being offered to dealers in the new JUNIOR and BMC Christmas Promotion Kits. Attractively designed in three colors, the tags contain customer-benefit product information as well as the conventional lay-away set-up.

One side of the tag covers selling facts on the product. Reverse side is divided into three perforated sections: (1 stub for attachment to merchandise, (2 store record of payments, (3 customer's identification and payment record stub. Separate tags will be supplied for the JUNIOR and BMC lines. This unique tag is shown and described in detail on the following pages.

TURN PAGE

FOR NEW Junior AND BMC MODELS

job with

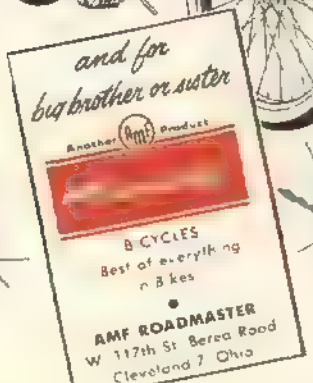
AMF Junior
TRIKES & BIKES

AMF BMC
JUVENILE WHEEL GOODS

What a wonderful array of dreams on wheels! The best styling, the most wanted features, the greatest values ever!

There are over fifty JUNIOR and BMC models. From pedal bikes and trikes to tractors, automobiles and "two-wheelers"—there's a size and style for every child from 2 to 8.

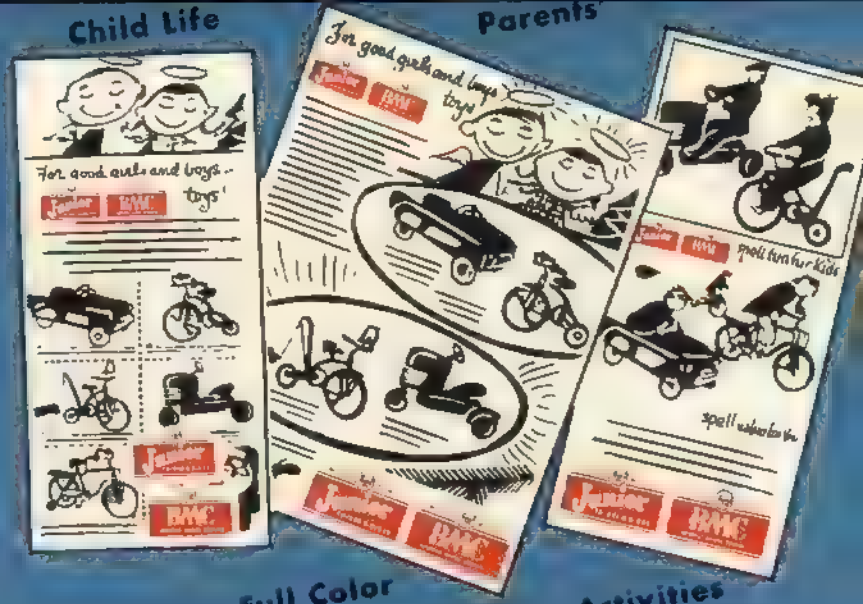
Display your JUNIOR and BMC lines early . . . talk Lay-Away to your customers early—and start those Christmas profits rolling in *now*!



SEE NEXT PAGE
for one of the most unusual, most valuable Lay-Away business-getters ever offered!

LOOK AT THE HELP

AMF Junior AND BMC DEALERS GET



LIFE—Full Page, Full Color

Children's Activities

DEMAND-STIRRING NATIONAL ADS

Big ads in big time magazines mean BIG business! Colorful, exciting, sales-stimulating these ads steer customers right into your store!

SALES-CLINCHING DEALER HELPS

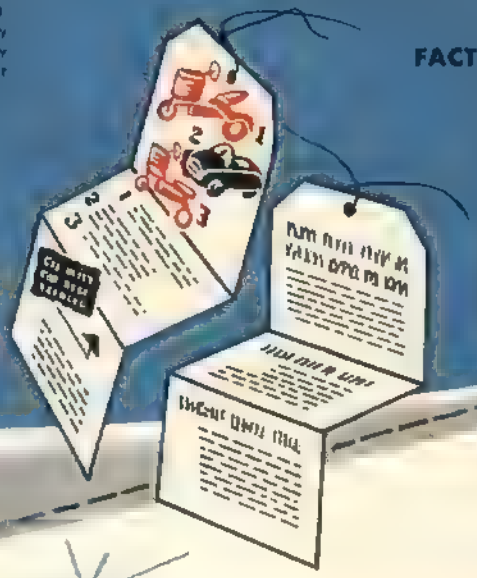
There are separate Promotion Kits for JUNIOR and BMC. Each of the kits will contain:

DISPLAY CARDS

Big and colorful these eye catchers ready ca attention re your wheel goods depart ment What s more, they help promote Lay Away business throughout your store!

AD MATS

Hard selling ads that tell your customers how easy it is to own any of the wonderful JUNIOR or BMC models.



FACT, LAY-AWAY TAGS

This can be the most useful sales tool in your entire wheel goods department! Fully tested, they produce phenomenal results. Gives selling facts on one side, complete store and customer lay away records on the other.

FREE PROMOTION KIT!

Another AMF Product **BMC**

Another AMF Product **Junior**

AMF JUNIOR

215 Marble St., Hammond, Ind.

Please send us the **JUNIOR KIT**

NAME_____

STORE NAME_____

ADDRESS_____

CITY_____ ZONE____ STATE____

T P P

AMF BMC

Binghamton, New York

Please send us the **BMC KIT**

NAME_____

STORE NAME_____

ADDRESS_____

CITY_____ ZONE____ STATE____

T P P

CASTELLI

Metal Toys

WHEEL GOODS
JUVENILE FURNITURE

National Sales Representative
LEVY & FRYER
200 Fifth Ave.
New York 10 Room 1453

OUR *25th* ANNIVERSARY YEAR

F. C. CASTELLI CO., COTTMAN AND EDMUND STS., PHILADELPHIA 35, PA.

CASTELLI METAL TOYS LEAD THE FIELD!

600 TRACTOR for the budget-minded parent! Only promotional tractor in the world. For the progressive merchant who demands volume with value. Suggested Retail . **$14.95**

601 CHAIN DRIVE TRACTOR . . . first and only promotional tractor released to the trade. Incorporates all the quality features that made it famous. Designed to be promoted UNDER **$19.95**

601 DELUXE NEW 1954 TRACTOR . . . completely restyled and re-designed, with latest mechanical improvements. Product of 25 years of engineering know-how! Quality and price protected at **$19.95**

FOR SALES APPEAL, VALUE, STYLE AND DURABILITY...STOCK CASTELLI!

250 FOLDING TABLE AND CHAIR SET, completely new in fabrication! One-piece drawn steel table top with rolled edges, covered with newly developed simulated leatherette paint. Suggested retail . . . **$12.95**

249 FOLDING TABLE AND CHAIR SET for indoor-outdoor use. The first all-steel set produced to sell under ten dollars. Attempts are being made, by competitors, to imitate it. Suggested retail **$9.95**

260 PLAY TABLE TOP, our newest sensation! Designed with scenic background, plastic-sealed washable top comes complete with bag of plastic toys for story play. Suggested retail **$12.95**

BEST, LOWEST-PRICED LINE IN AMERICA!

650 MOTOR BIKE... a Castelli original! A long, clean, low-slung motor bike judged the most outstanding wheel goods item presented this year! An absolute must for the conscientious buyer. Suggested retail **$25.95**

602 DERRICK attachment that actually works! Designed with all round edges for child safety, with full play value of a real working derrick. Suggested retail **$2.95**

603 TRAILER, most popular of all attachments, newly restyled for more realistic appearance and better maneuverability Suggested retail **$7.95**

NATIONALLY ADVERTISED IN....

261 3R'S TABLE TOP for the pre-school child! Functionally designed incorporating educational and play interest. Plastic sealed washable top Suggested retail **$12.95**

300 ROCK-R-SWING, practically a trademark with Castelli! Produced and sold in limited quantities, it is still the finest swing made. Suggested retail **$7.95**

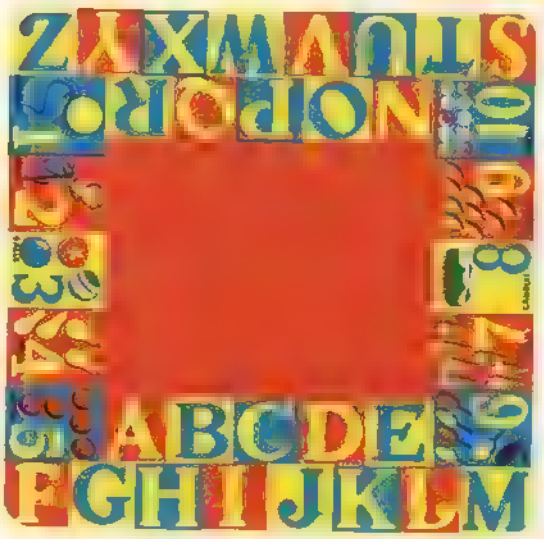
605 FIRE CYCLE, extremely maneuverable vehicle with all the features of a bell-ringing, ladder-carrying fire engine. Realistic in design, easily handled. Suggested retail **$22.95**

THE TABLE TOP STORY

Castelli's already popular table-and-chair sets now get added child appeal! In a whole series of colorful, action-packed table top designs, Castelli injects game appeal, educational value, plus extra merchandising punch! Scenic Western tops for boys. Doll-town designs for girls, pre-school patterns for the small fry! A wide variety to please the most particular customer! The Table Top Story is another example of the aggressive Castelli sales policy, aimed at providing merchandise to encourage that *extra* sale!

Western Table Top, designed to lure small cowboys and cowgirls, provides the setting for imaginative cowboy-and-Indian adventures. Many familiar locales are depicted, so games may proceed from the Western Village with its hotel, bank, jail, dance hall, general store, and blacksmith shop, to the ranch house or Indian Village, Lost Cave, Bandits' hideout, and move around the action of stagecoach, and the hold-up of a railroad train at a mountain pass.

Pre-School Table Top, with block letters and numbers, planned to help youngsters learn their ABC's. An understanding of numbers is developed through the use of such small-fry fascinations as lollipops, ice cream cones, balls, balloons, marbles, birthday candles. All of this educational design has been set against a background of colors chosen especially for their appeal and interest for youngsters.



OUR 25th ANNIVERSARY YEAR

F. C. Castelli Co.

COTTMAN AND EDMUND STS., PHILADELPHIA 35, PA.

LITHO. U.S

P.M.A.'s "PLAY-FULL" DOLL BOX CREATIONS ARE SALES SENSATIONS!

THE DEMAND FOR "JOANIE PIGTAILS" GETS BIGGER AND BIGGER

No. 860—"Joanie Pigtails" with Her Wardrobe and Travel Case. Washable, unbreakable 8" toddler with Saran and Dynel hair that can be curled, brushed, combed. Joanie has movable legs, arms, head and "go-to-sleep" eyes with patented lashes*. Colorful Travel Case (acetate window) includes: Dress Ensemble and Hat, 2-Piece Pajamas, Pantie, and loads of "Play-full" accessories. **Retails: $3.00**

Packing: 1 dozen to shipping carton. Approx. weight: 13 lbs.

*Patent No. 2,667,013

Profit Making Angels from **P.M.A. Dolls, Inc.**

200 Fifth Avenue, New York 10, N. Y. • Room 451

Also showing at the HOTEL NEW YORKER — Room 1184

P.M.A. LEADS THE WAY WITH.....

"JOANIE'S DAY IN THE GARDEN"

No. 720—Adorable, unbreakable 8" Slim Doll with moving legs, arms, head and "go-to-sleep" eyes. Saran and Dynel hair can be curled, combed, brushed. Exquisitely dressed in colorful printed fabric. Includes 3-piece play suit hanging on clothes line. "Play-full" 4-color, 3-dimensional box with acetate window. **Retails: $2.00**

Packing: 1 dozen to shipping carton. Approx. weight: 9 lbs.

A "PLAY-FULL" DOLL BOX CREATION FROM

P.M.A. Dolls, Inc.

200 Fifth Avenue, New York 10, N. Y. • Room 453

Also showing at the HOTEL NEW YORKER — Room 1184

....“PLAY-FULL” DOLL BOX CREATIONS

MORE PLAY VALUE
MORE SALES VOLUME

Joanie's BIG SISTER with Her Wardrobe and Travel Case

No 1063—Gorgeous 11" toddler of unbreakable plastic with Saran and Dynel hair that can be curled, brushed, combed. Joanie's Big Sister has movable legs, arms, head and "go-to-sleep" eyes with patented lashes!* Her Wardrobe includes 2 beautiful party dresses, 2 hats, shoes, pantie and loads of "Play-full" accessories. Simulated airplane cloth travel case with handle and lock. **Retails: $5.00**

Packing: 1 dozen to shipping carton. Approx. weight: 21 lbs.

*Patent No. 2,667,013

Profit Making Angels from **P.M.A. Dolls, Inc.**

Also showing at the HOTEL NEW YORKER — Room 1184

P.M.A. ADDS A NEW DIMENSION TO DOLLS... A "PLAY-FULL" DOLL BOX CREATION

THERE'S FUN GALORE IN THIS WONDERFUL STORE

Joanie's Modiste Shoppe

No. 760—Joanie does an irresistible selling job in her Paris-inspired Modiste Shoppe. Joanie is a beautifully dressed, unbreakable 8" slim doll with movable legs, arms, head and "go-to-sleep" eyes. Her Saran and Dynel hair can be curled, brushed, combed. The beautiful model is Joanie's little 6" sister. Acetate store windows display 3 smart couturier dresses and hat. **Retails: $4.00**

Packing: 1 dozen to shipping carton. Approx. weight: 14 lbs.

Profit Making Angels from

P.M.A. Dolls, Inc.

200 Fifth Avenue, New York [illegible] • Room 431

Also showing at the HOTEL NEW YORKER — Room 1184

Fashion Academy Award

PRESENTED TO

SEMCA

Jeweled Swiss Clocks

for ***Superiority in Styling . . . for creating a new standard of excellence in Performance and Design . . . SEMCA has been presented with the exclusive Fashion Academy Award. SEMCA Clocks will earn your enthusiastic applause, too, for their beauty is above challenge, their workmanship beyond imitation.***

A. 8-DAY 7-JEWEL TRAVEL ALARM. An extraordinary value, smartly styled with the new diamond-design background on white dial. Clear, distinctive luminous figures and hands. One key winds both time and alarm. Simulated leather case in choice of brown-pig, blue, tan, maroon, green, or brown alligator finish. Size 3⅝"x3⅜"x1⅜"

56054CU960 Retail **$14.95** Plus Tax

Same movement as above with silver finish dial, gilt numerals, luminous dots and hands, in genuine leather case. Color choice of pig, red, blue, brown, or green.

56846U1123 Retail **$17.95** Plus Tax

B. 1-DAY 7-JEWEL TRAVEL ALARM. New attractive diamond-design background on white dial. Gilt finish bezel has matching design. Clear luminous figures and hands, shatter-proof crystal. Size 3¼"x2⅞"x1⅜". Snake finish genuine leather case in tan, red, brown, blue or green.

56052C0686 Retail **$10.95** Plus Tax

C. 1-DAY 7-JEWEL AUTOMATIC CALENDAR TRAVEL ALARM CLOCK. An ideal gift for the desk of an executive, collegian, secretary, or home use. Silver finish dial has date indicator which automatically changes every 24 hours, luminous figures and hands. Genuine leather case in choice of tan, blue, brown, green, or red. Size 3⅝"x3½"x1⅛".

56055CU936 Retail **$14.95** Plus Tax

D. 1-DAY 7-JEWEL TRAVEL ALARM. Smartly styled with new diamond-design background on white dial. Distinct luminous figures and hands. Shatter-proof crystal. Size 3⅝"x3¼"x1⅜". Richly styled snake finish genuine leather case in tan, red, brown, blue, or green

56053CU749 Retail **$11.95** Plus Tax

E. 1-Day 7-JEWEL "CUTIE" ALARM CLOCK. A fascinating model of unique design. Gilt finish case, when closed, gives the appearance of a charming carry all. Silver finish dial, gilt figures, luminous hands and dots. Size open 3⅛"x1⅝"x2½"

56056CU1183 Retail **$18.95** Plus Tax

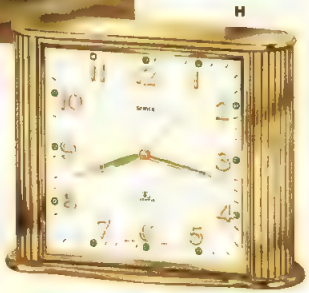
Fashion Academy Award

F. 1-DAY 7-JEWEL CONVERTIBLE DESK and TRAVEL CLOCK. The distinguished finish of brown tortoise enamel combined with rich gilt trim makes this a most attractive gift. White finish dial, gilt numerals with luminous dots and hands. Size open 6⅜"x2½"x1⅜". Size closed 4⅜"x 2½"x1⅛".
56057CU1061 Retail **$16.95** Plus Tax

Same as above with full gilt-etched metal case.
5691CU1061 Retail **$16.95** Plus Tax

Same as above in genuine leather, brown-pig grain finish.
5682CU118S Retail **$18.95** Plus Tax

G. 8-DAY 15-JEWEL TWIN DIAL CLOCK. For those who cherish beauty. A practical design created for the executive's desk, or the home where a twin-dial serves a dual purpose. Silver finish dial with raised gilt figures, dots and hands. The unique case, combined with a movement of the finest quality, characterizes the highest achievement of the clockmaker's skill. Height 5¹³⁄₁₆", width 7⅝", depth 1¾".
56058CU4770 Retail **$79.50** Plus Tax



H. 8-DAY 7-JEWEL DESK and BOUDOIR ALARM. A clock of casual elegance that adds dignity to the office or Milady's boudoir. Silver finish dial, full raised gilt numerals with luminous hands and dots. One key winds both time and alarm. Size 4½"x5½"x1½"
56059CU1710 Retail **$28.50** Plus Tax

J. 8-DAY 7-JEWEL ALARM. So right for desk or boudoir and so delightfully different! Decorative overlay of gilt lattice gives it breathtaking beauty. Modern design. Size 3½" high, 3" wide, 1" deep. Color choice of maroon, blue, green, or ivory
56060CU1410 Retail **$23.50** Plus Tax

PRESENTED TO **semca**

Jeweled Swiss Clocks

K

L

M

K. 8-Day 13-Jewel Wall Clock. A modern design of splendor that will lend decor to any room in the home. Lustrous hammered gilt-metal finish case. Silver finish dial with raised gilt round and square markers. Novel pull-wind feature eliminates need for removal of clock from wall when winding. Size 12¼" high, 12¼" wide, 1⅜" deep. Dial size 5¼" round.
56061CU4960 Retail **$79.50** Plus Tax

L. 8-DAY 15-JEWEL WALL CLOCK. Decorative antique bronze finish, with sculptured Grecian floral, motif. Artistically designed silver and gun-metal gray finish dial, raised gilt Roman numerals. Exquisitely wrought gilt hands. Novel pull-wind feature eliminates need for removal of clock from wall when winding. Dimensions: Overall size 12⅜", depth 2", dial size 6⅛" round.
56062CU3300 Retail **$55.00** Plus Tax

M. 1-DAY 7-JEWEL MUSICAL ALARM. Reminiscent of the majestic Louis Philippe era. Graceful floral designs on crackle-finish enamel panels with attractive gilt handle and trim. Shatter-proof crystal, silver finish dial with raised gilt figures, luminous hands, luminous dots. Size 3⅜"x5"x2". Choice of Ivory, Jade Green, Pink or Light Blue.
56063CU1248 Retail **$19.95** Plus Tax

N

P

Q

R

N. 1-DAY 7-JEWEL BOUDOIR ALARM. A French Provincial design that's certain to blend with today's decor for Milady. Silver finish dial, gilt Roman numerals, luminous dots and hands. Color choice of Blue, Ivory, Green, or Maroon. Size 4½"x3½"x1½".
56064CU1123 Retail **$17.95** Plus Tax

P. 1-DAY 7-JEWEL BOUDOIR ALARM. A jeweled fantasy of Marquise stones in Rose, Aqua, Peridot, Amethyst, Crystal, or Sapphire, alternating with round cut Crystal stones. Silver finish dial, gilt numerals, luminous dots and hands. 2½"x3"x1½".
5679CU1248 Retail **$19.95** Plus Tax

Q. 1-DAY 1-JEWEL BOUDOIR ALARM. Delightfully different! New pastel shades of crackle finish with decorative gilt trim. Color choice of Ivory, Light Blue, Pink, Jade Green, or Black. Attractive dial with luminous dots and hands. Size 2¼"x2¼"x1¼".
56065CU729 Retail **$10.95** Plus Tax

R. 1-DAY 1-JEWEL BOUDOIR ALARM. A petite and graceful creation. Crackle-finish case in boudoir shades of Ivory, Pink, Light Blue, Jade Green, or lustrous Black. Attractive dial with luminous dots and hands. Overal dimensions 2⅜"x2⅜"x1¼"
56066CU729 Retail **$10.95** Plus Tax

S. 30-HOUR DESK and TRAVEL ALARM. Packs easily in small space. Silver finish dial with full luminous figures and hands. Simulated leather case in brown-pig, dark blue, maroon, tan, green, or brown all gator. 4⅛"x3⅝"x1⅜".
5664CU576 Retail **$8.95** Plus Tax

T. 30-HOUR DESK and TRAVEL CLOCK. (Non alarm). New compact size simulated leather case. Silver finish dial, full luminous figures and hands. Color choice of brown-pig, brown alligator, maroon, dark blue, or tan. Size 4⅛"x3⅝"x1⅜".
5677CU459 Retail **$6.45** Plus Tax

U. 30-HOUR DESK and TRAVEL ALARM. Smallest American-made traveling clock! Silver finish dial, luminous figures, hands. Simulated leather case in brown-pig, dark blue, tan maroon, green, or brown alligator 3⅜"x3⅜"x1⅜"
5675CU576 Retail **$8.95** Plus Tax

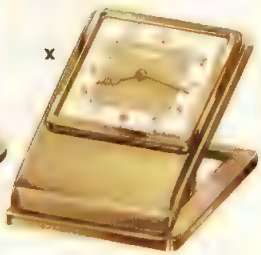
Fashion Academy Award **presented to** *Phinney-Walker*

The First Clocks to Achieve This Coveted Distinction

V. 30-HOUR GILT METAL DESK and BOUDOIR ALARM. Simplicity of design makes this the ideal utility clock of many uses. Handsome gilt finish dial, full luminous figures and hands. Size 3"x3½"x1⅞". Gilt case
5606?CU576 Retail **$8.95** Plus Tax

W. 30-HOUR GILT METAL DESK and BOUDOIR ALARM. The unusual rope-twist effect of the 2 gleaming side columns makes this clock delightfully different. Has beautiful gilt finish case with harmonizing gilt finish dial, full luminous figures and hands. Size 3¼"x5⅛"x1⅜"
5606?CU811 Retail **$12.95** Plus Tax

X. 30-HOUR "CLIP-CLOCK." A most versatile clock that serves as a desk clock, a clip for holding important papers, and a paper weight. Available space for personalized initials. Ideal for the desk in home or office. Gilt etched dial, gilt figures and hands. 3"x2⅛"x4¼". Gilt case
5698CU517 Retail **$7.95** Plus Tax



Tonka Toys

by

MOUND METALCRAFT, INC.

Mound, Minnesota

NO. 700-4 AERIAL LADDER TRUCK

An authentic reproduction in scale of one of the most popular types of fire equipment seen today — heavy 20 gauge steel tractor scaled from popular 54 trucks—ladders of heavy gauge aluminum with plated operating wheel cranks and simulated hydraulic raising mechanism — Tiller-man's seat and windshield swings away for ladder operation — large rubber truck tires with plated wheel discs—plated head lights grill and bumper length 32½ inches, height 7¼ inches, width 6 inches.
Individually packed — one to shipper — weight 10 lbs.

NO. 750-4 PARCEL DELIVERY

This scale model of one of the most popular delivery trucks seen everywhere is another "First" by Tonka Toys — Constructed of heavy 20 gauge steel — Sliding front door and two rear doors that open provide "loads" of play value — Four large rubber tires — plated wheel discs.
Length 11¾ inches, Height 7 inches, Width 5½ inches.
Individually packed ½ dozen to shipper — Weight 22½ lbs.

NO. 250-4 WRECKER TRUCK

Tractor scale model — heavy 20 gauge steel construction — plated hoisting crank — sturdy chain and hook — plated bumper grill and headlights — six large rubber tires — plated wheel discs.
Length 12¾ inches — Height [illegible] inches — Width 6¼ inches.
Individually packed ½ dozen to shipping carton — Weight 20 lbs.

NO. 600-4 ROAD GRADER

Scale model of "The" Road Grader seen in practically every city, town and village across the nation The Blade rotates and tilts in several positions — Six big "Jumbo" type tires with heavy treads have "V" pointing forward on both sides.
Length 17 inches — Height 6¾ inches — Width 7¼ inches.
Individually packed — ½ dozen to shipper — Weight 30 lbs.

Tonka Toys

NO. 400-4 ALLIED VAN

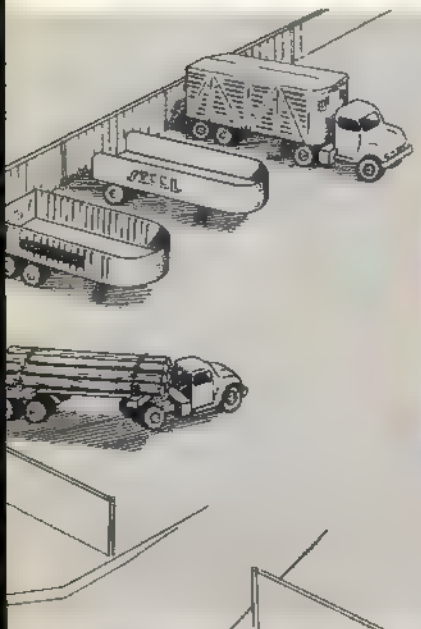
An exclusive authorized reproduction in miniature of the Allied Van Lines recommended equipment for their agents. The heavy 20 gauge steel tractor is scaled from popular '54 truck — Ten big rubber truck tires — plated wheel discs — Authentic trailer stand wheels.
Length 23¾ inches — Height 9 inches — Width 6 inches.
Individually packed — 1/3 dozen to shipping carton — Weight 31 lbs.

NO. 575-4 LOGGER

Factual miniature model of heavy duty logging truck — Large load of logs held in place by logging chains — Floating tandem rear axle on trailer of authentic single boom construction — Fourteen heavy duty rubber truck tires with plated wheel discs — Plated headlights, grill and bumper — Length 23¾ inches — Height 6 inches — Width 6 inches.
Individually packed—1/3 doz. to shipper—Weight 28 lbs.

NO. 180-4 DUMP TRUCK

Factual scale model—heavy 20 gauge steel construction — plated dump control levers—Plated headlights, grill and bumper. Heavy duty truck tires with plated wheel discs
Length 13 inches — Height 6 inches — Width 6 inches.
Individually packed — Six to shipper — Weight 24 lbs.



NO. 675-4 TONKA TRAILER FLEET

Four factual reproductions of modern "over the road" trailers seen on the highways of America along with two interchangeable tractors that can be coupled to any of the trailers make this set outstanding in play value. The packing carton makes up into a garage for the entire fleet.
Length 35¼ inches — Height 6 inches — Width 17½ inches.
One set to a shipper — Weight 23 lbs.

The finest qualit

NO. 650-4 GREEN GIANT TRANSPORT

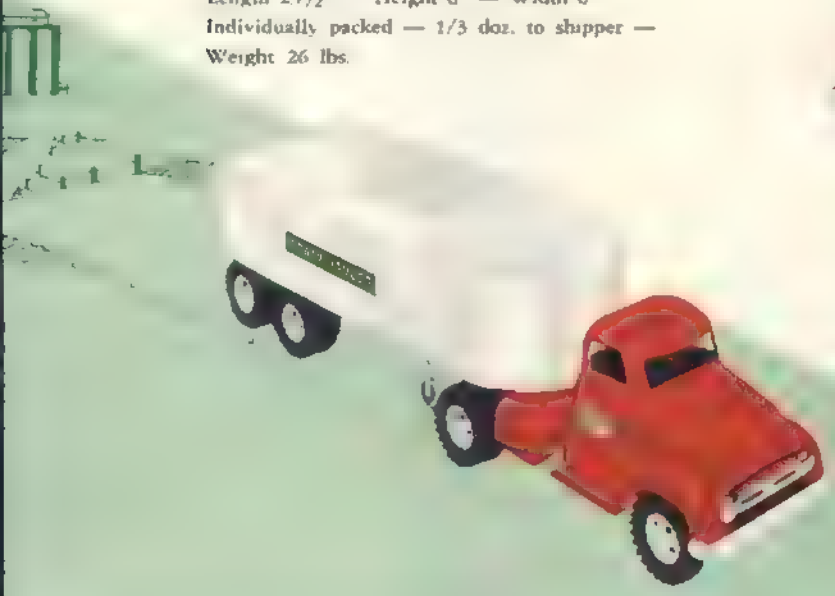
This scale model of a large refrigerator truck used to transport food throughout the nation carries the nationally known "Green Giant" trademark. Heavy steel construction with fourteen large heavy duty truck tires with plated wheel discs — Authentic refrigeration unit — Heavy 20 gauge steel tractor has plated headlights, grill and bumper
Length 23¾' — Height 9" — Weight 6¼".
Individually packed — 1/3 doz. to shipper — Weight 32 lbs

NO. 550-4 GRAIN HAULER

Scale model of one of the most popular styles of tractor-trailer units used today — Rolled edges on trailer body with embossed steel sides — Fourteen large rubber truck tires with plated wheel discs.
Length 23½' — Height 6" — Width 6"
Individually packed — 1/3 doz. to shipper — Weight 26 lbs.

NO. 725-4 STAR-KIST VAN

Another Exclusive by Tonka Toys
This beautiful scale model is constructed of heavy 20 gauge steel and has plated headlights, grill and bumper. Colorful Star-Kist Food decals make this unit an exact replica of one of the most popular cargo type trucks used today — Two rear doors enable junior deliverymen to load and unload.
Length 14½"—Height 7¾"—Width 5¾'
Individually packed — ½ dozen to shipper — Weight 28½ lbs.



NO. 775-4 ROAD BUILDER SET

Now! For the first time a complete set of road building equipment in one package — Junior road builders will have hours of creative enjoyment building and altering junior highways with factual scale models of the equipment used in road construction and maintenance. Four sturdy toys of heavy steel construction combine to make this set a unique and outstanding value
Length 27" — Height 7¼" — Width 16¾'.
One set to a shipper — Weight 18 lbs.

...t the lowest price in Metal Toys

NO. 500-4 LIVESTOCK VAN ▶

The First actual scale model of America's most popular farm truck — Heavy steel construction plus fourteen large heavy duty truck tires with plated wheel discs. Heavy 20 gauge steel tractor with plated grill, headlights and bumper.
Length 24" — Height 9¼" — Width 6¼".
Individually packed — 1/3 doz. to shippers — Weight 30 lbs.

NO. 145-4 STEEL CARRIER

A factual scale reproduction of the equipment used to transport heavy loads of iron and steel to and from the great mills of our nation. Fourteen large heavy duty truck tires—Tandem rear axles—Heavy 20 gauge steel tractor with plated grill, bumper and headlights.
Length 23½"—Height 9¼"—Width 6¼"
Individually packed — 1/3 doz. to shipper — Weight 24 lbs.

NO. 175-4 UTILITY TRUCK

Latest design and styling — Heavy 20 gauge truck with four large rubber heavy duty truck tires — Plated grill, headlights, bumper and wheel discs.
Length 13½"—Height 5¾"—Width 5¾".
Individually packed—½ doz. to shipper—Weight 18 lbs.

NO. 120-4 TRACTOR & CARRY-ALL TRAILER & NO. 50-4 STEAM SHOVEL

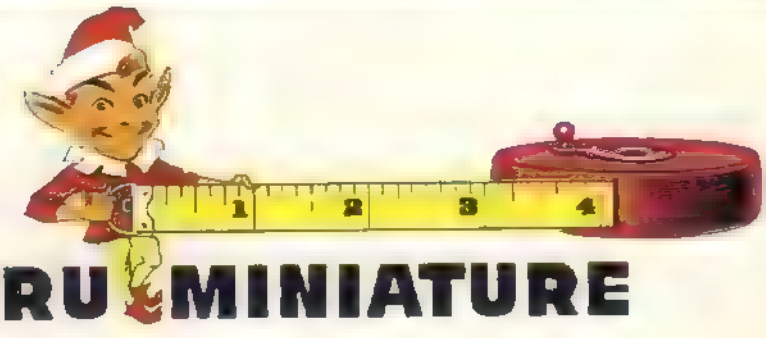
Factual scale model of modern industrial equipment — Heavy 20 gauge steel construction to handle the heaviest of equipment loads — plated grill, headlights and bumper on tractor
L. 33" — H. 12½" — W. 6¼"
Individually packed ¼ doz. to shipper. Wt. 24 lbs.

NO. 50-4 STEAM SHOVEL

Heavy gauge steel construction — Full rotating cab — Ratchet crank control — Heavy duty plated linkage on controls.
L. 20¾" — H. 11" — W. 6¼"
Individually packed — ½ doz. to shipper. Wt. 21 lbs.

AMERICAN TOYS

Tonka Toys
by
MOUND METALCRAFT, INC.
Mound, Minnesota



TRU MINIATURE

Reg. U. S. Pat. Off.

Kiddie Motor Show

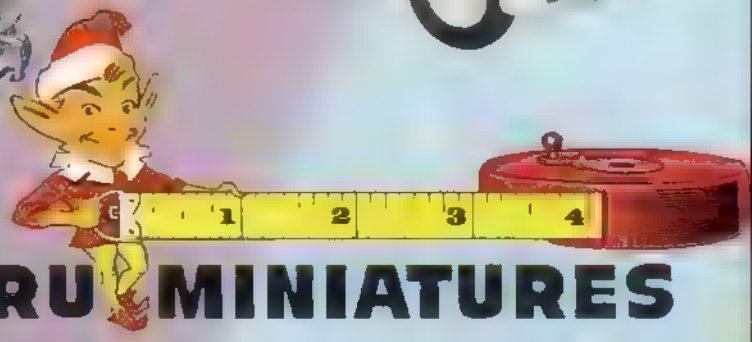
Master Craftsmen in Miniatures

PRODUCT MINIATURE CO., INC.

1240 SOUTH 16TH STREET • MILWAUKEE 14, WISCONSIN

Plymouth Sedan
Model No. 1854

Plymouth Suburban
Model No. 1254
Kit No. 2454

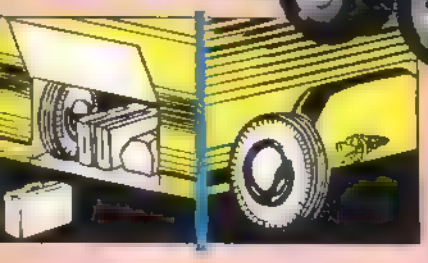


TRU MINIATURES

On Parade

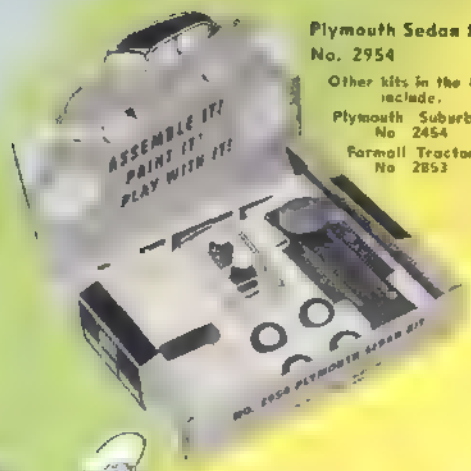
Yellow Cab
Model No. 2354

Trailways Thru-Liner Bus
Model No. 3254



Wheels are steerable and de-
tachable. Luggage compartment
has luggage and spare wheel

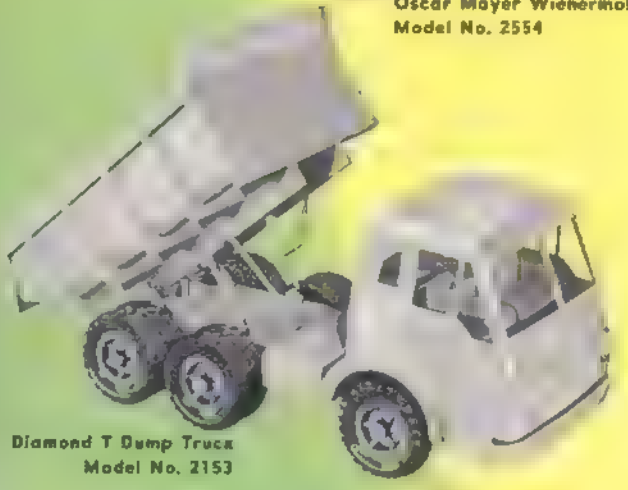
Nash Sedan
Model No. 2054



Plymouth Sedan Kit
No. 2954

Other kits in the line include:
Plymouth Suburban
No. 2454
Farmall Tractor
No. 2853

Oscar Mayer Wienermobile
Model No. 2554



Diamond T Dump Truck
Model No. 2153

International Pickup Truck
Model No. 854

International Harvester Tractor and Wagon

Tractor and Wagon, Model No. 649 — Tractor, Model No. 146 — Tractor Kit No. 2853

Tru-Miniatures are the answer to a child's dream to own something "Just like Dad's." They're authentic scale models. All car models are motorized with the precision-built, action-packed Spin-Torque motor—a Tru-Miniature exclusive. Tru-Miniatures are made of strongest, high-impact plastic materials available. They have an exceptional combination of realism and play value that brings in sales the year 'round.

PLYMOUTH SEDAN — Model No. 1854. New 1954 model with tinted windows, two-toned colors, Spin-Torque motor. Metal-like grille, bumpers and lights. White-wall wheels with black vinyl tires. 1:25 scale. Size: 7¾x3x2¾ inches. ALSO OFFERED UNASSEMBLED AS A KIT — No. 2954

PLYMOUTH SUBURBAN — Model No. 1254. New 1954 model with Spin-Torque motor. Metal-like bumper, lights and grille. Tinted windows and white-wall wheels with black vinyl tires. Assorted colors. 1:25 scale. Size: 7¾x3x2¾ inches. ALSO OFFERED UNASSEMBLED AS A KIT — No. 2454

YELLOW CAB — Model No. 2354. NEW ITEM. Has Spin-Torque motor, yellow cab sign and decals, billboard area on back. It's a 1954 Plymouth with tinted windows and white-wall wheels with black vinyl tires. Size: 7¾x3x2¾ inches.

TRAILWAYS THRU-LINER BUS — Model No. 3254. NEW ITEM. It's the latest idea in double-deck, cross-country travel. Play value galore! Spin-Torque motor. Demountable and interchangeable wheels, one spare wheel. Luggage compartment with miniature luggage. Destination sign can be changed to 18 different cities. Tak-a-part motor in rear compartment. Front wheels turn right or left. Interior coaching scenes, chassis with high-impact plastic body. Four colors on each bus — red, silver, cream, white. Size: 15x3¾x5 inches. Box can be used as depot.

NASH SEDAN — Model No. 2054. New 1954 colors, Spin-Torque motor, tinted safety glass, and white-wall wheels with black vinyl tires. Plated metal grille, lights and wrap-around bumpers. 1:25 scale. Size: 8½x3½x2⅝ inches.

PLYMOUTH SEDAN KIT — Model No. 2954. NEW ITEM. Assemble it! Paint it! Play with it! Includes chassis with Spin-Torque motor, window insert, wheels, axles, screws, paints, brush and instructions. Here's realism plus down-on-the-floor action. Window poster in each shipper. Each carton is a counter self-display. Fully constructed size: 7¾x3x2¾ inches.

PLYMOUTH SUBURBAN KIT—Model No. 2454. NEW ITEM. Assemble it! Paint it! Play with it! Includes chassis with Spin-Torque motor, window insert, wheels, axles, screws, paints, brush and instructions. Each carton is a counter self-display. Fully constructed size: 7¾x3x2¾ inches.

OSCAR MAYER WIENERMOBILE — Model No. 2554. NEW ITEM. It's different with plenty of mechanical motion. Spin-Torque motor on steel chassis. "Oscar the Chef" goes up and down in wiener as toy moves. Red wiener and cream-colored body; metal-like grille, bumpers and lights. Oscar Mayer decals. White wheels with black vinyl tires. Size: 9¼x2¾x4½ inches.

DIAMOND T DUMP TRUCK — Model No. 2153. Terrific play value. Gravel-type box really dumps. Cab tilts forward over Tak-a-part motor. Floating rear axles with dual tandem wheels. Red with green interior. Size: 10x4½x4½ inches.

I-H PICKUP TRUCK — Model No. 854. Now has Spin-Torque motor. Brilliant yellow color with vinyl tires, red wheels and chrome hub caps. Has steering wheel, seat, and I-H decals. Size: 9½x3½x3½ inches.

I-H TRACTOR AND WAGON—Model No. 649. Tractor Model No. 146. Popular Farmall tractor with engine detail, steering wheel that turns, rubber tires. Wagon has grain box, steering mechanism and hitch. Over-all size: 18x4¾x4½ inches. TRACTOR ALSO OFFERED UNASSEMBLED AS A KIT - No. 2853 — includes all parts, decals, and liquid cement. Assemble it; play with it.

De luxe Model No. 354
with transformer and control panel.

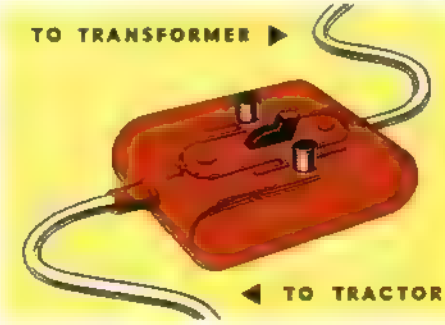
Standard Model No. 355
with control panel.

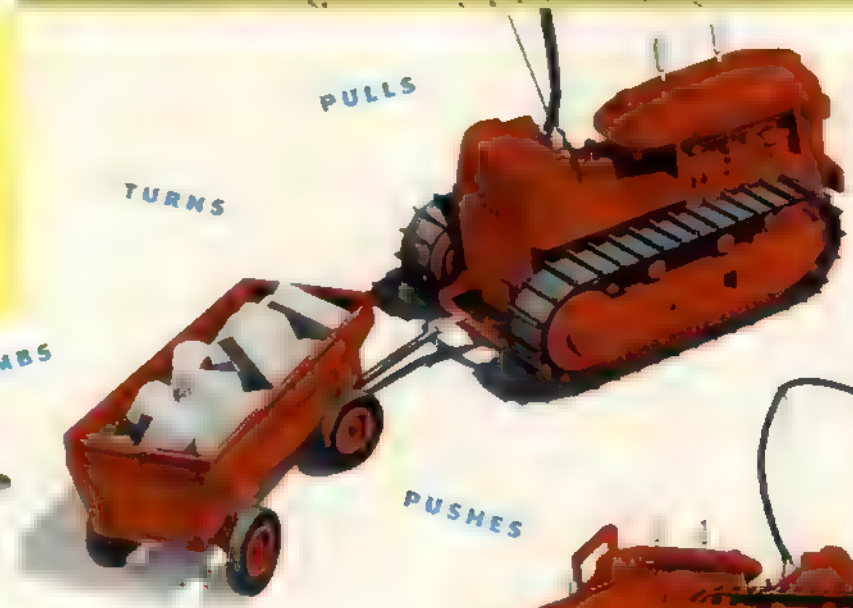
ELECTRIC Twin-Trac TRACTOR

Already outstanding, the de luxe electric crawler tractor with transformer is 7 ways NEW! Count these sales features 1) Two electric headlights, 2) 18-inch log chain, 3) Three logs, 4) Remote control panel 5) Wagon with rear hitch, 6) Bulldozer blade assembly snaps on, 7) Metal drawbar hitch

Standard Model includes headlights, log chain and logs, remote control panel, bulldozer blade assembly and metal drawbar hitch.

Electric crawler tractor has powerful motor and is made of toughest plastic materials available. It goes right, left, reverse or forward — at a finger's bidding. Moves on rubber tracks. Individually boxed and well-packed.





Guaranteed

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

PRODUCT MINIATURE CO., INC.

2240 SOUTH 54TH STREET • MILWAUKEE 14, WISCONSIN

Litho in U.S.A.

CASTELLI

Metal Toys

WHEEL GOODS
JUVENILE FURNITURE

National Sales Representative
LEVY & FRYER
200 Fifth Ave.
New York 10 Room 1453

OUR *25th* ANNIVERSARY YEAR

F. C. CASTELLI CO., COTTMAN AND EDMUND STS., PHILADELPHIA 35, PA.

CASTELLI METAL TOYS LEAD THE FIELD!

600 TRACTOR for the budget-minded parent! Only promotional tractor in the world. For the progressive merchant who demands volume with value. Suggested Retail . . . **$14.95**

601 CHAIN DRIVE TRACTOR . . . first and only promotional tractor released to the trade. Incorporates all the quality features that made it famous. Designed to be promoted UNDER **$19.95**

601 DELUXE NEW 1954 TRACTOR . . . completely restyled and re-designed, with latest mechanical improvements. Product of 25 years of engineering know-how! Quality and price protected at **$19.95**

FOR SALES APPEAL, VALUE, STYLE AND DURABILITY...STOCK CASTELLI!

250 FOLDING TABLE AND CHAIR SET, completely new in fabrication! One-piece drawn steel table top with rolled edges, covered with newly developed simulated leatherette paint Suggested retail . . . **$12.95**

249 FOLDING TABLE AND CHAIR SET for indoor-outdoor use. The first all-steel set produced to sell under ten dollars. Attempts are being made, by competitors, to imitate it. Suggested retail **$9.95**

260 PLAY TABLE TOP, our newest sensation! Designed with scenic background, plastic-sealed washable top comes complete with bag of plastic toys for story play. Suggested retail **$12.95**

BEST, LOWEST-PRICED LINE IN AMERICA!

650 MOTOR BIKE... a Castelli original! A long, clean, low-slung motor bike judged the most outstanding wheel goods item presented this year! An absolute must for the conscientious buyer. Suggested retail **$25.95**

602 DERRICK attachment that actually works! Designed with all round edges for child safety, with full play value of a real working derrick. Suggested retail **$2.95**

603 TRAILER, most popular of all attachments, newly restyled for more realistic appearance and better maneuverability. Suggested retail **$7.95**

NATIONALLY ADVERTISED IN....

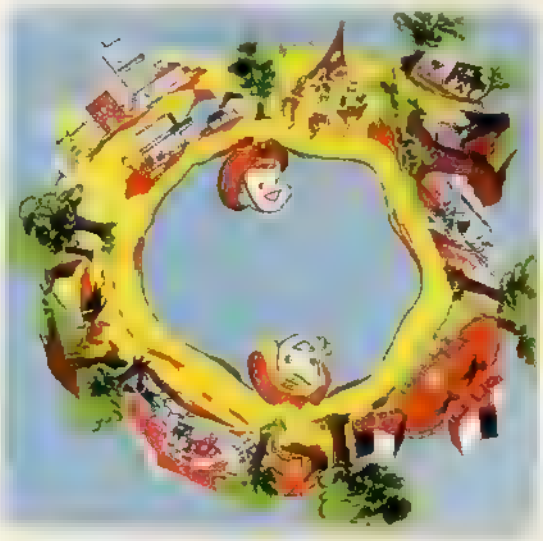
261 3R'S TABLE TOP for the pre-school child! Functionally designed incorporating educational and play interest. Plastic-sealed washable top. Suggested retail **$12.95**

300 ROCK-R-SWING, practically a trademark with Castelli! Produced and sold in limited quantities, it is still the finest swing made. Suggested retail **$7.95**

605 FIRE CYCLE, extremely maneuverable vehicle with all the features of a bell-ringing, ladder-carrying fire engine. Realistic in design, easily handled. Suggested retail . **$22.95**

THE TABLE TOP STORY

Castelli's already popular table-and-chair sets now get added child appeal! In a whole series of colorful, action-packed table top designs, Castelli injects game appeal, educational value, plus extra merchandising punch! Scenic Western tops for boys, Doll-town designs for girls, pre-school patterns for the small fry! A wide variety to please the most particular customer! The Table Top Story is another example of the aggressive Castelli sales policy, aimed at providing merchandise to encourage that *extra* sale!



Western Table Top, designed to lure small cowboys and cowgirls, provides the setting for imaginative cowboy-and-Indian adventures. Many familiar locales are depicted, so games may proceed from the Western Village with its hotel, bank, jail, dance hall, general store, and blacksmith shop, to the ranch house or Indian Village, Lost Cave, Bandits' hideout, and move around the action of stagecoach, and the hold-up of a railroad train at a mountain pass

Pre-School Table Top, with block letters and numbers, planned to help youngsters learn their ABC's. An understanding of numbers is developed through the use of such small-fry fascinations as lollipops, ice cream cones, balls, balloons, marbles, birthday candles. All of this educational design has been set against a background of colors chosen especially for their appeal and interest for youngsters.

OUR 25th ANNIVERSARY YEAR

F. C. Castelli Co.

COTTMAN AND EDMUND STS., PHILADELPHIA 35, PA.

LITHO U

Model
TOYS

Model
TOYS

Educational, constructive, built to give years of fun

Model Toys are authorized working models of famous construction and fire-fighting equipment. And like the *big* machines, they're built to stand up under roughest, toughest treatment, giving youngsters more years of fun, while teaching the importance of quality that endures.

Model Toys have welded heavy gauge steel bodies, famous-make real rubber tires, and baked automotive enamel finishes for greater protection against rust. In every true detail of construction, Model Toys are built to look and work just like the *real* machines.

A **No. 2006.** *Model* **ADAMS ROAD GRADER,** leader in the line for years. An exciting toy for "backyard engineers." Scrapes ground smooth for their miniature building construction, grades and banks their small-scale highways and airport runways. Length, 26"; weight, 12 lbs. Fair Trade Price — $13.95.

B **No. 2007.** *Model* **UNIT MOBILE CRANE,** the toy for the older boy. Its clam-shell scoops up earth or sand, swings wide on the boom dumps loads for other Model Toys. Boom, clam-shell and cargo hook are crank-controlled from cab. Length, 12"; boom length, 19"; weight, 7 lbs. Fair Trade Price — $13.95.

C **No. 2009.** *Model* **EUCLID BOTTOM DUMP TRUCK,** basic toy for children of all ages. Takes loads from the Model CRANE or Model BUCKET LOADER, hauls them away and dumps them with the flick of a lever. Length, 27"; weight, 11 lbs. Fair Trade Price — $13.95.

D **No. 2010.** *Model* **AMERICAN-LA FRANCE PUMPER,** the toy for **action.** Rubber hose connects to pump-operated tank — shoots stream of water high in the air. Equipped with scaling ladder, hard suction hose, fire extinguishers and bell. This toy and the Model AERIAL LADDER form a complete fire department. Length, 18"; weight, 7 lbs. Fair Trade Price — $15.95.

E **No. 2011.** *Model* **HEILINER-SCRAPER.** Powerful, triple-duty earth mover. Scoops up earth and loads itself — hauls and dumps loads for the Model ROAD GRADER to level or for the Model CRANE to pick up. Length, 29"; weight, 13 lbs. Fair Trade Price — $15.95.

F **No. 2012.** *Model* **CATERPILLAR* D6 TRACTOR and BULLDOZER.** A best seller in just one year. Rugged replica of the giant 'Cat. Levels areas for miniature construction jobs, cuts down banks of earth for the Model HEILINER to load and haul away. Authentic bulldozer treads operate independently for sharp turns. Length, 15"; weight, 7 lbs. Fair Trade Price — $12.95.

G **No. 2013.** *Model* **BARBER-GREENE BUCKET LOADER.** Leading toy for '53 — the completely new reproduction of the latest Barber-Greene machine. Its "spirals" force sand or gravel into piles for loading. Chain-driven buckets bite into the piles, shoot up to the conveyor belt which takes the loads and dumps them. Loading unit lowers for digging, raises for road clearance in travel. Length, 22"; weight, 10 lbs. Fair Trade Price — $18.95.

H **No. 2014.** *Model* **AMERICAN-LA FRANCE AERIAL LADDER,** completely redesigned, with new and improved equipment — the most authentic model fire engine on the market. New features include **die-cast aluminum** construction of the extension ladder; spring action to make "hydraulic" lifts work; improved construction of revolving ladder base and auxiliary ladders. Extension jacks have been added to brace truck when aerial ladder is raised over side. A thrill-packed toy in action. Length, 33"; height (ladder extended), 42"; weight, 11 lbs. Fair Trade Price — $19.95.

Model Toys outlast others 3 to 1

NOTE: In 11 Western States price is $0.80 higher on each toy

*Reg. U.S. Pat. Off.

Model TOYS

THE CHAS. WM. DOEPKE MANUFACTURING CO., Inc.
ROSSMOYNE, OHIO

Model Toy Representatives in the United States.

East — Jos. J. Barnett
Mid-West — Hugh D. Kenney
South — M. M. Hanson
Southwest — Hughes-Stocks
West — Ken Roberts

Model Toy Representatives in Canada

Geo. S. Hall Co.
28 Grenville
Toronto 1, Ontario

21 JEWEL

THIRTY PRECIOUS STAR-BRIGHT DIAMONDS set in 14K WHITE SOLID GOLD create a superb bracelet watch . . . incomparable for beauty or timing. SHOCK-PROTECTED 21 JEWEL CLINTON MOVEMENT is 3-position adjusted a miracle of precision. Flat rock crystal over dot-and-figure combination dial. This precious timepiece has a safety chain in addition to its regular clasp. Give wrist size when ordering.

No. 7727. List $625.00
Dealer's Each **289.10**

21 JEWEL

TWO THREE-SELECTED DIAMONDS add their twinkling beauty to the 14K WHITE-SOLID GOLD CASE . . . make this a watch that's a stunning compliment to the loveliest wrist. 21 JEWEL SHOCK PROTECTED CLINTON MOVEMENT assures years of faithful time-keeping . . . is three-position adjusted. Heavy crystal. Faceted GOLD-FILLED expansion bracelet.

No. 7728. List $165.00
Dealer's Each **66.15**

21 JEWEL

In the 3-dimen. heirloom-like elegance . . . choose this aristocrat! Sculptured 14K YELLOW SOLID GOLD CASE . . . easily read numerals gleam under rock crystal. 21 JEWEL SHOCK-PROTECTED MOVEMENT is 3-position adjusted. Harmonizing Speidel "Chiquita" expansion band.

No. 7707. List $125.00
Dealer's Each **56.35**
As above in WHITE GOLD
No. 7708. List $125.00
Dealer's Each **56.35**

21 JEWEL

Charming feminine grace is by FOUR THREE SELECTED DIAMONDS set in heart-shaped end pieces on the WHITE 10K ROLLED GOLD PLATE case. Non-corrosive back, high dome crystal. Flawlessly accurate 21 JEWEL SHOCK-PROTECTED CLINTON MOVEMENT. Gold-filled expansion bracelet.

No. 7729. List $135.00
Dealer's Each **58.56**
As above in YELLOW
No. 7730. List $135.00
Dealer's Each **58.56**

SUPERB 21 JEWEL

CLINTON

Shock Protected Watches

21 JEWEL

EIGHT BRILLIANT DIAMONDS accent this sleekly modern oblong case of precious 14K WHITE SOLID GOLD. Uniquely designed with unusual high arch crystal. WHITE GOLD-FILLED expansion bracelet echoes the smart lines of the case. 21 JEWEL SHOCK-PROTECTED CLINTON MOVEMENT is 3 position adjusted for unvarying ACCURACY.

No. 7731. List $250.00
Dealer's Each **107.80**

- Cushioned Balance Staff . . . Guaranteed Never to Break
- Mainspring Guaranteed Never to Break
- Incabloc Shock-Protected
- Dust Protected
- Anti-Magnetic
- Temperature Compensated
- 3 Position Adjusted 21 Jewel Watches
- Fully Guaranteed
- Triple-selected Diamonds
- Nationally Advertised Famous Watch Bands
- Every Watch in Keepsake Gift Box
- Fashion Styled by Talented Jewelers
- Precision Built by Master Watchmakers

THREE POSITION ADJUSTED

Each superior 21 jewel movement is adjusted three different ways to run at a constant rate at all times . . . regardless of the position it is in. Every watch also adjusted to temperature changes.

CALENDAR

21 JEWEL

AUTOMATIC SELF-WINDING CALENDAR WATCH gives current date . . . winds by wrist action! 14K YELLOW SOLID GOLD CASE. 21 JEWEL SHOCK-PROTECTED MOVEMENT. Gold-filled expansion band. Sweep second hand. List $235.00

No. 7733.
Dealer's Each **96.04**
As above, but WATERPROOF with GOLD-FILLED top, steel back. List $165.00.
No. 7733.
Dealer's Each.. **68.11**
As above, WATERPROOF, STAINLESS STEEL case. List $150.00. **No. 7734.**
Dealer's Each **63.70**

21 JEWEL

AUTOMATIC SELF WINDER masterfully designed for dress wear. Effectively simple 14K YELLOW SOLID GOLD SQUARE case. Sweep second hand. Triple-flex gold-filled expansion band. 21 jewel shock-protected CLINTON movement . . . 3-position adjusted . . . wonderfully reliable

No. 7735. List $200.00

Dealer's Each **87.96**
Same as above with gold-filled case
No. 7736. List $150.00
Dealer's Each **63.70**

21 JEWEL

Ultra-smart AUTOMATIC SELF WINDER IN 14K YELLOW SOLID GOLD. Waterproof case has non-corrosive back. 3-position adjusted 21 JEWEL SHOCK-PROTECTED MOVEMENT. Sweep second hand. Gold-filled expansion band has unusual curved links.

No. 7760. List $200.00

Dealer's Each **87.22**
Same as above, but GOLD-FILLED TOP, stainless back
No. 7761. List $135.00.
Dealer's Each **58.31**

CUSHIONIZED BALANCE STAFF — CUSHIONS THE SHOCK

CLINTON

Shock Protected Watches

•14K YELLOW SOLID GOLD •17 JEWEL CLINTON MOVEMENT

Superbly styled and incredibly accurate this is a timepiece to treasure. Impressive dignity is apparent in every line of the 14K YELLOW SOLID GOLD lapped case with its matching hands and markers. Small second hand. Distinctive pyramid crystal. FAMOUS 17 JEWEL SHOCK PROTECTED CLINTON MOVEMENT. Gold filled expansion band designed to harmonize with case.

No. 7790. Last $140.00.
Dealer's Each **61.74**

WATERPROOF AND SHOCK RESISTANT the perfect choice for an active man. Simple, smart round case in YELLOW ROLLED GOLD PLATE has non-corrosive stainless steel back. Dome crystal and luminous dial that's easily readable in the dark. Sweep second hand. Shock protected 17 JEWEL CLINTON MOVEMENT . . . your assurance of accuracy.

No. 7780. Last $59.50.
Dealer's Each **29.40**

Same as above with CHROME TOPPED case, strap of supple genuine leather.

No. 7781. Last $49.50
Dealer's Each **23.32**

SOLID GOLD

14K YELLOW SOLID GOLD creates a magnificent modern round case . . . containing CLINTON'S SHOCK-PROTECTED 17 JEWEL MOVEMENT. Handsome markers and hands under curved crystal. Sterling gold filled expansion band. An ideal gift.

No. 7778. List $110.00.
Dealer's Each **48.02**

Same in 10K R.G.P., steel back.

No. 7779. List $71.50
Dealer's Each **31.61**

Striking contemporary design marks this fine watch. Rectangular 10K YELLOW GOLD PLATE case set off by the rugged gold filled expansion band. High dome crystal protects easily read numerals and small second dial. To insure constant accuracy year after year . . . CLINTON'S 17 JEWEL SHOCK PROTECTED MOVEMENT.

No. 7776. List $71.50
Dealer's Each **31.90**

Smart dress watch with the clean, simple lines men prefer . . . oblong case of 10K YELLOW ROLLED GOLD PLATE backed with non-corrosive stainless steel. High dome crystal for clear view of numerals, hands, small second dial. Massive gold-filled matching expansion band. 17 JEWEL SHOCK-PROTECTED CLINTON MOVEMENT . . . the finest.

No. 7759. List $55.00.
Dealer's Each **26.07**

AUTOMATIC

AUTOMATIC SELF-WINDING CALENDAR WATCH! WATERPROOF TOO! Shows not only date but also dial window for day . . . second hand! Natural wrist motion keeps it wound. YELLOW GOLD FILLED CASE steel back. Matching expansion band. 17 JEWEL SHOCK PROTECTED MOVEMENT.

No. 7791. List $125.00.
Dealer's Each **53.51**

As above, all STAINLESS STEEL case.

No. 7792. List $110.00.
Dealer's Each **46.65**

AUTOMATIC

RESERVE POWER INDICATOR feature of this SELF-WINDING WATERPROOF WATCH! New extended design case is YELLOW GOLD FILLED, stainless steel backed. Luminous dial, sweep second hand. GOLD-FILLED expansion band. 17 JEWEL SHOCK PROTECTED CLINTON MOVEMENT.

No. 7780. List $110.00.
Dealer's Each **45.62**

As above with all STAINLESS case.

No. 7781. List $95.00.
Dealer's Each **41.16**

AUTOMATIC

A CLINTON achievement—this magnificent AUTOMATIC SELF-WINDING watch! Every movement of your wrist keeps it wound. FAMOUS 17 JEWEL SHOCK PROTECTED movement in thin case of YELLOW ROLLED GOLD PLATE and stainless steel backed. Dramatic black dial has gleaming hands, markers, sweep second hand. Gold-filled Krenzler expansion band enriched by leather trim.

No. 7793. List $110.00.
Dealer's Each **47.33**

AUTOMATIC

WATERPROOF AND AUTOMATIC SELF WINDING . . . the practical watch he's been wanting! YELLOW GOLD FILLED CASE has non-corrosive back. LUMINOUS DIAL, SWEEP SECOND HAND. Curving gold filled expansion band. 17 JEWEL SHOCK-PROTECTED CLINTON MOVEMENT.

No. 7794. List $95.00
Dealer's Each **42.53**

Same, chrome top case, leather strap.

No. 7795. List $71.50.
Dealer's Each **33.91**

WRIST WATCH

The perfect gift . . . has become WRIST WATCH THAT NEVER WARRS out IN THE MORNING . . . remains with you for every important appointment. Always accurate 17 jewel Clinton movement. 10K yellow gold-filled case has stainless steel back. Black radium dial shows ready date. Sweep second hand. Gold-filled expansion band.

No. 7767. Last $135.00 Dealer's Each **63.70**

Same as above with silver finish dial. **No. 7768.** List $135.00. Dealer's Each **63.70**

AUTOMATIC

Automatic self winding watch in a handsome masculine design. Case and bracelet of 14K YELLOW SOLID GOLD. Hi-domed crystal over gilt hands and numerals. Sweep second. Unbreakable flexible Exhibit 17 JEWEL SHOCK PROTECTED CLINTON MOVEMENT. Natural wrist motion does wind watch.

No. 7769. List $150.00 Dealer's Each **66.15**

Same in R.G.P., stainless back **No. 7770.** List $85.00 Dealer's Each **39.10**

AUTOMATIC

Automatic self winder! 14K YELLOW SOLID GOLD CASE. Stick figure pattern dial, sweep second hand. 17 JEWEL SHOCK PROTECTED CLINTON MOVEMENT.

No. 7771. List $165.00 Dealer's Each **68.60**

Same as R.G.P., stainless back **No. 7772.** List $95.00 Dealer's Each **41.16**

AUTOMATIC

Rugged sports watch in STAINLESS STEEL. Automatically self winding and WATERPROOF. Luminous dial has unbreakable crystal. Reliable 17 JEWEL SHOCK-PROTECTED Clinton movement specified. "Sir Galahad" stainless expansion band.

No. 7752. List $85.00 Dealer's Each **39.10**

CUSHIONIZED BALANCE STAFF

CUSHIONS THE SHOCK

CLINTON

Shock Protected

WATCHES

Mainspring Guaranteed Never To Break

For beauty, accuracy and all-around dependability . . . the wise choice is CLINTON. Fine multi-jeweled movements are built by experienced hands for years of rugged service. Cushionized balance staff absorbs all shocks and is guaranteed never to break. Standardized parts for replacement.

SOLID GOLD

Timeless elegance in 14K YELLOW SOLID GOLD . . . this 14 watch designed in perfect taste to be worn with every ensemble . . . on every occasion. Sculptured scroll accents on the gleaming golden case and BRAIDED BANGLE TYPE BRACELET. You can always depend on the 17 JEWEL SHOCK PROTECTED CLINTON MOVEMENT.

No. 7746. List $85.00 Dealer's Each **36.50**

Same as above but of polished 14K WHITE SOLID GOLD **No. 7747.** List $85.00. Dealer's Each **36.50**

SOLID GOLD

Sculptured oval pieces set off the delicately designed case of shimmering 14K SOLID WHITE GOLD. Dome crystal over an easy-to-read dial. Gold-filled expandable link bracelet fits wrist snugly comfortably. 17 JEWEL SHOCK-PROTECTED CLINTON MOVEMENT for accurate time keeping.

No. 7773. List $71.50 Dealer's Each **32.24**

SOLID GOLD

A pair of precious twinkling DIAMONDS set in 14K YELLOW SOLID GOLD! Modern case has square rock crystal. 17 JEWEL SHOCK PROTECTED CLINTON MOVEMENT for superior accuracy. Lovely gold-filled expansion bracelet.

No. 7774. List $100.00 Dealer's Each **45.57**

Same in 14K WHITE SOLID GOLD **No. 7776.** List $100.00 Dealer's Each **45.57**

6 DIAMONDS

For a fairy princess . . . an enchantingly lovely watch set with six SPARKLING DIAMONDS! Delicate filigree end pieces hold the precious stones. WHITE GOLD FILLED CASE has stainless steel back. Hi-dome crystal. 17 JEWEL SHOCK PROTECTED CLINTON MOVEMENT. Gold filled tubular expansion bracelet.

No. 7787. List $110.00 Dealer's Each **47.04**

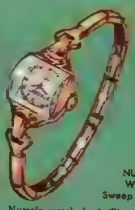
AUTOMATIC

SELF WINDING WATER PROOF

Ideal for nurses. LUMINOUS DIAL with sweep second hand. YELLOW GOLD-FILLED CASE with stainless back. Matching expansion band. 17 JEWEL SHOCK PROTECTED MOVEMENT.

No. 7788. List $100.00 Dealer's Each **45.08**

Same in CHROME TOP, stainless back. **No. 7789.** List $85.00 Dealer's Each **39.79**



NURSES' WATCH
Sweep Hand

Nurse's watch in brilliant 14K YELLOW SOLID GOLD . . . with highly visible RED SWEEP SECOND HAND. Efficient and beautiful, beveled end pieces taper from squarish case to gold filled expansion bracelet. High dome crystal over clearly visible numerals. 17 JEWEL SHOCK-PROTECTED CLINTON MOVEMENT for absolute accuracy—so essential to the busy career woman.

No. 7748. List $79.50.
Dealer's Each **34.79**

In yellow 10K R G P, steel back
No. 7749. List $65.00
Dealer's Each **30.18**

Delicacy and charm in every li
this simple round case of 10K YE
ROLLED GOLD PLATE . . . and in th
quisite flowers that grace the c
FILLED bracelet. Case has pre
stainless steel back. Very distinct
erals. small second hand . . fini
crystal Bracelet is expandable. A
rate 17 JEWEL SHOCK PROTE
CLINTON MOVEMENT . . . your a
ance of many years of accurate
keeping

No. 7716. List $49.90
Dealer's Each . **24.**

Guarantee

CLINTON watches are fully guaranteed against all factory defects in workmanship and material. The unbalor cushioned balance staff and mainspring are unconditionally guaranteed never to break Each watch electronically tested

2 DIAMONDS

TWO TRIPLE-SELECTED DIAMONDS add precious sparkle to a 10K WHITE ROLLED GOLD PLATE case. Beveled case has non-corrosive back . . . dome crystal. Decorative matching double snake chain bracelet. 17 JEWEL SHOCK-PROTECTED MOVEMENT.

No. 7717. List $71.50
Dealer's Each **34.30**

As a set, 6 yellow rolled gold plate
No. 7718 List $71.90
Dealer's Each **34.30**

The fabulously fashionable BRACELET WATCH as much a cherished piece of jewelry as a dependable timepiece. Favored by well dressed women everywhere. Case of 10K YELLOW ROLLED GOLD PLATE has stainless steel back. Flexible gold-filled bangle bracelet with safety chain. Dome crystal. For unvarying accuracy the 17 JEWEL SHOCK-PROTECTED CLINTON MOVEMENT

No. 7762. List $71.50.
Dealer's Each **31.61**

The newest of watches, with bracelet and case perfectly matched to create a jeweler-watchmaker triumph. The stunning coin shaped case in 10K YELLOW ROLLED GOLD PLATE is backed with stainless steel . . . has flat rock crystal. Matching expandable coin bracelet is gold-filled 17 JEWEL SHOCK PROTECTED CLINTON MOVEMENT. An outstanding gift choice

No. 7719. List $57.50
Dealer's Each **26.75**

SOLID GOLD

List P watch in 14K YELLOW SOLID GOLD designed to l
good taste always Teardrop end pieces accent the smart s
Domed crystal. Gold-filled bracelet 17 JEWEL SHOCK PROTE
MOVEMENT

No. 7725. List $71.50
Dealer's Each **33.**

Same as above in 10K yellow rolled gold plate stainless b

No. 7726. List $55.00
Dealer's Each **26.**

For the tailored woman . . . a watch with fashion-aware lines . . . appropriate for every occasion Case of 10K YELLOW ROLLED GOLD PLATE and GOLD FILLED expansion bracelet are designed to harmonize perfectly. look like a single unit Dome crystal 17 JEWEL SHOCK-PROTECTED CLINTON MOVEMENT . . . a masterpiece of dependability.

No. 7763. List $59.50.
Dealer's Each . . . **26.75**

Sculptured detailing and elegance to this fine CUSHION watch Artfully tapered case in 10K YELLOW ROLLED GOLD PLATE has non-corrosive stainless steel back Gilt handle numerals and dome crystal combine to create easy-to-read dial face. Gold-filled expansion band. 17 JEWEL SHOCK-PROTECTED MOVEMENT

No. 7764. List $52.50
Dealer's Each **24.99**

A delightful design in 10K YELLOW ROLLED GOLD PLATE. Exquisite little cushion shape case has handsomely carved end pieces. Gold-filled bracelet created of faceted expandable links. Watch case with stainless steel back . . . rock crystal Reliable 17 JEWEL SHOCK-PROTECTED CLINTON MOVEMENT . . . always trustworthy

No. 7765. List $55.00.
Dealer's Each **25.38**

Styled for women who prefer e
plicity and a sleekly tailored eff
Case trimly designed in 10K YEL
ROLLED GOLD PLATE with stain
steel back. Up-to-the-minute mod
face under raised dome crystal. Sl
ling gold filled expansion link bra
let. Famous 17 JEWEL SHOCK-P
TECTED CLINTON MOVEMENT

No. 7766. List $55.00.
Dealer's Each . . . **25.**

As low as
3.98

1

3 "Wardrobe" Doll **5.98**

Dy Dee Doll and Layette
As low as
9.95

2

I am an
EFFANBEE
DOLL

Saran hair "rooted" so scalp wash, comb set as desired

4

Pony-Tail Doll
4.98

20-in. "Lil' Darlin" 9.95 [5]

22-in. Cuddle-Babe [8] 12.95

Playmates Hour After Hour

Dolls 1 to 4 shown on facing page

Dolls 5 to 8 shown on this page

[1] DRINK 'N' WET DOLL, LAYETTE. Sweet cuddly as a newborn—she drinks from her bottle, wets her diaper! Fully jointed latex body is fun to wash. Finely detailed hard-to-break plastic head with thick-lashed glassene eyes that close for naps. Includes wrap-a-round blanket, bottle, nipple, extra diaper, socks, shoes, wash cloth, sponge; 2 Sunday best dresses with matching bonnets.
R35 J 3661 19-in. Doll, Outfit. (4 lbs.) . . . 5.98
35 J 3660 12-in. Doll, Outfit. (1 lb. 15 oz.) . . 3.98

[2] DY-DEE DOLL, LAYETTE. She blows bubbles, sips from straw or spoon—loves to be washed, fun hair and all! Lay her down, glassene eyes close as sleep or stay open when head is turned. Feed her, change her when she wets. Fully jointed molded rubber body, plastic head. Organdy dress, bonnet, slip, socks, shoes, pajamas, G-t ps, spoon, straw, pacifier, bubble pipe, bubble bath bottle, nipple, booklet "What Doll Mothers Should Know."
35 J 4297 11-in. Doll, Outfit. (2 lbs. 10 oz.). 9.95
35 J 4298 15-in. Doll, Outfit. (3 lbs. 10 oz.) 14.95
R35 J 4299 22-in. Doll, Outfit. (7 lbs.) 22.95

[3] "ROOTED" HAIR DOLL. Charming 15½-in. model doll owns two extra frocks of her very own! Has securely "rooted" Saran hair "poodle cut" style for easy shampooing, combing, brushing. Washable "Fairy Skin" of vinyl plastic, with real as-life features, thick lashed glassene eyes that close, coo voice. Wears rayon print dress, panties, socks, shoes. Two extra dresses included.
35 J 3666 15½-in. Doll (2 lbs. 3 oz.) 5.98

[4] 19-IN. "GLAMOUR GIRL" DOLL a beauty from head to toe—though her crowning glory is her soft, extra-long Saran "Pony Tail" hair rooted into her scalp! Wash, comb, and set it in all the latest styles. Soft, washable latex body with delicately featured vinyl head. Big go-to-sleep glassene eyes, gentle coo voice. Wears organdy dress, petticoat, panties, socks, shoes.
R35 J 3669. 19-in. Doll. (4 lbs.) 4.98

[5] EFFANBEE "LIL' DARLIN." Big as life, so soft she inspires a world of care! Boasts baby-true features from the perfectly molded hair to tiny baby feet—has a rattle tied to her little hand. All vinyl . . . loves to be washed. Coos with delight when hugged, closes curly-lashed eyes for naps. Wears lacy rayon christening dress, bonnet, slip, booties, diaper. Tucked in bound ribbon-tied blanket.
R35 J 3637 20-in. Doll (5 lbs.) . . . 9.95

[6] 22-IN. "CUDDLE-UP BABE." Big dimpled darling—more irresistible than ever beloved! She sometimes sucks her realistic little fingers—always loves to go "bye-bye" with "mommie" with her own cute plush bear nestled under her arm. Wears brushed rayon snuggle suit and matching hat with ear muffs, rompers. Cotton-filled body covered with washable vinyl coated fabric; head, arms, legs of baby-soft vinyl plastic. Twinkling blue eyes, fluttering lashes close in sleep. Crying voice.
R35 J 3655 Available. (6 lbs.) 12.95

[7] NEW-BORN BUNTING DOLL—so sweet-tempered she's sure to be a favorite! Coos ever so softly when you hug her washable rubber body. Vinyl plastic head formed into baby-true features with glassene go-to-sleep eyes, moving lashes. Wears snuggle suit, matching bonnet of brushed rayon; shirt, elasticized pants. Rattle tied to her hand.
R35 J 3638. 18-in Tall (4 lbs.) 4.98

[8] BABY IN A CHRISTENING DRESS looks just like a little princess! Exquisitely dressed, from head to toe she coos happily when cuddled. Washable latex with soft vinyl head. Sweet baby features accented by thick-lashed glassene eyes that sleep. Wears long flowing dress of white rayon lavishly trimmed in lace. Matching bonnet, long slip, panties, socks.
35 J 3639 15-in. Tall. (2 lbs. 8 oz.) 4.98

[7] 18-in. Sucking Doll, Rattle 4.98

15-in. Baby in Christening Dress [8] 4.98

Walking Dream-Dolls

1 23-IN. "TWINKLE"—STAR STROLLER!

- Sits, stands—walks when mother takes her hand!
- Fully washable, practically unbreakable plastic
- Long, shining Saran wig—can be washed, set!

"Twinkle" can't wait to perform for her new mother! She sits and stands by herself, and best of all likes to go for walks—when mother holds her eager hand she struts proudly along, turning her head from side to side to "take in" everything. Strong, fully jointed construction, washable from curly top to busy feet. Gentle coo voice.

Twinkle's soft Saran hair is of lavish length, can be shampooed, brushed and set in countless styles. Starry lashed glassene eyes move, close for naps. Wears lace trimmed rayon dress, rayon taffeta slip, panties; socks, shoes.

F35 J 3650 Shipping weight 5 lbs . . . .23-Inch Doll **7.95**

2 30-IN "CINDY" —GUIDED WALKER

- Big 'playmate' size—easier for little girl to guide
- Finely detailed vinyl plastic—completely washable!

'Rooted-in' Saran hair has endless play value—can be washed and set all 'mother' wants! Cries when squeezed, long-lashed flirty eyes close for sleep. Wears embossed rayon taffeta-and-cotton dress, panties; socks, shoes.

F35 J 3520. Shipping wt. 10 lbs . . 30-Inch Doll **14.95**

3 24-IN. "CINDY" WITH FLIRTY EYES

- Flirty eyes move from side to side when she walks!
- "Cindy" walks when mother guides her by the hands

"Cindy" is washable vinyl plastic with soft jointed arms, long legs constructed for walking. Thickly-lashed glassene eyes flirt, close for naps. "Rooted" Saran hair can be washed, brushed, curled. Coo voice. Wears rayon satin dress, organdy apron, panties; socks and shoes.

F35 ([illegible] 24 In. Doll **8.95**

It's A Special Just For This Christmas

Big 23-Inch "Twinkle"

7.95

Extra long Saran Hair! Set in Countless Styles For Loads of Fun

Every Little Girls' Delight

1 "POSIE"—SENSATIONAL DOLL THAT KNEELS!

• Spectacular 23-inch doll kneels, stands, flirts eyes while walking, sits naturally—knees jointed to assume true-to-life positions!

The doll of little girls' dreams—come true! You've got to see "Posie" in action to really believe her—she s so breath-takingly life-like! Legs jointed at knees and hips like a real person's—she can kneel in play or prayers with your little girl! "Posie's" arms jointed so "mother" can bend them in natural position when walking her. Sits in a chair as naturally as a child, has sweet cry voice.

"Posie" is of practically unbreakable plastic, exquisitely molded in every detail! Rosebud lips parted to reveal pearly teeth and tiny pink tongue; thick-lashed glassene eyes flirt impishly from side to side when she walks, close sleepily for naps (after she s kneeled for prayers!) Long, thick curls are a shining cascade of soft washable Saran. Wears lace-trimmed cotton dress, panties; socks and shoes.

R35 J 3500 Shpg wt 6 lbs . 23-Inch Doll **14.95**

2 "TINY" TODDLER WITH "ROOTED-IN" HAIR

"Tiny s" head moves inquisitively from side to side when she walks; she cries, sits and stands alone. Free-moving mechanics construction - just take her hand and walk her as you would any toddler. All sturdy plastic with dainty vinyl plastic head, go-to-sleep glassene eyes. "Rooted-in" Saran hair can always be washed, combed, set. Lace-trimmed taffeta dress, panties; socks, shoes.

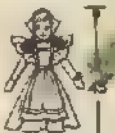
R35 J 3515 Shpg wt 5 lbs 19-Inch Doll **6.95**

3 BIG 45-INCH "DANCE-ME-HILDA"!

Light-footed 'Hilda ' —the perfect dancing partner she never gets tired! Soft cotton body with long, easy moving limbs. Elastic bands on doll's feet and right hand slip over child's feet and hand as pictured. Instructive book on dancing by Arthur Murray included with 2 certificates good for 4 introductory lessons at any Arthur Murray studio. ' Hilda" has painted plastic face; wears cotton pinafore, matching hat. Makes a novel bed decoration when she's not dancing!

R35 J 3549. Shipping weight 8 lbs . 45-Inch Doll **8.95**

Elastic Bands
Attached to Feet


Stands as High
As a Child!

Elastic Band
Attached to Hand

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FULL-LENGTH TECHNICOLOR PRODUCTION

Everyone who has previewed this revolutionary form of puppetry, the like of which the movie industry has never seen, has given it the most enthusiastic acclaim. The Public eagerly awaits this sensation. The pre-sell is huge -ready to move merchandise from your shelves!

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I.G.A. will use 2185 newspaper pages every week, distribute 3,000,000 handbills every week, have 1,500,000 posters every week, and feature the Hansel and Gretel story in 5300 stores
PARENTS' MAGAZINE AWARD
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THESE TOY MANUFACTURERS HAVE IT!
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Backed by Gabriel's Tremendous National Advertising Program

Gabriel's new Hansel & Gretel Toys will be advertised and publicized in newspapers from coast to coast as *the movie appears in each city*—a tremendous tie-in advertising program with huge impact right in your own area to move Gabriel Toys in volume! Ask Gabriel about promotion plans for your city!

Movie To Be Seen By Millions

(Nationwide Showings Start Oct. 15)

—in Over 300 Cities by Xmas

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Prices slightly higher west of the Mississippi

NEW!

Hansel & Gretel MOBILE

Unusual! Full-Color!

All the popular characters and the Cookie Cottage from the movie in full color—all literally "dancing on air"! Sturdy characters. Total height hanging 40". Colorful self-selling package. Display it—watch it sell fast! No. G-74. 1-doz./C.Wt. 8 lbs. $1.00 retail

NEW!

Hansel & Gretel SEW CARDS

Cards Actually Stand Up!

Kids can sew full-color Hansel & Gretel Cookie Cottage and characters that actually stand up by themselves after they're sewn. 15 gaily designed perforated cards plus lavish supply of colorful tipped laces. Box size: 15½" x 12½". No. G-71. $1.00 1-doz./C.Wt. 14 lbs. retail

NEW!

Hansel & Gretel COME-TO-LIFE BOOK

Really Different Idea!

Nothing like it anywhere! Sixteen exciting pages in all. Four pages with full-color come-to-life scenes from movie that pop-up right out of the book as you open the page. Tells complete Hansel & Gretel Story. Size 12" x 9". No. G-75. 1-doz./C.Wt. 15 lbs. $1.25 retail

Toys Smash Hits!

MADE BY Gabriel

NEW!

Hansel & Gretel Cookie Cottage

ONLY FULL COLOR

KIDDIE HOUSE ON THE MARKET

Featured in Displays, Promotions, Tie-Ins!
—From coast-to-coast in theaters showing Hansel & Gretel movie.
—In major cities at Nabisco and Coca-Cola Hansel & Gretel Theater Parties.

The most outstanding Hansel & Gretel toy made anywhere! An actual life-size model—2 youngsters can play inside at the same time. The *only* full-color kiddie house. Easy to put up anywhere. Extra sturdy, heavy board construction. Includes giant-size, colorful key to cottage. Size: 60" (high) x 24" x 37". Individual shipping carton: 31" x 16" x 3¼". No. G-72. ¼ doz./C.Wt. 24 lbs.

$4.98 retail

NEW!

5 Hansel & Gretel NURSERY PLAKS

Colorful! Lifelike!

Beautiful full-color reproductions of Hansel & Gretel movie characters! Sizes range from 6½" to 16". Sturdy board construction. Will brighten nurseries, bedrooms, playrooms, etc. Ready, easy to hang. In colorful, self-selling 17¼" x 12¾" box. No. G-70. **$2.00** ½-doz./C.Wt. 6 lbs. ..... retail

NEW!

Hansel & Gretel KNITTING SPOOLS

Fun! Easy!

Easy for kids to knit colorful items—mittens, caps, rugs, etc.—alone or in a group. Three spools and large supply of colorful wool yarn. Packaged in an unusual, eye-catching full-color Cookie Cottage box (10⅝" high x 7⅞" x 3") with see through window. **$1.00** No. G-73. 1-doz./C.Wt. 8 lbs. ..... retail

Order

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with Cutout Service Station in Every Assortment . . . Ready to Assemble

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Heavy die-cast zinc models..... Extra Play Value

FULL RUBBER TIRES

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GOODEE RACER
#2411

Fastest racing car in the world made to true scale. Non-rusting heavy die-cast zinc body, rubber wheels on heavy steel axles

Color: Yellow
Size: 3 1/8" x 1 1/4"
Suggested retail: 15¢

GOODEE JEEP
#3551

Modeled after the official Army jeep in true color. Non-rusting heavy die-cast zinc body, rubber wheels on steel axles.

Color: Olive Drab
Size: 2 1/2" x 1 1/16"
Suggested retail: 15¢

GOODEE STREAMLINED SEDAN
#2114

An amazing replica of a graceful streamlined automobile. Non-rusting heavy die-cast zinc body, rubber wheels on steel axles.

Color: Light Green
Size: 3 1/8" x 1 1/16"
Suggested retail: 15¢

GOODEE HARD-TOP CONVERTIBLE
#2215

This stunning model will provoke many sales. Non-rusting heavy die-cast zinc body, rubber wheels on steel axles.

Color: Cream
Size: 3 1/8" x 1 1/8"
Suggested retail: 15¢

A must on every toy counter

MASS PRODUCTION METHODS ENABLES US TO GIVE YOU THESE OUTSTANDING VALUES

GOODEE COAL TRUCK
#3155

Looks like a real coal truck. Non-rusting heavy die-cast zinc body, rubber wheels on steel axles.

Color: Fire Red
Size: 3 1/16" x 1 1/16"
Suggested retail: 15¢

GOODEE PICK-UP TRUCK
#3154

Tail gate is up to transport marbles, stones, sand, etc. Non-rusting heavy die-cast zinc body, rubber wheels on steel axles.

Color: Yellow
Size: 3 1/8" x 1 1/16"
Suggested retail: 15¢

GOODEE TOY

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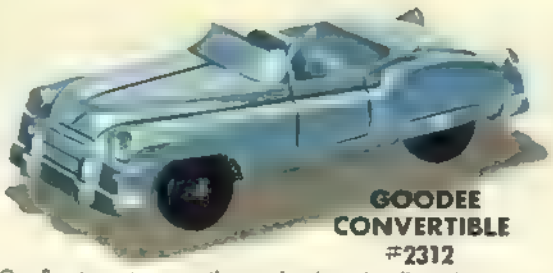

GOODEE CONVERTIBLE
#2312

Our finest sport car on the road today. A collector's item. Non-rusting heavy die-cast zinc body, rubber wheels on steel axles.

Color: Light Blue
Size: 3 1/8" x 1 1/8"
Suggested retail: 15¢

GOODEE FIRE TRUCK
#3453

Accurately designed Fire Truck. Non-rusting heavy die-cast zinc body, rubber wheels on steel axles.

Color: Fire Engine Red
Size: 3 1/8" x 1 1/16"
Suggested retail: 15¢

GOODEE-TOYS

NATIONALLY ADVERTISED
ATTRACTIVELY PACKAGED
BAKED ENAMEL FINISH
NON-TOXIC PAINT

Always a Sales Leader

1956
SHELL OIL TANKER
#3352

The accurate details of this model will add to the realism of the child playing with the entire set. Non-rusting heavy die-cast zinc body, rubber wheels on steel axles.

Color: Official Shell Orange
Size: 3 1/4" x 1 1/16"
Suggested retail: 15¢

GOODEE STATION WAGON
#2413

The excellent lines and detail of this Station Wagon will make it difficult to keep a stock on hand. Non-rusting heavy die-cast zinc body, rubber wheels on steel axles.

Color- Suntan
Size: 3 1/16" x 1 1/16"
Suggested retail: 15¢

GOODEE POLICE CAR
#2416

Modeled after an official police car. Every child will demand this realistic model. Non-rusting heavy die-cast zinc body, rubber wheels on steel axles.

Color: Official Blue
Size 3 1/8" x 1 1/16"
Suggested retail: 15¢

This Merchandise is more than Competitive

AUTHENTIC DETAIL
VARIETY
QUALITY

GOODEE DELIVERY TRUCK
#3256

Detailed delivery truck for realistic play. Non-rusting heavy die-cast zinc body, rubber wheels on steel axles.

Color: Light Green
Size 3 1/8" x 1 1/16"
Suggested retail 15¢

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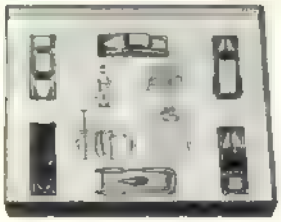
GOODEE TOY

GOODEE-TOYS



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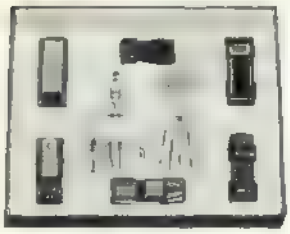
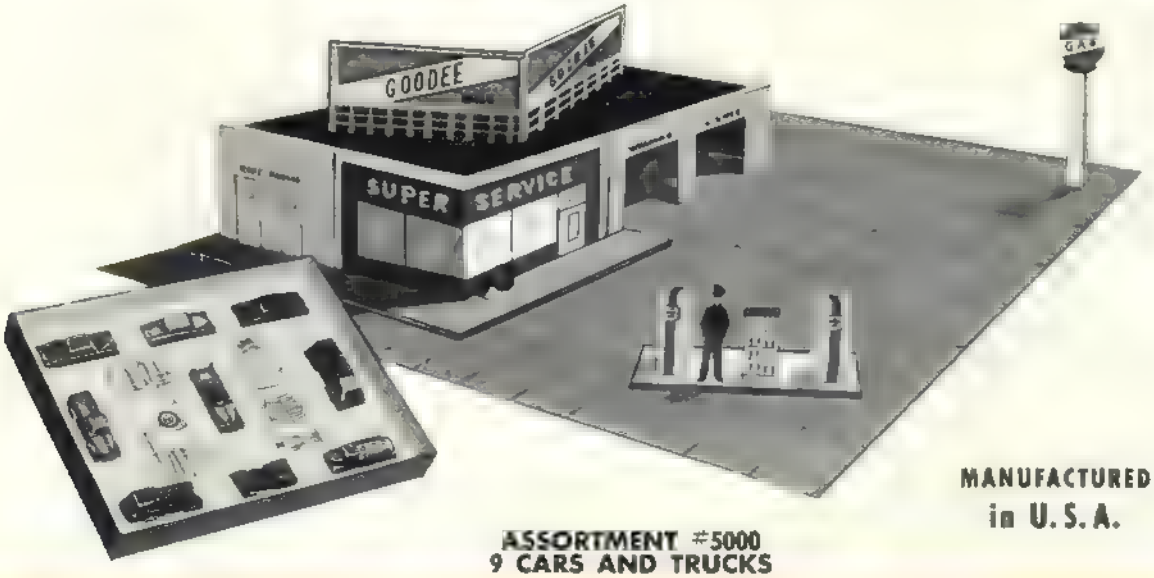
6 CARS

For Extra Play Value

Cutout Service Station
in Every Assortment
Ready to Assemble



ASSORTMENT #3650
6 TRUCKS



ASSORTMENT #5000
9 CARS AND TRUCKS

MANUFACTURED
in U.S.A.

ASSORTMENT #2600 . . . . . 6 cars. Different models and colors. Heavy cardboard cutout service station in color. Attractively packaged
Packed: 3 dozen boxes to a shipping carton
Net weight: 27 pounds.
Suggested retail: 98¢

ASSORTMENT #3650 . . . . . 6 trucks. Different models and colors. Heavy cardboard cutout service station in color. Attractively packaged.
Packed: 3 dozen boxes to a shipping carton
Net weight. 27 pounds.
Suggested retail. 98¢

ASSORTMENT #4360 . . . . . 3 different cars and 3 different trucks in assorted colors. Heavy cardboard cutout service station in color Attractively packaged
Packed. 3 dozen boxes to a shipping carton.
Net weight: 27 pounds.
Suggested retail: 98¢

ASSORTMENT #5000 . . . . . 9 assorted cars and trucks Different colors Large heavy cardboard cutout service station in color. Large attractive package
Packed: 3 dozen boxes to a shipping carton
Net weight: 40 pounds.
Suggested retail: $1.49

DELUXE ASSORTMENT #8000 12 cars and trucks with complete cutout super-service station made of heavy cardboard in color. Large attractive package
Packed: 2 dozen boxes to a shipping carton
Net weight: 36 pounds
Suggested retail: $1 98

BULK ASSORTMENT #1200 . . 12 assorted cars and trucks (minimum of 6 different models) in a box.
Packed 2 dozen boxes to a shipping carton (2 gross of toys)
Net weight: 27 pounds.
Suggested retail: 15¢ each model

BULK ASSORTMENT #2400 . . 24 assorted cars and trucks (8 different models, in a box
Packed: 1 dozen boxes to a shipping carton (2 gross of toys).
Net weight: 26 pounds
Suggested retail: 15¢ each model

EXCEL PRODUCTS CO. • NEW BRUNSWICK, N. J.

GOODEE-TOYS

LATEST AUTHENTIC MODEL CARS and TRUCKS

with Cutout Service Station in Every Assortment . . . Ready to Assemble

Full range of cars and trucks.....Attractive colors
Heavy die-cast zinc models.....Extra Play Value

- FULL RUBBER TIRES
- BAKED ENAMEL FINISH
- ATTRACTIVELY PACKAGED
- NON-TOXIC PAINT
- NON-RUSTING MATERIAL
- NATIONALLY ADVERTISED

EXCEL PRODUCTS COMPANY

Factory and General Offices: New Brunswick, New Jersey

New York Showroom: Room 209, 200 Fifth Avenue, New York, N. Y.

New England, N. Y., Pa., N.J., Del., Md., Va., W. Va.
SAM WEISMAN SALES
200 Fifth Ave.
New York 10, N. Y.

No. C., So. C., Ga., Fla., Ala., Tenn., Miss.
BURGESS TOY SALES
70 Houston St., N.E.
Atlanta 3, Ga.

Texas, Oklahoma, Louisiana, Arkansas
McDONALD & SHAW
Southland Hotel
Dallas, Texas

Illinois, Wisc., Mich., Ohio Indiana
STERNER & OLSEN
310 South Blvd.
Evanston, Ill.

California, Washington Oregon
TED KOFFMAN
1206 So. Maple Ave
Los Angeles 15, Cal.

GOODEE-TOYS

Each Assortment Complete with Colored Service Station for Extra Play Value Extra Sales Appeal

GOODEE RACER
#2411

Fastest racing car in the world made to true scale. Non-rusting heavy die-cast zinc body, rubber wheels on heavy steel axles.

Color: Yellow
Size: 3 1/8" x 1 1/4"
Suggested retail: 15¢

GOODEE JEEP
#3551

Modeled after the official Army jeep in true color. Non-rusting heavy die-cast zinc body, rubber wheels on steel axles.

Color: Olive Drab
Size: 2 1/2" x 1 1/16"
Suggested retail: 15¢

GOODEE STREAMLINED SEDAN
#2114

An amazing replica of a graceful streamlined automobile Non-rusting heavy die-cast zinc body, rubber wheels on steel axles.

Color: Light Green
Size: 3 1/8" x 1 1/16"
Suggested retail: 15¢

GOODEE HARD-TOP CONVERTIBLE
#2215

This stunning model will provoke many sales. Non-rusting heavy die-cast zinc body, rubber wheels on steel axles.

Color: Cream
Size: 3 1/8" x 1 1/8"
Suggested retail: 15¢

A must on every toy counter

MASS PRODUCTION METHODS ENABLES US TO GIVE YOU THESE OUTSTANDING VALUES

GOODEE COAL TRUCK
#3155

Looks like a real coal truck. Non-rusting heavy die-cast zinc body, rubber wheels on steel axles.

Color: Fire Red
Size 3 1/16" x 1 1/16"
Suggested retail: 15¢

GOODEE PICK-UP TRUCK
#3154

Tail gate is up to transport marbles, stones, sand, etc. Non-rusting heavy die-cast zinc body, rubber wheels on steel axles.

Color: Yellow
Size: 3 1/8" x 1 1/16"
Suggested retail: 15¢

GOODEE TOYS

EXCEL PRODUCTS CO. • NEW BRUNSWICK, N. J.

GOODEE CONVERTIBLE
#2312

Our finest sport car on the road today. A collector's item. Non-rusting heavy die-cast zinc body, rubber wheels on steel axles.

Color: Light Blue
Size: 3 1/8" x 1 1/8"
Suggested retail: 15¢

GOODEE FIRE TRUCK
#3453

Accurately designed Fire Truck. Non-rusting heavy die-cast zinc body, rubber wheels on steel axles.

Color: Fire Engine Red
Size: 3 1/8" x 1 1/16"
Suggested retail: 15¢

GOODEE-TOYS

NATIONALLY ADVERTISED
ATTRACTIVELY PACKAGED
BAKED ENAMEL FINISH
NON-TOXIC PAINT

Always a Sales Leader

1954
SHELL OIL TANKER
#3352

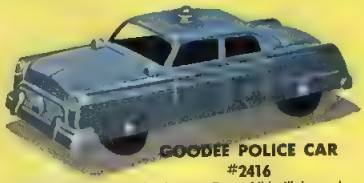
The accurate details of this model will add to the realism of the child playing with the entire set. Non-rusting heavy die-cast zinc body, rubber wheels on steel axles.

Color: Official Shell Orange
Size: 3 1/4" x 1 1/16"
Suggested retail: 15¢

GOODEE STATION WAGON
#2413

The excellent lines and detail of this Station Wagon will make it difficult to keep a stock on hand. Non-rusting heavy die-cast zinc body, rubber wheels on steel axles.

Color: Suntan
Size: 3 1/16" x 1 1/16"
Suggested retail: 15¢



GOODEE POLICE CAR
#2416

Modeled after an official police car. Every child will demand this realistic model. Non-rusting heavy die-cast zinc body, rubber wheels on steel axles.

Color: Official Blue
Size: 3 1/8" x 1 1/16"
Suggested retail: 15¢

This Merchandise is more than Competitive

AUTHENTIC DETAIL
VARIETY
QUALITY

GOODEE DELIVERY TRUCK
#3256

Detailed delivery truck for realistic play. Non-rusting heavy die-cast zinc body, rubber wheels on steel axles.

Color: Light Green
Size: 3 1/8" x 1 1/16"
Suggested retail: 15¢

GOODEE TOY

EXCEL PRODUCTS CO. • NEW BRUNSWICK, N. J.

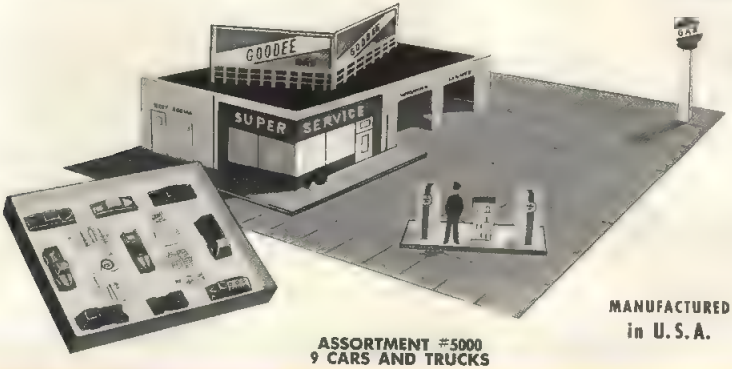
GOODEE-TOYS

ASSORTMENT #2600
6 CARS

For Extra Play Value

Cutout Service Station
in Every Assortment
Ready to Assemble

ASSORTMENT #3650
6 TRUCKS



ASSORTMENT #5000
9 CARS AND TRUCKS

MANUFACTURED
in U.S.A.

ASSORTMENT #2600 . . . . . 6 cars. Different models and colors. Heavy cardboard cutout service station in color. Attractively packaged
Packed: 3 dozen boxes to a shipping carton.
Net weight: 27 pounds.
Suggested retail: 98¢

ASSORTMENT #3650 . . . . . 6 trucks. Different models and colors. Heavy cardboard cutout service station in color. Attractively packaged
Packed: 3 dozen boxes to a shipping carton.
Net weight: 27 pounds.
Suggested retail: 98¢

ASSORTMENT #4360 . . . . . 3 different cars and 3 different trucks in assorted colors. Heavy cardboard cutout service station in color. Attractively packaged
Packed: 3 dozen boxes to a shipping carton.
Net weight: 27 pounds.
Suggested retail: 98¢

ASSORTMENT #5000 . . . . . 9 assorted cars and trucks. Different colors. Large heavy cardboard cutout service station in color. Large attractive package.
Packed: 3 dozen boxes to a shipping carton.
Net weight: 40 pounds.
Suggested retail: $1.49

DELUXE ASSORTMENT #8000 12 cars and trucks with complete cutout super-service station made of heavy cardboard in color. Large attractive package.
Packed: 2 dozen boxes to a shipping carton.
Net weight: 36 pounds.
Suggested retail: $1.98

BULK ASSORTMENT #1200 . . 12 assorted cars and trucks (minimum of 6 different models) in a box
Packed: 2 dozen boxes to a shipping carton (2 gross of toys)
Net weight: 27 pounds.
Suggested retail: 15¢ each model.

BULK ASSORTMENT #2400 . . 24 assorted cars and trucks (8 different models) in a box
Packed: 1 dozen boxes to a shipping carton (2 gross of toys).
Net weight: 26 pounds.
Suggested retail: 15¢ each model

PRINTED I

EXCEL PRODUCTS CO. • NEW BRUNSWICK, N. J.

GUINAND, GALLET AND GALCO TIMERS — FINE LEVER MOVEMENTS

GALLET CHRONOGRAPH: MINUTE REGISTER

Fifth-second start, stop and fly back from crown

No. 323—17 Jewels 70.50
No. 1503—As above with side slide for time out 73.00

GUINAND DECIMAL SPLIT TIMER

Fifth second. 30-minute register, start, stop and fly back from crown, side push for the split-second hand.

No. 640—Nickel Case, 7 Jewels 79.50

GALLET DECIMAL CHRONOGRAPH

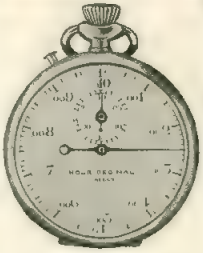
Minute Register with Time Out Feature. Fifth-second start, stop and continue from slide; fly-back from crown

No. 1512—Nickel Case, 17 Jewels 74.50
No. 1510—Time Study Dial 74.50

GALLET 100-SECOND TIMER

Used by oil refiners for making Viscosity tests. Registers up to 3,000 seconds; start, stop and fly back from crown

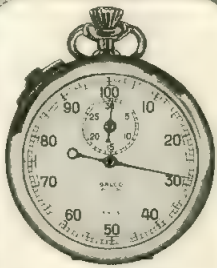
No. 309—Nickel Case 36.00



GALLET HOUR DECIMAL TIMER

Sweep hand makes one revolution in 36 seconds. Decimal point numerals indicate thousandths of an hour. Registers to 1,080 seconds.

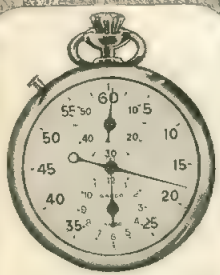
No. 304—Nickel Case 38.00



GALCO DECIMAL TIMER

Very practical for industrial time study and rate-setting. Minute divided into hundredths. Large numerals, clear face. Side slide starts and stops hands. Crown returns hands to zero.

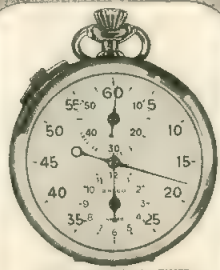
No. 832—7 Jewels 30.00



GALCO 1/5-SECOND TIMER WITH 12-HOUR TOTALIZER

A combination of the regular start, stop and fly back and Football timer. A pressure on the crown will consecutively start, stop and again start the timer. A pressure on the side pin will bring both hands back to zero.

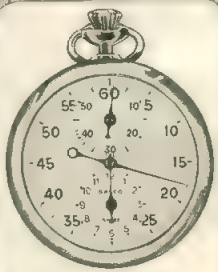
No. 1015—Nickel Case 37.50



GALCO FIFTH-SECOND TIMER WITH 12-HOUR TOTALIZER

An excellent Timer for any sports contest or industrial use where the "time out" feature, provided by the side slide, is required. Start and Stop is operated from the side slide. Pressure on crown returns both hands to zero. 60-minute register and 12 hour totalizer for long operations

No. 1010—7 Jewels 37.50
No. 1020—12-hour decima dial 37.50



GALCO FIFTH-SECOND TIMER WITH 12-HOUR TOTALIZER

Indispensable for relay and swimming races and for extended time study.

No. 1001—7 Jewels 35.00

Prices subject to change without notice

All items shown (except 323, 1503, 1512, 1510) not subject to Excise Tax

GALLET and GALCO TIMERS

Present These Pre-Tested Features:

- JEWELED LEVER MOVEMENTS (None Stronger Made)
- CHROME FINISH, HINGED NICKEL CASES
- NIVAROX HAIR SPRINGS AND GLACIDUR METAL BALANCES TO MINIMIZE CONTRACTION AND EXPANSION
- ANTI-MAGNETIC

GALLET PLAIN TIMER

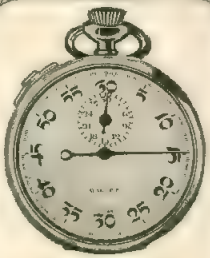
An excellent timer for industrial and general sports. Long hand registers fifths of seconds and small hand minutes up to 30. Start, stop and fly back from crown; lever movement, nickel case.

GALLET—No. 300—7 Jewels 32.50
GALCO—No. 801—7 Jewels 28.00
SECURITY—No. 501—1 Jewel 17.50

GALLET DECIMAL TIMER

This dependable instrument divides the minute into 100 parts. Side lever for time out. Small hand registers revolution of long hand. Fly back from crown.

GALLET—No. 301—7 Jewels 35.00
GALCO—No. 826—7 Jewels 30.00



GALLET FOOTBALL AND BASKETBALL TIMER—IDEAL FOR BROADCASTING

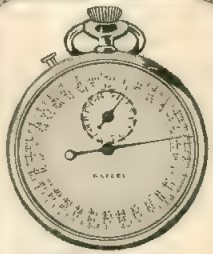
Highly dependable. Fifth second, 30-minute register; fly back from crown, side slide for starting and stopping.

GALLET—No. 402—With Locking Device—7 Jewels 37.50
GALLET—No. 302—Without Locking Device 7 Jewels 35.00
GALCO—No. 810—7 Jewels 30.00
SECURITY—No. 510—1 Jewel 19.50

GALLET 1/5 SECOND FOOTBALL BASKETBALL AND BROADCASTING TIMER

A combination of the regular start, stop and fly back and Football timer. A pressure on the crown will consecutively start, stop and again start the timer. A pressure on the side pin will bring both hands back to zero

GALLET—No. 305—7 Jewels 35.00
GALCO—No. 815—7 Jewels 30.90
SECURITY—No. 515—1 Jewel 19.50



GALLET TENTH-SECOND FOOTBALL AND BASKETBALL TIMER

A combination of the regular start, stop and fly back and Football timer. A pressure on the crown will consecutively start, stop and again start the timer. A pressure on the side pin will bring both hands back to zero

GALLET—No. 405—7 Jewels 37.00
SECURITY—No. 555—1 Jewel 20.50
GALLET—No. 938—2¼" Diameter ... 41.00

C. L. GUINAND'S SPLIT TIMER

Fifth second, 30 minute register, start, stop and fly back from crown, side push for the split second hand; fine, jeweled, nickel.

No. 644—7 Jewels 79.50
No. 643—15 Jewels, Breguet Hair Spring 93.00

GALLET TENTH-SECOND SPLIT RELAY TIMER

This watch is particularly useful where extremely precise timing is necessary. Tenth second, 15 minute register, start, stop and fly back from crown, side push for the split second hand.

No. 499—7 Jewels 71.50

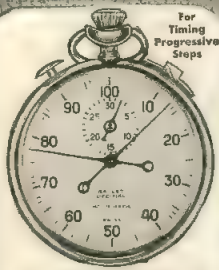
GALLET SPLIT-SECOND TIMER

Proficient in measuring related activities. Fifth-second, 30-minute register; start, stop and fly back from crown; side push for the split second hand.

GALLET—No. 344—7 Jewels 69.00
GALCO—No. 854—7 Jewels 62.50

Items on this page not subject to Excise Tax. Prices subject to change without notice.

GALLET and GALCO Timers



For Timing Progressive Steps

GALLET SPECIAL SPLIT-SECOND TIMER

For timing single operations or progressive steps, in production. Side slide starts and stops hands. First push on crown brings one sweep hand back to zero to start again immediately, while the other sweep keeps on timing without pause. Second push button brings both sweep hands together to stop, run synchronously again. Side slide stops all hands for time out.

GALLET—No. 74012 ..... 74.50

GALLET YACHT TIMER

Indispensable while maneuvering in yacht and motor boat races, between the preparatory and starting guns. 5 minute indicator; start, stop and fly back from crown.

No. 316—7 Jewels 35.00
501Y—SECURITY 1J—30 minute register with combination 3 and 5 minute intervals 18.00
314W—7 Jewels—Same as above but with water resistant case 48.00

GALLET 1/100 SECOND TIMER

Large hand makes one complete revolution in three seconds. Registers up to two minutes.

No. 317—7 Jewels 43.50
No. 319—1 50 Second Dial 39.50

GALLET 10-SECOND TRACK TIMER

Actual Size Illustrated

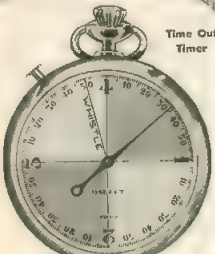
Most widely used for short sprints. Each second divided into ten parts. Registers up to 5 minutes.

GALLET—No. 419—7 Jewels 43.50
GALCO—No. 919—7 Jewels—but with 10 minute register 38.00

GALLET 1/10-SECOND PLAIN TIMER

Tenth second. 15-minute register; start, stop and fly back from crown.

GALLET—No. 401—7 Jewels 34.50
GALCO—No. 806—7 Jewels 30.00



Time Out Timer

GALLET BOXING TIMER

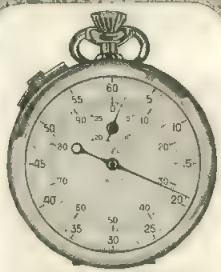
7 jewels. Sweep hand completes one revolution for three-minute round and one-minute rest period. Ten-second warning period and rated.

No. 504 ..... 38.00

GALLET TIME STUDY PRODUCTION TIMER

Thirty-minute registers. Fly back from crown; side slide for starting and stopping.

GALLET—No. 403—7 Jewels 34.00
GALCO—No. 821 ..... 31.50



GALCO DECIMAL AND 60-SECOND TIMER

A high grade "Time-out" Timer with an easy-to-read combination dial. Shows decimals of a minute as well as the usual 60 seconds. Side slide starts and stops hands. Pressure on crown brings hands back to zero.

No. 810-S—7 Jewels 31.00

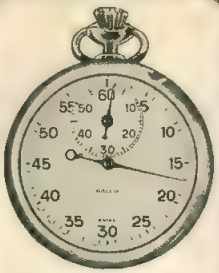
Items on this page not subject to Excise Tax. Prices subject to change without notice.

GALLET and GALCO TIMERS

Present These Pre-Tested Features:

- 7-JEWELED LEVER MOVEMENTS (None Stronger Made)
- CHROME FINISH, HINGED NICKEL CASES
- NIVAREX MAIN SPRINGS AND GLUCIDUR METAL BALANCES TO MINIMIZE CONTRACTION AND EXPANSION
- ANTI-MAGNETIC

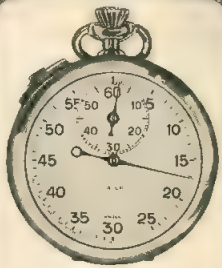
Gallet and Galco Timers are selected by the world's foremost chronograph experts; favored by the sales profession.



GALCO 1/5 SECOND TIMER

Featuring 60-minute register, 7 jewels Plain Timer, start, stop and fly back from crown.

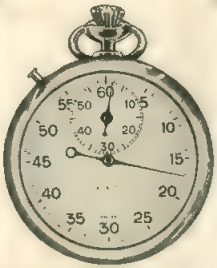
No. 901 ..... 28.50



GALCO 1/5 SECOND TIMER WITH TIME OUT

60-minute register, 7 jewels, with side slide time out for interrupted performance

No. 910 ..... 30.50



GALCO 1/5 SECOND TIMER WITH TIME OUT

60-minute register. Start and stop from crown, side plunger restores hands to zero

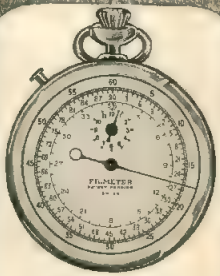
No. 915—7 Jewels 30.50

GALLET SPLIT-SECOND TIME STUDY
REGISTERING TIMER

30-minute registers fly back from crown; side slide for time out, 7 jewe ed, lever movement

No. 335 ..... 73.50

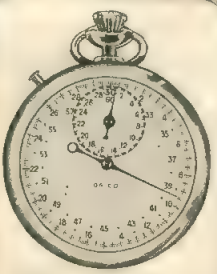
No. 336—Decimal Dial .. 73.50



GALCO "FILMETER"
(for 35mm and 16mm)

7 jewe s second. Black figures and cote dim ensions for 35 m meter. Registers minute ... minutes and second for 16 m meter. Registers to ... ame out or interrupted operation

No 852 ..... 35 00



GALCO 1/10 SECOND TIMER WITH TIME OUT

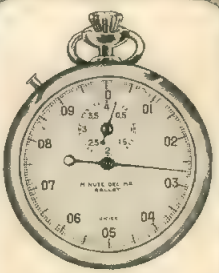
Start and stop from crown; side plunger restores hands to zero. 7 jewels. Features 30-m nute register.

No. 955 ..... 31 50

GALLET 1/100 SECOND TIMER

11 jewels. Sweep hand makes one revo ution in one second. Smal hand registers to th rty seconds.

No. 73901 ..... 56.00



GALLET TIME-OUT MINUTE DECIMAL TIMER

7 jewels. 1/1000th minute d vision, t me out for interrupted operat ons. Registers to four minutes.

No. 74011 ..... 43.50

Items on this page not subject to Excise Tax.

Prices subject to change without notice

17 Jewel Presidential Quality Group

Outstanding style. Dust-protected case of 10K yellow rolled gold plate, 10K gold filled expansion bracelet, both with non-corrosive backs. Modern raised figure dial, dome crystal. 17 Jewel Hallmark Shock Resistant movement for accuracy
2141HK . . . . Each $55.50
Retail $55.00

Fine detailing on the 10K yellow rolled gold plate dust-protected case. Non-corrosive back. 10K gold filled expansion band. Hi-dome crystal, raised figure dial. 17 Jewel Hallmark Shock Resistant movement sturdy and practical watch for work and dress.
2142HK Each $56.50
Retail $55.00

Impressive two-tone raised figure dial in a handsome 10K yellow gold filled dust-protected case. Matching expansion bracelet of a streamlined styling. High domed crystal Easy-to-read raised figure dial 17 Jewel Hallmark Shock Resistant movement
2143HK. . . . . Each $70.00
Retail $71.50

Ideal for the man who has "everything." Genuine alligator leather inserts in each link of a 10K yellow gold filled expansion band 10K gold filled dust-protected case. Hi-crystal, raised figure dial. 17 Jewel Shock Resistant movement keeps accurate time
2144HK . . . . . Each $70.00
Retail $71.50

Debonair and modern. Mirror polished solid 14K yellow gold dust-protected case and matching 10K gold-filled expansion bracelet. 2-tone textured mat dial with raised skip figures. High dome crystal, 17 Jewel Hallmark Shock Resista nt movement
[redacted] Each $109.00
Retail $125.00

Hallmark

17 Jewel Shock Resistant Watches
UNCONDITIONALLY GUARANTEED WITH THE MOST LIBERAL WARRANTY IN THE INDUSTRY!

INCABLOC

STABILOR

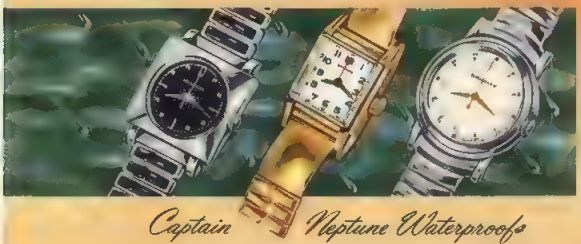
- INCABLOC Shock Resisting System
- STABILOR Unbreakable Mainspring
- 17 Ruby Jewels
- Non-Magnetic
- Dust Protected
- Gift Boxed

Mainspring and Balance Staff Guaranteed Forever

Alarm Master

One of the most useful watches ever made! Has accurate alarm signal that reminds you of appointments awakens you from sleep, keeps you from being late! Has a smart 10K yellow gold filled case with matching gold expans on band Combination radium figure dial, sweep second hand 17 Jewel Hallmark movement
2146HK. Each $124.00
Retail $110.00

Above with 14K yel low gold case
2147HK . Each $208.00
Retail $200.00



Captain Neptune Waterproofs

Styling for the future! Square stainless steel Waterproof* case, matching expansion bracelet with jet black inserts. Jet black dial, white side figures. 17 Jewel Hallmark Shock Resistant movement. High domed crystal.
2130HK.....Each $70.00
Retail $71.50

All purpose watch with Waterproof* dust-protected yellow case, non-corrosive back. 10K yellow gold filled combination expansion bracelet. Radium figure dial and hands 17 Jewel Shock Resistant movement. Dome crystal.
2131HK.....Each $70.00
Retail $71.50

Designed for the active gentleman Waterproof* stainless steel dust protected case and expansion band. Modern toned radium figure dial and hands. 17 Jewel Shock Resistant movement. High crystal raised figure dial
2132HK . Each $59.00
Retail $60.00

*As long as case remains intact, or if serv ced, it has been c osed by a competent jeweler who restores its original mmunity to moisture.

Shock-resistant and waterproof features are guaran eed to conform with the specifications issued by the Federal Trade Commission.

Suggested Retail Prices include Federal Excise Tax Watches illustrated are ⅔ of actual size

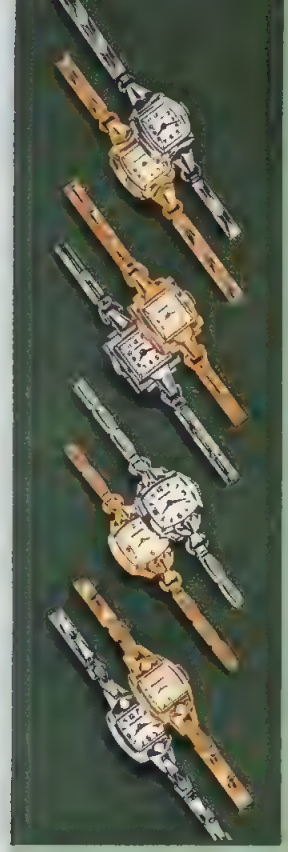
Continental

Elegantly thin. 2-tone raised figure dial in a 10K yellow rolled gold plate dust-protected case. Black suede strap. Sweep second hand 17 Jewel Hallmark Shock Resistant movement. Raised figure dial, domed crystal.
2148HK.....Each $55.00
Retail $55.00

Above, with 10K yellow gold filled expansion bracelet
2149HK.....Each $63.00
Retail $65.00

Law word in men's styling. Solid 14K gold dust-protected case, suede strap. Jet black dial with raised, facetted, gold skip figures. Domed crystal. 17 Jewel Hallmark Shock Resistant movement.
2153HK... .....Each $130.00
Retail $135.00

Above, with 10K yellow gold filled expansion bracelet
2154HK.....Each $140.00
Retail $150.00



14 Karat, Gold Fashion Group

Bewitchingly sweet little watch of 14K solid white gold. Dust protected case, 10K gold-filled expansion bracelet. Easy to read raised figure dial, high dome crystal. Accurate 17 Jewel Shock-Resistant Hallmark movement
2123HK.....Each $75.50
Retail $78.00

Above, with 14K yellow gold case.
2123HK.....Each $75.50
Retail $78.00

Neatly tailored watch that "goes" with any fashion. Solid 14K yellow gold dust-protected case and 10K gold filled expansion bracelet. White raised figure dial and high dome crystal. 17 Jewel Hallmark Shock Resistant movement.
2124HK.....Each $75.50
Retail $78.00

As above solid 14K white gold case.
2123HK.....Each $75.50
Retail $78.00

Eye-popping smart watch of solid 14K white gold with easy to read modern sloping figures. 10K gold filled Queen expansion bracelet and high domed crystal complete this beauty. 17 Jewel Hallmark Shock Resistant movement.
2126HK.....Each $75.50
Retail $78.00

Above, with 14K yellow gold case.
2127HK.....Each $75.50
Retail $78.00

Dainty and petite, this watch is sure to add charm to the lady who wears it. It has a 14K yellow gold case with free swinging ends, matching 10K gold filled expansion bracelet, skin figure dial. 17 Jewel Hallmark Shock Resistant movement
2128HK.....Each $96.00
Retail $100.00

As above, with 14K white gold case.
2129HK.....Each $96.00
Retail $100.00

Hallmark

INCABLOC STABILOR

STABILOR MAINSPRINGS—another quality feature of all Hallmark Watches—are unbreakable because they are not affected by changes of temperature or humidity. They're of such excellent quality, Hallmark guarantees them, like the Incabloc shock-protected balance staff, against breakage forever

17 Jewel Rotomatic Self Winding

Motion of the wrist winds it! Power reserve indicator shows how long watch will run on the stored power. 10K yellow gold filled dust-protected case and expansion band. Black dial with raised gold figures. Sweep second hand. 17 Jewel Shock Resistant movement
2132HK.....Each $102.00
Retail $110.00

Executive styled automatic 10K yellow gold filled dust-protected case, matching expansion bracelet. Sweep second hand, toned dial. Shock Resistant movement
2133HK.....Each $88.50
Retail $95.00

As above, 14K gold case
2134HK.....Each $144.00
Retail $150.00

Power Indicator

Self-Winding

Waterproof* Self-winding with power reserve indicator. Radium sweep second hand, numbers and hands. Stainless case, expansion band. 17 Jewels. Shock Resistant.
2138HK.....Each $85.50
Retail $90.00

Above, no power indicator.
2136HK.....Each $75.50
Retail $78.00

Calendar Watch

Self-Winding

Self-winding Calendar Watch tells time, date, day automatically. 10K yellow gold filled case, expansion band. Radium figure dial. Dust and Shock Resistant 17 Jewel movement.
2137HK.....Each $102.00
Retail $110.00

Above with Stainless Steel water-repellent case.*
2138HK.....Each $88.50
Retail $95.00

The Mermaid

Automatic Self-Winding Waterproof*

A lady's watch with rugged deluxe features, yet styled for beauty! Automatically winds itself with motion of the wrist! Waterproof feature eliminates common hazard of stoppage. Has stainless dust protected case, stainless expansion bracelet. 2-tone radium figure dial, sweep second hand. 17 Jewel Shock Resistant movement assures dependability
2130HK.....Each $85.50
Retail $90.00

As above, 14K yellow gold applied top, stainless back. 10K gold filled expansion bracelet
2131HK.....Each $102.00
Retail $110.00

*As long as case remains intact, or if serviced it has been closed by a competent jeweler who restores its original resistivity to moisture.

Aqua Sport

Deluxe in every respect—quality, features and styling. Waterproof* Automatic, self-winding, 17 Jewel Hallmark Shock Resistant movement in a sturdy 10K yellow gold filled dust-protected case with non-corrosive back. Matched expansion band. Sweep second hand and modern raised, skin figure dial.
2139HK.....Each $88.50
Retail $95.00

Above with waterproof* 14K gold case and non-corrosive back.
2140HK.....Each $144.00
Retail $150.00

Hallmark

Custom-crafted Watches of *Greatly Superior* Quality Styled with Timeless Beauty

All Hallmark Watches

- ★ have INCABLOC shock protection
- ★ have STABILOR unbreakable mainsprings
- ★ are dust-protected for longer service
- ★ are made with non-magnetic metals
- ★ are electronically timed for accuracy
- ★ are packed in re-usable gift boxes

Star of Glory Diamond Watches

Alive with a radiance of light, these fashion-styled watches are set with diamonds selected for their exceptionally high quality. Each one is securely hand-set in the solid 14K gold cases.

Diamonds illustrated are slightly enlarged to show details.

A Two diamonds in solid 14K white gold dust-protected case 10K gold filled "Queen" expansion band. Slip figure dial. 7 Jewel Hallmark Shock Resistant movement.
2100HK ..... Each $120.00
Retail $150.00
As above in 14k yellow gold case.
2101HK ..... Each $120.00
Retail $150.00

B Four diamonds. Dust protected case of solid 14K yellow gold white gold end pieces 10K gold filled expansion band. 17 Jewel Shock Resistant movement assures accuracy.
2102HK ..... Each $134.00
Retail $175.00

C Six diamonds in a tailored case of solid 14K white gold. Dust protected 14K gold filled expansion band. Flex swinging end pieces. Domed crystal. 7 Jewel Hallmark Shock Resistant movement. Raised figure dial.
2103HK ..... Each $173.00
Retail $225.00

D Two large diamonds, each in a square styled case of solid 14K white gold. Dust protected. 14K gold filled expansion band. Domed crystal. 17 Jewel Hallmark Shock Resistant movement. Raised figure dial.
2104HK ..... Each $220.00
Retail $230.00

E Spray designed and hand set with 16 lovely diamonds. Solid 14K white gold dust protected case. Black silk cord with safety chain. Universal. 17 Jewel Shock-Resistant movement.
2105HK ..... Each $270.00
Retail $300.00

F Magnificent with 22 diamonds hand set in a solid 14K white gold dust protected case. Engraved 10K gold filled expansion bracelet. 17 Jewel Hallmark Shock Resistant movement.
2106HK ..... Each $310.00
Retail $350.00

G Ultra-luxurious with 32 blazing diamonds. Solid 14K white gold dust protected case. Black silk cord. Safety chain. Smart narrow dial. Domed crystal. 7 Jewel Shock Resistant movement for complete accuracy.
2107HK ..... Each $480.00
Retail $500.00

H Fourteen large diamonds set in alluring array. Solid 14K white gold dust protected case and bracelet. Safety chain. Modern tuned dial. 17 Jewel Hallmark Shock Resistant movement. Give wrist size, please.
2108HK ..... Each $380.00
Retail $400.00

Royal Laurel

A fashion-styled watch of stunning beauty. 46 brilliant diamonds are hand-set in a fascinating design, mounted on the solid 14K white gold dust-protected case and on the exquisitely carved 14K white gold link bracelet. Has high domed crystal, raised figure dial, safety chain, 17 Jewel Hallmark Shock-Resistant movement. (Give wrist size when ordering.)
2109HK ..... Each $670.00
Retail $700.00

Hallmark

Balance Staffs and Mainsprings Guaranteed Forever!

NEVER A CHARGE FOR REPLACEMENT OF MAIN SPRING OR BALANCE STAFF!

No matter how dainty the styling, all Hallmark watches have extra value features that assure dependable service. INCABLOC shock absorbers prevent breakage of the balance staff. STABILOR mainsprings are unbreakable; temperature changes do not affect them. 17 RUBY JEWELS reduce friction without creating repair problems. DUST-PROTECTED cases result from specially designed crowns and scientifically cemented crystals.

Hallmark

Shock Resistant Watches
Quality Far Exceeding the Price You Pay!

INCABLOC
STABILOR

INCABLOC SHOCK PROTECTION —a quality feature of all Hallmark watches—prevents breakage of the balance staff. The tiny ruby jewel bearings are set in resilient springs that absorb all shock. Incabloc is so good that Hallmark guarantees the balance staff, like the Stabilor mainspring, forever.

Lady on the Go

Beauty and durability designed for nurses, technicians, career women! 14K yellow gold dust-protected case, 10K gold-filled expansion band. Red sweep second hand. 17 Jewel Hallmark Shock Resistant movement for accuracy.
2110HK. . . . . . **Each $80.00**
Retail $85.00

As above with 14K white gold case.
2111HK. . . . . . **Each $80.00**
Retail $85.00

Guarantee

Hallmark watches are unconditionally guaranteed to be free of defects of manufacture when they leave the factory. If a Hallmark Watch proves to be defective within 1 year of date of purchase, the watch will be replaced or repaired by the factory without cost. The mainsprings and balance shafts are guaranteed forever!

Hallmark Watch Corp.

17 Jewel Classic Series

Delicately modelled to complete a lovely costume 10K yellow rolled gold dust-protected case with non-corrosive back. 10K gold-filled expansion bracelet. High domed crystal. Raised, skip figure dial. 17 Jewel Hallmark Shock Resistant movement
2112HK. . **Each $55.50**
Retail $55.00

Distinctive styling with milled and carved effect 10K yellow rolled gold plate dust-protected case and matching 10K gold filled "Queen" expansion bracelet. Hi-dome crystal, raised figure dial. Reliable 17 Jewel Hallmark Shock Resistant movement
2113HK . **Each $55.50**
Retail $55.00

Elegant in its simplicity, this fine watch has a dust-protected case, 10K yellow gold filled, and matching expansion bracelet. Raised gold-figure dial is extra easy to read. High dome crystal, 17 Jewel Hallmark Shock Resistant movement means dependable accuracy
2114HK. . **Each $70.00**
Retail $71 50

Unusual 10K gold filled combination creates graceful elongated effect with round 14K yellow gold dust-protected case. Hi-crystal 17 Jewel Hallmark Shock Resistant movement
2116HK. . **Each $75.50**
Retail $78 00

As above with solid 14K white gold case.
2116HK. . **Each $75 50**
Retail $78.00

Custom Series

A Alluringly lovely watch styled in the modern vogue Solid 14K yellow gold dust-protected case is held to the wrist by a dainty black silk cord bracelet Black dial with golden raised figures High domed crystal 17 Jewel Hallmark Shock Resistant movement.
2117HK. . . . . . **Each $85.50**
Retail $90.00

B Her embrace of beauty! Caresses the wrist with a lovely yellow gold filled bracelet. 10K yellow rolled gold plate, dust-protected case. Skip figure dial, hi-dome crystal. 17 Jewel Hallmark Shock Resistant movement
2118HK . . . . **Each $62 00**
Retail $64 00

As above, with 10K white rolled gold plate case.
2119HK . . . . . **Each $63.00**
Retail $65.00

The Starlet

The exciting glamor of large sparkling diamonds in a watch of simple elegance for the young in heart.

Two brilliant diamonds hand-set in a dust protected case of 14K yellow gold. 10K gold filled "Queen expansion bracelet. Raised figure dial, high dome crystal. 17 Jewel Shock Resistant movement.
2120HK . . . . . **Each $96.00**
Retail $100 00

Same as above, with 14K white gold case.
2121HK. . . . . . **Each $96.00**
Retail $ 00.00

Suggested Retail Prices include Federal Excise Tax. Watches illustrated are ½ of actual size.

17 Jewel Accuracy

HAMPDEN

Incabloc Shock-Protected

HAMPDEN parts are standard and interchangeable—available at jewelers everywhere. Watches are illustrated ⅞ actual size. Waterproof, shock-resistant, and anti-magnetic features guaranteed to conform with specifications of the Federal Trade Commission. If opened, the case must be closed by a competent watchmaker to remain "Waterproof." Suggested retail prices include Federal Excise Tax. Prices subject to change without notice

GUARANTEE

Every Hampden Watch is fully guaranteed against defects in material or craftsmanship. Should any defect in either appear within one year from the date of sale, replacement or repair will be made without charge. Mainspring and balance staff guaranteed for life, no charge for replacement.

HAMPDEN WATCH COMPANY

Lovely ensemble mirror polished 10K yellow rolled gold plate case with non-corrosive steel back, fully dust protected and matching 10K gold filled expansion bracelet. Gleaming pyramid crystal, stylish raised figure dial, 17 Jewel Hampden dependable movement

BJ-7626 5416 Index 1-3010
Suggested Retail $87.50

Classic styled 10K white rolled gold plate, dust protected case with non-corrosive steel back. Matching 10K gold filled expansion bracelet. Lustre dome crystal, raised figure dial, 17 Jewel Hampden shock resistant movement, famous accurate timekeeper

BJ-7626 (5417) Index 1-2870
Suggested Retail $95.00

Dramatic simplicity 14K yellow gold mirror polished dust protected case. Gleaming high raised crystal, smart raised figure dial. Matching 10K gold filled expansion bracelet. 17 Jewel Hampden shock resistant movement famously yours for dependable accuracy

BJ-7627 5418 Index 1-3850
Suggested Retail $71.50

An elegant creation in a mirror like 10K yellow gold filled case, dust protected. Matching chic 10K gold filled expansion bracelet. Lustrous dome crystal, daring raised figure dial. 17 Jewel Hampden movement

BJ-7567 5419 Index 1-3325
Suggested Retail $85.00

As above in 14K yellow gold case

BJ-7603 5420 Index 1-3850
Suggested Retail $71.50

Smartly tailored design, 10K yellow gold filled dust protected case. Matching 10K gold filled expansion bracelet. **Sweep second hand,** raised figure dial. High crystal. 17 Jewel Hampden movement

BJ-7605 5421 Index 1-4025
Suggested Retail $85.00

As above in 14K yellow gold case

BJ-7606 5422 Index 1-4585
Suggested Retail $95.00

It's automatic, self-winding—it's a calendar watch—celebrated for dependability. Dial window indicates day of the month. 10K gold filled, dust protected case. Attractive matching expansion bracelet. Easy-to-read raised figure dial. **Sweep second hand.** Famous precision made 17 Jewel Hampden shock resistant movement

BJ-7634 5435 Index 1-3110
Suggested Retail $115.00

Self-winding automatic in a handsome pyramid styled 14K yellow gold filled dust protected case. Smart pyramid crystal, stylish raised figure dial with **sweep second hand.** Perfectly matched, newest design 10K gold filled expansion bracelet with genuine alligator leather inset. 17 Jewel Hampden shock resistant movement

BJ-7635 (5436 Index 1-4180
Suggested Retail $115.00

Automatic — Waterproof — with **Power Reserve Indicator** 10K yellow gold filled case with non-corrosive steel back. Fully dust protected 10K gold filled expansion bracelet. **Sweep second hand,** luminous raised figure dial and unbreakable crystal. Power reserve indicator shows how long watch will run when not worn. 17 Jewel movement

BJ-7636 5437 Index 1-4690
Suggested Retail $100.00

Famous he man's **automatic** — with **Power Reserve Indicator.** Winds itself right on your wrist. All stainless steel case. **Waterproof,** dust protected case. **Sweep second hand,** luminous figure dial and hands. Power reserve indicator shows how long watch will run on stored up power or when not worn. 17 Jewel shock resistant movement

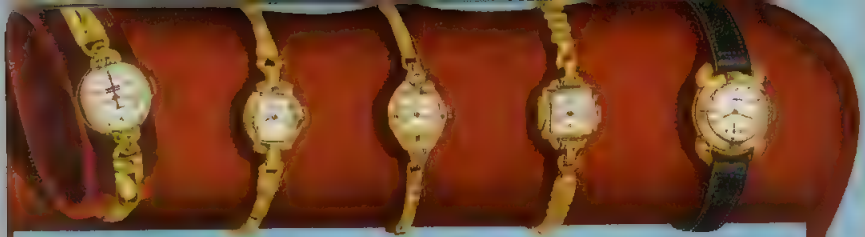
BJ-7637 (5438 Index 1-4985
Suggested Retail $65.00

Self-winding automatic—10K yellow gold filled dust protected case 10K gold filled expansion bracelet. Two-tone dial, raised figures, **sweep second hand,** high crystal. 17 Jewel Hampden shock resistant accurate movement

BJ-7378 5439 Index 1-4300
Suggested Retail $100.00

As above in 14K yellow gold case

BJ-7614 5440 Index 1-3930
Suggested Retail $150.00



Nurse's Watch in 14K yellow gold, dust protected case. Matching 10K gold filled expansion bracelet. **Sweep second hand.** Raised figure dial. 17 Jewel Hampden accurate shock resistant movement.
BJ-7568 (5423) Index 1-3820
Suggested Retail $71.50

As above in 10K yellow gold filled dust protected case
BJ-7569 (5424) Index 1-3220
Suggested Retail $62.50

Ultra modern styling in a smartly detailed very dainty 14K yellow gold filled dust protected case. Contoured high crystal, raised figure dial. Grace ful and engaging match ing 10K gold filled expansion bracelet. Renowned for accuracy 17 Jewel Hampden shock resistant accurate movement
BJ-7628 (5425) Index 1-3570
Suggested Retail $67.50

2 Diamonds set in 10K yellow rolled gold plate, dust protected case. Non corrosive steel back. Dome crystal, raised figure dial. 10K gold filled expansion bracelet. 17 Jewel Hampden shock resistant dependable movement
BJ-7629 (5426) Index 1-3850
Suggested Retail $71.50

As above in 10K white rolled gold plate stainless steel back.
BJ-7630 (5427) Index 1-3850
Suggested Retail $71.50

Smart square style in 10K yellow rolled gold plate case with non corrosive steel back, fully dust protected. With newest design matching 10K gold filled expansion bracelet. Dome crystal, easy to read raised figure dial. 17 Jewel Hampden shock resistant movement, guaranteed for faithful service
BJ-7670 (5428) Index 1-2870
Suggested Retail $65.00

Stylish curved lines in a mirror polished 10K yellow rolled gold plate, dust protected case with non corrosive steel back. Gleaming high raised crystal and easy to read raised figure dial. Highly fashionable black suede strap. 17 Jewel Hampden shock resistant movement, celebrated for accuracy and dependability
BJ-7634 (5429) Index 1-2645
Suggested Retail $62.50

For men of distinction a gleaming masterpiece in 14K yellow gold mirror polished dust protected case. High crystal, raised figure dial of newest design. Matching 10K gold filled expansion bracelet. 17 Jewel shock resistant movement
BJ-7638 (5441) Index 1-6090
Suggested Retail $135.00

As above, in 10K yellow gold filled case
BJ-7639 (5442) Index 1-4095
Suggested Retail $85.00

Modern masculine style in 10K yellow rolled gold plate case with non corrosive steel back, fully dust protected. Matching 10K gold filled expansion bracelet. Sensational high dome crystal attractively contoured figure dial. Nationally famous 17 Jewel Hampden shock resistant movement
BJ-7609 (5443) Index 1-2905
Suggested Retail $57.50

Theres dignity and quality in this superb 10K yellow gold filled dust protected case with non corrosive steel back. Perfectly matched combination expansion bracelet. Very fashionable dome crystal **sweep second hand**, raised figure dial. 17 Jewel Hampden shock resistant movement of peerless quality
BJ-7582 (5444) Index 1-3430
Suggested Retail $67.50

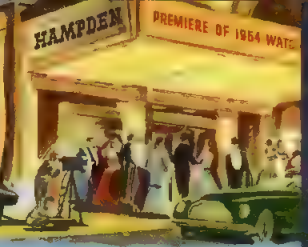
Masculine rugged design in a **Waterproof** all stainless steel watch with matching expansion bracelet of very latest design. Fully dust protected case. Unbreakable crystal **sweep second hand**. Jumbo radium figures and hands. Unbreakable mainspring. 17 Jewel Hampden shock resistant movement famous for its timekeeping
BJ-7619 (5445) Index 1-3115
Suggested Retail $59.50

HAMPDEN

Distinguished Name on Fine Watches Since 1878

17 JEWELS

INCABLOC SHOCK-RESISTANT



Genuine Matched Diamonds

of selected quality, true-color with exceptional brilliance, exquisitely cut and perfectly matched are featured in all Hampden diamond watches.

The **CORONATION**—a regal triumph of America's master designers crowned with **twenty-eight diamonds** of dazzling luster, twelve of which are set in the 14K white gold bracelet which is built into the petite 14K white gold case in gem-like symmetry. Contoured high crystal, 14K gold applied raised figure dial, 17 Jewel shock resistant precision movement. Give wrist size when ordering.

BJ-7582 (5488) Index 1-35000

Suggested Retail $600.00

"UNBREAKABLE" MAINSPRING AND BALANCE STAFF GUARANTEED FOR LIFE

No Charge For Replacement

24 Diamonds set in 14K white gold, dust protected case. With enchanting matching 10K white gold filled expansion bracelet. Raised figure dial, dome crystal. 17 Jewel Hampden shock resistant movement, faithfully yours for dependable accuracy.

BJ-7595 (5481) Index 1-16480

Suggested Retail $375.00

18 Diamonds set in 14K white gold, dust protected case. Matched with harmonious 10K white gold filled expansion bracelet. High crystal, raised figure dial, 17 Jewel Hampden shock resistant movement of guaranteed accuracy.

BJ-7593 (5482) Index 1-13930

Suggested Retail $315.00

6 Diamonds set in 14K white gold, dust protected case. With lovely matching 10K white gold filled expansion bracelet. Dome crystal, raised figure dial. Nationally famous quality 17 Jewel Hampden shock resistant movement.

BJ-7596 (5483) Index 1-8845

Suggested Retail $215.00

4 Diamonds set in a unique 14K white gold, dust protected case. 10K white gold filled expansion bracelet. Contoured high crystal, raised figure dial, 17 Jewel Hampden shock resistant movement. Renowned faithful timekeeper.

BJ-7620 (5484) Index 1-7245

Suggested Retail $175.00

2 Diamonds set in 14K white gold, dust protected case. 10K gold filled expansion bracelet of newest design exquisitely detailed. Lustrous high crystal, easy-to-read raised figure dial. Famed-for-accuracy, 17 Jewel Hampden shock resistant movement.

BJ-7621 (5485) Index 1-6265

Suggested Retail $160.00

All the Features You Want in a Fine Watch

Hampden "Unbreakable" Mainspring and Balance Staff Guaranteed for Life—no charge for replacement.

- ★ 17 Jewels for accurate timekeeping
- ★ Shock-Protected by patented Incabloc
- ★ Anti-Magnetic
- ★ Dust-Protected
- ★ Permaflex Hairspring for assured accuracy
- ★ Fully guaranteed by Certificate
- ★ Famous for quality through the years
- ★ Luxurious gift box with each watch

10 Diamonds set in petite 14K white gold case fully dust protected. 10K white gold filled expansion bracelet. Dome crystal, raised figure dial. Celebrated, accurate 17 Jewel Hampden shock resistant movement.

BJ-7594 (5486) Index 1-10650

Suggested Retail $260.00

Diamonds slightly enlarged to show detail

17 JEWELS · SHOCK-RESISTANT

HAMPDEN

DUST-PROTECTED · ANTI-MAGNETIC

★ 17 Jewels for Accurate Timekeeping
★ Shock Protected by patented Incabloc
★ Dust Protected ★ Anti Magnetic
★ Permaflex Hairspring for assured accuracy
★ Electronically tested for dependability

"UNBREAKABLE" MAINSPRING AND BALANCE STAFF GUARANTEED FOR LIFE

No Charge For Replacement

Petite 14K white gold, dust protected case with 10K gold filled expansion bracelet. High crystal raised figure dial. 17 Jewel famous Hampden shock resistant movement.
BJ-7681 5407 Index 1-4238
Suggested Retail $65.00

As above, with **two diamonds**, one at each end of the beautiful case.
BJ-7869 5408 Index 1-6268
Suggested Retail $150.00

Smartly detailed 14K yellow gold mirror polished case, dust protected. With new est design 10K yellow gold filled expansion bracelet. High crystal, neat raised figure dial. 17 Jewel Hampden shock resistant movement guaranteed for faithful service.
BJ-7804 5409 Index 1-4235
Suggested Retail $85.00

Very smart 14K yellow gold, dust protected case Smartly styled matching 10K gold filled expansion bracelet. Gleaming high raised crystal. Distinctive raised figure dial. Nationally famous accurate 17 Jewel Hampden shock resistant movement.
BJ-7822 5410 Index 1-4235
Suggested Retail $95.00

Dainty 14K yellow gold, dust protected case, with lovely 10K gold filled expansion bracelet. Dome crystal, raised figure dial. 17 Jewel Hampden shock resistant accurate movement.
BJ-7867 5411 Index 1-4235
Suggested Retail $95.00

As above, in 14K white gold, dust protected case.
BJ-7600 5412 Index 1-4235
Suggested Retail $95.00

2 Diamonds brilliantly set in contrasting white gold end pieces of a mirror polished 14K yellow gold, dust protected case. Smart dome crystal, raised figure dial. Matching 10K yellow gold filled expansion bracelet. 17 Jewel Hampden shock resistant movement.
BJ-7858 5413 Index 1-4865
Suggested Retail $100.00

Fabulously elegant creation in a mirror polished petite 14K white gold dust protected case. High raised crystal, neat raised figure dial 10K gold filled expansion bracelet. Hampden 17 Jewel movement.
BJ-7823 5414 Index 1-4725
Suggested Retail $100.00

As above, in 14K yellow gold, dust protected case.
BJ-7824 5415 Index 1-4725
Suggested Retail $100.00

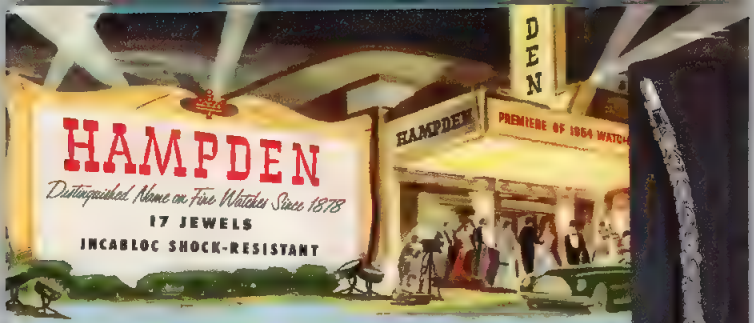
There's dignity and quality in this distinctive mirror polished 14K yellow gold, dust protected case. Smart pyramid crystal style raised figure dial. Perfectly matched 10K gold filled expansion bracelet. Famous precision-made 17 Jewel Hampden shock resistant movement. Guaranteed for peerless accuracy.
BJ-7832 5420 Index 1-8530
Suggested Retail $125.00

Modern square style in a gleaming 10K yellow gold filled mirror polished case fully dust protected. Distinctive high crystal raised figure dial. Matching 10K gold filled expansion bracelet. 17 Jewel Hampden shock resistant movement, faithfully yours for accuracy and dependability.
BJ-7818 5431 Index 1-3836
Suggested Retail $71.50

Handsome design in a **Waterproof** 10K yellow rolled gold plate case, with non-corrosive steel back, fully dust protected. **Sweep second hand**, raised figure dial. Jewel and hands. Unbreakable crystal. 17 Jewel Hampden shock resistant movement. Accurate and fully guaranteed timekeeper.
BJ-7833 5432 Index 1-3056
Suggested Retail $57.50

Decorative 10K yellow rolled gold plate case with non-corrosive steel back, fully dust protected. Handsome matches 10K yellow filled expansion bracelet. High crystal and easy to read raised figure dial. Dependable and accurate 17 Jewel Hampden shock resistant movement.
BJ-7818 5433 Index 1-2905
Suggested Retail $67.00

Smart square style in fine 10K yellow rolled gold plate case, with non corrosive steel back, dust protected. Matching 10K gold filled expansion bracelet. Unbreakable high crystal, raised figure dial. Nationally famous 17 Jewel Hampden shock resistant movement of fine quality.
BJ-7812 5434 Index 1-2835
Suggested Retail $52.50



Genuine Matched Diamonds

of selected quality, true-color with exceptional brilliance, exquisitely cut and perfectly matched are featured in all Hampden diamond watches.

The CORONATION—a regal triumph of America's master designers, crowned with twenty-eight diamonds of dazzling luster, twelve of which are set in the 14K white gold bracelet which is built onto the petite 14K white gold case in gem like symmetry. Contoured high crystal, 14K gold applied raised figure dial. 17 Jewel shock resistant precision movement. Give wrist size when ordering.

No. 7950 List $600.00
Dealer's Each 274.40

"UNBREAKABLE" MAINSPRING AND BALANCE STAFF GUARANTEED FOR LIFE

24 Diamonds set in 24K white gold, dust protected case. With match ng 10K white gold filled expansion bracelet. Raised figure dial. dome crystal. 17 Jewel shock resistant movement, for dependable accuracy
No. 7951 List $375.00
Dealer's Ea. **161.21**

18 Diamonds set in 14K white gold, dust protected case. Matched with 14K white gold filled expans.on bracelet. High crystal, raised figure dial. 17 Jewel Hampden shock resistant movement of guaranteed accuracy
No. 7962 List $315.00
Dealer's Ea. **136.51**

8 Diamonds set in 14K white gold dust protected case. With matching 10K white gold filled expansion bracelet. Dome crystal, raised figure dial. Famous 17 Jewel Hampden shock resistant accurate movement
No. 7953 List $215.00
Dealer's Ea **84.72**

4 Diamonds set in a unique 14K white gold dust protected case. 10K white gold filled expansion bracelet. Contoured high crystal raised figure dial. 17 Jewel Hampden shock resistant movement, a faithful timekeeper.
No. 7954 List $175.00
Dealer's Ea **71.00**

2 diamonds set in 14K white gold, dust protected case 10K gold filled expansion bracelet of newest design. Lustrous high crystal, raised figure dial. 17 Jewel accurate Hampden shock resistant movement
No. 7955 List $150.00
Dealer's Ea **61.40**

All the Features You Want in a Fine Watch

Hampden "Unbreakable" Mainspring and Balance Staff Guaranteed for Life—

- ★ 17 Jewels for accurate timekeeping
- ★ Shock-Protected by patented Incabloc
- ★ Anti-Magnetic
- ★ Dust-Protected
- ★ Permaflex Hairspring for assured accuracy
- ★ Fully guaranteed by Certificate
- ★ Famous for quality through the years
- ★ Luxurious gift box with each watch

10 Diamonds set in petite 14K white gold case, fully dust protected. 10K white gold filled expansion bracelet. Dome crystal, raised figure dial. Celebrated, accurate 17 Jewel Hampden shock resistant movement.
No. 7958 List $250.00
Dealer's Each **106.33**

Diamonds slightly enlarged to show detail

17 Jewel Accuracy

HAMPDEN

Invisible Shock-Protected

HAMPDEN parts are standard and interchangeable—available at jewelers everywhere. Waterproof, shock-resistant, and anti-magnetic features guaranteed to conform with specifications of the Federal Trade Commission. If opened, the case must be closed by a competent watchmaker to remain "Waterproof." Suggested retail prices include Federal Excise Tax.

GUARANTEE

Every Hampden Watch is fully guaranteed against defects in material or workmanship. Should any defect in either appear within one year from the date of sale, replacement or repair will be made without charge. Mainspring and balance staff guaranteed for life, no charge for replacement.

HAMPDEN WATCH COMPANY

Lovely 10K yellow rolled gold plate case with non-corrosive steel back. 10K gold filled expansion bracelet. Pyramid crystal, stylish raised figure dial. 17 Jewel Hampden dependable shock resistant movement
No. 7967 List $57.50
Dealer's Each **29.80**

Classic styled 10K white rolled gold plate case, with non-corrosive steel back. Matching 10K gold filled expansion bracelet. Dome crystal, raised figure dial. Accurate 17 Jewel Hampden shock resistant movement.
No. 7968 List $55.00
Dealer's Each **28.13**

Dramatic simplicity in a 14K yellow gold case. Gleaming high raised crystal. Smart raised figure dial. 10K gold filled expansion bracelet. 17 Jewel Hampden shock resistant movement for faithful service.
No. 7969 List $71.50
Dealer's Each **37.73**

10K yellow gold filled case. 10K gold filled bracelet. Dome crystal, raised figure dial. 17 Jewel shock resistant movement.
No. 7970—List $65.00 Dealer's Ea. **32.89**
As above, in 14K yellow gold case.
No. 7971—List $71.50 Dealer's Ea. **37.73**

Smart 10K yellow gold filled case. 10K gold filled expansion bracelet. Sweep second hand, raised figure dial. High crystal. 17 Jewel shock resistant movement.
No 7972—List $85.00 Dealer's Ea **39.48**
As above, in 14K yellow gold case.
No. 7973—List $95.00 Dealer's Ea. **44.93**

Self-winding automatic—10K yellow gold filled case. 10K gold filled expansion bracelet. Two-tone dial, raised figures. 17 Jewel shock resistant movement
No. 7990 List $100.00
Dealer's Each.. **68.02**
As above, in 14K yellow gold case
No. 7991 List $150.00
Dealer's Each.. **67.91**

It's automatic, self-winding—it's a calendar watch—celebrated for dependability. Dial window indicates day of the month. 10K gold filled case. Matching expansion bracelet. Raised figure dial. Sweep second hand. Accurate 17 Jewel Hampden shock resistant movement
No. 7986 List $115.00
Dealer's Each **30.08**

Self-winding automatic in a pyramid styled 14K yellow gold filled case. Pyramid crystal, raised figure dial with sweep second hand. 10K gold filled expansion bracelet with genuine alligator leather inset. 17 Jewel Hampden shock resistant movement.
No. 7987 List $115.00
Dealer's Each **30.76**

Automatic—Waterproof—with Power Reserve Indicator. 10K yellow gold filled case, non-corrosive steel back. 10K gold filled bracelet. Sweep second hand, luminous dial. Power reserve indicator shows stored up power. 17 Jewel shock resistant movement.
No. 7988 List $100.00
Dealer's Each **45.96**

Famous automatic—with Power Reserve Indicator. All stainless steel case, Waterproof case. Sweep second hand, luminous figure dial and hands. Power reserve indicator shows how long watch will run on stored up power. 17 Jewel shock resistant movement.
No. 7989 List $85.00
Dealer's Each **40.13**

17 JEWELS · SHOCK-RESISTANT

HAMPDEN

DUST-PROTECTED · ANTI-MAGNETIC

★ 17 Jewels for Accurate Timekeeping
★ Shock Protected by patented Incabloc
★ Dust-Protected ★ Anti-Magnetic
★ Permaflex Hairspring for assured accuracy
★ Electronically tested for dependability

"UNBREAKABLE" MAINSPRING AND BALANCE STAFF GUARANTEED FOR LIFE

Petite 14K white gold case with 10K gold filled expansion bracelet. High crystal raised figure dial. 17 Jewel Hampden shock resistant movement.
No. 7957 List $95.00
Dealer's Each **41.50**
As above, with 2 diamonds, one at each end
No. 7958 List $150.00
Dealer's Each **61.40**

Smartly detailed 14K yellow gold case 10K yellow gold filled expansion bracelet. High crystal, raised figure dial 17 Jewel shock resistant movement.
No. 7959 List $95.00
Dealer's Ea. **41.50**

Very smart 14K yellow gold case. 10K gold filled expansion bracelet. Gleaming high raised crystal. Raised figure dial 17 Jewel shock resistant movement
No. 7961 List $95.00
Dealer's Ea. **41.50**

Dainty 14K yellow gold case. 10K gold filled expansion bracelet. Dome crystal, raised figure dial. 17 Jewel Hampden shock resistant movement.
No. 7962 List $95.00
Dealer's Each **41.50**
As above, in 14K white gold case
No. 7963 List $95.00
Dealer's Each **41.50**

2 Diamonds set in white gold end pieces of a 14K yellow gold case. Dome crystal raised figure dial 10K gold filled bracelet. 17 Jewel shock resistant movement.
No. 7964
List $100.00
Dealer's Ea. **47.68**

Elegant 14K white gold case. High raised crystal, raised figure dial 10K gold filled expansion bracelet 17 Jewel shock resistant movement.
No. 7965 List $100.00
Dealer's Each **46.31**
As above, in 14K yellow gold case.
No. 7966 List $100.00
Dealer's Each **46.31**

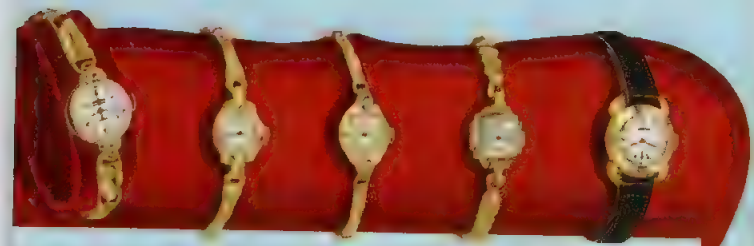
There's dignity and quality in this distinctive mirror polished 14K yellow gold case. Pyramid crystal, raised figure dial. Perfectly matched 10K gold filled expansion bracelet. 17 Jewel Hampden shock resistant movement. Guaranteed for peerless accuracy
No. 7981 List $125.00
Dealer's Each **54.19**

Modern square style in a 10K yellow gold filled mirror polished case. High crystal, raised figure dial. 10K gold filled expansion bracelet. 17 Jewel accurate shock resistant movement.
No. 7982 List $71.50
Dealer's Ea. **38.62**

Waterproof 10K yellow rolled gold plate case, with non-corrosive steel back. Sweep second hand, radium dial and hands. Unbreakable crystal 17 Jewel shock resistant movement.
No. 7983 List $57.50
Dealer's Ea. **29.94**

Decorative 10K yellow rolled gold plate case with non-corrosive steel back 10K yellow filled expansion bracelet. High crystal, raised figure dial 17 jewel Hampden shock resistant movement.
No. 7984 List $57.50
Dealer's Ea **28.47**

Smart style in 10K yellow rolled gold plate case non-corrosive steel back, 10K gold filled expansion bracelet Unbreakable crystal raised figure dial 17 jewel shock resistant movement.
No. 7985 List $52.50
Dealer's Ea. **27.76**



Nurse's Watch in 14K yellow gold case. Matching 10K gold filled expansion bracelet. Sweep second hand. Raised figure dial. 17 Jewel Hampden shock resistant movement.
No. 7974 List $71.50
Dealer's Each **38.42**
As above, in 10K yellow gold filled case.
No. 7975 List $62.50
Dealer's Each **31.56**

Ultra-modern styling in a smartly detailed very dainty 14K yellow gold filled case. Contoured high crystal raised figure dial. Graceful and enchanting matching 10K gold filled expansion bracelet. 17 Jewel shock resistant movement.
No. 7976 List $57.50
Dealer's Each **34.99**

2 Diamonds in 10K yellow rolled gold plate case. Non-corrosive steel back. Dome crystal raised figure dial. 10K gold filled bracelet. 17 Jewel shock resistant movement.
No. 7977 List $71.50
Dealer's Each **37.73**
As above, in 10K white rolled gold plate, stainless steel back.
No. 7978 List $71.50
Dealer's Each **37.73**

Smart square style in 10K yellow rolled gold plate case with non corrosive steel back. With newest design matching 10K gold filled expansion bracelet. Dome crystal, easy-to read raised figure dial. 17 Jewel Hampden shock resistant movement.
No. 7979 List $55.00
Dealer's Each **28.13**

Stylish curved lines in a mirror polished 10K yellow rolled gold plate case, with non-corrosive steel back. Gleaming high raised crystal and easy to read raised figure dial. Fashionable black suede strap. 17 Jewel shock resistant movement.
No. 7980 List $52.50
Dealer's Each **25.63**

For men of distinction—a gleaming masterpiece in 14K yellow gold, mirror polished case. High crystal raised figure dial of newest design. Matching 10K gold filled expansion bracelet. 17 Jewel shock resistant movement.
No. 7992 List $135.00
Dealer's Each **59.68**
As above, in 10K yellow gold filled case.
No. 7993 List $85.00
Dealer's Each **40.13**

"UNBREAKABLE" MAINSPRING AND BALANCE STAFF GUARANTEED FOR LIFE

HAMPDEN

17 JEWELS
SHOCK-RESISTANT
DUST-PROTECTED
ANTI-MAGNETIC

Modern masculine style in 10K yellow rolled gold plate case with non corrosive steel back. Matching 10K gold filled expansion bracelet. Strong high dome crystal, attractive two-tone raised figure dial. 17 Jewel Hampden shock resistant movement.
No. 7994 List $57.50
Dealer's Each **28.47**

There's dignity and quality in this superb 10K yellow gold filled case, with non-corrosive steel back. Perfectly matched expansion bracelet. Very fashionable dome crystal, sweep second hand, raised figure dial. 17 Jewel Hampden shock resistant movement.
No. 7995 List $67.50
Dealer's Each. . . **33.61**

Masculine rugged design in a waterproof all stainless steel watch with matching expansion bracelet of very latest design. Unbreakable crystal, sweep second hand, luminous radium figures and hands. Accurate 17 Jewel Hampden shock resistant movement.
No. 7996 List $59.50
Dealer's Each **30.33**

Walt Disney's

MICKEY MOUSE

wrist watch

Mickey himself holds this popular watch in the new presentation gift box. Chrome case with stainless steel back. Colorful Mickey Mouse tells time with his hands. Washable red vinylite strap. A 'must' for every boy and girl. Shock resistant, standard beat movement. Small size —
Retail Price $6.95 plus tax
Code price (974)
C212/48

COPYRIGHT
WALT DISNEY
PRODUCTIONS

HOPALONG CASSIDY

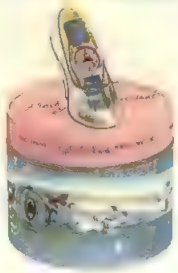
wrist watch

Simulated leather saddle provides the unusual new package with an authentic Western touch. Chrome case, stainless steel back, black leather cowboy strap. Each watch signed with a personal message from 'Hoppy'. Shock resistant, standard beat movement.
Retail Price $6.95 plus tax
Code price (974)
C212/49

Walt Disney's

CINDERELLA

wrist watch



Children's favorite fairy tale character on a dainty small size watch nestled in a transparent plastic slipper. The gift box is illustrated with a colorful scene from the motion picture. Shock resistant, standard beat movement.
Retail Price $6.95 plus tax
Code price (974)
C212/50

Walt Disney's

ALICE IN WONDERLAND

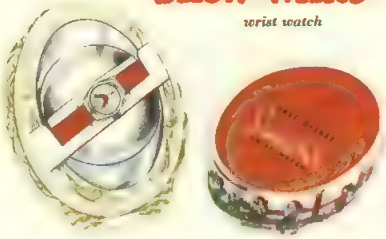
wrist watch

Daintily designed, little girl's fairy tale watch. Small size model, stainless steel back, shock resistant, standard beat movement. Rose colored, washable strap. Watch floating in transparent tea cup in colorful illustrated box.
Retail Price $6.95 plus tax
Code price (974)
C212/52

Walt Disney's

Snow White

wrist watch



Snow White's Magic Mirror makes the unusual gift packaging for this exciting new watch. The real, unbreakable mirror has its own easel back to make a perfect toy after watch is removed. The full-color cover pictures the Seven Dwarfs. Small size model, stainless steel back, shock resistant, standard beat movement. Bright red, washable strap.
Retail Price $6.95 plus tax
Code price (974)
C212/51

US TIME

THE UNITED STATES TIME CORPORATION
Sales Headquarters — 500 Fifth Avenue, New York City

Ingersoll

FULLY GUARANTEED
SHOCK RESISTANT

PRICES SHOWN ARE RETAIL
FEDERAL TAX 10% ADDITIONAL

DE LUXE SWEEP (chrome)

Trim, small size.
$6.95 Code price (974)
C212/56

SWEEP RADIOLITE (chrome)

Large size. Radium numerals.
$6.95 Code price (974.
C212/69

SWEEPSTER (chrome)
C212 26

(pictured) Plain dial, sweep second
$3.95 Code price (554)

Sweep second radiolite dial
$4.95 Code price (694)

C212 27

THE UNITED STATES TIME CORPORATION

CHARACTER WATCHES

Fully Guaranteed • Shock Resistant • Unbreakable Crystals
Chrome Bezels • Stainless Steel Backs

PRICES SHOWN ARE RETAIL
FEDERAL TAX 10% ADDITIONAL

ALICE IN WONDERLAND

Colorful Alice in Wonderland on dial
Rose band
$6.95 Code price (974)
C212/52

SNOW WHITE

Colorful Snow White on dial
Red band
$6.95 Code price (974)
C212/51

CINDERELLA

Colorful Cinderella on dial
Blue band
$6.95 Code price (974)
C212 50

MICKEY MOUSE

Mickey tells time with his hands.
Red band.
$6.95 Code price (974)
C212/48

SPACE PATROL

Red sweep second hand. 13 to 24 hour-markers to tell universal time.
Grey band. Gift packaged with space compass
$7.95 Code price (1114)
C212 53

HOPALONG CASSIDY

Picture of 'Hoppy' on dial
Black leather cowboy band
$6.95 Code price (974)
C212/49

US TIME

THE UNITED STATES TIME CORPORATION *World's Largest Manufacturer of Wrist Watches*
Sales Headquarters—500 Fifth Avenue, New York, New York

Service and repair stations: Waterbury, Conn.; Abilene, Texas; Little Rock, Ark.; 127 No. Dearborn St., Chicago, Ill.

TIMEX

GUARANTEED FOR ONE YEAR

SHOCK RESISTANT
UNBREAKABLE CRYSTALS
STAINLESS STEEL BACKS

PRICES SHOWN ARE RETAIL
FEDERAL TAX 10% ADDITIONAL

MARLIN
(chrome)

WCL (pictured)
Large size.
Waterproof*—Dustproof*.
$8.95 Code price (1326)
C212/402

WCSL
With sweep second.
$10.95 Code price (1460)
C212/399

WCRSL
Sweep second, radiolite dial.
$11.95 Code price (1594)
C212/459

WCRSM
Sweep second, radiolite dial,
metal expans on band
$13.95 Code price (1860)
C212/WCRSM

SPORTSTER
(chrome)

LCL (pictured)
Small size
Waterproof*—Dustproof*
$9.95 Code price (1326)
C212 390

LCSL
With sweep second hand
$10.95 Code price (1460)
C212/391

LCRSL
Sweep second, radiolite dial
$11.95 Code price (1594)
C212/392

MERCURY
(chrome)

BCL (pictured)
Large size. Plain dial
$8.95 Code price (926)
C212/453

BCSL
With sweep second hand
$7.95 Code price (1060)
C212/454

BCSM
With sweep second
metal expans on band
$9.95 Code price (1326)
C212 BCSM

BCRSL
Sweep second radiolite dia
$8.95 Code price (1194
C212/455

MERCURY
(gold toned)

BGSL (pictured)
Large size. Sweep second.
$9.95 Code price (1326)
C212/457

BGSM
Sweep second,
metal expansion band
$12.95 Code price (1726)
C212/BGSM

MONROE
(gold toned)

DGL (pictured)
Modern square design
$8.95 Code price (1326)
C212/405

DGM
With metal expansion band
$12.95 Code price (1726)
C212/DGM

MARQUETTE
(gold toned)

EGL (pictured)
Rectangular design
Curved crystal
$9.95 Code price (1326)
C212/404

EGM
With metal expans on band
$12.95 Code price (1726)
C212/EGM

PETITE
(chrome)

ACL (pictured)
Small size. Plain dial.
$8.95 Code price (926)
C212/400

ACSL
With sweep second hand.
$7.95 Code price (1060)
C212/451

ACSM
Sweep second,
metal expansion band
$9.95 Code price (1326)
C212/ACSM

ACRSL
Sweep second, radiolite dia.
$8.95 Code price (1194)
C212/452

PETITE
(gold toned)

AGL
Small size. Plain dial.
$9.95 Code price (1326)
C212/401

AGSL (pictured)
With sweep second hand
$10.95 Code price (1460)
C212/458

AGSM
Sweep second,
metal expansion band
$13.95 Code price (1860)
C212 AGSM

Ben Hogan

Waterproof* Dustproof*
Chrome Gold toned numerals
Sweep second
$25.00 (including tax
Code price (2728
C212/0640

(pictured Waterproof*
Dustproof* Chrome
Sweep second Radiolite dia
$14.95 Code price (1994
C212/0640

NURSE'S WATCH
(white enamel)

Chrome bezel
Red sweep second
Chain on reel.
$9.95
Code price (1326
C212/398

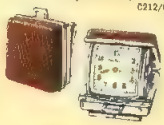
Ben Hogan FOB WATCH

Mesh fob Replica antique
coin Chrome Sweep second
$14.95 Code price (1994)
C212/2800

(pictured) Bronze-toned
bezel Leather fob
Sweep second
$14.95 Code price (1994)
C212/2810

Ben Hogan BELT WATCH

Leather covered square watch Radiolite
Clips to belt, snaps open to show time.
$14.95 Code price (1994)
C212/0820



SWING-A-LING
(gold toned)

Bracelet watch
$14.95
Code price (1994)

C212/494

*Stays waterproof and dustproof as long as crystal, crowne and back are intact and if removed expertly replaced

THE UNITED STATES TIME CORPORATION *World's Largest Manufacturer of Wrist Watches*
Sales Headquarters 500 Fifth Avenue, New York, New York

US TIME

Ingersoll

THE MOST FAMOUS NAME IN TIME

Shock Resistant

Standard Beat Movement

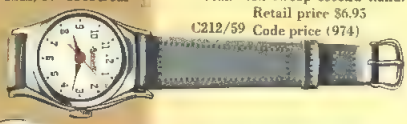
Electronically Timed

FULLY GUARANTEED

Assortment #2922 includes three each of the watches shown mounted on eye-catching display.
Retail price $41.70
Code price (5844)

C212/57—5844 Deal

DELUXE SWEEP Trim, small size, satin silver finish dial. Red sweep second hand.
Retail price $6.95
C212/59 Code price (974)



Chrome Bezels Stainless Steel Backs
Genuine Leather Straps Gift Boxes Supplied
All prices plus 10% Federal tax

SWEEP RADIOLITE -Easy to read dial with radium numerals and sweep second hand.
Retail price $6.95 Code price (974)

C212/60

Ingersoll

SWEEPSTER

Easy to read dial. Full red sweep second hand. Chrome plated.
Plain dial—Retail price $3.95 C212/26
Code price (554)
Radiolite dial (not pictured) –
Retail price $4.95
Code price (694)

C212/27

Assortment #2370 includes six Sweepster watches (plain dial) mounted on colorful display card. Gift boxes supplied.
Retail price $23.70
C212/28 Code price (3324)

All prices plus 10% Federal tax

US TIME

THE UNITED STATES TIME CORPORATION *World's Largest Manufacturer of Wrist Watches*
Sales Headquarters—500 Fifth Avenue, New York, New York
Service and repair stations: Waterbury, Conn., Abilene, Texas, Little Rock, Ark., 127 No. Dearborn St., Chicago, Ill.

54 10

Karoff ORIGINAL

KAROFF ORIGINALS

ingenious Giftware for the gracious hostess . . . with the Subtle Quality of Elegance

"FOLD-AWAY" BUFFET

U. S. Pat. No. D-166605

THE GRACIOUS WAY TO SERVE A GENEROUS BUFFET

Fine grained polished blond or ebony hardwood. 5 spacious food wells, glass salt and peppers, 2 wood-covered glass relish dishes with spreaders. Needs no protective doilies. Easy to wash. Opens to 28½", folds to 14". *Individ. Packed.* Wgt. 5¼ lbs.

- BUFFET MEALS
- T.V. SNACKS
- HORS D'OEUVRES

No. 4J-3520 Index 1 818;3-777 List $12.95

RITA TENNANT . . . "Karoff Originals" hostess

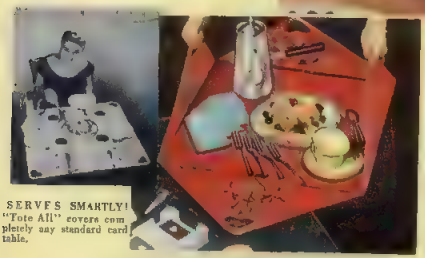
"3-SEASONS" CRUET SET

MODERN WAY TO SERVE SEASONINGS

Holder is crafted from black satin finished wrought iron with striking black and white Pyrolace decoration to match rich banding on Oil and Vinegar decanters with hard-wood covers. Center crystal relish jar with grained wood cover and muddler. Indiv. boxed. *Pat. Pend.* Wgt. 2 lbs.

- 3 SEASONS IN ONE UNIT
- ATTRACTIVE, ORIGINAL DESIGN
- IDEAL FOR BUFFETS, PARTIES, ETC.

No. 4J-3535 Index 1-252,3 240 List $ 4.00



SERVES SMARTLY! "Tote All" covers completely any standard card table.

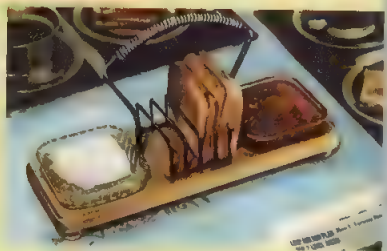
"TOTE-ALL" BRIDGE SERVICE

HANDY CARRY-ALL REFRESHMENT TRAY

Set up everything—food and setting—exactly as you will serve it on this 30" square tray. Fold sides and carry entire service by its convenient cut out handles right to the card table. Durable hardboard, finished in lasting ivory and lustrous red enamel and decorated with colorful, gay design. Closes to 20". Indiv. packed. *Pat. Pend.* Wgt. 6¼ lbs.

- STAIN RESISTANT FINISH
- FOLDS COMPACTLY

No. 4J-3540 Index 1-378;3-360 List $ 6.00



"CONTINENTAL" BREAKFASTER

SAYS "GOOD MORNING" SMARTLY, GENEROUSLY . . .

Smart hardwood tray, 13" x 4¾", fitted with handsome wrought iron handle with black and white pyrolace trim. Wrought iron rack holds 6 slices of toast. Equipped with 2 square dishes for spreads. Individ. packed. *Pat. Pend.* Wgt. 3 lbs.

- SERVES CHEESES, JAMS AND OTHER SPREADS
- EASY-TO-CLEAN POLISHED HARDWOOD TRAY

No. 4J-3541 Index 1-315;3-300 List $ 5.00

*Prices slightly higher in some zones

KAROFF ORIGINALS *ingenious Giftware for the gracious hostess . . . with the Subtle Quality of Elegance*

"DRINK 'N CHIP" SERVER

SERVES DRINKS AND SNACKS GRACIOUSLY

Large deep 9" round imported Madeira basket. 6 highball glasses with beautiful banded design to match black satin finish wrought iron handles with Pyrolace hand grips. Basket is removable for separate use. Over all 15" diam. Indiv. boxed. *Pat. Pend.* Wgt. 5 lbs.

- LARGE IMPORTED MADEIRA BASKET
- 6 STUNNING HIGHBALL GLASSES
- DISTINCTIVE WROUGHT IRON FRAME

No. 4J-3537 Index 1-378;3 360 List $ 6.00

"RIVIERA" SLIDE-AWAY LAZY SUSAN

EXTRA SIZE COMPLETE PARTY SERVICE

Heavy two-tone natural mahogany hardwood tray fitted with 4 large ceramic dishes and center covered casserole, in 2-color combination—black and white, or forest green and chartreuse. Four sliding hardwood trays provide extra serving space. Opens to 24½". Closes to 16". Revolves on ball-bearing wood base. Indiv. boxed. *Pat. Pend.* Wgt. 18½ lbs.

- FOR BUFFET MEALS, HORS D'OEUVRES
- CLOSES COMPACTLY FOR EASY STORAGE

No. 4J-3539 Index 1-1421;3-1350 List $22.50

4 extension trays slide completely under table for compact storage

Trays fan out at a flick of the handle

"CATALINA" FAN TRAY

NOVEL "CONVERSATION-PIECE" SERVICE

A pleasing, original party service. 5 generously sized leaf-shaped trays fan out at a flick of the handle to provide ample space for serving fruits, candy, tidbits, hors d'oeuvres, etc. Beautiful, natural hardwood finish, washes easily. Bright brass handle. Indivd. boxed. *Pat. Pend.* Wgt. 5½ lbs.

- SURPRISINGLY LARGE CAPACITY
- COMPACT IN USE AND STORAGE

No. 4J-3534 Index 1-756,3 720 List $12.00

"SEA-SERVERS" COCKTAILS FOR 6

SERVES SEAFOODS IN NATURAL SETTING

Refreshing, original new way to serve sea-food cocktails. 6 non-chip styrene shells in true-to-nature colors. Crystal sauce cups fit into base of shells. Beautifully gift boxed. (Pat. Pend.) Wgt. 2¾ lbs.

- FOR SHRIMP COCKTAILS, LOBSTER SALAD, CRABMEATS, ETC.
- SMART TO SERVE; EASY TO WASH

No. 4J-3514 Index 1-252,3-240 List $ 4.00

Printed in U.S.A.

*Prices slightly higher in some zones.

KAROFF ORIGINALS

ingenious Giftware for the gracious hostess . . . with the Subtle Quality of Elegance

"KANT-SPILL" *U. S. Pat. No. D-169,759*
DRINK 'N SNACK SERVER

INGENIOUSLY KEEPS GLASSES ALWAYS VERTICAL

Swinging brass plated wire baskets hold glasses erect regardless of direction of tilt of tray. 6 frosted highball glasses decorated with gay white and black exclusive pattern. Generous size food wells. Natural blonde hardwood or rich grained ebony. 21½" long, 11½" wide. Individ boxed. *Pat. Pend.* Wgt 9 lbs.

- SWINGING BASKETS KEEP GLASSES VERTICAL
- SWINGING ARMS KEEP GLASSES VERTICAL
- GLASSES CAN'T SPILL REGARDLESS OF TILT OF TRAY

No. 4J-3536 Index 1-821,3-780 List $13.00

SWINGING BASKETS KEEP GLASSES VERTICAL

SWINGING ARMS KEEP GLASSES VERTICAL

GLASSES CAN'T SPILL REGARDLESS OF TILT OF TRAY

"TRAYMASTER" DELUXE

IN LUXURIOUS GOLD OR SILVER PLATE

A serving piece modern hostesses use day after day. The famed Traymaster DeLuxe is a gracefully decorative display piece . . . a functional server. 10" x 10" Styrene tray is heavily metalized in non-tarnishing gold or silver plate. Individ. packed. *Reg. U. S. Pat Off.* Wgt. 2 lbs.

- PATENTED FINGERTIP BAR RAISES OR LOWERS LEAVES
- KEEPS CONTENTS FRESH AND CLEAN
- PERFECT FOR TIDBITS, CANDIES, HORS D'OEUVRES

No. 4J-3512 Gold Index 1-315-3-300 List $ 5.00
No. 4J-3513 Silver Index 1-315,3-300 List $ 5.00

"WINDSOR" DINNERMASTER

UNIQUE, ELEGANT, COMPLETE MEAL-IN-ONE SERVER

Carving board holds roast, ham, or fowl. Carved trees-and-wells capture juices. Four attached leaves contain roomy wells for vegetables, pickles, relishes, sauces and garnishes. 17¼" square when open; folds to 12". Indiv. packed *Pat Pend* Wgt. 8 lbs.

- FOOD WON'T HARM NATURAL 1¼" HARDWOOD FINISH
- RUSTPROOF ALUMINUM SPIKES AND CHROME HINGES
- FOLDS TO 12" FOR STORING

No. 4J 3518 Index 1-1010,3-960 List $16.00

"TRI-TIER" TRAY

CAPACIOUS, COMPACT, FOLDING TIER TRAY

Unique serving tray made of natural blonde hardwood. Modern wrought iron handle with black and white Pyrolace hand grip. Ample size wells for serving candy, fruit, snacks hors d'oeuvres. Opens to 13" wide, 10½" high, without handle. Folds flat to 1", individ boxed. *Pat. Pend U S Pat. Off* Wgt 3 lbs.

- EASY TO CARRY; EASY TO SERVE
- FOLDS FLAT FOR COMPACT. STORING

No. 4J 3533 Index 1-505,3-480 List $ 8.00

Entire contents copyright 1953

*Prices slightly higher in some zones

KAROFF ORIGINALS *ingenious Giftware for the gracious hostess . . . with the Subtle Quality of Elegance*

"LIDO" CHEESERVER

SERVES GRACIOUSLY, KEEPS CHEESE FRESH

Beautiful hardwood tray in natural finish serves cheeses glamorously. Crystal styrene cover fits snugly into recess in tray. Specially designed stainless steel spreader and cutter fits into well. Cut-out handles for easy carrying. Wgt. 2¼ lbs. *Pat Pend.*

- POLISHED 7¼" x 10" HARDWOOD TRAY
- HANDSOME STAINLESS STEEL SPREADER

No. 4J 3542 Index 1-315;3-300 List $ 5.00

"COTILLION" SWINGING SERVER

FOR ONE HUNDRED AND-ONE SERVING OCCASIONS

A versatile, luxurious server for every family and party need. Ideal for cold cut spreads, teenage gatherings, buffet meals, salads, television snacks. Bright brass handles. Gilded salt & peppers. Individ. packed. Wgt. 3½ lbs. Pat. U. S. Pat. Off.

- SMOOTH-GRAINED NATURAL HARDWOOD, HIGHLY POLISHED
- DOUBLE-SIZED CENTER WELL, 2 ROOMY SIDE WELLS
- OPENS TO 26"—CLOSES TO 15" FOR STORING

No. 4J-3517 Index 1-505,3-480 List $ 8.00

"WALDORF" SWING-AWAY SUSAN

ELEGANT, COMPACT PARTY SERVICE

Complete meal-in-one server, cleverly designed with 4 deep food wells and 4 additional swinging food sections. Casserole with cover, in green & chartreuse or black & white. Made of two-tone natural mahogany hardwood with fine finish. Opens to 25½" folds to 17¼" square. Indiv. boxed. *Pat. Pend.* Wgt. 10½ lbs.

- REVOLVES ON BALL-BEARING HARDWOOD BASE

No. 4J-3538 Index 1 1010,3 960 List $16.00

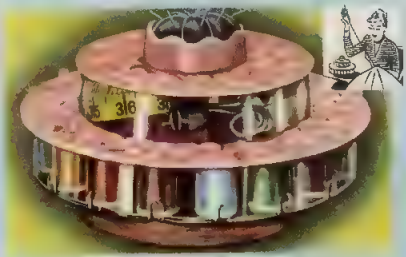
"MONTE CARLO" SNACK BAR

DELUXE ALL-IN-ONE REFRESHMENT SERVICE

Makes even big-party serving simpler, speedier, smarter Beautiful polished hardwood tray has 4 deep food wells for canapes, meats, sandwiches, cheeses, other snacks and tidbits. Glass rack holds 8 tumblers. Wood-covered glass bucket for ice cubes or potato chips, popcorn. Individ. Packed *Pat. Pend.* Wgt. 14 lbs.

- 17½" UNIT REVOLVES ON HARDWOOD BASE
- 8 DECORATED TUMBLERS, COVERED ICE BUCKET

No. 4J 3515 Index 1-1263,3-1200 List $20.00



"REVOLVING" SEWING WHEEL

FOR NEW SEWING EASE AND CONVENIENCE

It turns like a lazy susan to put all contents "up front" as needed. Clear, see-through polystyrene. Cover embossed with floral pattern in pink or blue. Turntable base. 2-Tone silk pin cushion. Indiv. packed. *Reg. U. S. Pat. Off.* Wgt. 2 lbs.

- FITTED WITH 16 SPOOLS QUALITY THREAD IN POPULAR COLORS
- FEEDS AND CUTS THREAD WITHOUT REMOVING SPOOLS
- ROOMY WORK BASKET FOR STORING WORK AND ACCESSORIES

No. 4J 3519 Index 1 252,3-240 List $ 4.00

*Prices slightly higher in some zones

KNICKERBOCKER GUNS

No.613 WESTERN CLICKER GUN

AUTHENTIC WESTERN "SIX-GUN" STYLE AND DECORATION, 7¼" LONG. ASSORTED COLORS.

$.19

No.610 WESTERN DART PISTOL

WESTERN "SIX-GUN" STYLE SPRING ACTION SAFETY DART PISTOL, 6¾" LONG. TWO PLASTIC SHAFT SAFETY DARTS WITH RUBBER SUCTION CUP TIPS. INDIVIDUAL DISPLAY CARD. COLORS: BRONZE AND SILVER

$.39

No.623 CORK GUN

MANY HOURS OF HARMLESS FUN MAY BE DERIVED FROM THIS SAFETY-TYPE CORK GUN. REALISTIC 6" GUN, FOUR EXTRA CORKS MOUNTED ON COLORFUL DISPLAY CARD. BLACK GUN WITH RED ON HANDLE.

SUGGESTED RETAIL PRICE **$.49**

No.600 SAFETY DART PISTOL

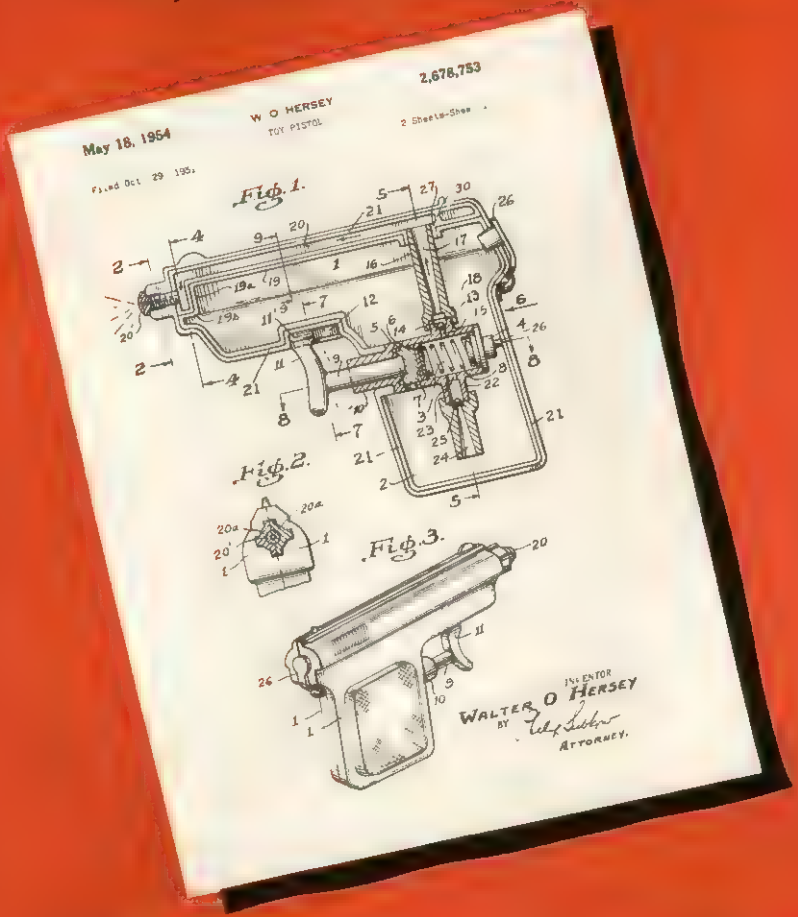
INCLUDES "SPRING-ACTION" SAFETY DART PISTOL, THREE SAFETY PLASTIC SHAFT DARTS WITH RUBBER SUCTION TIPS. INDIVIDUAL DISPLAY CARD. GUN - 6" LONG. RED & BLACK GUN WITH CONTRASTING DARTS & HANDLES **$.39**

KNICKERBOCKER

NO. HOLLYWOOD, CALIFORNIA

NOTICE!

"KNICKERBOCKER ANNOUNCES THE ISSUE OF U.S. LETTERS PATENT NO. 2,678,753 ON MAY 18, 1954



KNICKERBOCKER PLASTIC CO. INC., AS THE OWNER OF THIS PATENT, HAS THE EXCLUSIVE RIGHT TO MAKE, USE, AND SELL THE WATER GUN COVERED BY THE CLAIMS OF THE PATENT.

Big SPURT from Some of our SQUIRTS!

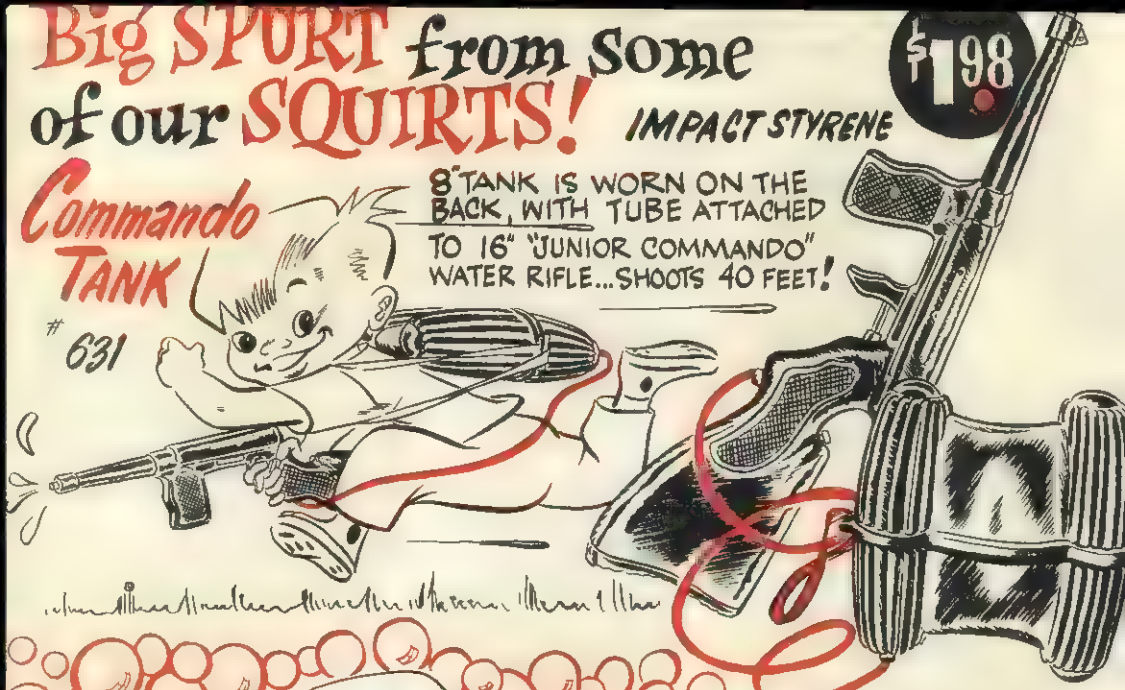
IMPACT STYRENE

$1.98

Commando TANK

#631

8" TANK IS WORN ON THE BACK, WITH TUBE ATTACHED TO 16" "JUNIOR COMMANDO" WATER RIFLE...SHOOTS 40 FEET!



BUBBLE BLASTER

#635

WITH FLUID ATTACHED!

POP!

MAKES 'EM! AND BREAKS 'EM!

59¢

CLIPS ONTO BELT OR POCKET, FILL UP, THEN SHOOT ALL DAY!

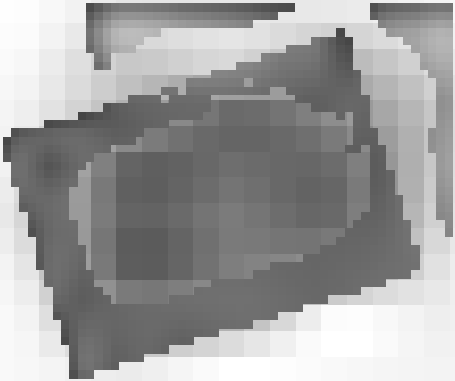
39¢

MID-JET AMMO TANK

#627

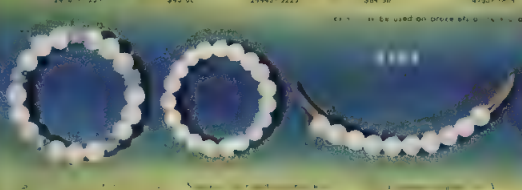
KNICKERBOCKER

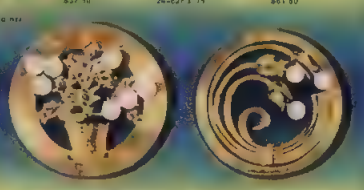
NO. HOLLYWOOD, CALIFORNIA



A HELLER-DELTAH PRESENTATION

RINGS



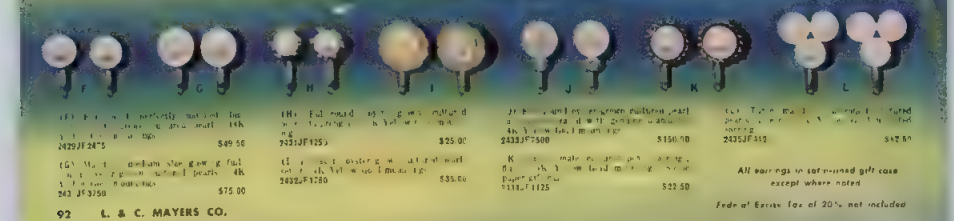


Federal Excise Tax at

CULTURED PEARLS

by La Tausca

cultivated in the living oyster



F G H I J K L

2429JF2475 $49.50

2431JF1255 $25.00

2432JF1250 $35.00

2433JF1500 $150.00

2435JF1115 $42.50

2433JF3750 $75.00

2433JF1125 $22.50

All earrings in satin-lined gift case except where noted

Fede al Excise Tax of 20% not included

HELLER-DELTAH PRESENTS

La Tausca

SIMULATED PEARLS

nationally advertised in leading magazines

(A) Graduated necklace, lustrous simulated pearls with sparkling rhinestone-set clasp. Satin lined, grey velvet paper covered gift case

2406JF185 Single strand 18" (illus.)	$3.75
2401JF288 Duo—16"-17"	$5.50
2402JF415 Trio—16"-17"-18"	$8.25
2403JF585 Four-strand	$3.75

(B) Luminous simulated pearl graduated necklace with bold, blazing rhinestone-set clasp. In gold covered plastic "CARRYETTE" case with mirror and cosmetic compartments

2404JF525 Single strand 16"	$10.50
2405JF640 Duo—16"-17" (illus.)	$12.75
2406JF750 Trio—16"-17"-18"	$15.00

(C) Graduated necklace of glowing simulated pearls with large rhinestone-set sterling silver clasp. In blue plastic satin lined gift case

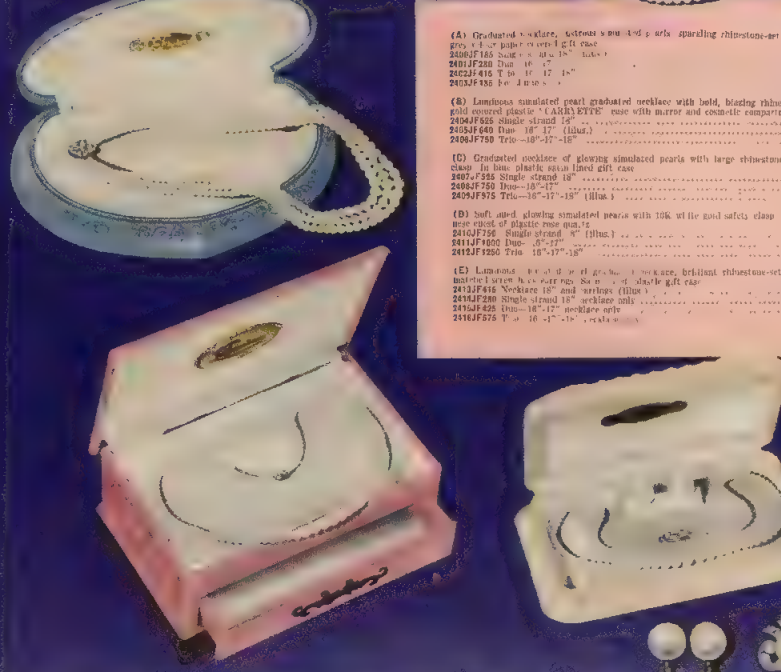
2407JF525 Single strand 18"	$11.00
2408JF750 Duo—16"-17"	$15.00
2409JF975 Trio—16"-17"-18" (illus.)	$20.00

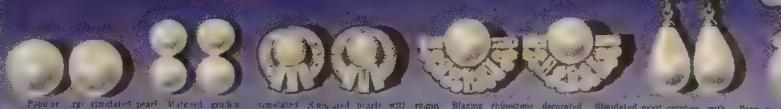
(D) Soft muted, glowing simulated pearls with 10K yellow gold safety clasp. In magnificent Chinese chest of plastic rose quartz

2410JF756 Single strand 18" (illus.)	$16.00
2411JF1002 Duo—16"-17"	$20.00
2412JF1250 Trio—16"-17"-18"	$25.00

(E) Luminous graduated pearl necklace, brilliant rhinestone-set clasp, and pair of matched screw back earrings. Satin lined plastic gift case

2413JF416 Necklace 18" and earrings (illus.)	$8.50
2414JF288 Single strand 18" necklace only	$5.50
2415JF425 Duo—16"-17" necklace only	$8.50
2416JF575 Trio—16"-17"-18" necklace only	$11.50





Popular size simulated pearl button earrings with French Clip Fastening. Pearl Mounting. Gold plate Mountings.
2417JF150 ..... $3.00

Matched graduated simulated pearl earrings with Pearl Mountings. Gold plate Mountings.
2418JF300 ..... $6.00

Simulated Ming pearl beads with round [illegible] and exquisite rhinestone ones.
2419JF300 ..... $6.00

Blazing rhinestone decorated simulated pearl earrings.
2420JF375 ..... $7.50

Simulated pearl earrings with pear-shaped drop. Sterling silver Mountings.
2421JF190 ..... $3.75

Pear-shape drop simulated pearl [illegible] earrings.
2422JF300 ..... $6.00

Federal Excise Tax at 20% not included.

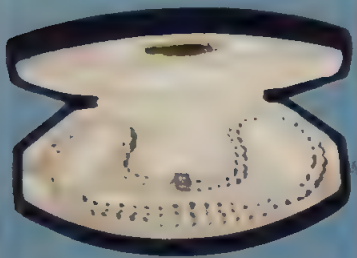
All earrings supplied in plastic gift cases.

L. & C. MAYERS CO.

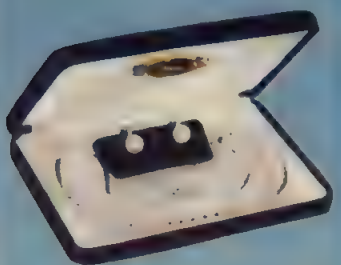
La Tausca

SIMULATED RADIANT PEARLS

Fluted matte-finish sand-blasted iridescent simulated RADIANT pearls with a precious look hand-polished and perfectly matched 10K white gold safety clasp set with a brilliant genuine diamond. In leatherette gift case, satin-lined.
2465JF2006 Single strand 16" $40.00



... three strands of fine quality selected iridescent simulated ... hand-polished, 10K white gold safety clasp, velour-covered, satin-lined gift case
2465JF725 Single strand 16 ..... $[illegible]
2460JF1275 Duo—16"-17" (Illus.) $25.00
2461JF1800 Trio—16"-17"-18" ..... $[illegible]



Perfectly matched hand-knotted necklace and earring ensemble of fine quality iridescent simulated RADIANT pearls, hand polished. Necklace safety clasp and screw back earring mountings all of 10K white gold. Satin-lined, blue velour covered gift case
2462JF1200 Ensemble (Illus.) $30.00
2463JF500 Single strand knotted necklace only, 10K WG clasp . $20.00
2464JF1575 Duo—16"-17" knotted necklace only, 10K WG clasp . $35.00

LATEST HIGH FASHION SIMULATED PEARL CREATIONS BY La Tausca

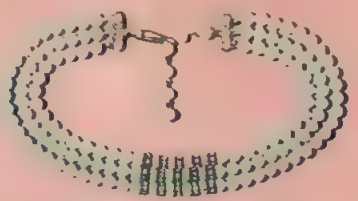
popular new couturier necklaces

In ... large ornate ribb... gift case
2465JF575 Two strand (Illus.) $11.50
2466JF675 Three strand $15.00

Matching Bracelet, 3 luminous strands of uniform simulated pearls festoon with large blazing rhinestone clasp in satin-lined plastic gift case
2467JF525 ..... $11.50

Fashionable double-row simulated pearl collar with rhinestone-set adjustable clasp, featuring important gold-color center ornament set with large, baroque simulated pearl and rhinestones. In blue velvet, satin-lined gift case.
2468JF375 Two strand $7.50

Earrings, mounted w... ment matching center piece of collar at left, set with large baroque simulated pearl and rhinestones. Clip backs. In plastic gift case
2469JF225 ..... $4.50



Rhinestone rondelles blaze between glowing uniform simulated pearls in this lovely three row collar, with adjustable, rhinestone-set clasp. In grey velour paper-covered, satin-lined gift case.
2470JF250 Single strand $5.00
2471JF375 Duo $7.50
2472JF500 Trio (Illus.) $10.00

Handsome collar of 3 matched strands of uniform simulated pearls with baguette and diamond shaped rhinestone-set adjustable clasp in white leatherette, satin-lined gift ca...
2473JF340 Single strand $6.75
2474JF650 Duo ..... $ 9.00
2475JF625 Trio (Illus.) $12.75

Federal Excise Tax of 20% not included

HELLER-DELTAH PRESENTS

La Tausca

SIMULATED PEARLS

nationally advertised in leading magazines

(A) Graduated necklace, lustrous simulated pearls with sparkling rhinestone-set clasp. Satin lined, grey velvet paper covered gift case

2406JF185 Single strand 18" (illus.)	$3.75
2401JF288 Duo—16"-17"	$5.50
2402JF415 Trio—16"-17"-18"	$8.25
2403JF585 Four-strand	$3.75

(B) Luminous simulated pearl graduated necklace with bold, blazing rhinestone-set clasp. In gold covered plastic "CARRYETTE" case with mirror and cosmetic compartments

2404JF525 Single strand 16"	$10.50
2405JF640 Duo—16"-17" (illus.)	$12.75
2406JF750 Trio—16"-17"-18"	$15.00

(C) Graduated necklace of glowing simulated pearls with large rhinestone-set sterling silver clasp. In blue plastic satin lined gift case

2407JF525 Single strand 18"	$11.00
2408JF750 Duo—16"-17"	$15.00
2409JF975 Trio—16"-17"-18" (illus.)	$20.00

(D) Soft muted, glowing simulated pearls with 10K yellow gold safety clasp. In magnificent Chinese chest of plastic rose quartz

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2411JF1002 Duo—16"-17"	$20.00
2412JF1250 Trio—16"-17"-18"	$25.00

(E) Luminous graduated pearl necklace, brilliant rhinestone-set clasp, and pair of matched screw back earrings. Satin lined plastic gift case

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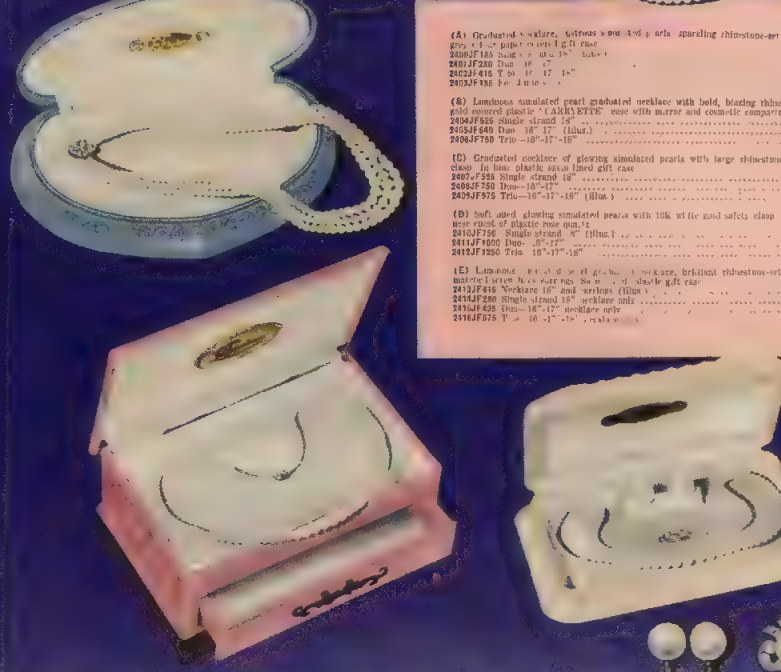
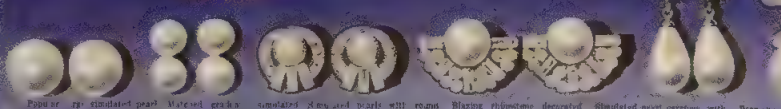
2414JF288 Single strand 18" necklace only	$5.50
2415JF425 Duo—16"-17" necklace only	$8.50
2416JF575 Trio—16"-17"-18" necklace only	$11.50





Popular size simulated pearl button earrings with French Clip Fastening. Pearl Mounting. Gold plate Mountings.
2417JF150 ..... $3.00

Matched graduated simulated pearl earrings with Pearl Mountings. Gold plate Mountings.
2418JF300 ..... $6.00

Simulated Ming pearl beads with round [illegible] and exquisite rhinestone ones.
2419JF300 ..... $6.00

Blazing rhinestone decorated simulated pearl earrings.
2420JF375 ..... $7.50

Simulated pearl earrings with pear-shaped drop. Sterling silver Mountings.
2421JF190 ..... $3.75

Pear-shape drop simulated pearl [illegible] earrings.
2422JF300 ..... $6.00

Federal Excise Tax at 20% not included.

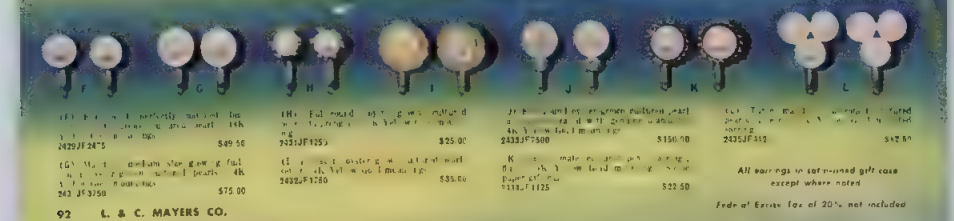
All earrings supplied in plastic gift cases.

L. & C. MAYERS CO.

CULTURED PEARLS

by La Tausca

cultivated in the living oyster



F G H I J K L

2429JF2475 $49.50

2431JF1255 $25.00

2432JF1250 $35.00

2433JF1500 $150.00

2435JF1115 $42.50

2433JF3750 $75.00

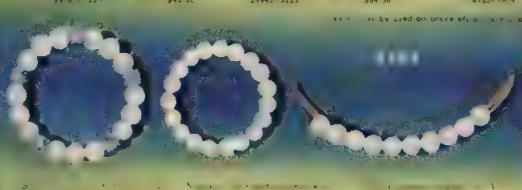
2433JF1125 $22.50

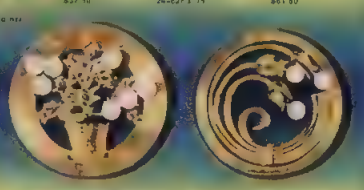
All earrings in satin-lined gift case except where noted

Fede al Excise Tax of 20% not included

A HELLER-DELTAH PRESENTATION

RINGS



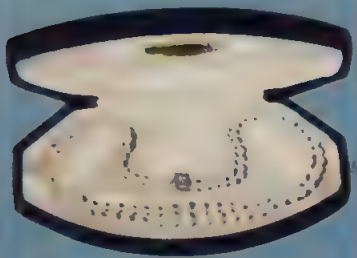


Federal Excise Tax at

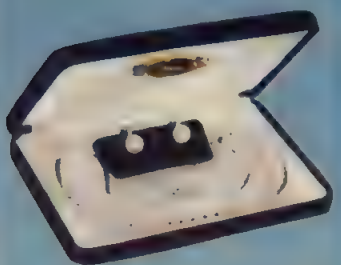
La Tausca

SIMULATED RADIANT PEARLS

Fluted matte-finish sand-blasted iridescent simulated RADIANT pearls with a precious look hand-polished and perfectly matched 10K white gold safety clasp set with a brilliant genuine diamond. In leatherette gift case, satin-lined.
2465JF2006 Single strand 16" $40.00



... three strands of fine quality selected iridescent simulated ... hand-polished, 10K white gold safety clasp, velour-covered, satin-lined gift case
2465JF725 Single strand 16 ..... $[illegible]
2460JF1275 Duo—16"-17" (Illus.) $25.00
2461JF1800 Trio—16"-17"-18" ..... $[illegible]



Perfectly matched hand-knotted necklace and earring ensemble of fine quality iridescent simulated RADIANT pearls, hand polished. Necklace safety clasp and screw back earring mountings all of 10K white gold. Satin-lined, blue velour covered gift case
2462JF1200 Ensemble (Illus.) $30.00
2463JF500 Single strand knotted necklace only, 10K WG clasp . $20.00
2464JF1575 Duo—16"-17" knotted necklace only, 10K WG clasp . $35.00

LATEST HIGH FASHION SIMULATED PEARL CREATIONS BY La Tausca

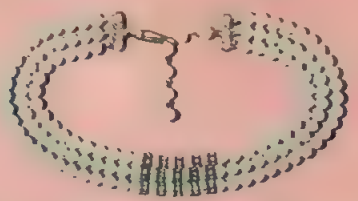
popular new couturier necklaces

In ... large ornate ribb... gift case
2465JF575 Two strand (Illus.) $11.50
2466JF675 Three strand $15.00

Matching Bracelet, 3 luminous strands of uniform simulated pearls festoon with large blazing rhinestone clasp in satin-lined plastic gift case
2467JF525 ..... $11.50

Fashionable double-row simulated pearl collar with rhinestone-set adjustable clasp, featuring important gold-color center ornament set with large, baroque simulated pearl and rhinestones. In blue velvet, satin-lined gift case.
2468JF375 Two strand $7.50

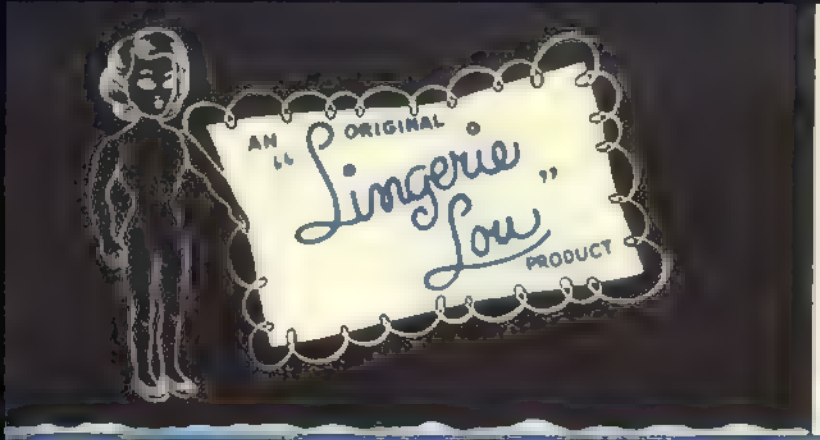
Earrings, mounted w... ment matching center piece of collar at left, set with large baroque simulated pearl and rhinestones. Clip backs. In plastic gift case
2469JF225 ..... $4.50



Rhinestone rondelles blaze between glowing uniform simulated pearls in this lovely three row collar, with adjustable, rhinestone-set clasp. In grey velour paper-covered, satin-lined gift case.
2470JF250 Single strand $5.00
2471JF375 Duo $7.50
2472JF500 Trio (Illus.) $10.00

Handsome collar of 3 matched strands of uniform simulated pearls with baguette and diamond shaped rhinestone-set adjustable clasp in white leatherette, satin-lined gift ca...
2473JF340 Single strand $6.75
2474JF650 Duo ..... $ 9.00
2475JF625 Trio (Illus.) $12.75

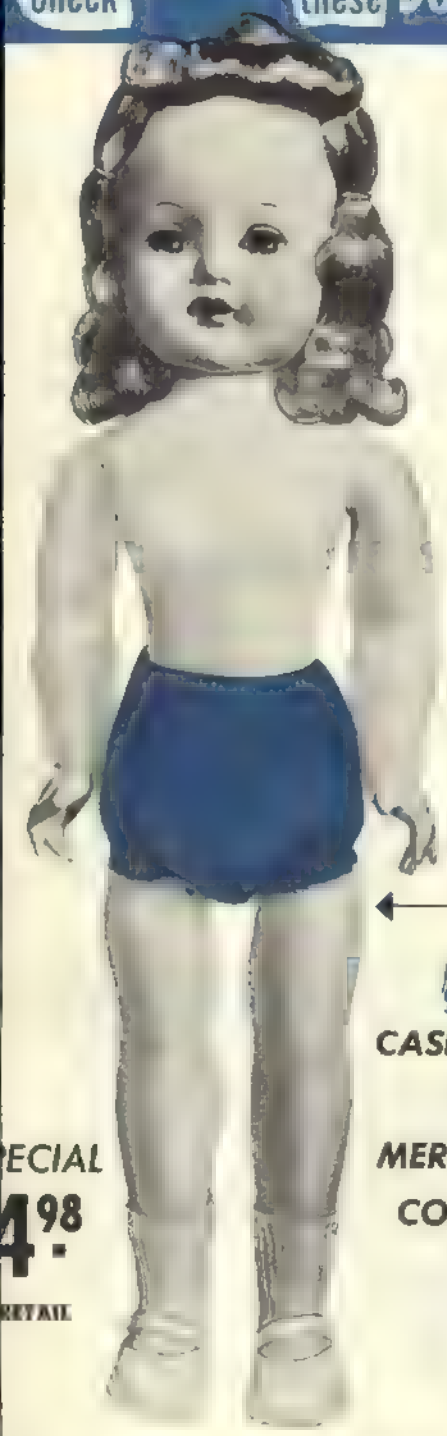
Federal Excise Tax of 20% not included



Undressed Dolls and Dolls Dresses for 1954

by Doll Bodies, Inc

Check these DOLL VALUES and their Proven Acceptance by the Trade



19" tall

SARAH WIG

walking

sleeping

sitting

your choice of **12** *styles of*
Dresses, Coats, Robes, etc.

- Dressy Dress
- Party Dress
- Robes
- Play Dress
- Coats
- Etc.

SELECT YOUR OWN WARDROBE

FITS ALL 17"–19" DOLLS

CASH IN ON THIS PERFECT MERCHANDISING COMBINATION

DURING TOY SHOW
DISPLAY IN ROOM 853
Hotel McAlpin

ECIAL
4.98
RETAIL

DOLL BODIES, Inc.
Factory: 55-53 Prince Street, New York 12, N. Y.

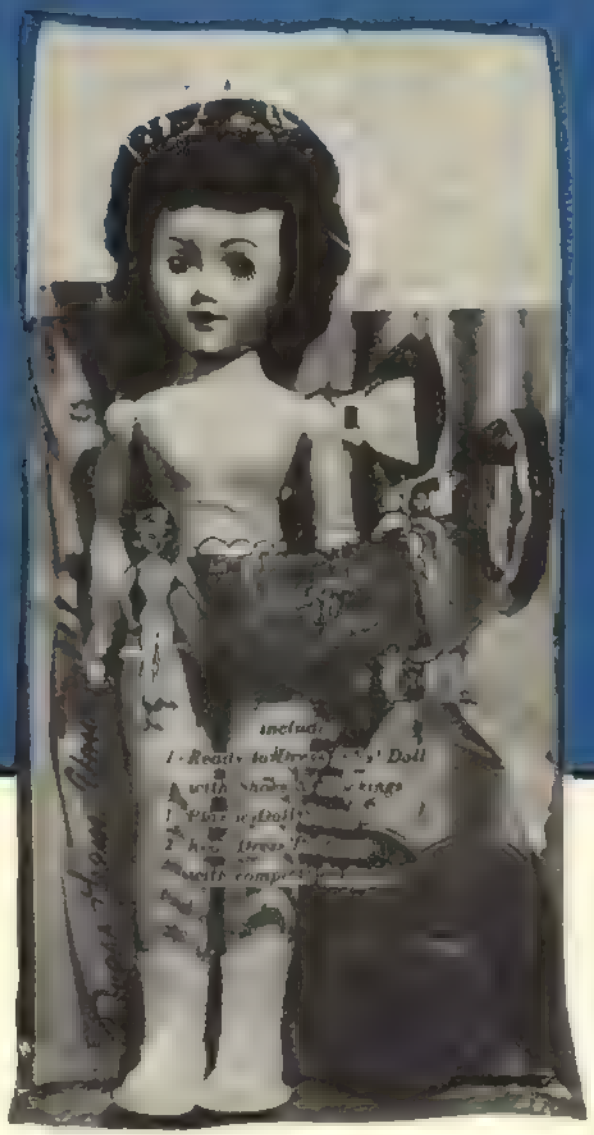
REPRESENTATIVES

Eastern Territory
Murray Gilbert
200 Fifth Ave., N. Y.

Midwest
Mac Luttinger
200 Fifth Ave., N. Y.

Western States
Morey Gappell
1206 S. Maple Ave., Los Angeles

***Now packed in triple strength cellophane to withstand vigorous handling by store traffic.**



#LL22—11½" Moving Eye Virgin Acetate ready to dress doll, Genuine Mohair Wig, movable head, arms and legs, two complete "easy to sew" doll dress patterns with complete sewing instructions and special plastic doll stand packaged in a heat sealed cellophane envelope. 1 dz.-8 lbs.—3 dz.-19 lbs.

#150—sixteen complete "easy to sew" doll dress patterns with complete sewing instructions plus a 16 page full color book showing costumes of all nations packed in a beautifully printed 4 color envelope showing 16 dolls on the face. 3 dz.-16 lbs.

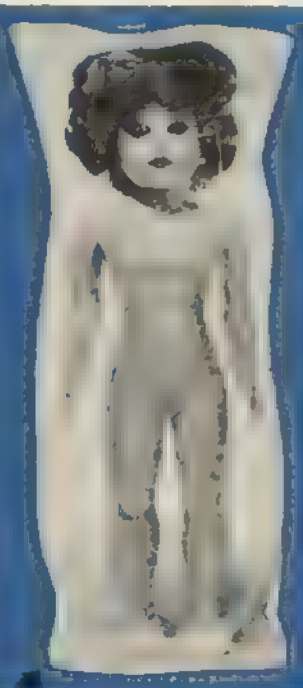
#25—Patented Adjustable Doll Stands, in virgin plastic, to fit 7 to 14 inch doll, individually carded, assorted 3 colors. 6 dz.-4 lbs. 12 dz.-7 lbs.

#75B—7½" Mo
ing Eye Virg
Acetate ready
dress *BOY* d
with black pant
wig, movable he
and arms, pac
aged in a he
sealed cellopha
envelope.* 3 dz.
lbs. 6 dz.-11 l

#75—7½" Moving Eye Virgin Acetate ready to dress doll, Genuine Mohair Wig, movable head and arms, packaged in a heat sealed cellophane envelope.* 3 dz.-5 lbs.—6 dz.-11 lbs.

#85—7½" Moving Eye Virgin Acetate ready to dress doll, Genuine Mohair Wig, movable head and arms, two complete "easy to sew" doll dress patterns with complete sewing instructions and color illustration sheet, packaged in a heat sealed cellophane envelope, printed in two colors. 3 dz.-7 lbs.—6 dz.-14 lbs.

#500—7½" Painted Eye Virgin Acetate ready to dress doll, Genuine Mohair Wig, movable head and arms, removable plastic panties & bra — assorted colors, individually packaged in acetate window box. 3 dz.-8 lbs.—12 dz.-27 lbs.



#700—7½" Painted Eye Virgin Acetate ready to dress doll, Genuine Mohair Wig, movable head and arms, packaged in heat sealed cellophane envelope.* 3 dz.-5 lbs. —6 dz.-11 lbs.

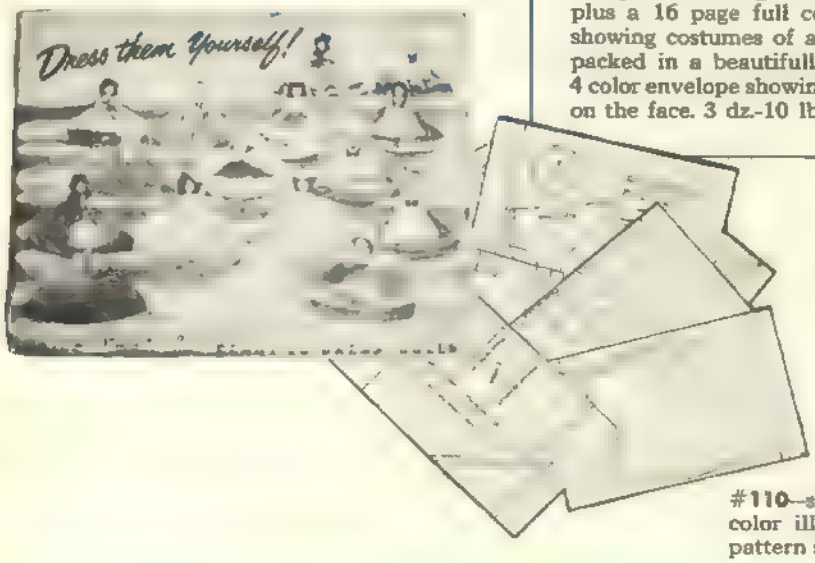
#100—7½" Moving Eye Virgin Acetate ready to dress doll, Genuine Mohair Wig, movable head and arms, removable plastic pantie & bra — assorted colors, individually packaged in acetate window box. 3 dz.-8 lbs. 12 dz.-27 lbs.

#1120—11½" Moving Eye Virgin Acetate ready to dress doll, Genuine Mohair Wig, movable head, arms and legs, packaged in a heat sealed cellophane envelope.* 2 dz.-10 lbs.—4 dz.-18 lbs.

#90—7½" One Moving Eye Virgin Acetate Doll, Genuine Mohair Wig, movable head and arms, and 16 "easy to sew" doll dress patterns with complete sewing instructions, plus a 16 page full color book showing costumes of all nations packed in a beautifully printed 4 color envelope showing 16 dolls on the face. Packaged in a heat sealed cellophane envelope.* 3 dz.-21 lbs.

#51—Deluxe Set, including two 7½" dolls with wigs, dressed in removable bras and panties, 16 page book in full color, 8 complete "easy to sew" dress patterns including complete sewing instructions, packed in an acetate window box, including two doll stands.

#125—eight complete "easy to sew" doll dress patterns with complete sewing instructions plus a 16 page full color book showing costumes of all nations packed in a beautifully printed 4 color envelope showing 16 dolls on the face. 3 dz.-10 lbs.



#110—sixteen page book with color illustrations of dolls with pattern numbers. 6 dz.-6 lbs.

#250—Deluxe Kit, 3 ready to dress 7½" dolls, Mohair Wigs, movable head and arms, 3 doll stands, 3 doll dress patterns with complete sewing instructions, lithographed picture of dolls of all nations, all packed in an Acetate Window Box. 1 dz.-13 lbs. —2 dz.-25 lbs.

Undressed Dolls and Dolls Dresses for 1954

by Doll Bodies, Inc

Check these DOLL VALUES and their Proven Acceptance by the Trade

19" tall

SARAN WIG

walking

sleeping

sitting

SELECT YOUR OWN WARDROBE

CASH IN ON THIS PERFECT MERCHANDISING COMBINATION

your choice of **12** *styles of Dresses, Coats, Robes, etc.*

- Dressy Dress
- Party Dress
- Robes
- Play Dress
- Coats
- Etc.

DURING TOY SHOW DISPLAY IN ROOM 853
Hotel McAlpin

DOLL BODIES, INC.
Factory, [illegible], New York 11, N. Y.

REPRESENTATIVES

Eastern Territory
Murray Gilbert
200 Fifth Ave., N. Y.

Midwest
Mac Luttinger
200 Fifth Ave., N. Y.

Western States
Morey Gappell
1206 S. Maple Ave., Los Angeles

*Now packed in triple strength cellophane to withstand vigorous handling by store traffic.

#LL22—11½" Moving Eye Virgin Acetate ready to dress doll, Genuine Mohair Wig, movable head, arms and legs, two complete "easy to sew" doll dress patterns with complete sewing instructions and special plastic doll stand packaged in a heat sealed cellophane envelope. 1 dz.-8 lbs.—3 dz.-19 lbs.

#150—sixteen complete "easy to sew" doll dress patterns with complete sewing instructions plus a 16 page full color book showing costumes of all nations packed in a beautifully printed 4 color envelope showing 16 dolls on the face. 3 dz.-16 lbs.

#25—Patented Adjustable Doll Stands, in virgin plastic, to fit 7 to 14 inch doll, individually carded, assorted 3 colors. 6 dz.-4 lbs. 12 dz.-7 lbs.

#75B—7½" M
ing Eye Vir
Acetate ready
dress *BOY* d
with black pain
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and arms, pa
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sealed celloph
envelope.* 3 d
lbs. 6 dz.-11

#75—7½" Moving Eye Virgin Acet
ready to dress doll, Genuine Moh
Wig, movable head and arms, pa
aged in a heat sealed cellophane env
ope.* 3 dz.-5 lbs.—6 dz.-11 lbs.

#85—7½" Moving Eye Virgin Acetate ready to dress doll, Genuine Mohair Wig, movable head and arms, two complete "easy to sew" doll dress patterns with complete sewing instructions and color illustration sheet, packaged in a heat sealed cellophane envelope, printed in two colors. 3 dz.-7 lbs.—6 dz.-14 lbs.

#500—7½" Painted Eye Virgin Acetate ready to dress doll, Genuine Mohair Wig, movable head and arms, removable plastic panties & bra—assorted colors, individually packaged in acetate window box. 3 dz.-8 lbs.—12 dz.-27 lbs.

#700—7½" Painted Eye Virgin Acetate ready to dress doll, Genuine Mohair Wig, movable head and arms, packaged in heat sealed cellophane envelope.* 3 dz.-5 lbs. —6 dz.-11 lbs.

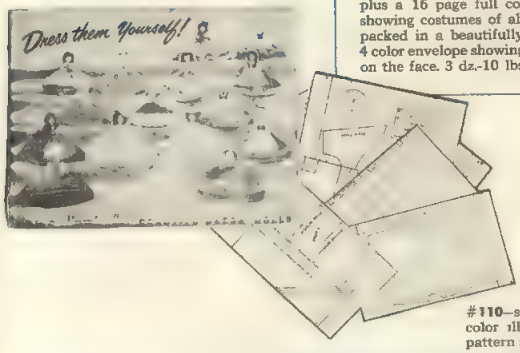
#100—7½" Moving Eye Virgin Acetate ready to dress doll, Genuine Mohair Wig, movable head and arms, removable plastic pantie & bra—assorted colors, individually packaged in acetate window box. 3 dz.-8 lbs. 12 dz.-27 lbs.

#90—7½" One Moving Eye Virgin Acetate Doll, Genuine Mohair Wig, movable head and arms, and 16 "easy to sew" doll dress patterns with complete sewing instructions, plus a 16 page full color book showing costumes of all nations packed in a beautifully printed 4 color envelope showing 16 dolls on the face. Packaged in a heat sealed cellophane envelope.* 3 dz.-21 lbs.

#LL20—11½" Moving Eye Virgin Acetate ready to dress doll, Genuine Mohair Wig, movable head, arms and legs, packaged in a heat sealed cellophane envelope.* 2 dz.-10 lbs.—4 dz.-18 lbs.

#51—Deluxe Set, including two 7½" dolls with wigs, dressed in removable bras and panties, 16 page book in full color, 8 complete "easy to sew" dress patterns including complete sewing instructions, packed in an acetate window box, including two doll stands.

#125—eight complete "easy to sew" doll dress patterns with complete sewing instructions plus a 16 page full color book showing costumes of all nations packed in a beautifully printed 4 color envelope showing 16 dolls on the face. 3 dz.-10 lbs.



#110—sixteen page book with color illustrations of dolls with pattern numbers. 6 dz.-6 lbs.

#250—Deluxe Kit, 3 ready to dress 7½" dolls, Mohair Wigs, movable head and arms, 3 doll stands, 3 doll dress patterns with complete sewing instructions, lithographed picture of dolls of all nations, all packed in an Acetate Window Box. 1 dz.-13 lbs. --2 dz.-25 lbs.

Mitchell RADIOS and PHONOGRAPHS

Your Best Buy in Complete Home Entertainment

MITCHELL Radios and Phonographs are famous for quality and value. They are built in one of America's foremost electronics plants to the highest engineering and manufacturing standards. In each MITCHELL radio or phonograph you get the most for your money... the fullest measure of home entertainment and enjoyment... styling you will own with enduring pride... tonal beauty for endless pleasure... dependability and utility you can count on for years to come. You can be sure of the highest quality and maximum value in MITCHELL Radios and Phonographs.

MITCHELL GUARANTEE: Each MITCHELL Radio and Phonograph is backed by the full Radio Television Manufacturers' Association (RTMA) Warranty against defects in materials and workmanship.

Wakes you to sweet music

MITCHELL *Tone Alarm*

DELUXE ELECTRIC ALARM CLOCK-RADIO

Wake up brightly to cheerful music with the ultra-smart MITCHELL *Tone Alarm*. Just set the alarm before retiring—*Tone Alarm* wakes you at the exact time you want with the music of your favorite morning program. If you doze again, automatic buzzer alarm goes into action. You can go to sleep to soothing music—just pre-set the "Siesta" switch and it turns off the radio automatically at the time you set. Genuine Telechron clock has sweep-second hand and large clear numerals. A convenience outlet is provided for turning on appliances automatically. Latest Superhet radio with "big-set" performance tunes full 540-1620 kc AM broadcast band. Has sensitive built-in "Air Magnet" antenna; easy-tune dial, true-toned Alnico PM dynamic speaker. *Tone Alarm* is a lifetime package of real pleasure and convenience, ideal for use in any room. Beautifully styled in choice of White or Mahogany plastic. Size: 10½" wide, 6½" high, 5¾" deep. For 110-120 volt, 60 cycle A.C. Shipping weight, 7 lbs.

No. 1263. *Mahogany*. List 33.95.
Dealers, Ea. 24.78
6 Ea. 23.77, Less 2%... 23.29

No. 1264. *White*..... List 34.95.
Dealers, Ea. 25.51
6 Ea. 24.47, Less 2%... 23.98

with genuine TELECHRON Electric Clock & "SIESTA" Sleep Switch

Turns appliances on automatically

Lulls you to sleep—shuts off automatically

MITCHELL LOW-COST PORTABLE PHONOGRAPH

Plays All Record Sizes (7", 10", 12")
Plays All Speeds (33⅓, 45, 78 rpm)

Here's your best buy in a complete electric phonograph, with exceptionally fine tonal performance and abundant volume output. Quality 3-speed phono motor has selector dial for 33⅓, 45 or 78 rpm speeds; turntable accommodates 7", 10", or 12" records (includes adapter spindle for playing 45 rpm records). Properly balanced pickup arm and cartridge complete with osmium-tipped needle provides proper tracking for all records. Quality audio amplifier delivers surprising power, beautifully handled by the Alnico PM dynamic speaker. U.L. Approved. The complete phonograph is housed in a compact washable leatherette carrying case in two-tone brown and beige. Size: 12" long, 11" wide, 5½" deep. There's nothing like this low-cost phonograph for portable convenience, versatile record playing and exceptional tonal reproduction. For 105-125 volt, 60 cycle A.C. only. Shipping weight, 11 lbs.

No. 1265.....List 29.95.
Dealers, Ea. 21.86
6 Ea. 20.97, Less 2%.. 20.55

Mitchell Gives You More For Your Money in Complete Home Entertainment

Mitchell BEST BUYS

IN COMPLETE HOME ENTERTAINMENT

Versatile: Fits any bed headboard: mounts on wall above Hollywood beds, can be used as an attractive table radio, too.

MITCHELL *Lullaby*

THE FAMOUS BED LAMP-RADIO

In all the world, there's no other radio like this—the smartest bedtime story ever told! Read under perfect light that's kind to your eyes—while your favorite radio program plays softly. The *Lullaby*, styled like a dream in gleaming plastic, combines a true-toned radio with a scientifically designed reading light. The easy-to-tune radio has the latest Superhet circuit, with built-in "Air Magnet" antenna, powerful Alnico PM dynamic speaker and Automatic Volume Control. Tunes the complete AM broadcast band—540 to 1620 kc. The bed lamp consists of a powerful tubular lamp and frosted curved lens delivering maximum glareless light. Lamp and radio operate separately or together, as desired. Adjustable brackets fit any bed; additional brackets are provided for wall mounting. In choice of Ivory or Mahogany. Size: 12" wide, 4¾" high, 6⅛" deep. The last word in complete, relaxing bedtime entertainment. 5 tubes including: 12BE6, 12BA6, 12AV6, 50C5, 35W4 rectifier. For 110-120 volt, 50-60 cycle A.C., or D.C. Shipping weight, 7 lbs.

No. 1261. *Mahogany*. . **List 31.95.**
Dealers, Ea. 23.32
6 Ea. 22.37, Less 2%... 21.92

No. 1262. Ivory.....List 32.95.
Dealers, Ea. 24.05
6 Ea. 23.07, Less 2%... 22.61

the *Rondeau*: GEM-LIKE TABLE RADIO

A MITCHELL masterpiece of radio styling and performance you'll cherish for years of listening pleasure. It's gifted with tonal brilliance, surprising power, outstanding utility and super-value. Latest AC-DC Superhet circuit tunes the full 540-1620 kc broadcast band. Has built-in "Air Magnet" antenna—no aerial needed. Features convenient side-tuning dial for easy station selection; full-toned Alnico PM dynamic speaker for outstanding reproduction. Housed in a gorgeous plastic cabinet styled in the smart modern vogue. Available in Red, White or Ebony. Size: 9¼" wide, 6¼" high, 5⅛" deep. For unbeatable value and utility, make your choice the incomparable *Rondeau*—the last word in a compact, quality table radio. 4 tubes including: 12AU6, 12AV6, 50C5, 35W4 rectifier. For 110-120 volt, 50-60 cycle A.C., or D.C. Shipping weight 4¼ lbs.

No. 1258. Red.....List 22.95.
Dealers, Ea. 16.75
6 Ea. 16.07, Less 2%.... 15.75

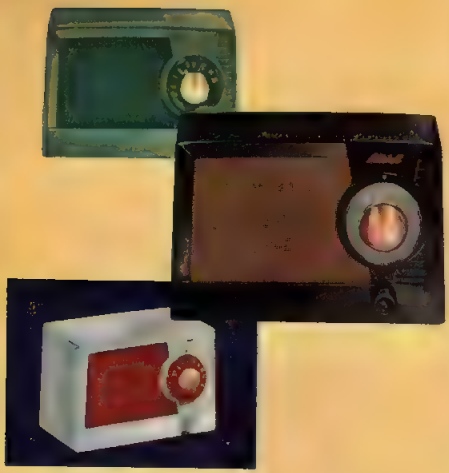
No. 1259. White.....List 22.95.
Dealers, Ea. 16.75
6 Ea. 16.07, Less 2%.... 15.75

No. 1281. Ebony.....List 21.95.
Dealers, Ea. 16.02
6 Ea. 15.37, Less 2%.... 15.06

MITCHELL

GUARANTEE: You can buy your MITCHELL Radio or Phonograph with complete confidence, secure in the knowledge that it is backed by a long-established and solid reputation for quality, dependability and value. In addition, each and every MITCHELL model is covered by the full Radio-Television Manufacturers' Association (RTMA) Warranty against defects in materials or workmanship over a period of three months from date of purchase.

Mitchell Radios and Phonographs are U.L. Approved



the *Fiesta*: TRUE-TONED TABLE RADIO

You'll be proud to own this beauty, with its rich, full-bodied tone, its tuning ease, abundant power and wonderful AC-DC versatility. Best of all, you'll like the sensible price of this smart, quality MITCHELL radio. Advanced Superhet circuit tunes all AM broadcast programs, 540-1620 kc. Features built-in "Air Magnet" loop—no aerial or ground needed, full-vision clear plastic dial for easy tuning; richly-toned Alnico PM dynamic speaker; Automatic Volume Control. The richly styled cabinet is distinctively color-styled in durable plastic. Available in choice of Ebony, White or Green. Size: 8¾" wide, 5¾" high, 4½" deep. For years of rich home entertainment, own the glorious *Fiesta*. 5 tubes including: 12SA7, 12SK7, 12SQ7, 50L6GT, 35Z5GT rectifier. For 110-120 volt, 50-60 cycle A.C., or D.C. Shipping weight, 5½ lbs.

No. 1271. Ebony.....List 24.95.
Dealers, Ea. 18.21
6 Ea. 17.47, Less 2%...**17.12**

No. 1272. White.....List 26.95.
Dealers, Ea. 19.67
6 Ea. 18.87, Less 2%...**18.49**

No. 1273. Green.....List 26.95.
Dealers, Ea. 19.67
6 Ea. 18.87, Less 2%...**18.49**

the *Bel Aire*: CONSOLE-QUALITY TABLE RADIO

Deluxe streamlined styling...powerful performance with the accent on tone quality—that's what you'll enjoy in the *Bel Aire*. Here is more value for your radio dollar than you've ever dreamed possible. Features powerful AC-DC Superhet circuit for full broadcast band reception 540 to 1620 kc. Includes built-in "Air Magnet" antenna; big Alnico PM dynamic speaker for full-bodied, life-like tone, unique easy-to-tune clear plastic "Magna-Vision" dial, Automatic Volume Control. Beautifully housed in a luxury-styled durable plastic cabinet, available in choice of White or Mahogany. Size: 10¾" wide, 7¼ high, 5¾" deep. Ideal for any room in your home—with all the quality you'd expect of your "main set." 6 tubes including: 12AL6, 12BA6, 12AV6, 6C4, 50C5, 35W4 rectifier. For 110-120 volt, 50-60 cycle A.C., or D.C. Shipping weight, 6 lbs.

No. 1274. Mahogany..List 31.95.
Dealers, Ea. 23.32
6 Ea. 22.37, Less 2%....**21.92**

No. 1275. White.....List 32.95.
Dealers, Ea. 24.05
6 Ea. 23.07, Less 2%...**22.61**

For America On the Go!

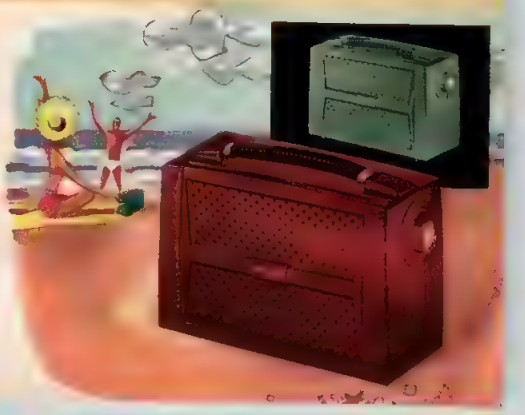
MITCHELL POWERFUL 3-WAY PORTABLE

This powerful portable beauty leads a triple-life—plays anywhere: from AC or DC outlet, or from self-contained batteries. It's handsome, lightweight, compact and built to "take it." Features latest Superhet circuit tuning 540-1620 kc full AM broadcast band. Has built-in "Air Magnet" antenna; full-vision side-tuning dial; Automatic Volume Control; selenium rectifier for instantaneous playing. Uses following readily obtainable batteries [redacted]: one 4½ volt "A" and one 90 volt "B" batteries. The smart, durable plastic carrying case is available in rich Maroon or Green. Size: Only 9¾" wide, 6½" high, 4¼" deep. At home or abroad, here's the last word in a perfect radio companion—ready to play powerfully from AC, DC, or self-contained batteries. [redacted]

OUR PRICES INCLUDE ALL BATTERIES.

No. 1276. Maroon.....List 44.50.
Dealers, Ea. 32.66
6 Ea. 31.47, Less 2%...**30.84**

No. 1277. Green.....List 44.50.
Dealers, Ea. 32.66
6 Ea. 31.47, Less 2%...**30.84**



Mitchell

Outstanding Value in Complete Quality Home Entertainment

NEW MITCHELL FM-AM TABLE MODEL RADIO

Now you can *double* your radio enjoyment with this great instrument. Enjoy the thrilling realism of static-free FM programs *plus* powerful AM standard broadcasts. This beautiful table model tunes the full 87-109 mc FM band plus the entire 535-1620 kc AM broadcast band. Features built-in antenna for outstanding reception on AM band, and short external antenna for excellent FM reception; condenser tuning for sharp AM selectivity, permeability tuning for stable FM reception with fine sensitivity; latest miniature tubes in advanced Superhet circuit; large PM dynamic speaker for amazing tonal fidelity; full-range tone control for desired tonal emphasis; FM-AM selector switch. The unique, giant clear plastic dial features each band clearly calibrated for easy tuning. Luxuriously housed in a superior hand-rubbed Mahogany finished cabinet of choice veneers. Size: 14¼" wide, 8" high, 7" deep. For 110-120 volt, 50-60 cycle A.C., or D.C. Shpg. wt., 10 lbs.

No. 1278.....List 79.95.
Dealers, Ea. 58.36
6 Ea. 55.97, Less 2%...54.85

NEW MITCHELL PORTABLE AUTOMATIC PHONOGRAPH

Plays All Record Sizes (7", 10", and 12")
Plays All Speeds (33⅓, 45, and 78 rpm)

There's a world of thrilling entertainment in this Deluxe Phonograph. Plays twelve 10" or ten 12", 33⅓ or 78 rpm records; twelve 7" 45 rpm records. Also provides positive intermix of any ten 12" or 10" records of the same speed. Gives you up to 4 hours of continuous automatic playing at a single loading. Features optional manual operation; automatic shut-off after last record is played; simple one-knob control for speed selection and on-off-reject; dual needle in reversible cartridge; gentle action for record protection; absolutely jam-proof design. Incorporates a powerful three-tube amplifier developing abundant output and superb tone ably handled by a large oval Alnico PM dynamic speaker. Has full-range tone control. With "Siesta" switch which shuts off both changer and amplifier after last record is played. Entirely self-contained in streamlined carrying case, covered with durable Maroon alligator leatherette. Size: 16½" x 8¼" x 15". U.L. Approved. For 110-120 volt, 60 cycle A.C. Shipping weight, 23 lbs.

No. 1270.....List 72.95.
Dealers, Ea. 53.25
6 Ea. 51.07, Less 2%...50.05

NEW MITCHELL WIRE-LESS 2-WAY INTERCOMMUNICATOR

No Installation, No Wires — Just Plug In to Talk and Listen

Here's MITCHELL's low-cost "magic plug-in" portable Intercom that enables you to talk and listen to any room in your home, office or other building. No connecting wires required—just plug into any electric outlet on the same main power transformer. Each unit is a complete electronic transmitter-receiver operating on the interference-free 175 kc frequency over your electric light lines. To talk, just press lever—release to listen. Have instant 2-way speech contact—lifelike, quiet, interference-free. Carries and operates as far as several miles apart depending on local conditions. Ideal for homes, to communicate between nursery, kitchen, garage, attic, basement, etc. Indispensable for office, plant, institution or farm provides instant 2-way communication between important points—saves time, steps, money. Each unit is complete with powerful Alnico PM speaker-microphone. In handsome portable gray plastic cabinet, 9¼" wide, 6¼" high, 5⅜" deep. Costs less than 25-watt bulb to operate. U.L. Approved. Additional units may be added to the system, as desired. For 115-120 volts, 50-60 cycle A.C., or D.C. Shpg. wt., complete 2-unit system, 11 lbs.; single unit, 6 lbs.

Complete 2-Unit System
No. 1280.....List 69.50.
Dealers, Ea. 50.74
6 Ea. 48.65, Less 2%...47.68

Additional Single Unit
No. 1279.....List 34.95.
Dealers, Ea. 25.51
6 Ea. 24.47, Less 2%...23.98

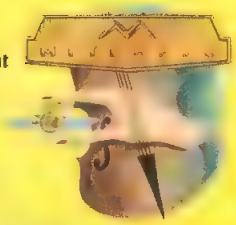
MM-3A

Mitchell

GUARANTEE

Each MITCHELL Radio, Phonograph, Tape Recorder and Intercom is backed by the full Radio-Electronic-Television Manufacturers' Association (RETMA) Warranty against defects in materials or workmanship.

your best buy in complete home entertainment



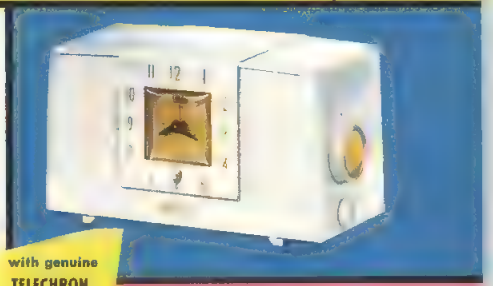
MITCHELL Radios, Phonographs and electronic instruments for the home are famous for quality and value. Built to the highest engineering and manufacturing standards, each MITCHELL model gives you the most for your money: the fullest measure of enjoyment...styling you will own with enduring pride...tonal beauty for endless listening pleasure ...dependability and utility you can count on for years to come. Yes, in every way, MITCHELL gives you more for your money in complete home entertainment.

MITCHELL CLOCK-RADIO VALUES

"Tone Alarm" Clock-Radio

Here's the ideal low-cost radio that wakes you at the exact time you want, to the music of your favorite morning program. Genuine Telechron clock has sweep-second hand and large, clear numerals. Latest Superhet radio (4 tubes including rectifier) tunes the full 540-1620 kc AM broadcast band. Features built-in "Air Magnet" antenna, easy-tune dial, true-toned Alnico PM dynamic speaker Offers a world of pleasure in sparkling tone quality and performing excellence. Smartly styled in choice of Ebony, White or Maroon plastic. Size: 10½" long, 6⅛" high, 5⅜" deep. A beautiful, dependable clock-radio at a truly low price. U.L. Approved. For 110-120 volt, 60 cycle A.C. Shpg. wt., 7 lbs.

C210/1184. *Ebony*	C210/1185. *White*	C210/1185. *Maroon*
Retail $29.95	Retail $32.95	Retail $32.95
Each $43.72	Each $48.10	Each $48.10
6 or more $41.94	6 or more $46.14	6 or more $46.14



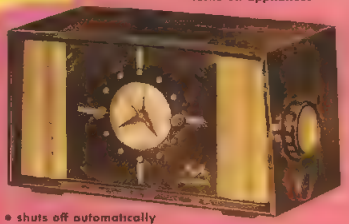
with genuine TELECHRON electric clock

"DeluxeTone Alarm" Clock-Radio with "Siesta" Sleep Switch

Most beautiful of clock-radios, with a wealth of utility, wonderful tone and powerful performance. Wakes you to gentle music, if you doze again, automatic buzzer alarm goes into action. Lulls you to sleep; just pre-set the "Siesta" sleep switch and radio turns off automatically. Genuine Telechron clock has sweep-second and alarm hands. Convenience outlet is provided for turning on appliances automatically at pre-set time. Powerful Superhet radio (5 tubes including rectifier) tunes 540-1620 kc AM broadcast band. Includes built-in "Air Magnet" antenna, easy-tuning dial; large Alnico PM dynamic speaker for "big set" tone. In gorgeous plastic cabinet, in Mahogany or White. Size: 10½" long, 6" high, 5½" deep. U.L. Approved. For 110-120 volt, 60 cycle A.C. Shpg. wt., 7 lbs.

C210/1203. *Mahogany*	C210/1203. *White*
Retail $39.95	Retail $39.95
Each $58.32	Each $58.32
6 or more $55.94	6 or more $55.94

- wakes you to music or alarm
- turns on appliances



- shuts off automatically

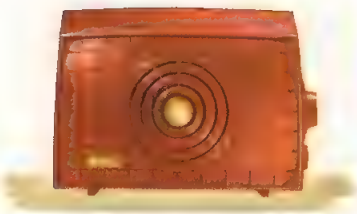
MITCHELL'S Famous "Lullaby" Bed Lamp-Radio

In all the world, there's no other radio like this. Read under perfect light that's kind to your eyes—while your favorite radio program plays softly. The *Lullaby*, styled like a dream in gleaming plastic, combines a true-toned radio with a scientifically designed reading light. The easy-to-tune radio has the latest Superhet circuit (5 tubes including rectifier), with built-in "Air Magnet" antenna, powerful Alnico PM dynamic speaker and Automatic Volume Control. Tunes the complete AM broadcast band 540 to 1620 kc. The bed lamp consists of a powerful tubular lamp and frosted curved lens delivering maximum glareless light. Lamp and radio operate separately or together, as desired. Adjustable brackets fit any bed; additional brackets are provided for wall mounting. Size: 12" wide, 4¾" high, 6⅛" deep. The last word in bedtime entertainment. U.L. Approved. For 110-120 volt, 50-60 cycle A.C., or D.C. Shpg. wt., 7 lbs.

C210/1186. *Mahogany*	C210/1187. *Ivory*
Retail $31.95	Retail $32.95
Each $46.64	Each $48.10
6 or more $44.74	6 or more $46.14

White Finish, with Personal Speaker
C210/1282
Retail $42.95
Each $62.70
6 or more $60.14

Personal Speaker
Optional, external remote speaker for "privacy" listening or under-pillow use (disoperates with regular loudspeaker if desired). Available in white finish only.



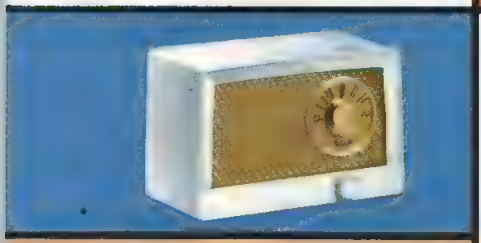
The "Rondeau" Gem-like Table Radio

A MITCHELL masterpiece of radio styling with tonal brilliance, surprising power, outstanding utility and super-value. Latest AC-DC Superhet circuit (4 tubes including rectifier) tunes the full 540-1620 kc broadcast band. Features built-in "Air Magnet" antenna; convenient side-tuning dial for easy station selection; Automatic Volume Control; full-toned Alnico PM dynamic speaker for outstanding reproduction. Housed in a handsome plastic cabinet styled in the smart modern vogue. Available in Ebony, Red or White. Size: 9¼" wide, 6¼" high, 5⅜" deep. U.L. Approved. For 110-120 volt, 50-60 cycle A.C., or D.C. Shpg. wt., 3½ lbs.

C210/1188. *Ebony*	C210/1188. *Red*	C210/1188. *White*
Retail $21.95	Retail $22.95	Retail $22.95
Each $32.04	Each $33.50	Each $33.50
6 or more $30.74	6 or more $32.14	6 or more $32.14

Mitchell has a Best Buy model for every home entertainment desire...

You can buy any MITCHELL instrument with complete confidence, secure in the knowledge that it is backed by a long-established reputation for quality, dependability and value. In addition, each MITCHELL model is U.L. Approved and covered by the full RETMA Warranty against defects in materials or workmanship for a period of three months from date of purchase. For the best buys in home entertainment, select MITCHELL.



The "Fiesta" True-Toned Table Radio

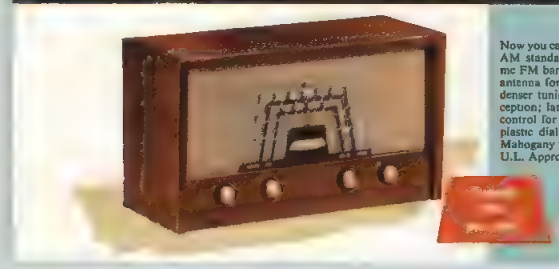
Enjoy gracious styling, rich, full-bodied tone, tuning ease and wonderful AC-DC versatility. Advanced Superhet circuit (5 tubes including rectifier) tunes all AM broadcast programs, 540-1620 kc. Features built-in "Air Magnet" loop; full-vision clear plastic dial; richly-toned Alnico PM dynamic speaker; Automatic Volume Control. The tasteful cabinet is distinctively color-styled in durable plastic. Available in choice of Mahogany, White or Green. Size: 8¾" wide, 5⅜" high, 4½" deep. U.L. Approved. For 110-120 volt, 50-60 cycle A.C., or D.C. Shpg. wt., 5½ lbs.

C210/1189. *Mahogany*	C210/1190. *White*	C210/1190. *Green*
Retail $24.95	Retail $26.95	Retail $26.95
Each $36.42	Each $39.34	Each $39.34
6 or more $34.94	6 or more $37.74	6 or more $37.74

The "Bel Aire" Console-Quality Table Radio

Here is streamlined styling and powerful performance with accent on tone quality. Features powerful AC-DC Superhet circuit (6 tubes including rectifier) for full broadcast band reception. 540 to 1620 kc. Includes built-in "Air Magnet" antenna; big Alnico PM dynamic speaker for full-bodied lifelike tone; unique airplane-dial tuning; Automatic Volume Control. Beautifully housed in a luxury-styled durable plastic cabinet, with polished brass-finished metal dial scale and trim; available in choice of Mahogany or White. Size: 10½" wide, 6¼" high, 5¼" deep. Ideal for any room in your home—with true big-set quality. U.L. Approved. For 110-120 volt, 50-60 cycle, A.C., or D.C. Shpg. wt., 7 lbs.

C210/1191. *Mahogany*	C210/1192. *White*
Retail $32.95	Retail $34.95
Each $48.10	Each $51.02
6 or more $46.14	6 or more $48.94



Deluxe AM-FM Table Radio

Now you can enjoy the thrilling realism of static-free FM programs *plus* powerful AM standard broadcasts. This advanced Superhet radio tunes the full 87-109 mc FM band plus the entire 540-1620 kc AM broadcast band. Features built-in antenna for AM, and short external antenna for excellent FM reception; condenser tuning for sharp AM selectivity, permeability tuning for stable FM reception; large PM dynamic speaker for amazing tonal fidelity, full-range tone control for desired tonal emphasis; AM-FM selector switch. The unique clear plastic dial tunes each band easily. Luxuriously presented in a hand-rubbed Mahogany finished cabinet of choice veneers. Size: 14¼" wide, 8" high, 7" deep. U.L. Approved. For 110-120 volt, 50-60 cycle. A.C., or D.C. Shpg. wt., 11 lbs.

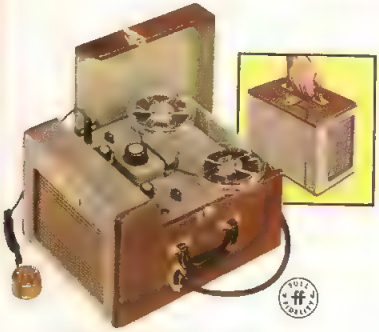
C210/1278
Retail $79.95
Each $116.72
6 or more $111.94

MITCHELL Wire-Less Two-Way Intercom

MITCHELL'S low-cost "magic plug-in" portable Intercom enables you to talk and listen to any room in your home, office or other building. No connecting wires required—just plug into any electric outlet on the same main power transformer. Each unit is a complete electronic transmitter-receiver operating on the interference-free 175 kc frequency over your electric light lines. To talk, just press lever — release to listen. Have instant 2-way speech contact—lifelike, quiet, interference-free. Carries and operates as far as several miles apart depending on local conditions. Ideal for homes, to communicate between nursery, kitchen, garage, attic, basement, etc. Indispensable for office, plant, institution or farm—provides instant 2-way communication between important points—saves time, steps, money. Each unit is complete with powerful Alnico PM speaker-microphone. In handsome portable gray plastic cabinet, 9¼" wide, 6¼" high, 5⅜" deep. Costs less than 25-watt bulb to operate. U.L. Approved. Additional units may be added to the system, as desired. For 115-120 volts, 50-60 cycle A.C., or D.C. Shpg. wt., complete 2-unit system, 11 lbs.; single unit, 6 lbs.

C210/1280. *Complete 2-Unit System*
Retail $69.50
Each $101.48
6 or more $97.30

C210/1279. *Additional Single Unit*
Retail $34.95
Each $51.02
6 or more $48.94



MITCHELL Full Fidelity Tape Recorder

NOW—full fidelity recording and playback at an amazing low price! Records from microphone, AM or FM radio, TV set or phonograph. Plays back with superb fidelity. Has all the features found only in higher-priced recorders: dual-track—doubles recording time; accommodates 5" (½ hour) or 7" (1 hour) reels; recording speed, 7½" per second; fast forward and rewind; special bias-erase circuit; full fidelity response from 65 to 10,000 cps; two inputs—for microphone and radio-phono; full 3 watts output (amplifier may be used for P.A. or record playback); big 6" full fidelity speaker; neon recording level indicator; recording-time indicator; outputs for additional external speaker and amplifier. Complete in handsome luggage-style case in two-tone beige and tan; size, 11½" x 14¾" x 8". With ceramic-type microphone, 5" reel of tape (600 ft.) and 5" take-up reel. For 110-120 volts, 60 cycle A.C. only. U.L. Approved. Shpg. wt., 24 lbs.

C210/1290
Retail $139.95
Each $184.72
6 or more $179.14

MITCHELL "Tourist" 3-Way Portable Radio

This compact portable beauty packs exceptional power and leads a versatile triple-life—plays anywhere: from AC or DC outlet, or from self-contained batteries. It's handsome, lightweight, compact and built to "take it." Features latest Superhet circuit tuning 540-1600 kc full AM broadcast band. Has sensitive built-in "Air Magnet" antenna; full-vision easy-tuning dial; Automatic Volume Control; selenium rectifier for instantaneous playing. Uses following readily obtainable batteries (not supplied): two 1½ volt "A" and one 67½ volt "B" batteries. The smart, durable plastic carrying case with its unique sweeping louver design, is available in rich Maroon or Green. Size: only 10" wide, 8¼" high, 3½" deep. At home or abroad, here's the last word in a perfect radio companion—ready to play powerfully from AC, DC, or self-contained batteries. U.L. Approved. Shpg. wt. (less batteries), 7 lbs.

C210/1193. *Maroon*
Retail $39.95
Each $58.32
6 or more $55.94

C210/1193. *Green*
Retail $39.95
Each $58.32
6 or more $55.94

MITCHELL "Adventurer" 3-Way Portable with Short Wave

There's a wonderful world of *extra* listening pleasure in this powerful 2-band portable—thrilling "round-the-world" shortwave reception in addition to full standard broadcast programs. Tunes all standard AM broadcast from 540 to 1620 kc; covers the 5.8 mc to 18.3 mc shortwave range to bring in foreign broadcasts, popular Amateur bands, aircraft, etc. Operates from AC, DC, or self-contained batteries. Advanced Superhet circuit (5 tubes plus selenium rectifier) provides excellent selectivity and sensitivity. Deluxe features include: 3-gang tuning condenser; tuned RF stage for both broadcast and shortwave bands; automatic volume control; continuously variable tone control for bass or treble emphasis; smooth band change switch; large Alnico V PM dynamic speaker for exceptional tone quality. Has two built-in antennas, loop antenna for standard broadcast; nickel-plated, 34-inch telescopic whip for short-wave. Uses readily obtainable battery pack (9v. "A", 90v. "B" —not supplied). Also operates from 110-120 volt, A.C., or D.C. Housed in handsome luggage-type portable case, in two-tone Sahara Brown and Tan; with distinctive clear plastic dial and beautiful bright brass background. Size: 14" long, 10⅜" high, 6½" deep. U. L. Approved. Shpg. wt. (less battery pack), 9½ lbs.

C210/1204
Retail $74.95
Each $109.42
6 or more $104.94

Mitchell
best buys in QUALITY PHONOGRAPHS

Personal 3-Speed Portable Phonograph

A perfect gem of a portable phono, with exceptional tone and surprising volume. Quality 3-speed phono motor has selector dial for 33⅓, 45 or 78 rpm speeds; accommodates 7", 10" or 12" records (includes adapter spindle for 45 rpm records). Features properly balanced pickup arm and cartridge complete with osmium-tipped needle. Quality built-in audio amplifier with Alnico PM dynamic speaker and tone control. The complete phonograph is self contained in a compact carrying case in two-tone brown and beige. Size: 12¼" long, 9½" wide, 4¾" deep. U.L. Approved. For 105-125 volt, 60 cycle A.C. only. Shpg. wt., 9 lbs.

C210/1194
Retail $27.95
Each $40.80
6 or more $39.14

3-Speed Deluxe Portable Phonograph

Here's a best buy in a complete electric phonograph designed for fine tonal performance and plenty of power. Top quality 3-speed phono motor selects 33⅓, 45 or 78 rpm speeds; turntable handles 7", 10" or 12" records (includes adapter spindle for 45 rpm records). Properly balanced pickup arm; cartridge complete with osmium-tipped needle. Features excellent audio amplifier with tone control and latest Alnico PM dynamic speaker. Complete in deluxe luggage-style case, with smart leatherette top insert trimmed in rolled gold. Size: 12½" long, 10½" wide, 7" deep. U.L. Approved. For 105-125 volt, 60 cycle A.C. only. Shpg. wt., 12 lbs.

C210/1299
Retail $34.95
Each $51.02
6 or more $48.94

3-Speed Portable Phonograph with Automatic Changer

There is a world of thrilling entertainment in this deluxe phonograph. Plays up to ten records (7", 10" or 12") at a single loading, plays all speeds (33⅓, 45 or 78 rpm); 10" and 12" records of same speed may be intermixed. Features optional manual operation, dual needle in reversible cartridge, gentle action. Plays up to 4 hours at a single loading. Incorporates a powerful 3-tube amplifier developing abundant output and superb tone, ably handled with dimensional depth by the Alnico PM speaker. Has full-range tone control. Entirely self-contained in smart carrying case, covered in genuine Fabrikoid in light brown, native oak pattern. Size: 16⅝" wide, 18" deep, 8⅜" high. U.L. Approved. For 105-125 volt, 60 cycle A.C. only. Shpg. wt., 25 lbs.

C210/1201
Retail $74.95
Each $109.42
6 or more $104.94

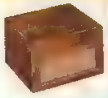
Radio-Phonograph With 3-Speed Automatic Changer

A complete "entertainment center", combining a powerful Superhet radio with an automatic record changer. The radio tunes all AM standard broadcasts from 540-1620 kc. Features built-in "Air Magnet" antenna, full range tone control, illuminated easy-tune dial, heavy-duty oval Alnico PM dynamic speaker. The record changer automatically plays up to ten records at one loading (7", 10" or 12") at all 3 speeds (33⅓, 45 or 78 rpm); 10" and 12" records of same speed may be intermixed. Dual needle in reversible cartridge. Plays up to 4 hours at a single loading. Offered complete in a solidly constructed cabinet of beautiful mahogany veneer. Size: 15¾" wide, 18⅜" deep, 9" high. U.L. Approved. For 105-125 volt, 60 cycle A.C. only. Shpg. wt., 30 lbs.

C210/1301
Retail $99.95
Each $145.92
6 or more $139.94

DUAL SPEAKERS

Features TWO extended range Alnico V PM dynamic speakers enclosed in special acoustical baffle for superb dimensional realism and depth



"Duorama" Automatic Full Fidelity Phonograph

Here is exciting dual speaker reproduction with full extended-range response—unprecedented performance at MITCHELL'S amazing low price! Check these Full Fidelity features, newest wide-range ceramic cartridge with two precious tip needles, special 4-tube balanced amplifier delivering full 3 watts power, TWO extended range Alnico V PM dynamic speakers housed in a special acoustical baffle, for "living presence" reproduction, tone control for desired bass or treble emphasis. The deluxe automatic record changer plays twelve 10" or ten 12", 33⅓ or 78 rpm records, twelve 7" 45 rpm records, provides intermix of any ten 12" or 10" records of same speed. Gives you up to 4 hours of continuous automatic playing; optional manual playing, dual needle in reversible cartridge, gentle action. Automatic shutoff switch turns both changer and amplifier off after last record is played. Offered in a beautiful table cabinet of heavy ½" construction in choice of hand rubbed Mahogany or Blonde finish. Size 18" x 10½" x 15¾". U.L. Approved 110-125 volt, 60 cycle A.C. only. Shpg. wt., 33 lbs.

C210/1202. *Mahogany*
Retail $109.95
Each $160.52
6 or more $153.94

C210/1286. *Blonde*
Retail $119.95
Each $175.12
6 or more $167.94

BW

NORTHWESTERN

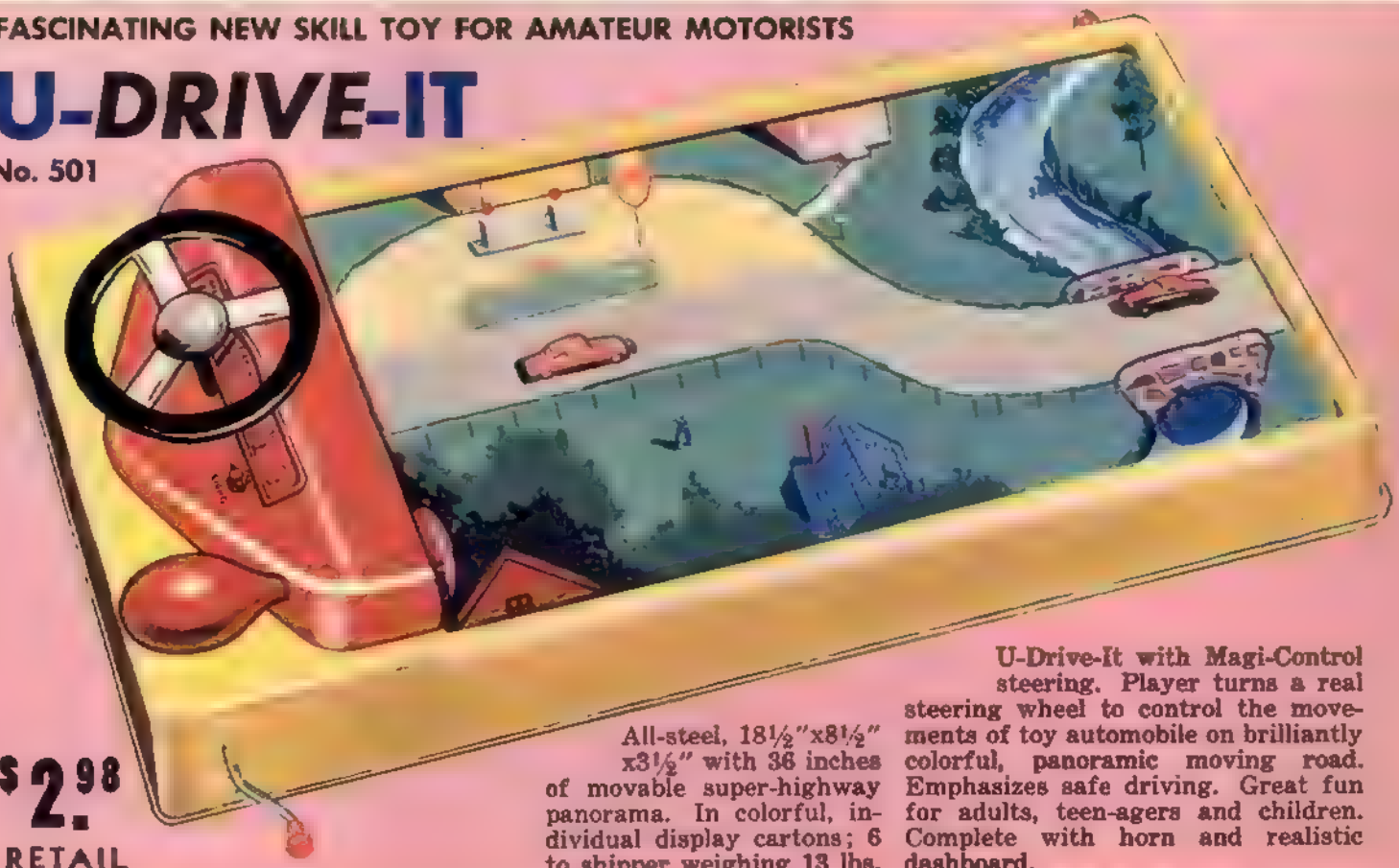
Colorful · Action-Packed · Volume Selling

GAMES and TOYS for 1951

FASCINATING NEW SKILL TOY FOR AMATEUR MOTORISTS

U-DRIVE-IT

No. 501



$2.98 RETAIL

All-steel, 18½"x8½" x3½" with 36 inches of movable super-highway panorama. In colorful, individual display cartons; 6 to shipper weighing 13 lbs.

U-Drive-It with Magi-Control steering. Player turns a real steering wheel to control the movements of toy automobile on brilliantly colorful, panoramic moving road. Emphasizes safe driving. Great fun for adults, teen-agers and children. Complete with horn and realistic dashboard.

ACTUALLY BLOWS AIR—Beautiful, non-electric replica of a real hair dryer complete with a detachable metal base to rest handle on, and a colorful satchel-type carrying case.

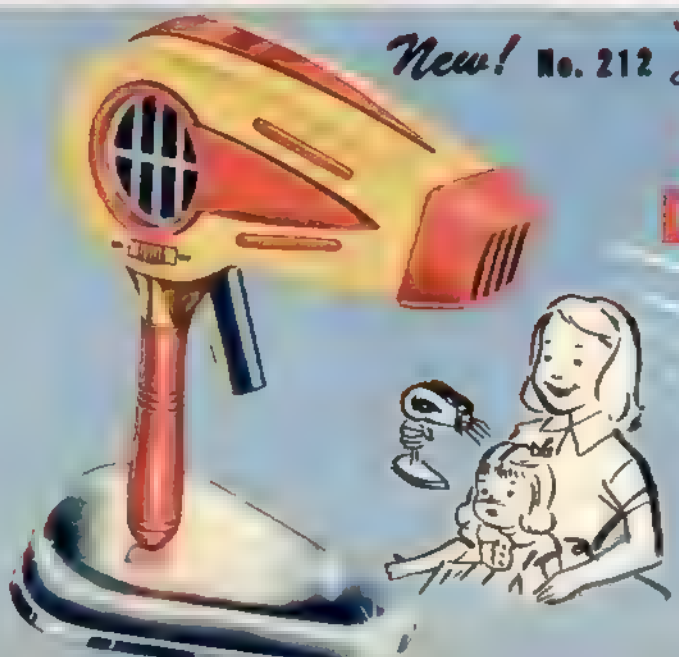
NOT A WIND-UP TOY—Trigger-action, spring motor blows air. Play size: 3½"x 5½"x7" high. 12 to shipper weighing 9 lbs.

$1.50 RETAIL

New! No. 212 "Little Deb"

HAIR DRYER

To Dry Her Own Hair



REALLY BLOWS AIR!

To Dry Her Doll's Shampooable Hair

NO. 430 PEE-WEE HORSESHOES

Plays Every Horseshoe Game

It's New and Such Fun!

Everybody Will Like It!

Same Action as in Actually Pitching Horseshoes

You pull the spring-action arm of the plastic figure back . . . and pitch the horseshoe . . . just as you would outdoors! A wonderful skill game! All-metal playing field; 2 red and 2 black rubber horseshoes; self-contained scoring device. 8" x 24" x 1". **$1.50 retail**

One to colorful, self-selling carton; 12 to shipper weighing 16 lbs.

New! No. 406

SHUFFLEBOARD JR.

The Only Game with Authentic Shuffleboard Action!

The plastic playing-figure holds a shuffler-stick. When you pull his spring-action arm back and let fly, he slides the wood discs out on the playing field. 4 red and 4 green wood discs; self-contained scoring device, all metal, complete instructions for all shuffleboard games. 8" x 24" x 1". **$1.50 retail**

A New, Glass-Covered, 4-Game Poosh-M-Up with Gong and 2 "Flippers" for Extra Action!

NO. 446 . . . BAT-M-UP SR.

This completely self-contained, automatic POOSH-M-UP has 2 ingenious mechanically-operated plastic Flippers to keep the ball in action for greater excitement and as added test of skill. Finely finished wood frame; metal leg; 10 steel balls; gong that sounds when struck by balls; a beautiful game! Plays Baseball, Hi-Score, Twenty-One, Put-N-Take. 12" x 19" x 1".

$2.98 RETAIL

One to carton 12 to shipper. Wt. 50 lbs.

AMERICA'S BIGGEST SELLERS!

POOSH-M-UPS

Glass-Covered . . Fully Automatic . . Full Size . . .
Completely Self-Contained Home Pin Ball Games

No. 452 ELECTRIC 5-IN-1

Colorful, electric POOSH-M-UP fascinating to both adults and juniors. Five translucent plastic domes light up. Operates on 2 ordinary flashlight battery cells. Glass covered; finely finished wood frame; folding legs.

A big game . . . 24" x 14" x 2". Plays Baseball, Bagatelle, Pennants, Twenty-One, Put-N-Take. Automatic feed and reload. One blue, one "gold" and nine "silver" balls.

$5.95 retail

One to a carton; 6 to a shipper; wt. 45 lbs.

No. 462 . . . 5-Game Electric Poosh-M-Up. Identical in size, and similar in features and construction to No. 452. Glass-covered; battery operated; fully automatic; wood frame, 11 metal balls. **$5.95 retail**

Northwestern and Only Northwestern Makes the Famous the Original . . . the Genuine POOSH M-UP *Home Pin Games*

One to a carton; 4 to a shipper; wt. 45 lbs.

No. 460 ELECTRIC POOSH-M-UP "SUPER"

This big, beautiful, 4-game, POOSH-M-UP has made a terrific hit with adults as well as with younger people. A full 28 inches long, by 15 inches wide and 2 inches thick . . . It is large, but portable. Strongly built, fully automatic. 2 plungers, 9 electrically lit pockets. Operates on 2 flashlight battery cells. Select, finely finished wood frame; metal leg. 1 "gold", 1 blue, and 9 "silver" balls. **$8.95 retail**

No. 451 . . . BIG 5 POOSH-M-UP

The famous FIVE-IN-ONE . . . a big, handsome, glass-covered, completely self-contained, home pin game. Solidly constructed to last for years.

$3.75 retail

One to a carton, 6 to a shipper; wt. 40 lbs.

Plays 5 different games! Automatic feed and reload. Brightly colored playing field. Select, finely-finished wood frame; folding legs. One blue, one "gold" and nine "silver" balls. Large—24" x 14" x 1⅛". More than a million sold!

No. 441 POOSH-M-UP JR.

THE FOUR-IN-ONE

Sturdily built to last indefinitely. Automatic feed and reload. Finely finished wood frame. Metal leg. Glass-covered; completely self-contained. 10 steel balls. Plays 4 games. 17" x 11" x 1". One to a carton; 12 to shipper; wt. 45 lbs. **$2.39 retail**

One to a carton; 12 to shipper; wt. 45 lbs.

No. 440—CLEAR PLASTIC POOSH-M-UP (not illustrated). A large, handsome, automatic feed and reload pin ball game—16" x 9" x 1". Frame, cups and other parts of heavy transparent plastic. Steel playing field lithographed in brilliant colors. Rotating shooter and movable spinner add to fun. Plays 4 games: Baseball, Twenty-One, Hi-Score, Put-N-Take. One to display carton; 12 to shipper weighing 17 lbs. $1.98 retail.

No. 407—LUCKY 7 POOSH-M-UP. (Not illustrated). Low-cost, open face, 4-game, "circus" design Poosh-M-Up. 10" x 18" x 1¼". One to carton; 24 to shipper weighing 42 lbs. 98c retail.

No. 461—POOSH-M-UP RODEO. (Not illustrated). Same size as No. 441, and similar in construction and features. Plays 4 games. Colorful Rodeo playing field. Glass-covered; wood-frame; metal leg. One to a carton; 12 to a shipper; wt. 45 lbs. $2.39 retail.

Prices slightly higher in West and South.

New! MAGNIFICENT **ALL-METAL**

SAN LOO COMBINATION SET

CHINESE CHECKERS

BACKED BY REGULAR CHECKERS

- TWO Great Games in ONE
- Automatic LEVER-ACTION Closure

No. 122-C. Complete with 24 plastic "compo" checkers, 60 marbles, full instructions. A big, handsome, strongly built, all-metal combination set 15½" in diameter, 1" thick. 6 enclosures for marbles—all controlled by one quick, lever-action closure. Individually packaged in beautiful, full-color carton; 12 to shipper weighing 35 lbs. **$2.29 Retail**

No. 122. Same as above, without checkers; shipping weight 32 lbs. $1.98 retail.

The Largest-Selling Chinese Checker Game in the World!

No. 120-C. (Not illustrated.) Chinese Checkers backed by Regular Checkerboard. Tubular steel frame holds marbles. Large, strong, colorful—17" x 18". Complete with 24 checkers, 40 marbles, instructions. Individually packaged; 12 to shipper; weight 35 lbs. . . . . **$2.10 Retail**

No. 120. Same as 120-C, without checkers. Shipping weight 32 lbs. $1.79 Retail

No. 121. (Not illustrated.) All-Metal Chinese Checkers. Heavy-gauge steel Chinese Checker game. Embossed playing surface; rolled edges. 14" x 14" x ¾". 40 marbles and instructions. One to colorful carton; 24 to shipper; weight 35 lbs. 98c Retail.

Tremendous Seller! **BEAUTIFUL**

4-GAME PACKAGE

FOUR BEST-SELLING ALL PLASTIC POCKET-SIZE GAMES IN ONE, BIG, COLORFUL, SELF-SELLING CARTON!

Prices Slightly Higher in West and South

CONTAINS 4 GREAT ALL-PLASTIC, POCKET-SIZE GAMES:

ZOO-M-ROO POCKET POOP-A-DOO

BAT-M-UP JR. POCKET BASEBALL

SAN LOO CHINESE CHECKERS POCKET SIZE

"TIPT" TABLE GOLF COMBINATION

No. 420. Four Wonderful Home Games Set. Each big, colorful box measures 15"x12¼" x1 3/16". 12 sets to shipper weighing 15 lbs. . . . . **$1.98 Retail**

A great big box of fun for the whole family . . . a tremendous value . . . a record-breaking best seller! Just stock it, show it—it sells itself!

Games Also Available Individually Packaged

No. 403-B. ZOO-M-ROO. All plastic, automatic feed and reload, pocket pin-ball game. Completely self-contained, 7 steel balls, crystal-clear plastic frame and parts. 5" x 7½". Individually packed in transparent bags, 24 to shipper; wt 5 lbs.

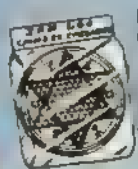
No. 403-R. Same, with wire display rack. **49c Retail**

No. 413-B. TIPT. Maze-type 3-game combination. Plays Rotation, Trail, Table Golf. All plastic with large steel ball 5¾"x1". Original . . . appealing . . . uncomplicated. Individually packed in transparent bags, 24 to shipper. wt 5 lbs.

No. 413-R. Same with wire display rack. **49c Retail**

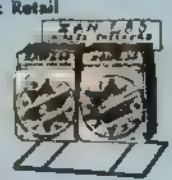
No. 415-B. BAT-M-UP JR. Pocket Baseball. New swivel-shooter, all-plastic, Poosh-M-Up with scoring markers. Completely self-contained; automatic feed and reload, telescopic disappearing leg. Crystal clear plastic frame and parts 6" x8½" Individually packed in transparent bags; 24 to shipper; wt 5 lbs.

No. 415-R Same, with wire display rack. **49c Retail**



No. 417-B. Pocket Size SAN LOO CHINESE CHECKERS. Beautiful, sparkling, all transparent plastic. Game itself holds the 20 plastic playing pieces; sliding closure assures easy access, secure storage. Circular in shape, 7¼" dia., ¾" thick. Individually packed in transparent bags; 24 to shipper, wt 4 lbs. **49c retail**

No. 417-R. Same, with wire display rack **49c Retail**



No. 419 . . . 4-Game ASSORTMENT with Display Rack

6 ea. of Zoo-M-Roo, Tipt, Chinese Checkers, Bat-M-Up Jr. in transp. bags. With 4-Game rack as illustrated Shipping wt. 6 lbs.

No. 418. Same as above, without rack.

ONEIDA COMMUNITY Sterling*

Here is sterling with a name your customers KNOW, TRUST and PREFER! In the short time since it was introduced it has come to fill an important place in the silverware business, for it is sterling of a fine quality and moderate price with two new patterns, giving a perfect pattern choice in traditional or modern design.

Available in Melbourne and Engagement patterns.

OPEN STOCK PRICES

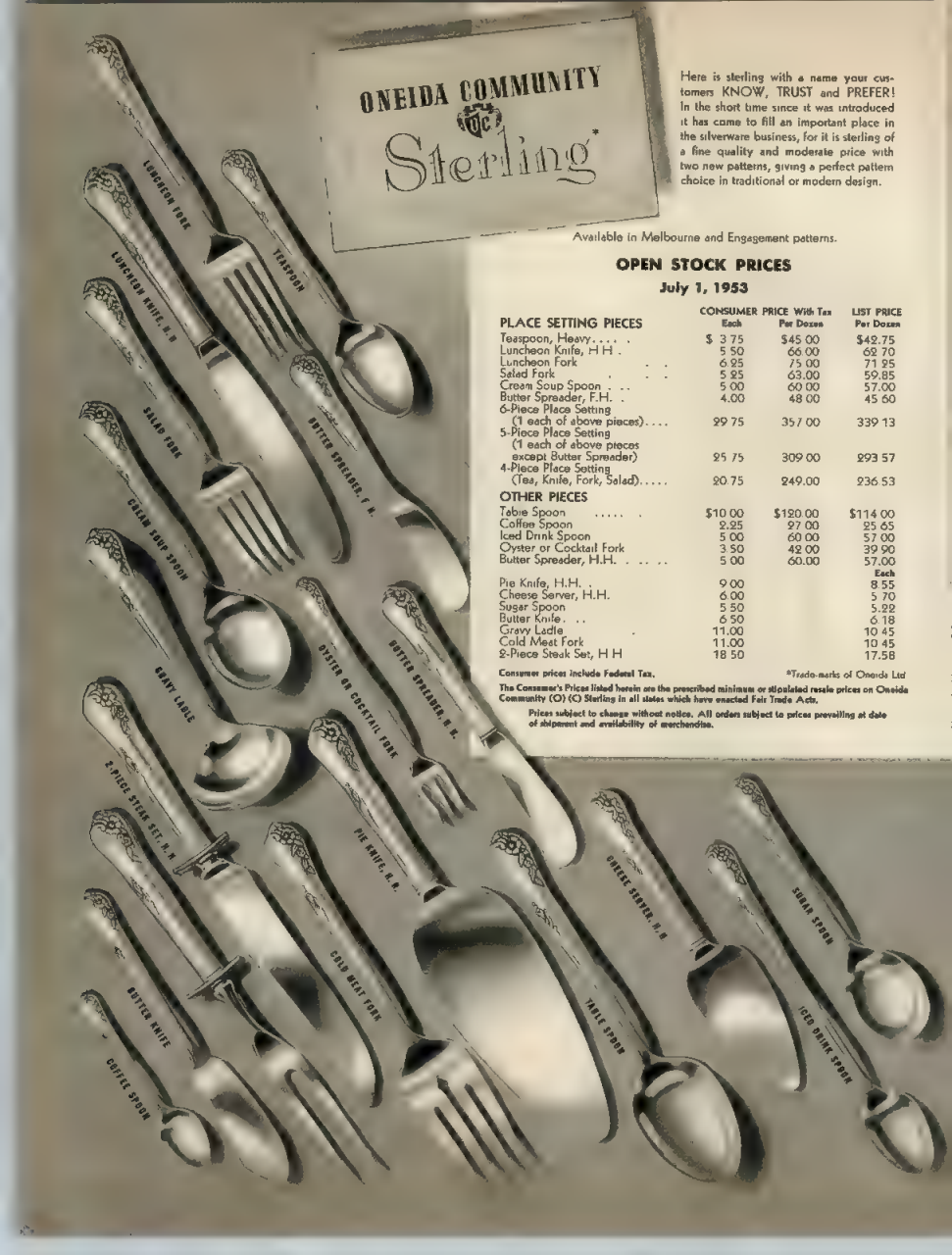
July 1, 1953

	CONSUMER PRICE With Tax		LIST PRICE
PLACE SETTING PIECES	Each	Per Dozen	Per Dozen
Teaspoon, Heavy	$ 3 75	$45 00	$42.75
Luncheon Knife, H H	5 50	66 00	62 70
Luncheon Fork	6 25	75 00	71 25
Salad Fork	5 25	63.00	59.85
Cream Soup Spoon	5 00	60 00	57.00
Butter Spreader, F.H.	4.00	48 00	45 60
6-Piece Place Setting (1 each of above pieces)	29 75	357 00	339 13
5-Piece Place Setting (1 each of above pieces except Butter Spreader)	25 75	309 00	293 57
4-Piece Place Setting (Tea, Knife, Fork, Salad)	20.75	249.00	236 53
OTHER PIECES			
Table Spoon	$10 00	$120.00	$114 00
Coffee Spoon	2.25	27 00	25 65
Iced Drink Spoon	5 00	60 00	57 00
Oyster or Cocktail Fork	3 50	42 00	39 90
Butter Spreader, H.H.	5 00	60.00	57.00
			Each
Pie Knife, H.H.	9 00		8 55
Cheese Server, H.H.	6 00		5 70
Sugar Spoon	5 50		5.22
Butter Knife	6 50		6 18
Gravy Ladle	11.00		10 45
Cold Meat Fork	11.00		10 45
2-Piece Steak Set, H H	18 50		17.58

Consumer prices include Federal Tax.

*Trade-marks of Oneida Ltd

The Consumer's Prices listed herein are the prescribed minimum or stipulated resale prices on Oneida Community (O) (C) Sterling in all states which have enacted Fair Trade Acts.

Prices subject to change without notice. All orders subject to prices prevailing at date of shipment and availability of merchandise.

ONEIDA COMMUNITY
OC
Sterling*
ENGAGEMENT*
MELBOURNE*
Outstanding patterns for your customers to choose from . . ENGAGEMENT, a modern "design original," with an enduring floral motif that is unusual, yet not severe . . . MELBOURNE, stately, traditional . . reminiscent of the classic designs in English sterling which have always been a proud American heritage. Both are new patterns with a simplified grace suitable for today's homes, and today's living
*Trade marks of Oneida Ltd

These luxurious chests are available for complete services of Oneida Community (O) (C) Sterling. The chests shown here are listed and priced below. All of these chests are constructed of materials that have been approved anti-tarnish by Oneida Ltd. Laboratories.

ONEIDA COMMUNITY
Sterling*

CHEST No. 699
Shown below, a lovely mahogany finished chest lined in soft Rose-shade Kenized* duvetyn. Full size, 16 inches wide, to hold services up to 76 pieces.

SERVICES AND CHESTS

EMPTY CHEST No. 699 — Consumer $9.50 — List . . $10.83

30-PIECE SERVICE FOR 6 (Without Chest) — Consumer . . . $154.50 (With Tax) — List . . $146.78

6 Teaspoons — 6 Luncheon Knives — 6 Salad Forks
6 Cream Soup Spoons — 6 Luncheon Forks

EMPTY MAHOGANY CHEST No. 698 — Consumer . . $18.00 — List . . $20 52

40-PIECE SERVICE FOR 8 (Without Chest) — Consumer . . . . $206.00 (With Tax) — List . $195 70

8 Teaspoons — 8 Luncheon Knives — 8 Salad Forks
8 Cream Soup Spoons — 8 Luncheon Forks

52-PIECE SERVICE FOR 8 (Without Chest) — Consumer . . . . $268.00 (With Tax) — List . $254 60

16 Teaspoons — 8 Luncheon Forks — 1 Butter Knife
8 Cream Soup Spoons — 8 Salad Forks — 1 Sugar Spoon
8 Luncheon Knives — 2 Table Spoons

EMPTY MAHOGANY DRAWER CHEST No. 697 — Consumer $32.00 — List $36.48

76-PIECE SERVICE FOR 12 (Without Chest) — Consumer . . . $386.00 (With Tax) — List . . $366 70

24 Teaspoons — 12 Luncheon Forks — 1 Butter Knife
12 Cream Soup Spoons — 12 Salad Forks — 1 Sugar Spoon
12 Luncheon Knives — 2 Table Spoons

STARTER SET SPECIAL CHEST No. 962

20-PIECE SERVICE FOR 4 (Chest Included) — Consumer . . . . $99.75 (With Tax) — List . . $95.10

8 Teaspoons — 4 Luncheon Forks
4 Luncheon Knives — 4 Salad Forks

Consumer silverware prices include Federal Tax.
Chests not subject to Federal Tax.

Mahogany Chest No. 698
Shown at right, a 16-inch chest in solid mahogany with a beautifully blended, hand-rubbed finish. The soft Spanish wine shaded velveteen lining is the background for services of 24 to 76 pieces.

Mahogany Drawer Chest No. 697
A solid mahogany, hand-rubbed cabinet with drawer for extra pieces is shown at right. It has ample capacity for the larger services for 12 places. Soft Spanish wine shaded velveteen lining gives a dignified color scheme. This cabinet is 17 inches in width.

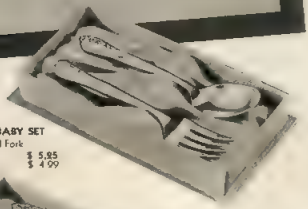
The Starter Set Special Chest No. 962
Shown at right, a lovely anti-tarnish dark brown mahogany finished chest. Lined in soft American Beauty Red duvetyn. Full size, 13 inches wide, to hold services up to 40 pieces. (CHEST INCLUDED)

ONEIDA COMMUNITY

Sterling*

CHILDREN'S SILVER

There is a huge market for children's gifts and what makes a better gift than this fine sterling silver. All come packed in attractive gift boxes.



2-PIECE BABY SET
Spoon and Fork
Consumer List Price $ 5.25
$ 4.99

3-PIECE CHILD'S SET
H.H. Knife, Spoon and Fork
Consumer List Price $10.50
$ 9.98

3-PIECE PRIMARY SET
Baby Spoon, Fork and Child's Cup
Consumer List Price $13.50
$12.83

BABY FEEDING SPOON,
Long Handle
Consumer List Price $ 3.50
$ 3.33

MELBOURNE* CHILD'S CUP
Consumer List Price $ 8.50
$ 8.07

ENGAGEMENT* CHILD'S CUP
Consumer List Price $ 8.50
$ 8.07

Consumer Prices Include Federal Tax.

Prices For KENIZED* FLANNEL ROLLS

Roll No.	Designed To Hold	Consumer Price Per Doz.	List Price Per Doz.
661	8 Teaspoons or Salad Forks	$ 7.53	$ 8.58
658	8 Cream Soup Spoons	9.43	10.75
657	8 Coffee Spoons	5.91	6.74
651	8 Luncheon Forks or Iced Drink Spoons	8.47	9.66
653	8 Oyster Forks or Butter Spreaders	6.97	7.95
664	8 Luncheon Knives	9.15	10.43
660	Table Spoon	4.63	5.28
659	Sugar Spoon	2.25	2.57
652	Butter Knife	2.25	2.57
665	H.H. Pie Knife	3.24	3.69
662	H.H. 2-Piece Steak Set	5.57	6.35
655	Gravy Ladle	3.43	3.91
650	Cold Meat Fork	3.01	3.43
667	5-Piece or 6-Piece Place Setting	8.92	10.17

Packed 6 of each style in sealed envelope labeled to show contents.
Flannel Rolls not subject to Federal Tax.

*Trade-marks of Oneida Ltd.

EVINRUDE

The new Big Twin Electric, a 25 h.p outboard motor equipped with a push-button electric starter, and the Fleetwin Aquasonic, a completely new 7.5 h.p unit that is said to be one of the quietest motors of its size ever built, highlight the 1954 line of outboards by Evinrude Motors of Milwaukee.

Heralded as a development that will do for outboard boating what the electric starter did for the automobile, the Big Twin Electric has an auto-type electric starter motor that gets its power from a standard six-volt 100 ampere automobile battery. Both the starter and an electrically operated choke used for "cold" starts are actuated by push buttons in a small panel located on the dash or any other convenient point in the boat.

Used in connection with the Simplex remote throttle, gearshift and steering controls introduced by Evinrude last year, the Big Twin Electric makes possible full remote operation. The user can slip behind the wheel, press the starter button, shift gears to forward or reverse and control the speed from a dead slow troll to 30 or more miles per hour—all with finger-tip ease and without going near the motor.

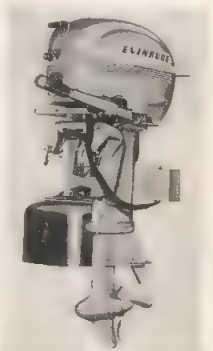
In the Fleetwin Aquasonic the power head is cushioned in resilient mountings that isolate engine vibrations from the boat. Combined with a carburetor silencer to reduce air intake noise, this results in a motor so quiet that normal conversation can be carried on anywhere in the boat with the throttle wide open.

This new "whispering power" motor is easy to carry and handle, weighing only 49 pounds, yet it delivers a full 7.5 h.p.—enough to plane a loaded boat at speeds up to 17 m.p.h. A separate four-gallon Cruis-a-Day Jr. fuel tank gives up to four hours of continuous wide-open operation. Its Auto-Lift hood snaps open and swings up like the hood of a car for easy maintenance and inspection. Throttle and spark controls are synchronized in the steering handle for one-hand operation and a full forward, neutral and reverse gearshift permits starting in neutral and makes docking easy.

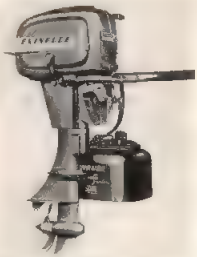
Other items in the 1954 Evinrude line are the standard 25 h.p Big Twin with Simplex manual recoil starter; the 15 h.p. Super Fastwin that has set new standards of performance in the increasingly popular "middleweight" class, the 32-pound, 3 h.p. Lightwin with Fisherman Drive; and Simplex remote controls for use with the Big Twin and Super Fastwin. Some of their features follow:

Big Twin—For largest family boats big runabouts, cruisers and heavy commercial service. Lightest weight per horsepower. Easy to start and handle as a small motor. Speeds from low trolling speed up to 30 miles or better. Gear shift with forward, neutral and reverse Synchronized spark and throttle controls in a steering handle. All controls designed for quick attachment of Simplex remote controls. Separate 6-gallon Cruis-a-Day fuel tank. Optional vacuum fuel supply system for use with larger built-in tanks at no additional cost.

Super Fastwin—Up to 25 m.p.h. on good-sized family and fishing boats. Handles several water skiers, yet it weighs only 67 pounds and trolls smoothly hour after hour. Twin-carburetor silencers to cut down annoying high-frequency noise. Auto-Lift hood for easy accessibility. Full gear shift. Roto-matic spark and throttle controls in steering handle grip. All controls built for quick attachment of Simplex remote control.



Evinrude's Big Twin Electric, a new 25 h.p. alternate-firing twin with built-in electric starter. Starter motor and electric choke are controlled by pushbuttons on the dash



In the new Evinrude Fleetwin Aquasonic a new method of cushioning the power head isolates engine vibrations from the hull, and results in a quieter motor. Power is 7½ h.p. at 4000 r.p.m.

Lightwin—Ideal "take-along" motor. Weighs only 32 pounds yet handles heavy rental boats and gives surprising speed to free-running hulls. Fisherman Drive permits full power operation in thick weeds and bobs over rocks and stumps. Carburetor silencer cuts engine noise. Synchronized spark and throttle control. Full 360-degree steering.

Simplex Remote Controls — Permit steering, shift and throttle control from any seat in the boat. Gearshaft and throttle cables connect to special fittings on Big Twin and Super Fastwin models in 30 seconds without tools. Steering cables attach to steering arm through a spring-loaded lock pin.

JOHNSON MOTORS

Johnson Motors, which boosted output by 50 per cent last year while expanding to the extent of $1,250,000 in new plant space and equipment, has scheduled additional production increases for 1954.

Primary objective at Johnson isn't to build sufficient plant capacity to catch up with demand, however, but to continue developing improvements that conform with the requirements of outboarding America.

Last autumn they introduced a new Sea-Horse 5½ of such quiet operation it received a citation from the National Noise Abatement Council. The year before that it was a remote control with motors pre-engineered for easy installation. Other postwar Johnson innovations have been twist-grip throttle control, full gear shift, separate plug-in fuel tanks and, most recently, the electric-starting 25.

All of these have been aimed at in-

BARR MARINE

The latest and largest of the Barr line of conversions and engines is a new Cadillac V8. At the present writing it is one of the most powerful engines of its size making it ideal for small high speed runabouts and cruisers. It is of the latest design featuring overhead valves, 12-volt ignition, 4-venturi carburetor, high compression, Jabsco pump and Snow Nalstedt reverse and reduction gears.

The specifications are 8 cylinder overhead valve, 90 degree Vee type, 3 13/16 inch bore x 3⅝ inch stroke, piston displacement 331 cubic inches, 210 h.p. at 4150 r.p.m. Overall length direct drive is 48 inches.

Barr is now manufacturing one of the most complete and diversified lines of conversion parts on the market covering the conversion field from Willys to the Cadillac. This line includes cast iron water cooled exhaust manifolds and elbows, water pumps, flame arresters, motor supports, reverse and reduction gears with necessary adapters to fit the various engines.

FLAGSHIP

Flagship Marine Engine Company of Baltimore, Md., has four gasoline engines and one diesel on the market from 66 h.p. to 150 h.p

Model 6-118 is a six-cylinder, L-head gasoline engine developing 118 h.p. at 3600 r.p.m., available in right or left hand rotation, direct drive or reduction drive

Model 4-66 is a four-cylinder, L-head, four-cycle gasoline engine. Bore is 3¼ inch; stroke is 4 inches. Peak horsepower (66) is developed at 3200 r.p.m. It is suitable for runabouts, kit boats, small cruisers and work boats.

Model 6-136 is a six-cylinder, L-head, four cycle, gasoline engine. Bore is 4 inches, stroke is 4½ inch, piston displacement is 320 cubic inches. Model 6-136 has a compression ratio of 7.5 to 1 while model 6-150 (150 h.p.) has a compression ratio of 7.9 to 1. Model 6-136 is available in right and left hand rotation, direct and reduction drive. Both models 6-136 and 6-150 are available with Paragon Hydraulic reverse gear as optional equipment.

Model 6-95D diesel is a six-cylinder, overhead valve, four-cycle engine. Bore is 3⅝ inches, stroke is 4 inches, piston displacement 248 cubic inches. It is of the solid injection type using American Bosch fuel pump, governor and injectors. Engine is fresh water cooled with heat exchanger and expansion tank an integral part of the assembly. This engine is suitable for heavier workboats and for those who operate their boats in long, year 'round service. Available in right and left hand rotation, direct and reduction drive, horsepower output is 95

GM DETROIT DIESEL

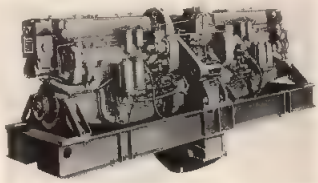
The Detroit Diesel Engine Division of General Motors during the year just ended added five new Diesel models to its line of marine propulsion engines Displayed this year for the first time on the East Coast, Detroit Diesel has a new inclined, six-cylinder engine of the "71" series and a new 12-cylinder tandem-twin unit of the "110" series. With these new engines the Division has a varied line of pleasure and work boat Diesels ranging from 54 to 864 horsepower. Also ready for introduction is a new two cylinder, valveless Diesel of the "51" series for use as an auxiliary power unit.

The Division's new inclined six, like its companion the inclined four-cylinder "71", has block and head tipped on its side to attain an overall height of less than 33 inches. It puts a smooth 216 horsepower aboard a pleasure boat and conforms to the new lines now in vogue in pleasure craft design. By extensive use of aluminum alloys throughout the engine a weight of only 10.5 pounds per horsepower has been attained. A matched pair of these engines installed in a realistic hull section are on display.

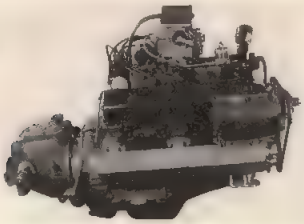
The new tandem-twin unit consists of two of Detroit Diesel's 6-110 marine engines mounted end-to-end to drive a single propeller shaft. It has an intermittent rating of 530 s.h.p. for large pleasure boats and produces 409 continuous s.h.p. for work boats. It is 68 inches in height and weighs less than 21 pounds per horsepower including its gear box and structural steel base. The tandem arrangement of the engines provides a unit that is easy to service even in relatively small engine rooms

A four-cylinder valveless marine Diesel of the "51" series for pleasure and work boats of 24 feet and up in length is also shown. The weight of this engine as it was introduced last year was 1400 pounds. Today, due to a new and lighter flywheel and flywheel housing, its weight has been reduced almost 10 percent. Also on display is a new motorized cutaway model of the three-cylinder Series "71" engine which does practically everything but talk in demonstrating the internal workings of the G. M Diesel.

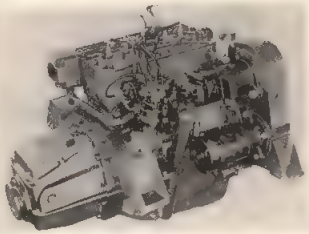
(*Continued on page 274*)



General Motors "6-110" Tandem-Twin propulsion engine is available in both port and starboard rotations with a wide selection of reduction gears. It delivers 530 s.h.p. at 1800 r.p.m. or a continuous, heavy duty s.h.p. of 409 at 1600 r.p.m. With reduction and reverse gear it weighs 11,000 pounds



The Barr Marine Cadillac conversion 8-cylinder OHV 90 degree V8 develops 210 b.p.h. at 4150 r.p.m. Snow Nabstedt reverse gears are built in



The 4-66 Flagship Marine is a new four-cylinder model for 1954. Piston displacement is 133 cubic inches, weight 450 pounds

creased comfort and ease of operation. Certainly they have contributed materially to the increasing public acceptability of outboards. A 90-pound housewife now can operate a 25 h.p. outboard runabout with no more physical effort than is required to drive the family car.

Johnson's Sea-Horse Electric 25, newcomer in the firm's 1954 line, is the automatic-starter version of the widely popular Sea-Horse 25. The unit includes motor equipped with bendix-drive starter, control panel for push-button operation of choke and starter, relay box and necessary wiring. It operates from an automotive-type 6-volt battery with 400 to 800 starts without recharging. The manual (pull-cord) starter remains in position for immediate, optional use. Motor features include full gear shift (forward, neutral and reverse), synchronized twist-grip speed control, plug-in 6-gallon Mile-Master fuel tank, and fittings for Johnson's Ship-Master remote-control unit. Weight is 111 pounds; horsepower of 25 is certified by O.B.C.

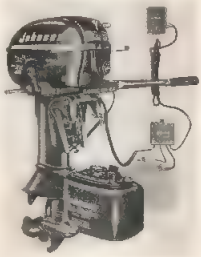
The 1954 Sea-Horse 25 widely used for heavy commercial work, sport runabouts and outboard cruisers, has no basic engineering changes from the 1953 model. Features include neutral, forward, and reverse shifting; fully synchronized twist-grip speed control and fittings for use with Johnson's Ship-Master remote control unit. The Sea-Horse 25 will troll for fishing or step out at more than 30 m.p.h. It is supplied with 6-gallon plug-in Mile-Master fuel tank. Weight is 99 pounds, horsepower 25 certified by O.B.C.

Sea-Horse 10 for 1954 has been re-engineered to include carburetor air intake silencers and the new "up-and-off" motor hood. Gear shift (forward, neutral and reverse) has been standardized on right side of motor in all Johnson models. Sea-Horse 10 is equipped with fittings for ready attachment of Ship-Master throttle-and-shift remote control. Other features are twist grip throttle control, three-way treatment against corrosion, lightweight 3-ring aluminum pistons, and full-range carburetion. Rating of 10 h.p. is certified by O.B.C.

Johnson's Sea-Horse 5½ is a newcomer in outboarding. Outstanding feature is quietness, obtained by the suspension or cushion-drive mounting which absorbs noise-producing vibrations. It has many features additional over the Sea-Horse 5 which it supplants in the Johnson line for 1954. These include full gear range (forward, neutral and reverse), synchronized twist-grip speed control, plug-in 4 gallon Mile-Master fuel tank, "up-and-off" hood which may be completely removed in a few seconds without tools, simplified thrust socket adjustment, automotive-type choke and finger-spread carburetor control dial. Automatic slip-clutch eliminates necessity for shear pins. The new Sea-Horse 5½ weighs 47 pounds, and its horsepower (5½) is certified by O.B.C.

Johnson's Sea-Horse 3 for 1954 features light weight (only 31 pounds) and Angle-matic Drive. The latter is a special type lower unit which gives the propeller weedless and shock-resistant qualities. Angle-matic's streamlined guard slides over underwater obstructions or shoals, and tilts the motor so that damage from impact is virtually impossible. Other features of the Sea-Horse 3 are 360-degree pivot steering, synchronized spark and control lever, and three-way treatment to resist corrosion—plus stainless steel driveshaft, propeller shaft, and underwater screws. Horsepower rating is 3, certified by O.B.C.

The Johnson Sea Horse 5½, a newcomer to the outboard field, is quiet, powerful and light. This low-powered version of the Johnson motor embodies many of the distinctive features which characterize the larger models



This Johnson Sea Horse Electric 25 is the automatic-starting version of the popular 25 h.p. engine. This is another new model this year, bringing the convenance of electric starting to the outboard group. It operates from an automotive-type 6-volt battery

The Scott-Atwater 16 h.p. outboard redesigned for improved appearance and reduction in weight

SCOTT-ATWATER

The first automatic boat bailer in outboard motor history highlights the Scott-Atwater motors for 1954. Called the Bail-A-Matic, it will keep a boat dry as long as the motor is running, whether in forward, neutral or reverse. The bailer will be standard built-in equipment on the entire Scott-Atwater line with the exception of the smallest motor. Sharing the spotlight with the automatic bailer is a redesigned and streamlined lower unit and considerable reduction in noise and vibration on the 5 h.p., 7.5 h.p. and 10 h.p. motors.

The Bail-A-Matic unit employs a new positive displacement vacuum pump which creates a powerful suction as well as an impelling force. This enables it to lift water to a height of six feet at idling speed. A similar pump is used in the cooling system. Both pumps are run by the drive shaft. The cooling system and the power bailer are, however, entirely separate. None of the water being bailed ever enters the motor cooling passages. The bailer, with motor idling, pumps a gallon of water a minute. Maximum capacity is more than 150 gallons an hour.

Streamlining of the lower unit has been accomplished by moving the water pump out of the slip stream and above the water line, and redesigning the horizontal gear shaft to the vertical. Called Aquablade, this thin underwater unit knifes through the water more efficiently, giving additional power for boat propulsion. Additionally, this new lower unit is more weedless than ever before.

Vibration and noise in the 5 h.p., 7.5 h.p. and 10 h.p. Scott-Atwater motors for 1954 have been greatly reduced by mounting the entire power head in a cushion of resilient neoprene. This "pillowed power" cushion acts as a shock absorber between the motor and the boat. It modifies the sounding board

effect of the boat, which in the past has contributed to the noise of outboard motors.

For the convenience of those boating in salt water areas, Scott-Atwater provides a flushing port in the lower unit of the 1954 motors. The opening permits cleaning of the cooling system after use in salt water without starting the motor

This year the skirts, or shrouds, on Scott-Atwater motors have been redesigned to give them an even more modern look. All of the motors now have the same appearance. This change in exterior design has resulted in an appreciable reduction in the weight of the 16 h.p. model in addition to greatly improving the appearance of the motor. Rounding out the line is the 3.6 h.p. motor, which in 1954 will have the same gold and green color combination as the rest.

Installation of remote controls on the 1954 models will be a simple matter, for the motor attachment connections are of the snap-on type. These remote controls are designed and manufactured by Scott-Atwater. Either the shift or speed attachment may be purchased separately.

A host of other Scott-Atwater features are part of the 5 h.p., 7.5 h.p., 10 h.p. and 16 h.p. An automatic fuel pump eliminates necessity of a pressurized gas tank and hose. A remote stowaway gas tank makes for greater safety and convenience in cruising. A combination twist-grip spark and throttle control makes it possible for the operator to be facing ahead at all times. Full gear shift makes landing far easier. The neutral-forward-reverse transmission gives cruiser control to the outboard operator

The one-knob choke, carburetor drain and carburetor control is a great convenience. Push the knob in, the motor is choked turn the knob, the fuel mixture is adjusted, rich or lean—turn the knob to the right and push, the carburetor drains and the motor is ready for clean stowage in the back of a car. Four-way carrying handles make it possible for Scott-Atwater to be carried in the most convenient manner

Scott-Atwater's new Bail-A-Matic outboard motor makes sponges, buckets and hand bilge pumps obsolete The automatic bailer handles a gallon of water a minute

Martin's "200" Silver Streak, 20 h.p. at 4500 r.p.m., features a torpedo lower unit and twist-grip control. Weight of this engine is approximately 70 pounds

MARTIN MOTORS

Martin Motors, outboard division of the National Presto Industries of Eau Claire, Wisconsin, announces the introduction of the newest heavy duty motor for 1954—the 20 h.p "200" Silver Liner, a gearshift motor featuring forward, neutral and reverse and a remote auxiliary fuel tank.

Specially designed for the smaller cruiser and family runabouts, the latest addition to the Martin line is the product of four years of engineering, planning and field testing. Weighing 78 pounds, the Silver Liner is equipped for factory-designed remote control operation. The speed and shift controls are grouped on the steering handle in line with the company's policy of "all controls in the palm of your hands."

The Martin line of six models now brackets the family cruiser, high speed runabout, racing, fishing, and general outdoor sports markets.

Martin Motors also announces that in view of new and improved manufacturing techniques instituted this past year at Eau Claire, the price reduction of approximately 15 per cent has been established for the Martin "75," Twist Shift 7½ horsepower, and the "100" Twist Shift 10 h.p. models.

The complete 1954 line, comprising the "20", "45", "75" Twist Shift, "100" Twist Shift, "200" Silver Streak and the "200" Silver Liner features easy starting, perfect trolling, almost instantaneous acceleration, and exceptionally low noise level. Martin's exclusive features include mechanically controlled poppet valves, inboard swivel, vertical stern adjustment, and a full year guarantee. Since October 1951, all Martin outboard motors have been guaranteed for one full year against any defect in workmanship or material

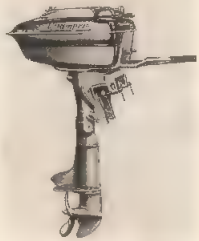
CHAMPION MOTORS

Champion Motors Company, P.O. Box 875, Minneapolis, Minn., are looking forward to a higher production of their Jubilee Champion outboard motor line in 1954.

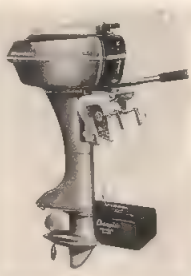
Ranging in horsepower from 3.5 to 15, the one and two-cylinder Champion motors feature such innovations as synchronized 4-in-hand control for easy starting, reverse, neutral and propeller control; gear shift or Hydro-drive; swing-into-boat lower units; removable Ez-Off hood which gives easy access to essential motor parts and rubber mountings which isolate vibration.

For the racing set Champion also produces the Jubilee Hot-Rods. These motors are registered and may be used in JU, AU and BU events.

Other motors produced by Champion are the Voyager from 3.5 h.p. (one cylinder) to 15 h.p. (two cylinders); the Majestic from 3.5 h.p. (one-cylinder) to 15 h.p. (two cylinders) and the B. F. Goodrich Sea Flyer from 5 to 15 h.p. (two cylinders).



The Champion 2M Guide model develops 3½ h.p.



The Jubilee Champion 6M-4D outboard is a 15 h.p. alternate firing twin, with Hydro-drive hydraulic clutch

ANNOUNCING...

A Junior Line of WITHINGTON ARCHERY SETS

The Prince Valiant Series

Tie-in with the Prince Valiant name, known to millions and soon to be released as a movie. Sell Prince Valiant Archery sets.

See these sets and the complete Withington Line, ranging from $.25 to $5.98 at the Toy Fair Hotel New Yorker, Room 1085.

WITHINGTON *Buckfield, Maine*

WITHINGTON
ARCHERY SETS

The LITTLE BEAVER Line

(NATIONALLY SYNDICATED NEWSPAPERS COMIC BOOKS AND TELEVISION)

CARDED
BOW and ARROW
SETS

Illustrated by **LITTLE BEAVER'S** creator artist Fred Harman.

ITEM NO.	SIZE	COLOR	SETS TO CTN.	LBS. TO CTN.
2	30"	Blue - Red - Black	24	9
3	33"	Green - Yellow - Black	24	13
4	42"	Red - Green - Black	12	10

Strikingly colorful cards by Steven Slesinger of N. Y.

BOWS: Manufactured from white ash — smoothly varnished — decorated hand piece — tested for full draw.

BOW STRINGS: Bow bent and strung with varigated red and white waxed cable cord.

ARROWS: Manufactured from smooth birch with string notches and rubber safety tips.
Set No. 2 has two arrows without fletching and Nos. 3 and 4 have three arrows with fletching

TARGETS: All are printed in three bright, solid colors.

No. 2

No. 3

Always promptly available

No. 4

Manufactured by WITHINGTON Buckfield, Maine

WITHINGTON
ARCHERY SETS

WITHINGTON
Juvenile Line

- BOWS TESTED and BALANCED
- NATURAL FINISHED BOW
- LAMINATED HAND GRIP
  with fancy covering
- JUMBO BOW STRING
- THREE FEATHERED ARROWS
  with rubber suction cup
  or steel pointed arrows.
  Extra arrows are available
- FOUR COLOR TARGET
  with numbers imprinted
- INSTRUCTION BOOKLET
  This booklet shows correct way to aim and care for your bow and arrows

Manufactured by
WITHINGTON
Buckfield, Maine

SIZE	PACKAGE	MINIMUM PACK	WT. PER CTN.
33 inch	As Shown *	12 to Carton	8 lbs.
34 inch	As Shown	12 to Carton	10 lbs.
40 inch	As Shown	12 to Carton	11 lbs.
48 inch	As Shown	6 to Carton	14 lbs.

(FOR 3 TO 12 YEARS OF AGE)

★ No. 3 Little Beaver Bow substituted

WITHINGTON
ARCHERY SETS

The Prince Valiant® Series

- WAXED BOWS with NATURAL FINISH -- Tested and Balanced
- FOUR FEATHERED ARROWS with Steel Points. Extra Arrows Available
- LAMINATED HAND GRIP with Plastic Covering
- JUMBO BOW STRING of Green and White Cord
- BRACER or ARM GUARD of Die-cut Leather with Rawhide Lacings
- FINGER GUARD of Die-cut Leather
- PRINCE VALIANT INSTRUCTION BOOKLET
- Packaged in a Black Lined Corrugated Container. Each Set fully enclosed

Prince Valiant
QUIVER

Brown simulated leather covering colorful plastic trim and full color designs. Sizes 13" and 15" Minimum pack 12 to carton weighing 6 lbs or 7 lbs depending on size

Prince Valiant . . .
INSTRUCTION BOOKLET

This Four-color Booklet illustrated by Harold Foster explains the correct way to aim and care for the Bow and Arrows. It also explains the use of Arm Bracer and Finger Guard

SIZE	PACKAGE	MINIMUM PACK	WT. Per CTN
60 inch	As Shown	6 to Carton	11 lbs.
54 inch	As Shown	6 to Carton	9 lbs.
48 inch	As Shown	6 to Carton	8 lbs.

Manufactured by WITHINGTON Buckfield, Maine

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THE 1954 LINE OF REPLOGLE PLAY-GLOBES AND PLAY-TRAYS

REPLOGLE PLAY-TIME GEOGRAPHY

NEW

SURPRISE GLOBE

AN AMAZING COMBINATION

Earth and Sky in one Globe! The detailed 6" world globe opens at the equator to reveal a beautiful, accurate map of the heavens lithographed inside—just as it appears from Earth. Other surprises include star charts and 4 big maps to color. A set of 6 crayons completes this entertaining and educational outfit. Packed 12 to a carton, shipping weight 15 lbs.

WHY REPLOGLE PLAY-GLOBES BUILD VOLUME SALES FOR YOU

Every thoughtful parent realizes the great value of a globe for their child. When that globe also provides *fun for the child*, the combination is irresistible. In two short years, these new educational toys have won outstanding consumer acceptance. From coast to coast, stores recognize Replogle Play-Globes as one of their basic toy lines.

DETAILED MODELS OF

UP-TO-DATE, ACCURATE,

NEW

8" globe

GLOBE-GRAMS

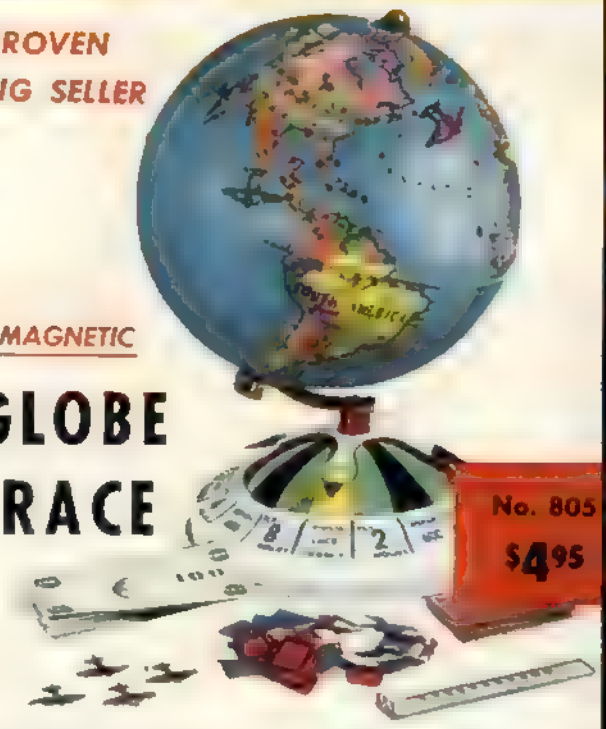
THE GEOGRAPHICAL WORD GAME

Sensational play value in this exciting, new word game that combines chance and skill. So absorbing all ages will play it again and again. Players spin the globe to pick their letters, form geographical names, play singly or as partners. The globe is their "dictionary" and may be searched for clues. Includes a generous supply of letters for up to 4 players. Individually cartoned, shipping weight 3 lbs.

PROVEN BIG SELLER

MAGNETIC

GLOBE RACE



Last year's overwhelming sales proved that the appeal of this thrilling, round-the-globe flight game is greater than ever. Players circle the 8" globe with magnetized airplanes that stick to the globe. They use play money and play gasoline drums. Game includes chance cards and an airport finder. Individually cartoned, shipping weight 3 lbs.

OPULAR QUIZ GLOBE

FOR FAMILY FUN

Children become experts in geography when they play QUIZ on this 6" globe that holds the answers. Questions are on both sides of the detachable base. Players spin the question-selector. Includes a 32-page book with storybook descriptions of places in the quiz. Individually cartoned, shipping weight 2½ lbs.

NEW

COLOR-TRAY

PLAY-IN-BED FUN
For Ages 3 to 8

Children can draw right on the glossy, white surface of this tray with washable crayons and wipe it clean. It's a younger-age version of a great new idea—our PLAY-TRAY, which swept the country last year. Children will love the colorful pictures around the border illustrating the alphabet. There's tic-tac-toe, a dot game on the tray they can play over and over, and many other suggested play ideas. Includes set of washable crayons. All-steel construction, tray top is 13" x 20", folds flat. In individual shipping carton, 3 to a bundle, weight of three, 11 lbs.

WORLD AND TRUE TOYS BY EVERY STANDARD

NEW

STAMP and GLOBE

COMBINATION

At last—the *natural stamp outfit* for the junior collector. Countries and their stamps come alive with this beautiful, full-color 10" globe to identify them. Includes a large, fully illustrated stamp album, 100 assorted stamps, all different, a magnifying glass and a supply of hinges for mounting stamps. Individually cartoned, shipping weight 5 lbs.

PLAY-TRAY

For Ages 9 to 12

What a boon to busy mothers and what fun for stay-in-beds! There are seven different games on this 13" x 20" metal tray for bed or floor play. Designed for the solitaire player, but two or three can play. Player uses dice and moves magnetic planes, autos and boats across an educational, pictorial map of the United States. Charmingly illustrated in 5 brilliant colors. Folds flat. In individual shipping carton, 3 to a bundle, weight of three, 11 lbs.

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MAKES PLAY-GLOBES SELL FASTER

MASS DISPLAY
ATTRACTS CUSTOMERS

GIVES MAXIMUM
SELECTION

CUSTOMERS RECOGNIZE
HIGH PLAY VALUE

We cannot over-emphasize the value of having your selection of globes all in one place. Your beautiful Play-Globes attractively placed on this bright, colorful display stand are bound to attract attention, build greater sales volume for you. And it's the most space-saving method. Width of display is only 22", height 30", depth 10".

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Admats, electros, glossies, suggested layouts and copy to help you with your advertising plans

"HOW TO SELL GLOBES"

A 20-page book FREE to you and your sales people Compiled from years of experience in marketing and selling globes.

NATIONAL ADVERTISING

Replogle globes are nationally advertised in publications like LIFE PARENTS' CHILD LIFE, CHILDREN'S ACTIVITIES.

PARENTS COMMENDATION SEAL

Every Replogle globe carries the Parents Seal of Commendation

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A. 8-DAY 7-JEWEL TRAVEL ALARM. An extraordinary value, smartly styled with the new diamond-design background on white dial. Clear, distinctive luminous figures and hands. One key winds both time and alarm. Simulated leather case. Size 3 ⅜"x3 ⅜"x1 ⅜".

2646WF960 (Pigskin) $14.95
2647WF960 (Brown Alligator) 14.95
Same movement as above with silver finish dial, gilt numerals, luminous dots and hands, in genuine leather case.
2648WF1123 (Blue) $17.95
2649WF1123 (Pigskin) 17.95

B. 1-DAY 7-JEWEL TRAVEL ALARM. New attractive diamond-design background on white dial. Gilt finish bezel has matching design. Clear luminous figures and hands, shatter-proof crystal. Size 3 ¼"x2 ⅜"x1 ⅜". Snake finish genuine leather case.

2650WF686 (Red) $10.95
2651WF686 (Tan) 10.95
2652WF686 (Green) 10.95

C. 1-DAY 7-JEWEL AUTOMATIC CALENDAR TRAVEL ALARM CLOCK. An ideal gift for the desk of an executive, collegian, secretary, or home use. Silver finish dial has date indicator which automatically changes every 24 hours, luminous figures and hands. Genuine leather case. Size 3 ⅜"x3 ½"x1 ¼".

2653WF936 (Tan) $14.95
2654WF936 (Blue) 14.95

D. 1-DAY 7-JEWEL TRAVEL ALARM. Smartly styled with new diamond-design background on white dial. Distinct luminous figures and hands. Shatter-proof crystal. Size 3 ⅜"x3 ¼"x1 ⅜". Richly styled snake finish genuine leather case.

2655WF749 (Brown) $11.95
2656WF749 (Blue) 11.95

E. 1-DAY 7-JEWEL "CUTIE" ALARM CLOCK. A fascinating model of unique design. Gilt finish case, when closed, gives the appearance of a charming carry-all. Silver finish dial, gilt figures, luminous hands and dots. Size open 3 ⅛"x1 ⅜"x2 ½".

2657WF1185 $18.95

Federal Excise Tax of 20% Not Included

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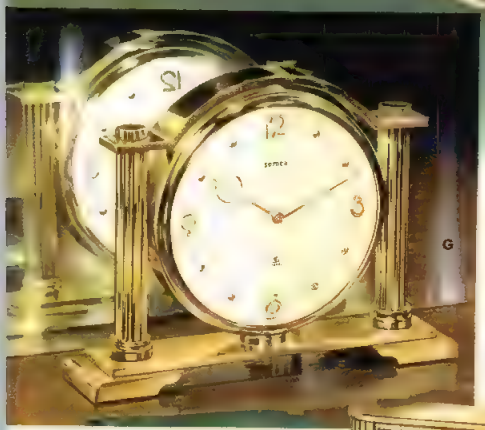
F. 1-DAY 7-JEWEL CONVERTIBLE DESK and TRAVEL CLOCK. The distinguished finish of brown tortoise enamel combined with rich gilt trim makes this a most attractive gift. White finish dial, gilt numerals with luminous dots and hands. Size open 6 9/16"x2 1/2"x1 1/2". Size closed 4 3/16"x2 1/2"x1 1/8".

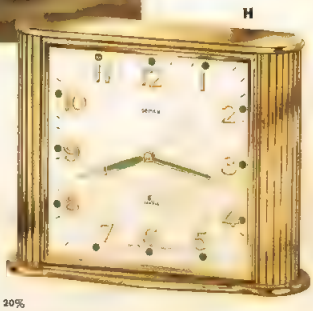
2658WF1061 $16.95

Same as above with full gilt-edged metal case.
2659WF1061 $16.95

Same as above in genuine leather, brown-pig grain finish.
2660WF1185 $18.95



G. 8-DAY 15-JEWEL TWIN DIAL CLOCK. For those who cherish beauty. A practical design created for the executive's desk, or the home where a twin-dial serves a dual purpose. Silver finish dial with raised gilt figures, dots and hands. The unique case, combined with a movement of the finest quality, characterizes the highest achievement of the clockmaker's skill. Height 5 13/16", width 7 3/8", depth 1 3/4".
2661WF4770 $79.50



H. 8-DAY 7-JEWEL DESK and BOUDOIR ALARM. A clock of casual elegance that adds dignity to the office or Milady's boudoir. Silver finish dial, full raised gilt numerals with luminous hands and dots. One key winds both time and alarm. Size 4 1/2"x5 1/2"x1 1/2".
2662WF1710 $28.50

J. 8-DAY 7-JEWEL ALARM. So right for desk or boudoir—and so delightfully different! Decorative overlay of gilt lattice gives it breathtaking beauty. Modern design. Size 3 1/2" high, 3" wide, 1" deep.
2663WF1410 (Maroon) $23.50
2664WF1410 (Ivory) 23.50

Federal Excise Tax of 20% Not Included

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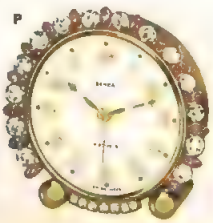
K. 8-DAY 15-JEWEL WALL CLOCK. A modern design of splendor that will lend decor to any room in the home. Lustrous hammered gilt-metal finish case. Silver finish dial with raised gilt round and square markers. Novel pull-wind feature eliminates need for removal of clock from wall when winding. Size 12¼" high, 12⅛" wide, 1⅜" deep. Dial size 5¼" round
2665WF4960 $79.50

L. 8-DAY 15-JEWEL WALL CLOCK. Decorative antique bronze finish, with sculptured Grecian floral motif. Artistically designed silver and gun-metal gray finish dial, raised gilt Roman numerals. Exquisitely wrought gilt hands. Novel pull-wind feature eliminates need for removal of clock from wall when winding. Dimensions: Overall size 12⅝", depth 2", dial size 6⅞" round.
2666WF3300 $55.00

M. 1-DAY 7-JEWEL MUSICAL ALARM. Reminiscent of the majestic Louis Philippe era. Graceful floral designs on crackle-finish enamel panels with attractive gilt handle and trim. Shatter-proof crystal, silver finish dial with raised gilt figures, luminous hands, luminous dots. Size 3¾"x5"x2".
2667WF1248 (Ivory) $19.95



N. 1-DAY 7-JEWEL BOUDOIR ALARM. A French Provincial design that's certain to blend with today's decor for Milady. Silver finish dial, gilt Roman numerals, luminous dots and hands. Size 4¼"x3¼"x1½".
2668WF1123 (Blue) $17.95
2669WF1123 (Maroon) 17.95

P. 1-DAY 7-JEWEL BOUDOIR ALARM. A jeweled fantasy of Marquise stones, alternating with round cut Crystal stones. Silver finish dial, gilt numerals, luminous dots and hands. 2⅞"x3"x1½".
2670WF1248 (Rose) $19.95
2671WF1248 (Aqua) 19.95

Q. 1-DAY 1-JEWEL BOUDOIR ALARM. Delightfully different! New pastel shades of crackle finish with decorative gilt trim. Attractive dial with luminous dots and hands. Size 2¼"x2⅛"x1¼"
2672WF729 (Black) $10.95
2673WF729 (Pink) 10.95

R. 1-DAY 1-JEWEL BOUDOIR ALARM. A petite and graceful creation. Crackle-finish case. Attractive dial with luminous dots and hands. Overall dimensions 2⅜"x2⅜"x1¼".
2674WF729 (Jade Green) $10.95
2675WF729 (Light Blue) 10.95

Federal Excise Tax of 20% Not Included

S. 30-HOUR DESK and TRAVEL ALARM. Packs easily in small space. Silver finish dial with full luminous figures and hands. Simulated leather case. 4⅜"x 3⅝"x1 ⅜".

2676WF576 (Blue)	$8.95
2677WF576 (Brown)	8.95
2678WF576 (Tan)	8.95

T. 30-HOUR DESK and TRAVEL CLOCK. (Non alarm). New compact size simulated leather case. Silver finish dial, full luminous figures and hands. 4⅜"x 3⅝"x1 ⅜". Federal excise tax of 10% not included.

2679WF459 (Maroon)	$6.45
2680WF459 (Tan)	6.45

U. 30-HOUR DESK and TRAVEL ALARM. Smallest American-made traveling clock! Silver finish dial, luminous figures, hands. Simulated leather case. 3 ⅜"x3 ⅜"x1 ⅜"

2681WF576 (Tan-Pig)	$8.95
2682WF576 (Blue)	8.95
2683WF576 (Maroon)	8.95

Fashion Academy Award presented to *Phinney-Walker*

The First Clocks to Achieve This Coveted Distinction

V. 30-HOUR GILT METAL DESK and BOUDOIR ALARM. Simplicity of design makes this the ideal utility clock of many uses. Handsome gilt finish dial, full luminous figures and hands. Size 3"x3 ⅛"x1 ⅞". Gilt case.
2684WF576 $8.95

W. 30-HOUR GILT METAL DESK and BOUDOIR ALARM. The unusual rope-twist effect of the 2 gleaming side columns makes this clock delightfully different. Has beautiful gilt finish case with harmonizing gilt finish dial, full luminous figures and hands. Size 3 ⅛"x5 ⅛"x1 ⅜".
2685WF811 $12.95

X. 30-HOUR "CLIP-CLOCK." A most versatile clock that serves as a desk clock, a clip for holding important papers, and a paper-weight. Available space for personalized initials. Ideal for the desk in home or office. Gilt etched dial, gilt figures and hands. 3"x2 ⅛"x4 ¼" Gilt case.
2686WF517 $7.95

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Jeweled Swiss Clocks

for ***Superiority in Styling . . . for creating a new standard of excellence in Performance and Design . . . SEMCA has been presented with the exclusive Fashion Academy Award. SEMCA Clocks will earn your enthusiastic applause, too, for their beauty is above challenge, their workmanship beyond imitation.***

A. 8-DAY 7-JEWEL TRAVEL ALARM. An extraordinary value, smartly styled with the new diamond design background on white dial. Clear, distinctive luminous figures and hands. One key winds both time and alarm. Simulated leather case in choice of brown-pig, blue, tan, maroon, green, or brown alligator finish. Size 3⅜"x3⅜"x1⅜".
76W960
Retail **$14.95** Plus Tax

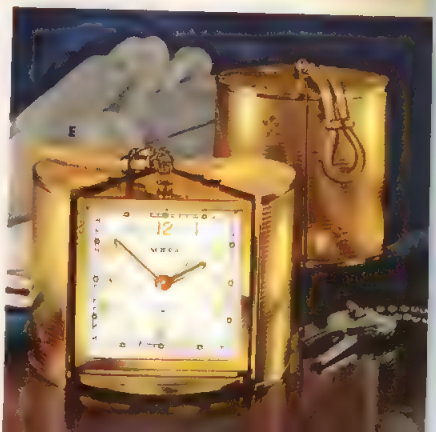
Same movement as above with silver finish dial, gilt numerals, luminous dots and hands, in genuine leather case. Color choice of pig, red, blue, brown, or green.
77W1123
Retail **$17.95** Plus Tax

B. 1-DAY 7-JEWEL TRAVEL ALARM. New attractive diamond-design background on white dial. Gilt finish bezel has matching design. Clear luminous figures and hands, shatter-proof crystal. Size 3¼"x2⅞"x1⅜". Snake finish genuine leather case in tan, red, brown, blue or green.
176W686
Retail **$10.95** Plus Tax

C. 1-DAY 7-JEWEL AUTOMATIC CALENDAR TRAVEL ALARM CLOCK. An ideal gift for the desk of an executive, collegian, secretary, or home use. Silver finish dial has date indicator which automatically changes every 24 hours, luminous figures and hands. Genuine leather case in choice of tan, blue, brown, green, or red. Size 3⅜"x3½"x1¼".
751W936
Retail **$14.95** Plus Tax

D. 1-DAY 7-JEWEL TRAVEL ALARM. Smartly styled with new diamond-design background on white dial. Distinct luminous figures and hands. Shatter-proof crystal. Size 3⅝"x3¼"x1⅜". Richly styled snake finish genuine leather case in tan, red, brown, blue, or green.
179W749
Retail **$11.95** Plus Tax

E. 1-Day 7-JEWEL "CUTIE" ALARM CLOCK. A fascinating model of unique design. Gilt finish case, when closed, gives the appearance of a charming carry all. Silver finish dial, gilt figures, luminous hands and dots. Size open 3⅛"x1⅝"x2½".
737W1185
Retail **$18.95** Plus Tax



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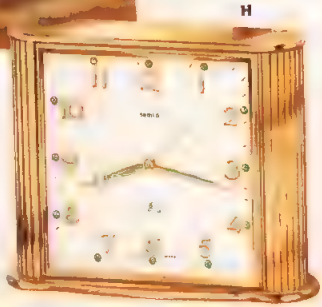
F. 1-DAY 7-JEWEL CONVERTIBLE DESK and TRAVEL CLOCK. The distinguished finish of brown tortoise enamel combined with rich gilt trim makes this a most attractive piece. White finish dial, gilt numerals with luminous dots and hands. Size open 6⅝"x2½"x1⅝". Size closed 4⅜"x2½"x1⅝".
736W1061
Retail **$16.95** Plus Tax

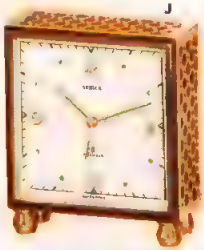
Same as above with full gilt-etched metal case.
736W1181
Retail **$16.95** Plus Tax

Same as above in genuine leather, brown-pig grain finish.
731W1185
Retail **$18.95** Plus Tax

G. 8-DAY 15-JEWEL TWIN DIAL CLOCK. For those who cherish beauty. A practical design created for the executive's desk, or the home where a twin dial serves a dual purpose. Silver finish dial with raised gilt figures, dots and hands. The unique case combined with a movement of the finest quality characterizes the highest achievement of the clockmaker's skill. Height 5¹²⁄₁₆", width 7⅛", depth 1¾.
5877W4770
Retail **$79.50** Plus Tax



H. 8-DAY 7-JEWEL DESK and BOUDOIR ALARM. A clock of casual elegance that adds dignity to the office or Mrs. dy's boudoir. Silver finish dial, fun. raised gilt numerals with luminous hands and dots. One key winds both time and alarm. Size 4½"x5½"x1½".
780W1710
Retail **$28.50** Plus Tax



J. 8-DAY 7-JEWEL ALARM. So right for desk or boudoir and so delightfully different. Decorative overlay of gilt lattice gives a breathtaking beauty. Modern design. Size 3½" high, 3" wide, 1" deep. Color choice of maroon, blue, green, or ivory.
779W1410
Retail **$23.50** Plus Tax

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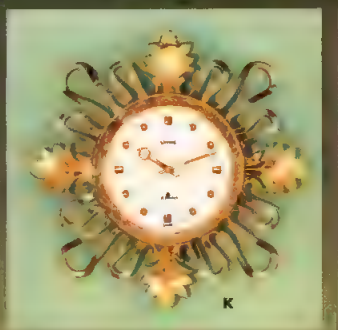

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K. 8-Day 15-Jewel Wall Clock. A modern design of splendor that will lend decor to any room in the home. Lustrous hammered gilt-metal finish case. Silver finish dial with raised gilt round and square markers. Novel pull wind feature eliminates need for removal of clock from wall when winding. Size 12⅛" high, 12⅞ wide, 1⅜" deep. Dial size 5¼" round
5850W4960 Retail **$79.50** Plus Tax

L. 8-DAY 15-JEWEL WALL CLOCK. Decorative antique bronze finish, with sculptured Grecian floral motif. Artistically designed silver and gun-metal gray finish dial, raised gilt Roman numerals. Exquisitely wrought gilt hands. Novel pull-wind feature eliminates need for removal of clock from wall when winding. Dimensions: Overall size 12⅝", depth 2", dial size 6⅛" round
5879W3300 Retail **$55.00** Plus Tax

M. 1-DAY 7-JEWEL MUSICAL ALARM. Reminiscent of the majestic Louis Philippe era. Graceful floral designs on crackle-finish enamel panels with attractive gilt handle and trim. Shatter-proof crystal, silver finish dial with raised gilt figures, luminous hands, luminous dots. Size 3⅜"x5"x2". Choice of Ivory, Jade Green, Pink or Light Blue.
744W1248 Retail **$19.95** Plus Tax

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N. 1-DAY 7-JEWEL BOUDOIR ALARM. A French Provincial design that's certain to blend with today's decor for Milady. Silver finish dial, gilt Roman numerals, luminous dots and hands. Color choice of Blue, Ivory, Green, or Maroon. Size 4¼"x3¼"x1½".
733W1123 Retail **$17.95** Plus Tax

P. 1-DAY 7-JEWEL BOUDOIR ALARM. A jeweled fantasy of Marquise stones in Rose, Aqua, Peridot, Amethyst, Crystal, or Sapphire, alternating with round cut Crystal stones. Silver finish dial, gilt numerals, luminous dots and hands. 2⅝"x3"x1½".
720W1248 Retail **$19.95** Plus Tax

Q. 1-DAY 1-JEWEL BOUDOIR ALARM. Delightfully different! New pastel shades of crackle finish with decorative gilt trim. Color choice of Ivory, Light Blue, Pink, Jade Green, or Black. Attractive dial with luminous dots and hands. Size 2¼"x2¼"x1½".
117W729 Retail **$10.95** Plus Tax

R. 1-DAY 1-JEWEL BOUDOIR ALARM. A petite and graceful creation. Crackle-finish case in boudoir shades of Ivory, Pink, Light Blue, Jade Green, or lustrous Black. Attractive dial with luminous dots and hands. Overall dimensions 2⅜"x2⅜"x1⅛".
116W729 Retail **$10.95** Plus Tax

S. 30-HOUR DESK and TRAVEL ALARM. Packs easily in small space. Silver finish dial with full luminous figures and hands. Simulated leather case in brown-pig, dark blue, maroon, tan, green, or brown alligator 4⅛"x3⅞"x1⅜".
26P576 Retail **$8.95** Plus Tax

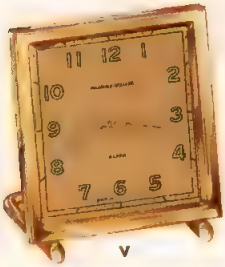
T. 30-HOUR DESK and TRAVEL CLOCK. (Non alarm). New compact size simulated leather case. Silver finish dial, full luminous figures and hands. Color choice of brown-pig, brown alligator, maroon, dark blue, or tan. Size 4⅛"x3⅞"x1⅜"
15P459 Retail **$6.45** Plus Tax

U. 30-HOUR DESK and TRAVEL ALARM. Smallest American-made traveling clock! Silver finish dial, luminous figures, hands. Simulated leather case in brown-pig, dark blue, tan, maroon, green, or brown alligator 3⅜"x3⅜"x1⅜"
27P576 Retail **$8.95** Plus Tax

Fashion Academy Award **presented to** *Phinney-Walker*

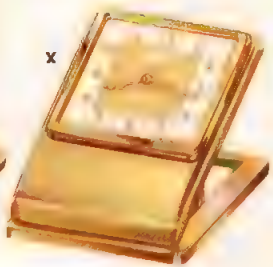
The First Clocks to Achieve This Coveted Distinction

V. 30-HOUR GILT METAL DESK and BOUDOIR ALARM. Simplicity of design makes this the ideal utility clock of many uses. Handsome gilt finish dial, full luminous figures and hands. Size 3"x3⅛"x1¾". Gilt case.
42P576 Retail **$8.95** Plus Tax



W. 30-HOUR GILT METAL DESK and BOUDOIR ALARM. The unusual rope-twist effect of the 2 gleaming side columns makes this clock delightfully different. Has beautiful gilt finish case with harmonizing gilt finish dial, full luminous figures and hands. Size 3¼"x5⅛"x1⅝".
43P811 Retail **$12.95** Plus Tax

X. 30-HOUR "CLIP-CLOCK." A most versatile clock that serves as a desk clock, a clip for holding important papers, and a paper-weight. Available space for personalized initials. Ideal for the desk in home or office. Gilt etched dial, gilt figures and hands. 3"x2¼"x4¼". Gilt case.
39P517 Retail **$7.95** Plus Tax



Fashion Academy Award

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Jeweled Swiss Clocks

for Superiority in Styling . . . for creating a new standard of excellence in Performance and Design . . . SEMCA has been presented with the exclusive Fashion Academy Award. SEMCA Clocks will earn your enthusiastic applause, too, for their beauty is above challenge, their workmanship beyond imitation.

A. 8-DAY 7-JEWEL TRAVEL ALARM. An extraordinary value, smartly styled with the new diamond-design background on white dial. Clear, distinctive luminous figures and hands. One key winds both time and alarm. Simulated leather case in choice of brown-pig, blue, tan, maroon, green, or brown alligator finish. Size 3⅞"x3⅜"x1⅜".
8J-8031(76) Index I-960 Retail **$14.95** Plus Tax

Same movement as above with silver finish dial, gilt numerals, luminous dots and hands, in genuine leather case. Color choice of pig, red, blue, brown, or green.
8J-8002(77) Index I-1122 Retail **$17.95** Plus Tax

B. 1-DAY 7-JEWEL TRAVEL ALARM. New attractive diamond-design background on white dial. Gilt finish bezel has matching design. Clear luminous figures and hands, shatter proof crystal. Size 3¼"x2⅞"x1⅜". Snake finish genuine leather case in tan, red, brown, blue or green.
8J-8029(176) Index I-686 Retail **$10.95** Plus Tax

C. 1-DAY 7-JEWEL AUTOMATIC CALENDAR TRAVEL ALARM CLOCK. An ideal gift for the desk of an executive, collegian, secretary, or home use. Silver finish dial has date indicator which automatically changes every 24 hours, luminous figures and hands. Genuine leather case in choice of tan, blue, brown, green, or red. Size 3⅝"x3½"x1½".
8J-8032(751) Index I-936 Retail **$14.95** Plus Tax

D. 1-DAY 7-JEWEL TRAVEL ALARM. Smartly styled with new diamond-design background on white dial. Distinct luminous figures and hands. Shatter-proof crystal. Size 3⅝"x3¼"x1¾". Richly styled snake finish genuine leather case in tan, red, brown, blue, or green.
8J-8030(179) Index I-749 Retail **$11.95** Plus Tax

E. 1-Day 7-JEWEL "CUTIE" ALARM CLOCK. A fascinating model of unique design. Gilt finish case, when closed, gives the appearance of a charming carry-all. Silver finish dial, gilt figures, luminous hands and dots. Size open 3¾"x1⅛"x2½".
8J-8033(737) Index I-1185 Retail **$18.95** Plus Tax

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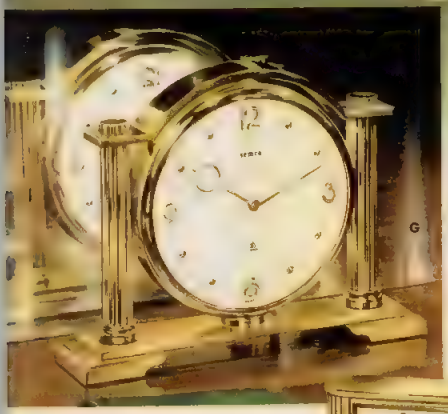
F. 1-DAY 7-JEWEL CONVERTIBLE DESK and TRAVEL CLOCK. The distinguished finish of brown tortoise enamel combined with rich gilt trim makes this a most attractive gift. White finish dial, gilt numerals with luminous dots and hands. Size open 6⅜"x2½"x1⅝" Size closed 4⅜"x 2½"x1⅝"

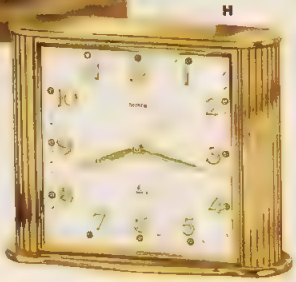
8J-8034(736) Index **I-1061** Retail **$16.95** Plus Tax

Same as above with ful gilt-etched metal case.
8J-8008(730) Index **I-1061** Retail **$16.95** Plus Tax

Same as above in genuine leather, brown-pig grain finish.
8J-8024(731) Index **I-1185** Retail **$18.95** Plus Tax



G. 8-DAY 15-JEWEL TWIN DIAL CLOCK. For those who cherish beauty A practical design created for the executive's desk, or the home where a twin-dial serves a dual purpose. Silver finish dial with raised gilt figures, dots and hands. The unique case, combined with a movement of the finest quality, characterizes the highest achievement of the clockmaker's skill Height 5⅛", width 7½", depth 1¾"
8J-8035(5877) Index **I-4770** Retail **$79.50** Plus Tax



H. 8-DAY 7-JEWEL DESK and BOUDOIR ALARM. A clock of casual elegance that adds dignity to the office or Milady's boudoir. Silver finish dial, full raised gilt numerals with luminous hands and dots. One key winds both time and alarm. Size 4½"x5½"x1½"
8J-8036(780) Index **I-1710** Retail **$28.50** Plus Tax

J. 8-DAY 7-JEWEL ALARM. So right for desk or boudoir—and so delightfully different! Decorative overlay of gilt lattice gives it breathtaking beauty Modern design. Size 3⅛" high, 3" wide, 1" deep. Color choice of maroon, blue, green, or ivory.
8J-8037(779) Index **I-1410**
Retail **$23.50** Plus Tax

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Jeweled Swiss Clocks

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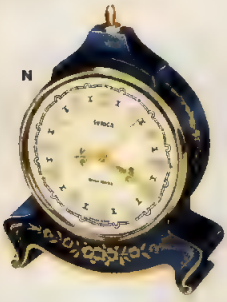
K. 8-Day 15-Jewel Wall Clock. A modern design of splendor that will lend decor to any room in the home. Lustrous hammered gilt-metal finish case. Silver finish dial with raised gilt round and square markers. Novel pull-wind feature eliminates need for removal of clock from wall when winding. Size 12¼" high, 12½" wide, 1⅝" deep. Dia. size 5¼" round.
BJ-8038(5830) Index **I-4960**
Retail **$79.50** Plus Tax

L. 8-DAY 15-JEWEL WALL CLOCK. Decorative antique bronze finish, with sculptured Grecian floral motif. Artistically designed silver and gun-metal gray finish dial, raised gilt Roman numerals. Exquisitely wrought gilt hands. Novel pull-wind feature eliminates need for removal of clock from wall when winding. Dimensions: Overall size 12⅛", depth 2", dial size 6⅛" round.
BJ-8039(5879) Index **I-3300**
Retail **$55.00** Plus Tax

M. 1-DAY 7-JEWEL MUSICAL ALARM. Reminiscent of the majestic Louis Philippe era. Graceful floral designs on crackle-finish enamel panels with attractive gilt handle and trim. Shatter-proof crystal, silver finish dial with raised gilt figures, luminous hands, luminous dots. Size 3⅜"x5"x2". Choice of Ivory, Jade Green, Pink or Light Blue.
BJ-8040(744) Index **I-1248**
Retail **$19.95** Plus Tax



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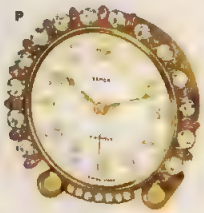

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N. 1-DAY 7-JEWEL BOUDOIR ALARM. A French Provincial design that's certain to blend with today's decor for Milady. Silver finish dial, gilt Roman numerals, luminous dots and hands. Color choice of Blue, Ivory, Green, or Maroon. Size 4¼"x3¼"x1½"
BJ-8041(733) Index **I-1123**
Retail **$17.95** Plus Tax

P. 1-DAY 7-JEWEL BOUDOIR ALARM. A jeweled fantasy of Marquise stones in Rose, Aqua, Peridot, Amethyst, Crystal, or Sapphire, alternating with round cut Crystal stones. Silver finish dial, gilt numerals, luminous dots and hands. 2⅞"x3"x1⅛"
BJ-8027(720) Index **I-1248**
Retail **$19.95** Plus Tax

Q. 1-DAY 1-JEWEL BOUDOIR ALARM. Delightfully different! New pastel shades of crackle finish with decorative gilt trim. Color choice of Ivory, Light Blue, Pink, Jade Green, or Black. Attractive dial with luminous dots and hands. Size 2¼"x2⅛"x1⅛"
BJ-8042(117) Index **I-729**
Retail **$10.95** Plus Tax

R. 1-DAY 1-JEWEL BOUDOIR ALARM. A petite and graceful creation. Crackle-finish case in boudoir shades of Ivory, Pink, Light Blue, Jade Green, or lustrous Black. Attractive dial with luminous dots and hands. Overall dimensions 2⅜"x2⅜"x1⅛"
BJ-8043(116) Index **I-729**
Retail **$10.95** Plus Tax

S. 30-HOUR DESK and TRAVEL ALARM. Packs easily in small space. Silver finish dial with full luminous figures and hands. Simulated leather case in brown-pig, dark blue, maroon, tan, green, or brown alligator. 4⅜"x3⅞"x1⅜". **BJ-8019(PW26)** Index **I-576**
Retail **$8.95** Plus Tax

T. 30-HOUR DESK and TRAVEL CLOCK. (Non alarm). New compact size simulated leather case. Silver finish dial, full luminous figures and hands. Color choice of brown-pig, brown alligator, maroon, dark blue, or tan. Size 4⅛"x3⅝"x1⅜". **BJ-8016(PW15)** Index **I-459**
Retail **$6.45** Plus Tax

U. 30-HOUR DESK and TRAVEL ALARM. Smallest American-made traveling clock! Silver finish dial, luminous figures, hands. Simulated leather case in brown-pig, dark blue, tan, maroon, green, or brown all gator. 3⅜"x3½"x1¾" **BJ-8028(PW27)** Index **I-576**
Retail **$8.95** Plus Tax

Fashion Academy Award presented to *Phinney-Walker*

The First Clocks to Achieve This Coveted Distinction

V. 30-HOUR GILT METAL DESK and BOUDOIR ALARM. Simplicity of design makes this the ideal utility clock of many uses. Handsome gilt finish dial, full luminous figures and hands. Size 3"x3⅛"x1⅞" Gilt case **BJ-8044(PW42)** Index **I-576**
Retail **$8.95** Plus Tax

W. 30-HOUR GILT METAL DESK and BOUDOIR ALARM. The unusual rope-twist effect of the 2 gleaming side columns makes this clock delightfully different. Has beautiful gilt finish case with harmonizing gilt finish dial, full luminous figures and hands. Size 3¼"x3⅝"x1⅜" **BJ-8045(PW43)** Index **I-811**
Retail **$12.95** Plus Tax

X. 30-HOUR "CLIP-CLOCK." A most versatile clock that serves as a desk clock, a clip for holding important papers, and a paper-weight. Available space for personalized initials. Ideal for the desk in home or office. Gilt etched dial, gilt figures and hands. 3"x2½"x4½" Gilt case. **BJ-8022(PW39)** Index **I-517** Retail **$7.95** Plus Tax

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Jeweled Swiss Clocks

for **Superiority in Styling . . . for creating a new standard of excellence in Performance and Design . . .**

Ⓐ **No. 76** Travel Alarm **$19.20**
Sells for $14.95 plus tax
Choice of colors: Pig, Blue, Brown, Green, Tan, Maroon
8-Day 7-Jewel Alarm smartly styled with the new diamond-design background on white dial. Clear, distinctive luminous figures and hands. One key winds both time and alarm. Simulated leather case. Size 3 ⅜" x 3 ⅜" x 1 ⅜".

No. 77 Travel Alarm **$22.46**
Sells for $17.95 plus tax
Choice of colors: Pig, Red, Blue, Brown, Green
Same movement as (A) with silver finish dial, gilt numerals, luminous dots and hands, in genuine leather case.

Ⓑ **No. 176** Travel Alarm **$13.72**
Sells for $10.95 plus tax
Choice of colors: Tan, Red, Brown, Blue, Green
One-Day 7-Jewel Alarm with new attractive diamond-design background on white dial. Gilt finish bezel has matching design. Clear luminous figures and hands, shatter-proof crystal. Size 3½" x 2 ⅜" x 1¾". Richly styled snake finish genuine leather.

Ⓒ **No. 751** Calendar Travel Alarm **$18.72**
Sells for $14.95 plus tax
Choice of colors: Tan, Blue, Brown, Green, Red
One-Day 7 Jewel Alarm that's an ideal gift for the desk of an executive, collegian, secretary or home use. Silver finish dial has date indicator which automatically changes every 24 hours, luminous figures and hands. Genuine leather case. Dimensions 3 ⅜" x 3½" x 1 ¼"

Ⓓ **No. 179** Travel Alarm **$14.98**
Sells for $11.95 plus tax
Choice of colors: Tan, Red, Brown, Blue, Green
One-Day 7-Jewel Alarm smartly styled with new diamond-design background on white dial. Distinct luminous figures and hands. Shatter-proof crystal. Size 3 ⅝" x 3 ¼" x 1¾". Richly styled snake finish genuine leather case

Ⓔ **No. 737** Cutie Alarm Clock **$23.70**
Sells for $18.95 plus tax
One-Day 7-Jewel Alarm that's a fascinating model of unique design. Gilt finish case, when closed, gives the appearance of a charming carry-all. Silver-finish dial, gilt figures, luminous hands, dots. Size open 3¾" x 1 ⅝" x 2½".

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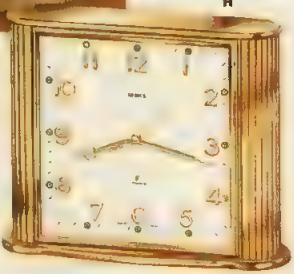
(F) No. 736 Convertible Desk Travel Clock **$21.22**
Sells for $16.95 plus tax
One-Day 7-Jewel Clock with distinguished finish of brown tortoise enamel combined with rich gilt trim. White finish dial, gilt numerals with luminous dots and hands. Size open 6 5/8" x 2 1/2" x 1 1/8". Size closed 4 9/16" x 2 1/2" x 1 1/8".

No. 730 Convertible Desk-Travel Clock **$21.22**
Sells for $16.95 plus tax
Same as (F) with full gilt-etched case.

No. 731 Leather Convertible Desk-Travel Clock **$23.70**
Sells for $18.95 plus tax
Same as (F) in genuine leather, brown-pig grain finish.

(G) No. 5877 8-Day Two-Dial Clock **$95.40**
Sells for $79.50 plus tax
15-Jewel Clock for those who cherish beauty. A practical design created for the executive's desk, or the home where a twin-dial serves a dual purpose. Silver finish dial with raised gilt figures, dots and hands. Heigh 5 13/16", width 7 3/4", depth 1 3/4".



(H) No. 780 8-Day Desk-Boudoir Alarm **$34.20**
Sells for $28.50 plus tax
7-Jewel Alarm of casual elegance that adds dignity to the office or Milady's boudoir. Silver finish dial, full raised gilt numerals with luminous hands and dots. One key winds both time and alarm. 4 1/2" x 5 1/2" x 1 1/2"

(J) No. 779 8-Day Desk-Boudoir Alarm **$28.20**
Sells for $23.50 plus tax
7-Jewel Clock so right for desk or boudoir! Decorative overlay of gilt attice gives it breathtaking beauty. Modern design. Size 3 1/2" high, 3" wide, 1" deep. Color choice of maroon, blue, green, or ivory.

PRICES ON WEST COAST
SLIGHTLY HIGHER

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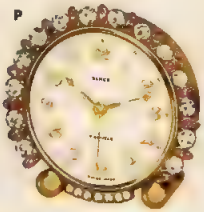
Jeweled Swiss Clocks

(K) No. 5359 Pull Wind Wall Clock ~~$49.50~~
Sells for $79.50 plus tax
Eight-Day 15-Jewel Clock in modern design of splendor that will lend decor to any room in the home. Lustrous hammered gilt-metal finish case. Silver finish dial with raised gilt round and square markers. Novel pull wind feature eliminates need for removal of clock from wall when winding. Size 12 ¼" high, 12 ¼" wide, 1 ⅜" deep. Dial size 5 ⅛" round.

(L) No. 5879 Pull Wind Wall Clock **$66.00**
Sells for $55.00 plus tax
Eight-Day 15-Jewel Clock with antique bronze finish, sculptured Grecian floral motif. Artistically designed silver and gun-metal gray finish dial, raised gilt Roman numerals. Exquisitely wrought gilt hands. Novel pull-wind feature eliminates need for removal of clock from wall when winding. Dimensions: Overall size 12 ⅜", depth 2", dial size 6 ⅜" round.

(M) No. 744 Musical Alarm Clock **$24.96**
Sells for $19.95 plus tax
Color choice: Ivory, Jade Green, Light Blue
One-Day 7-Jewel Clock reminiscent of the majestic Louis Philippe era. Graceful floral designs on crackle-finish enamel panels with attractive gilt handle and trim. Shatter-proof crystal, silver finish dial with raised gilt figures, luminous hands, luminous dots. 3 ⅜" x 5" x 2".



(N) No. 733 Boudoir Alarm **$22.46**
Sells for $17.95 plus tax
Color choice: Blue, Ivory, Green, Maroon
One-Day 7-Jewel Clock. French Provincial design certain to blend with today's decor for Milady. Silver finish dial, gilt Roman numerals, luminous dots and hands. Size 4 ¼" x 3 ¼" x 1 ½".

(P) No. 720 Boudoir Alarm **$24.96**
Sells for $19.95 plus tax
Color choice: Rose, Aqua, Peridot, Crystal, Sapphire
One-Day 7-Jewel. A jeweled fantasy of Marquise stones alternating with round cut crystal stones. Silver finish dial, gilt numerals, luminous dots and hands. Size 2 ⅞" x 3" x 1 ½"

(Q) No. 117 Boudoir Alarm **$14.58**
Sells for $10.95 plus tax
Color choice: Ivory, Light Blue, Jade Pink, Black
One-Day 7-Jewel. New pastel shades of crackle finish with decorative gilt trim. Attractive dial with luminous dots and hands. 2 ¾" x 2 ¼" x 1 ¼".

(R) No. 116 Boudoir Alarm **$14.58**
Sells for $10.95 plus tax
Color choice: Ivory, Pink, Light Blue, Jade, Black
One-Day 7-Jewel Crackle finish case in boudoir shades. Attractive dial with luminous dots and hands. Overall dimensions 2 ⅜" x 2 ⅜" x 1 ¼".

PRICES ON WEST COAST SLIGHTLY HIGHER

Ⓢ **No. PW26** Travel Alarm **$11.52**
Sells for $8.95 plus tax
Color choice: Maroon, Blue, Tan, Green
30-Hour Alarm. Silver finish dial has full luminous figures and hands. Simulated leather case. 4⅜" x 3⅝" x 1 ⅜".

Ⓣ **No. PW15** Travel Non-Alarm **$9.18**
Sells for $6.45 plus tax
Color choice: Brown-pig, Blue, Maroon, Tan
30-Hour Clock with simulated leather case. Silver finish dial, full luminous figures and hands. Size 4⅜" x 3⅝" x 1 ⅜".

Ⓤ **No. PW27** Travel Alarm **$11.52**
Sells for $8.95 plus tax
Color choice: Brown-pig, Alligator, Blue, Tan, Maroon
30-Hour Clock— smallest American-made traveling clock! Silver finish dial, luminous figures, hands. Simulated leather case 3 ⅜" x 3-⅜" x 1 ⅜".

Fashion Academy Award **presented to**

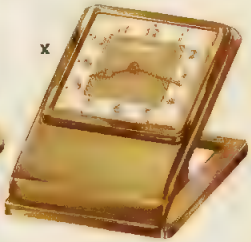
Phinney-Walker

The First Clocks to Achieve This Coveted Distinction

Ⓥ **No. PW42** Boudoir Alarm **$11.52**
Sells for $8.95 plus tax
30-Hour Movement. Handsome gilt finish dial, full luminous figures and hands. Size 3" x 3 ⅛" x 1 ⅛". Gilt Case

Ⓦ **No. PW43** Boudoir Alarm **$16.22**
Sells for $12.95 plus tax
30-Hour Movement. Unusual rope-twist effect of the 2 gleaming side columns makes the clock delightfully different. Has beautiful gilt finish case with harmonizing gilt finish dial. Full luminous figures and hands. Size 3 ¼" x 5 ⅛" x 1 ⅜"

Ⓧ **No. PW39** Desk Clock **$10.34**
Sells for $7.95 plus tax
30-Hour Clip-Clock." Serves as desk clock, a clip for holding important papers, and a paper weight. Available space for personalized initials. Gilt etched dial, gilt figures and hands. 3" x 2 ⅛" x 4 ¼". Gilt Case



PRICES ON WEST COAST SLIGHTLY HIGHER

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Sessions is years ahead in electric time!

Slower, quieter motor . . . Fewer moving parts than other Leading electric clocks!

A. CELESTIAL. Beautiful time captured in 9" plastic halo transparent as air! Desk or wall clock with chrome stand removable for hanging. Jet black dial, white numerals, yellow minute markers, chrome rim.
5500 2AU 573 Retail
5500 2AUK545—6 or more **$8.95**

B. BANJO. Colonial style wall clock with traditional gold eagle and brass side brackets on handsome wood case, 22" high, 6¾" wide. 5" metal dial with raised numerals.
5542AU 1277 Retail
5542AUK1197—6 or more **$19.95**

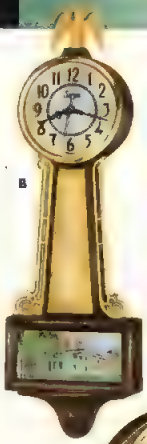
C. GOTHIC. Early American style with decorated glass paneled hinged door. Mahogany-finish wood case 12" high, 7" wide.
5505 6AU 1597 Retail
5505 6AUK1497—6 or more **$24.95**

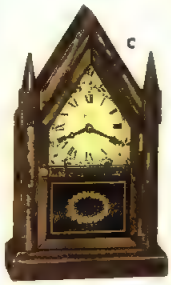
D. CAMBRIDGE. Graceful tambour clock for the mantel. 19" long, 6½" high. Mahogany finish wood case. Has 5" metal dial with raised numerals.
5547AU 829 Retail
5547AUK777—6 or more **$12.95**

E. PILOT WHEEL. A touch of authentic nautical styling in mahogany finish. Looks like a real pilot wheel. 7½" high, 6¾" wide. 4" metal dial with compass motif.
5505 5AU 764 Retail
5505 5AUK717—6 or more **$11.95**

F. PILGRIM. Small, smart and graceful tambour clock for table, desk or mantel. Has sightly tilted mahogany finish wood case. 4½" x 8½", 4" metal dial.
5500 7AU 509 Retail
5500 7AUK484—6 or more **$7.95**

Stand of Celestial Above Removable for Wall Hanging





Westminster Chimes

Plays Westminster melody chime each quarter-hour. Complete melody on the hour is followed by 4-chord striking of the hour.

G. CHIME. Rich matched grained cabinet mahogany case with ebony finished end panels. 11½" x 6" x 4"
5539AU2577 Retail **$42.95**

H. CHIME. Lovely tambour style mahogany case with burl walnut overlay. 19" long, 5¾" high, 4" deep. 4½" dial.
5538AU2397 Retail **$39.95**

Sessions
Electric Clocks
YEARS AHEAD IN ELECTRIC TIME

J. GARLAND ALARM. Luminous boudoir alarm with distinctive "see-deep" crystal and gold garlands superimposed on quilted background. In lovely boudoir pastel colors—ivory-yellow, shown above—or pink, blue or green—that frame the gold colored metal dial. Tru-Bel alarm wakes her with a smile. 4⅝" x 6¼".

55047AU 573
55047AUK545—6 or more

Retail **$8.95**

You're so lucky to have a Sessions

. . . for these eight reasons . . .

1. New 1960 movement—finest craftsmanship in electric time
2. Lubricone—exclusive lubrication for longer life
3. Hush-h-h! Not a sound—that's Sessions!
4. "Cordklamp"—hides excess cord neatly and invisibly
5. Breakage-proof crystals—one wipe and they're clean
6. Fully guaranteed under a new service plan
7. Handsome gift packaging—great gifts the year 'round
8. New decorator colors, new styling by Mac Tornquist

K. BELMAR ALARM. New, exquisite y styled connaisseur's clock. Belmar shape accentuated by slightly tilted front and tapering sides. Slim brass feet emphasize its clean lines. Has blonde mahogany fin shed wood case, light wood-grain dial. Famous Tru-Bel alarm. Dimensions: 4⅝" high and 5¼" wide.

55043AU 573
55043AUK545—6 or more

Retail **$8.95**

L. Same as above, but with dark mahogany-finish case and dark wood-grain dial, luminous numerals and hands, gold colored markings.

55044AU 605
55044AUK576—6 or more

Retail **$9.45**

M. KITTY-BELLE ALARM. Petite ivory colored plastic case. Tru-Bel alarm. 3¾" high, 4" wide.

5525AU 314
552SAUK298—6 or more

Retail **$4.75**

Same as above, luminous dial and hands.

55046AU 374
55046AUK358—6 or more

Retail **$5.75**

N. SWEETHEART ALARM. New, dynamic—modern tilted searchlight styling. Smart coffee-brown color dial. Tru-Bel alarm. 3¾" diam.

55053AU 331
55053AUK314—6 or more

Retail **$4.95**

Same as above, luminous numerals and hands.

55054AU 387
55054AUK365—6 or more

Retail **$5.95**

Prices Subject to Federal Excise Tax if Not for Resale

Sessions
Electric Clocks
YEARS AHEAD IN ELECTRIC TIME

Q. CLASSIC ALARM. Smart mahogany wood case with gleaming brass trim. Tru-Bel alarm. 4½" high, 6" wide.

	Retail
5500SAU 637	
5500SAUK595—6 or more	**$9.95**

R. BELLAIRE ALARM. Swept-back plastic case with open face dial. 4" high, 4½" wide.

	Retail
5500ZAU 331	
5500ZAUK314—6 or more	**$4.95**

Same as above, luminous dial and hands

	Retail
5500ZAU 387	
5500ZAUK365—6 or more	**$5.95**

S. PUSSYFOOTER. Ivory plastic case, jet black dial Tru-Bel alarm. 3¾" high, 4½" wide.

	Retail
5523AU 331	
5523AUK314—6 or more	**$4.95**

Same as above with luminous dial and hands.

	Retail
5524AU 387	
5524AUK365—6 or more	**$5.95**

Switch clock for plugging in rad os and small appliances for automatic turn-on Case, dial as S.

	Retail
5537AU 509	
5537AUK484—6 or more	**$7.95**

T. ENCORE. New, mahogany-finish wood case, brass bezel, brown center field on gold dia . Tru-Bel alarm.

	Retail
5505ZAU 445	
5505ZAUK428—6 or more	**$6.95**

P

P. CONSOLE ALARM. Simple functional lines for office or home Dark mahogany-finish wood case Tru-Bel alarm, dark metal dia Luminous numerals, hands 4½" x 6¼

	Retail
5504SAU 637	
5504SAUK595—6 or more	**$9.95**

Q

T

S

R

Switch Clock listed under 5" has same case with plug-in on case back.

U

V

W

X

Clocks for Business . . . for Advertising

U. Large and legible. 16" round plastic case with easy-to-read 14 dial Simple, good-looking design.

	Retail
5586AU 957	
5586AUK697—6 or more	**$14.95**

V. Rich, gleaming. 13½" chrome metal case. Has 12¾" easy-to-see black dial

	Retail
5504ZAU 829	
5504ZAUK777—6 or more	**$12.95**

W. Same good-looking style as V, but with white dial. Case in your choice of blue-grey or white

	Retail
5505BAU 637	
5505BAUK595—6 or more	**$9.95**

X. CHAIRMAN. Sessions newest one-piece, gleaming brown plastic case. 12½" rounded square style.

	Retail
5505ZAU 764	
5505ZAUK717—6 or more	**$11.95**

Prices Subject to Federal Excise Tax if Not for Resale

Y

Y. WINDMILL. Modern version of the famous Sessions Dutch clock. Revolving windmill blades in "day-glo" red color serve as sweep second hand. 8¼" tapered square white case, red or delft-blue dial. Specify color

	Retail
55039AU 387	
55039AUK365—6 or more	**$5.95**

Sessions Electric Clocks

YEARS AHEAD IN ELECTRIC TIME

Z

Z. "PIERRE" FRENCH CHEF. Holds spun metal dial clock proudly for all to see. 10½" x 7¼" x 5" metal dial. White case only

	Retail
5528AU 387	
5528AUK365—6 or more	**$5.95**

BB

BB. TEAPOT. America's most popular novelty kitchen clock! 8½" wide, 7" high, 4" metal dial. Plastic case in red, yellow, green, or white. Specify color

	Retail
55024AU 331	
55024AUK314—6 or more	**$4.95**

CC. ELEGANCE. Sleek chrome case, 7½" in diameter, with colorful round 5½" metal dial in white, red, or yellow numeral band. Specify color choice

	Retail
55029AU 443	
55029AUK426—6 or more	**$6.95**

CC

DD. BEAUTY. A tailored clock to add sparkle to any kitchen. 7¼" square white case. Contrasting 5½" metal dial in choice of white, red, blue, or yellow numeral band. Specify color choice

	Retail
55019AU 331	
55019AUK314—6 or more	**$4.95**

AA

AA. PREFERENCE. Eye-catching tapered lines. 7½" diameter colored plastic case with round 5½" metal dial. Case colors in white, red, yellow, or green. Specify color choice

	Retail
55014AU 331	
55014AUK314—6 or more	**$4.95**

DD

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The Sessions Clock Tower may be seen in the best stores all over America. A self-selling permanent display—comes with balanced assortment of 16 proven sellers—four of them FREE Teapot clocks.

CSC53-54 LOT A

EE. SAUCER. Thin, wall-hugging case in gleaming white plastic. Choice of Coral Red, Deep Teal, Maize Yellow or white dials. Day-glo red sweep second hand

	Retail
55034AU 265	
55034AUK257—6 or more	**$3.95**

Sessions is years ahead in electric time!

Slower, quieter motor . . . Fewer moving parts than other Leading electric clocks!

Stand of Celestia. Above Removable for Wall Hanging

Ⓐ **No. 1-TM-52** Celestial **$11.46**
Sells for $8.95 plus tax
Beautiful time captured in 9" plastic halo transparent as air! Desk or wall clock with chrome stand removable for hanging. Jet black dial, white numerals, yellow minute markers, chrome rim.

Ⓑ **No. 463-W** Banjo **$25.54**
Sells for $19.95 plus tax
Colonial style wall clock with traditional gold eagle and brass side brackets on handsome wood case. 22" high, 6¾" wide. 5" metal dial with raised numerals.

Ⓒ **No. 464-W** Gothic **$31.94**
Sells for $24.95 plus tax
Early American style with decorated glass paneled hinged door. Mahogany-finish wood case. 12" high, 7" wide.

Ⓓ **No. 467-W** Cambridge **$16.58**
Sells for $12.95 plus tax
Graceful tambour clock for the mantel—19" long, 6½" high. Mahogany-finish wood case. Has 5" metal dial with raised numerals.

Ⓔ **No. 456-W** Pilot Wheel **$15.28**
Sells for $11.95 plus tax
A touch of authentic nautical styling in mahogany finish. Looks like a real pilot wheel. 7½" high, 6¾" wide. 4" metal dial with compass motif.

Ⓕ **No. 470WR** Pilgrim **$10.18**
Sells for $7.95 plus tax
Small, smart and graceful tambour clock for table, desk or mantel. Has slightly tilted mahogany-finish wood case. 4½" x 8¼". 4" metal dial.

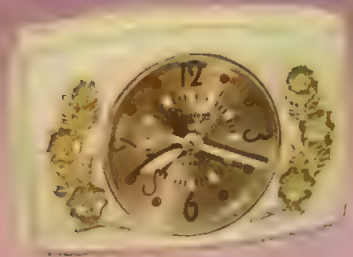
Westminster Chimes

Plays Westminster melody chime each quarter hour. Complete melody on the hour is followed by 4-chord striking of the hour.

Ⓖ **No. 493WC** Chime **$31.54**
Sells for $42.95 plus tax
Rich matched grained cabinet mahogany case with ebony finished end panels. 11⅛" x 6" x 4"

Ⓗ **No. 492WC** Chime **$47.94**
Sells for $39.95 plus tax
Lovely tambour style mahogany case with burl walnut overlay. 19" long, 5¾" high, 4" deep. 4½" dial.

Sessions
Electric Clocks
YEARS AHEAD IN ELECTRIC TIME



(J) **No. 1-H-53-AL** Garland Alarm **$11.46**
Sells for $8.95 plus tax
Choice of colors: **Ivory-Yellow, Pink, Blue or Green**
Luminous boudoir alarm with distinctive "see-deep" crystal and gold garlands superimposed on quilted background. In lovely boudoir pastel colors that frame the gold colored metal dial. Tru-Bel alarm wakes her with a smile. 4 ⅝" x 6 ¼".

You're so lucky to have a Sessions

. . . for these eight reasons . . .

1. New 1960 movement—finest craftsmanship in electric time
2. Lubricone—exclusive lubrication for longer life
3. Hush-h-h! Not a sound—that's Sessions!
4. "Cordklamp"—hides excess cord neatly and invisibly
5. Breakage-proof crystals—one wipe and they're clean
6. Fully guaranteed under a new service plan
7. Handsome gift packaging—great gifts the year 'round
8. New decorator colors, new styling by Mac Tornquist

(K) **No. 3-H54A** Belmar Alarm, Plain **$11.46**
Sells for $8.95 plus tax
New, exquisitely styled connoisseur's clock. Belmar shape accentuated by slightly tilted front and tapering sides. Slim brass feet emphasize its clean lines. Has blonde mahogany finished wood case, light wood-grain dial. Famous Tru-Bel alarm. Dimensions: 4 ⅝" high and 5 ¼" wide.
(L) **No. 3-H54AL** Belmar Alarm, Lum. **$12.10**
Sells for $9.45 plus tax
Same as above, but with dark mahogany-finish case and dark wood-grain dial, luminous numerals and hands, gold colored markings.

(M) **No. 496-A** Kitty-Belle Alarm, Plain **$6.28**
Sells for $4.75 plus tax
Petite ivory colored plastic case. Tru-Bel alarm. 3 ⅜" high, 4" wide.
No. 496-AL Kitty Belle Alarm, Lum **$7.48**
Sells for $5.75 plus tax
Same as above, luminous dial and hands.
(N) **No. 1-H-55A** Sweetheart Alarm, Plain **$6.62**
Sells for $4.95 plus tax
New, dynamic—modern tilted searchlight styling. Smart coffee-brown color dial. Tru-Bel alarm. 3 ⅜" diam.
No. 1-H-55AL Sweetheart Alarm, Lum. **$7.74**
Sells for $5.95 plus tax
Same as above, luminous numerals and hands.

Sessions
Electric Clocks
YEARS AHEAD IN ELECTRIC TIME

(O) No. 3-H-52A Classic Alarm **$12.74**
Sells for $9.95 plus tax
Smart mahogany wood case with gleaming brass trim. Tru-Bel alarm. 4½" high, 6" wide.

(P) No. 1-H-51A Bel aire Alarm, Plain **$6.62**
Sells for $4.95 plus tax
Swept-back plastic case with open face dial. 4" high, 4½" wide.

No. 1-H-51AL Bellaire Alarm, Lum **$7.74**
Sells for $5.95 plus tax
Same as above, luminous dial and hands

(S) No. 486-A Pussyfooter, Plain **$6.62**
Se ls for $4.95 plus tax
Ivory plastic case, jet black dial. Tru-Bel alarm. 3¾" high, 4½" wide.

No. 486-AL Pussyfooter, Lum. **$7.74**
Sells for $5.95 plus tax
Same as above with luminous dial and hands.

No. 486-S Pussyfooter Switch Clock **$10.18**
Switch clock for plugging in radios and small appl ances for automatic turn-on Case, d a as S.

(T) No. 3-H-56A Encore **$8.90**
Sells for $6.95 plus tax
New, mahogany-finish wood case, brass bezel, brown center field on gold dial. Tru-Bel alarm.

P

Q

(R) No. 479-AL Console Alarm **$12.74**
Sells for $9.95 plus tax
Simple functional lines for office or home. Dark mahogany-finish wood case. Tru-Bel alarm, dark metal dial. Luminous numerals, hands. 4½" x 6¾".

R

S

T

Switch Clock listed under S has same case with plug-in on case back.

U

V

W

X

Clocks for Business . . . for Advertising

(U) No. 438-W Wall Clock **$19.14**
Sells for $14.95 plus tax
Large and legible. 16" round black plastic case with easy-to-read 14" dial. Simple, good-looking design.

(V) No. 488-W Chrome Wall Clock **$16.58**
Sells for $12.95 plus tax
Rich, gleaming. 13½" chrome metal case. Has 12¾" easy-to-see black dial.

(W) No. 489-W Wall Clock **$12.74**
Sells for $9.95 plus tax
Same good-looking style as V, but with white dial. Case in color choice of **blue-gray or white.**

(X) No. 1-T-21-C Wall Clock **$15.28**
Sells for $11.95 plus tax
Sessions newest one-piece, gleaming brown plastic case. 12½" rounded square style.

Y

Ⓨ **No. 1-TK-56** Windmill **$7.74**
Sells for $5.95 plus tax
Choice of colors: **Red Dial or Delft Blue Dial**
Modern version of the famous Sessions Dutch clock. Revolving windmill blades in "day-glo" red color serve as sweep second hand. 8 ¼" tapered square white case. Specify color.

Z

Ⓩ **No. 487-W** "Pierre" **$7.74**
Sells for $5.95 plus tax
Holds spun metal dial clock proudly for all to see. 10½" x 7 ¼". 5" metal dial **White case** only.

BB

ⒷⒷ **No. 339-W** Teapot **$6.62**
Sells for $4.95 plus tax
Choice of colors: **Red, Yellow, Green or White**
America's most popular novelty kitchen clock! 8½" wide, 7" high 4" metal dial. Plastic case. Specify color.

ⒸⒸ **No. 1-TK-54R** Elegance **$8.90**
Sells for $6.95 plus tax
Choice of colors: **White, Red or Yellow** numeral band
Sleek chrome case, 7½" in diameter, with colorful round 5½" metal dial. Specify color choice.

ⒸⒸ **No. 1-TK-51** Beauty **$6.62**
Sells for $4.95 plus tax
Choice of colors: **White, Red, Blue or Yellow** numeral band
A tailored clock to add sparkle to any kitchen. 7 ¼" square white case. Contrasting 5½" metal dial. Specify color choice.

CC

AA

ⒶⒶ **No. 1-TK-53** Preference **$6.62**
Sells for $4.95 plus tax
Choice of colors: **White, Red, Yellow or Green**
Eye-catching tapered lines. 7½" diameter colored plastic case with round 5½" metal dial. Specify color choice.

DD

Sessions
Electric Clocks
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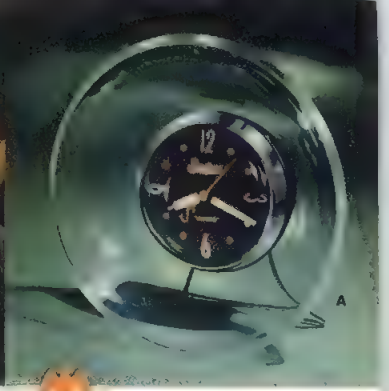
ADVERTISED IN Look

The Sessions Clock Tower may be seen in the best stores all over America. A self-selling permanent display—comes with balanced assortment of 16 proven sellers —four of them FREE Teapot clocks.

ⒸⒺ **No. 1-TK-55** Saucer **$5.30**
Sells for $3.95 plus tax
Choice of colors: **Coral Red, Deep Teal, Maize Yellow or White**
Thin, wall-hugging case in gleaming white plastic. "Day-glo" red sweep second hand.



Sessions is years ahead in electric time!

Slower, quieter motor . . . Fewer moving parts than other Leading electric clocks!

(A) CELESTIAL
6898EF373 **$8.95**
Beautiful time captured in 9" plastic halo transparent as air! Desk or wall clock with chrome stand removable for hanging. Jet black dial, white numerals, yellow minute markers, chrome rim. Shpg. wt. 2½ lbs

(B) BANJO
6899EF1277 **$19.95**
Colonial style wall clock with traditional gold eagle and brass side brackets on handsome wood case. 22" high, 6¾" wide. 5" metal dial with raised numerals. Shpg wt 4 lbs.

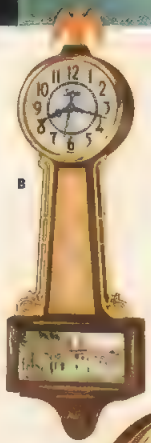
(C) GOTHIC
6900EF1597 **$24.95**
Early American style with decorated glass paneled hinge door. Mahogany-finish wood case. 12" high, 7" wide. Shpg. wt 4 lbs.

(D) CAMBRIDGE
6901EF829 **$12.95**
Graceful tambour clock for the mantel. 19" long, 6½" high. Mahogany-finish wood case. Has 5" metal dial with raised numerals. Shpg wt. 6 lbs

(E) PILOT WHEEL
6902EF764 **$11.95**
A touch of authentic nautical styling in mahogany finish. Looks like a real pilot wheel. 7½" high, 6¾" wide. 4" metal dial with compass motif. Shpg wt. 2½ lbs.

(F) PILGRIM
6903EF509 **$7.95**
Small, smart and graceful tambour clock for table, desk or mantel. Has slightly tilted mahogany-finish wood case. 4½" x 8¼". 4" metal dial Shpg. wt. 2 lbs.

Stand of Celestial Above Removable for Wall Hanging

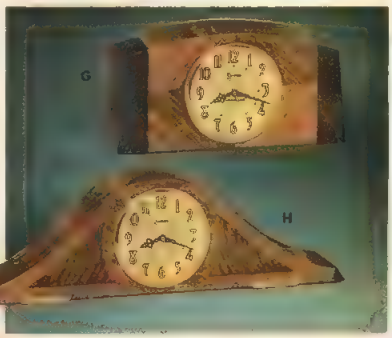


Westminster Chimes

Plays Westminster melody chime each quarter-hour. Complete melody on the hour is followed by 4-chord striking of the hour.

(G) CHIME
6904EF2577 **$42.95**
Rich matched grained cabinet mahogany case with ebony finished end panels. 11½" x 6" x 4". Shpg wt 7 lbs.

(H) CHIME
6905EF2397 **$39.95**
Lovely tambour style mahogany case with burl walnut overlay. 19" long, 5¾" high, 4" deep. 4½" dial. Shpg. wt. 7 lbs.



Sessions
Electric Clocks
YEARS AHEAD IN ELECTRIC TIME

Federal Excise Tax of 20% Not Included.

(J) GARLAND ALARM
6906EF573 Ivory-yellow front **$8.95**
6907EF573 Pink front **8.95**
Luminous boudoir alarm with distinctive 'see-deep" crystal and gold garland superimposed on quilted background. Either lovely boudoir pastel color frames gold colored metal dial. Tru-Bel alarm wakes her with a smile. 4 ⅝" x 6 ¼". Shpg. wt. 2 lbs.

You're so lucky to have a Sessions

. . . for these eight reasons . . .

1. New 1960 movement—finest craftsmanship in electric time
2. Lubricone—exclusive lubrication for longer life
3. Hush-h-h! Not a sound—that's Sessions!
4. "Cordklamp"—hides excess cord neatly and invisibly
5. Breakage-proof crystals—one wipe and they're clean
6. Fully guaranteed under a new service plan
7. Handsome gift packaging—great gifts the year 'round
8. New decorator colors, new styling by Mac Tornquist

(K) BELMAR ALARM
6908EF573 **$8.95**
New, exquisitely styled connoisseur's clock. Belmar shape accentuated by slightly tilted front and tapering sides. Slim brass feet emphasize its clean lines. Has blonde mahogany finish wood case, light wood-grain dial. Famous Tru-Bel alarm. 4 ⅝" high, 5 ¼" wide. Shpg. wt. 2 lbs.

(L) BELMAR ALARM
6909EF605 **$9.45**
Same as (K) but with dark mahogany-finish case and dark wood-grain dial, luminous numerals and hands, gold colored markings. Shpg wt. 2 lbs.

(M) KITTY-BELLE ALARM
6910EF314 **$4.75**
Petite ivory colored plastic case. Tru-Bel alarm. 3 ¾" high, 4" wide. Shpg wt. 1½ lbs.

6911EF374 **$5.75**
Same as (M), luminous dial and hands.

(N) SWEETHEART ALARM
6912EF331 **$4.95**
New, dynamic—modern tilted searchlight styling. Smart coffee-brown color dial. Tru-Bel alarm. 3 ⅝" diameter. Shpg. wt. 1 lb.

6913EF387 **$5.95**
Same as (N), luminous numerals, hands.

Sessions
Electric Clocks
YEARS AHEAD IN ELECTRIC TIME

Alarm clocks selling for less than $5.00, 10% Federal Excise Tax Not Included; clocks selling for over $5.00, 20% Not Included.

(Q) CLASSIC ALARM
6915EF637 **$9.95**
Smart mahogany wood case with gleaming brass trim. Tru-Bel alarm. 4½" high, 6" wide. Shpg. wt 3 lbs

(R) BELLAIRE ALARM
6916EF331 **$4.95**
Swept-back plastic case with open face dial. 4" x 4½". Shpg. wt. 2 lbs

6917EF387 **$5.95**
Same as (R), luminous dial and hands

(S) PUSSYFOOTER
6918EF331 **$4.95**
Ivory plastic case, jet black dial. Tru-Bel alarm 3¾" x 4½". Shpg. wt. 2 lbs

6919EF387 **$5.95**
Same as (S), luminous dial and hands.

6920RF509 **$7.95**
Switch clock for plugging in radios and small appliances to automatic turn-on. Case and dial same as (S). Shpg. wt. 2 lbs.

(T) ENCORE
6921EF443 **$6.95**
New, mahogany-finish wood case, brass bezel, brown center field on gold dial. Tru-Bel alarm. Shpg. wt. 2 lbs.

P

(P) CONSOLE ALARM
6914EF637 **$9.95**
Simple functional lines for office or home. Dark mahogany-finish wood case. Tru-Bel alarm, dark metal dial. Luminous numerals and hands. 4½" x 6¾" Shpg. wt. 2½ lbs.

Q

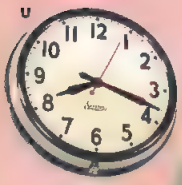
T

S

R

Switch Clock listed under "S" has same case with plug-in on case back.

School, Office and Store Clocks



U

V

W

X

(U) WALL CLOCK
6922EF957 **$14.95**
Large and legible, 16" round plastic case with easy-to-read 14" dial. Simple, good-looking design. Shpg. wt. 6 lbs.

(V) WALL CLOCK
6923EF829 **$12.95**
Rich, gleaming, 13½" chrome metal case. Has 12¾" easy-to-see black dial. Shpg. wt 5 lbs.

(W) WALL CLOCK
6924EF637 **$9.95**
Same good-looking style as (V), but with white dial. Case in color choice of blue-grey or white. Shpg. wt. 5 lbs.

(X) CHAIRMAN WALL CLOCK
6925EF764 **$11.95**
Sessions newest one-piece, gleaming brown plastic case. 12½" rounded square style. Shpg. wt 6 lbs.

Alarm clocks selling for less than $5.00, 10% Federal Excise Tax Not Included; clocks selling for over $5.00, 20% Not Included.

Y

(Y) WINDMILL
6926EF387 Red dial scene **$5.95**
6927EF387 Delft blue dial scene **5.95**
Modern version of the famous Sessions Dutch clock. Revolving windmill blades in "day-glo" red color serve as sweep second hand. 8¼" tapered square white case. Shpg. wt. 2 lbs.

Z

(Z) "PIERRE" FRENCH CHEF
6928EF387 White case **$5.95**
Holds spun metal dial clock proudly for all to see. 10½" x 7¼". 5" metal dial. Shpg. wt. 2½ lbs.

BB

CC

AA

(AA) PREFERENCE
6929EF331 Yellow case **$4.95**
Eye-catching tapered lines. 7½" diameter colored plastic case with round 5½" metal dial. Shpg. wt. 2 lbs.

DD

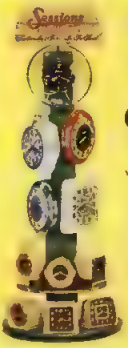
Hanging Kitchen Wall Clocks by Sessions Electric Clocks

YEARS AHEAD IN ELECTRIC TIME

(BB) TEAPOT
6930EF331 Red case **$4.95**
6931EF331 White case **4.95**
America's most popular novelty kitchen clock! 8½" wide, 7" high. 4" metal dial. Plastic case. Shpg. wt. 2 lbs.

(CC) ELEGANCE
6932EF445 **$6.95**
Sleek chrome case, 7½" in diameter, with colorful round, 5½" metal dial in white numeral band. Shpg. wt. 3 lbs.

(DD) BEAUTY
6933EF331 **$4.95**
A tailored clock to add sparkle to any kitchen. 7¼" square white case. Contrasting 5½" metal dial with red numeral band. Shpg. wt. 2 lbs.



ADVERTISED IN Look

Sessions Electric Clocks

YEARS AHEAD IN ELECTRIC TIME

The Sessions Clock Tower may be seen in the best stores all over America

C5C53-54 LOT B

Federal Excise Tax of 20% Not Included

Sessions is years ahead in electric time!

Slower, quieter motor . . . Fewer moving parts than other Leading electric clocks!

A. CELESTIAL. Beautiful time captured in 9" plastic halo transparent as air! Desk or wall clock with chrome stand removable for hanging. Jet black dial, white numerals, yellow minute markers, chrome rim
7E1984 Index **1-573;6-545** List **895**

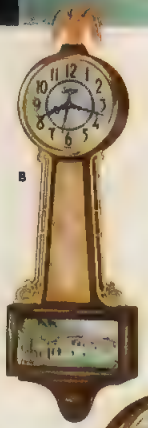
B. BANJO. Colonial style wall clock with traditional gold eagle and brass side brackets on handsome wood case. 22" high, 6¾" wide, 5" metal dial with raised numerals.
7E1961 Index **1-1277;6-1197** List **1995**

C. GOTHIC. Early American style with decorated glass paneled hinged door. Mahogany-finish wood case. 12" high, 7" wide
7E1962 Index **1-1597;6-1497** List **2495**

D. CAMBRIDGE. Graceful tambour clock for the mantel—19" long, 6½" high. Mahogany finish wood case. Has 5" metal dial with raised numerals.
7E1960 Index **1-829;6-777** List **1295**

E. PILOT WHEEL. A touch of authentic nautical styling in mahogany finish. Looks like a real pilot wheel. 7½" high, 6¾" wide 4" metal dial with compass motif
7E1955 Index **1-764;6-717** List **1195**

F. PILGRIM. Small smart and graceful tambour clock for table, desk or mantel. Has slightly tilted mahogany-finish wood case 4½" x 8¼" 4" metal dial
7E1959 Index **1-509;6-484** List **795**



Stand of Celestial Above Removable for Wall Hanging

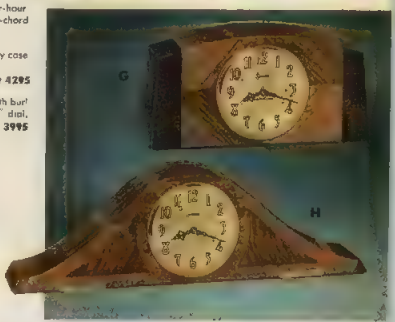
Westminster Chimes

Plays Westminster melody chime each quarter-hour. Complete melody on the hour is followed by 4-chord striking of the hour.

G. CHIME. Rich matched grained cabinet mahogany case with ebony finished end panels. 11½" x 6" x 4"
7E1974 Index **1-2577;** List **4295**

H. CHIME. Lovely tambour style mahogany case with burl walnut overlay 19" long, 5¾" high, 4" deep. 4½" dial.
7E1973 Index **1-2397;** List **3995**

Sessions Electric Clocks
YEARS AHEAD IN ELECTRIC TIME



All Clocks Subject to Tax

J. GARLAND ALARM. Luminous boudoir alarm with distinctive "see-deep" crystal and gold garlands superimposed on quilted background in lovely boudoir pastel colors—ivory, yellow, shown above—or pink, blue or green—that frame the gold colored metal dial. Tru-Bel alarm wakes her with a small 4⅜" x 6¼"
7E1998 Index **1-573;6-545** List **895**

You're so lucky to have a Sessions

. . . for these eight reasons . . .

1. New 1960 movement—finest craftsmanship in electric time
2. Lubricone—exclusive lubrication for longer life
3. Hush-h-h! Not a sound—that's Sessions!
4. "Cordklamp"—hides excess cord neatly and invisibly
5. Breakage-proof crystals—one wipe and they're clean
6. Fully guaranteed under a new service plan
7. Handsome gift packaging—great gifts the year 'round
8. New decorator colors, new styling by Mac Tornquist

K. BELMAR ALARM. New, exquisitely styled connoisseur's clock. Belmar shape accentuated by sightly tilted front and tapering sides. Slim brass feet emphasize its clean lines. Has blonde mahogany finish wood case, light wood-grain dial. Famous Tru-Bel alarm. Dimensions: 4⅝" high and 5¼" wide.
7E1995 Index **1-573;6-545** List **895**

L. Same as above, but with dark mahogany-finish case and dark wood-grain dial, luminous numerals and hands, gold colored markings.
7E1996 Index **1-605;6-576** List **945**

M. KITTY-BELLE ALARM. Petite ivory colored plastic case. Tru-Bel alarm. 3¾" high, 4" wide.
7E1976 Index **1-314;6-298** List **475**

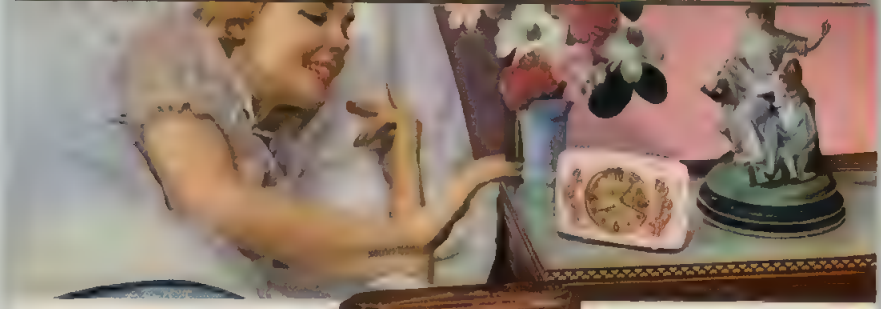
Same as above, luminous dial and hands.
7E1977 Index **1-376;6-358** List **575**

N. SWEETHEART ALARM. New, dynamic—modern tilted searchlight styling. Smart coffee brown color dial. Tru-Bel alarm. 3⅛ diam.
7E1899 Index **1-331;6-314** List **495**

Same as above, luminous numerals and hands.
7E1898 Index **1-387;6-365** List **595**

Sessions
Electric Clocks
YEARS AHEAD IN ELECTRIC TIME

All Clocks Subject to Tax



Q. CLASSIC ALARM. Smart mahogany wood case with gleaming brass trim. Tru-Bel alarm. 4½" high, 6" wide
7E1992 Index **1-637;6-595** List **995**

R. BELLAIRE ALARM. Swept-back plastic case with open face dial. 4" high, 4½" wide.
7E1990 Index **1-331;6-314** List **495**

Same as above, luminous dial and hands
7E1991 Index **1-387;6-365** List **595**

S. PUSSYFOOTER. Ivory plastic case, jet black dial. Tru-Bel alarm. 3¾" high, 4½" wide
7E1969 Index **1-331;6-314** List **495**

Same as above with luminous dial and hands.
7E1970 Index **1-387;6-365** List **595**

Switch clock for plugging in radios and small appliances for automatic turn-on. Case, dial as S.
7E1971 Index **1-509;6-484** List **795**

T. ENCORE. New, mahogany-finish wood case, brass bezel, brown center field on gold dial. Tru-Bel alarm.
7E1959 Index **1-445;6-426** List **695**

P

P. CONSOLE ALARM. Simple functional lines for office or home. Dark mahogany-finish wood case. Tru-Bel alarm, dark metal dial. Luminous numerals, hands. 4½" x 6¾"
7E1997 Index **1-637;6-595** List **995**

Q

T

S

R

Switch Clock listed under "S" has same case with plug-in on case back.

U

V

W

X

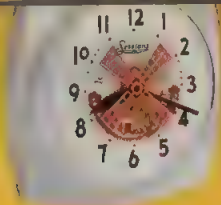
Clocks for Business . . . for Advertising

U. Large and legible 16" round plastic case with easy to-read 14" dia. Simple, good looking design
7E1985 Index **1-957;6-897** List **1495**

V. Rich, gleaming 13½" chrome metal case. Has 12¾" easy-to-see black dial
7E1986 Index **1-829;6-777** List **1295**

W. Same good-looking style as V, but with white dial. Case in color choice of blue grey or white
7E1987 Index **1-637;6-595** List **995**

X. CHAIRMAN. Sessions newest one-piece, gleaming brown plastic case. 12⅜" rounded square style.
7E1897 Index **1-784;6-717** List **1195**



Y

Y. WINDMILL. Modern version of the famous Sessions Dutch clock. Revolving windmill blades in "day-glo" red color serve as sweep second hand. 8¼" tapered square white case, red or delft blue dial. Specify color
7E1994 Index **1-387;6-365** List **595**

Z

Z. "PIERRE" FRENCH CHEF. Holds spun metal dial clock proudly for all to see 10½" x 7¼" 5" metal dial White case only
7E1968 Index **1-387;6-365** List **595**

BB

BB. TEAPOT. America's most popular novelty kitchen clock! 8½" wide, 7" high. 4" metal dial. Plastic case in red, yellow, green, or white Specify color.
7E1951 Index **1-231;6-314** List **495**

CC

CC. ELEGANCE. Sleek chrome case, 7½" in diameter, with colorful round 5½" metal dial in white, red, or yellow numeral band Specify color choice.
7E1983 Index **1-445;6-426** List **695**

DD. BEAUTY. A tailored clock to add sparkle to any kitchen. 7¼" square white case. Contrasting 5½" metal dial in choice of white, red, blue, or yellow numeral band. Specify color choice.
7E1981 Index **1-331;6-314** List **495**

AA

AA. PREFERENCE. Eye-catching tapered lines. 7½" diameter colored plastic case with round 5½" metal dial Case colors in white, red, yellow, or green. Specify color choice
7E1982 Index **1-331; 6-314** List **495**

DD

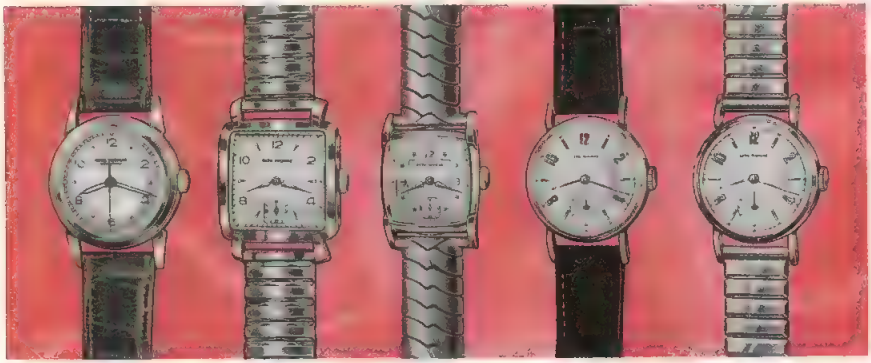
The Sessions Clock Tower may be seen in the best stores all over America. A self-selling permanent display—comes with balanced assortment of 16 proven sellers —four of them FREE Teapot clocks.

EE. SAUCER. Thin, wall-hugging case in gleaming white plastic. Choice of Coral Red, Deep Teal, Maize Yellow, or white dials. "Day-glo" red sweep second hand
7E1993 Index **1-265;6-257** List **395**

CSC53-54 LOT A

All Clocks Subject to Tax

New! Seth Thomas *17 jewel watches for men!*



A popular automatic watch that is resistant to water, dust, shock and magnetism. 10K gold-filled case with stainless steel back.
15181S Brown strap $67.50
List $61.38
15181B Exp. band $71.50
List $65.00

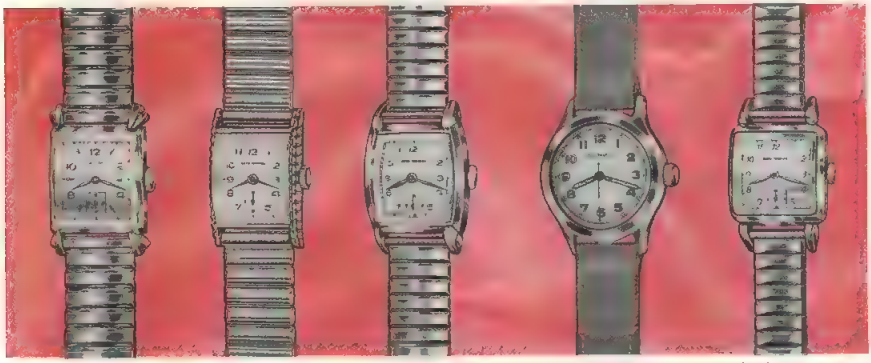
Massive square 10K gold filled case on 10½ ligne movement. Raised gold figure dial and heavy crystal
15160B Exp. band $52.50
List $41.90
15160S Tan leather strap $49.50
List $37.90

The outstanding value in dress watches
10K gold-filled case, raised gold figure dial with domed crystal
25160B Exp. band $39.75
List $37.80
25160S Brown leather strap $35.75
List $35.70

New, very thin round man's dress watch
10K rolled gold plate case, stainless steel back
15261S Black suede strap $35.00
List $35.00
15261S2 Pigskin strap $35.00
List $35.00

The same model with gold-filled expansion band. Note the large, clear raised gold figure dial with gold hands and counter-sunk engine-turned seconds dial.
15261B Expansion band $39.75
List $36.14

PRICES SHOWN ARE CONSUMER PRICES, INCLUDING FEDERAL TAX



High-styled dress watch. Domed crystal with the exp. band while pagoda crystal comes with strap. 10K rolled gold plate case with stainless steel back.
25168B Exp. band $45.00
List $40.90
15168S Calfskin strap $39.75
List $36.14

Design of case is carried out in expansion band. 10K rolled gold plate case, stainless steel back. Raised gold figure dial — 8¾ ligne movement.
25168B Exp. band $39.75
List $36.14
25168S2 Leather strap $33.75
List $34.38

For men who want a streamlined yet inexpensive watch
10K rolled gold plate case, stainless steel back
10½ ligne movement.
45160B Exp. band $33.75
List $29.90
45160S Leather strap $29.75
List $28.90

The fine Seth Thomas shock, water, dust and magnetism-resistant watch with chroma bezel and stainless steel back. Full luminous dial and hands — sweep-second
11½ ligne movement.
35181S Leather Strap $29.75
List $29.74

Superb value at our lowest price. 10K rolled gold plate case with stainless steel back, full raised gold figure dial.
6031B Exp. band $29.75
List $29.90
6031S Pigskin strap $25.00
List $25.90

No. 2002 7-53

SETH THOMAS WATCHES — Division of GENERAL TIME Corporation — **Thomaston, Connecticut, U.S.A.**

Printed in U.S.A.

A Automatic dress watch. 9 x 11 ligne 10K gold filled case with stainless steel back. 6907B with expansion band $71.50
List $65.00

B "His Majesty" 10K gold filled case. 1526SC Nylon cord $55.00
List $50.00

C The Imperial "Rotor" automatic with 10K gold filled case. Resistant to dust, water, shock and magnetism. 8331S Attractor strap $71.50
List $65.00

D Dress style at a very low price 10K rolled gold plate case with stainless steel back. 2516BS Black suede strap $33.75
List $34.38

E Handsome 17 jewel 14 karat white gold case for a tiny 5 ligne movement. 1631B Expansion band $71.50
List $65.00

F Outstanding value in classic beauty. 14K rolled gold plate case with stainless steel back. 1631C Nylon cord $33.75
List $34.38

PRICES SHOWN ARE CONSUMER PRICES INCLUDING FEDERAL TAX.

The Newest in fine watches

Seth Thomas

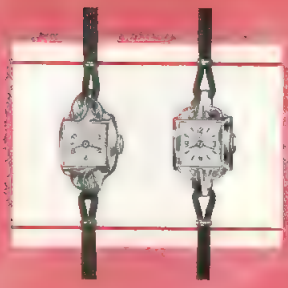
Thomaston, Connecticut. U.S.A.

for ladies, illustrate the newest

the advertising — at the

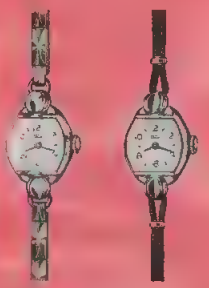
Seth Thomas... *Quality timepieces since 1813*

ALL SETH THOMAS WATCHES HAVE 17-JEWEL MOVEMENTS



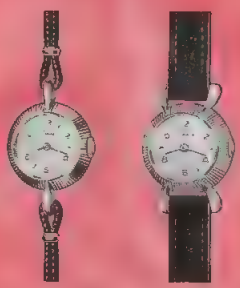
Heavy 14K gold case of original leaf design. Raised gold figure dial and high flat crystal
25205C Yellow gold $67.50
List $61.38
25205CW White gold $67.50
List $61.38

A new highly-lapped 14K gold case in the tiny 5-ligne size.
1531C Yellow with cord $65.00
List $59.10
1531CW White with cord $65.00
List $59.10



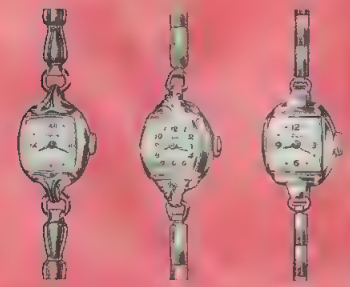
This heavy 14 Karat gold case encloses the dependable 6¾ ligne Seth Thomas movement
35106B Expansion band $52.50
List $47.72

A beautiful 14K gold case with easy-reading raised gold figure dial and hands.
35106C Yellow with cord $50.00
List $45.46



The famous "Her Majesty," an exclusive Seth Thomas design in 10K gold-filled with raised gold figure dial and heavy flat crystal.
15205C Yellow with cord $55.00
List $50.00
15205CW White with cord $55.00
List $50.00

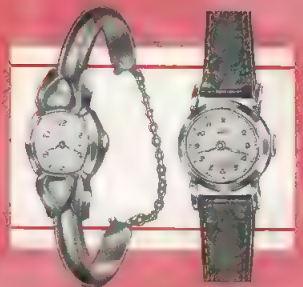
A Continental style now in vogue here "Her Majesty" in sports attire! 10K gold-filled case with raised gold numeral dial and black suede strap.
45315 $59.50
List $55.00



Top styling in popular 6¾ ligne size. 10K gold-filled case with domed crystal. Raised gold figure dials.
15106C Roman dial, silk cord $49.50
List $45.00
15106B Roman dial, expansion band $52.00
List $47.28
15106CD2 Arabic dial, silk cord $49.50
List $45.00
15106BD2 Arabic dial, expansion band $52.00
List $47.28

Lovely new Seth Thomas of classic elegance. 10K rolled gold plate case, stainless steel back, full raised gold figure dial.
1631B Yellow gold with expansion band $39.75
List $36.20
1631C Yellow with cord $33.75
List $34.38
1631CW White with cord $33.75
List $34.38

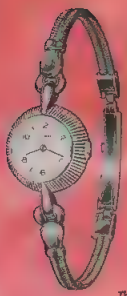
The outstanding quality value in the thirty-dollar price range. Case is 10K gold-filled — the least expensive of any nationally known gold-filled watch.
25106B Telescope expansion band $39.75
List $37.80
25106C Black cord $35.75
List $35.70



Seth Thomas nationally advertised bracelet beauties in white or yellow gold. Case is 10K rolled gold plate with stainless steel back, while bracelet is 1/10 10K gold filled.
65206B Yellow $49.50
List $45.00
65206BW White $49.50
List $45.00

Ladies' sports watch 8½ ligne movement, 10K rolled gold plate case, stainless steel back, brown genuine reptile strap.
48325 $33.75
List $34.38

An outstanding value. 10K rolled gold plate case, spherical crystal, full raised gold figure dial.
45106B Telescope expansion band $39.75
List $32.50



"Her Majesty" with a gold-filled double snake chain. 5 ligne movement. 10K gold-filled case.
15203B $39.50
List $54.00

The lowest price for a nationally advertised 17-jewel ladies watch! The same guaranteed Seth Thomas quality movement with 10K rolled gold plate case and gold figure dial.
75106B Bracelet $29.75
List $29.90
75106C Nylon cord $25.00
List $25.90

Trim cushion shape full Breguet figure dial. 10K rolled gold plate case, stainless steel back.
65106B Bracelet $35.00
List $51.50
65106C Nylon cord $33.75
List $29.90

Our clearest-reading ladies watch. Full gold raised — figured dial. Reliable 5¾ ligne movement with 10K rolled gold plate case and stainless steel back
75108B Nylon cord $30.00
List $30.56

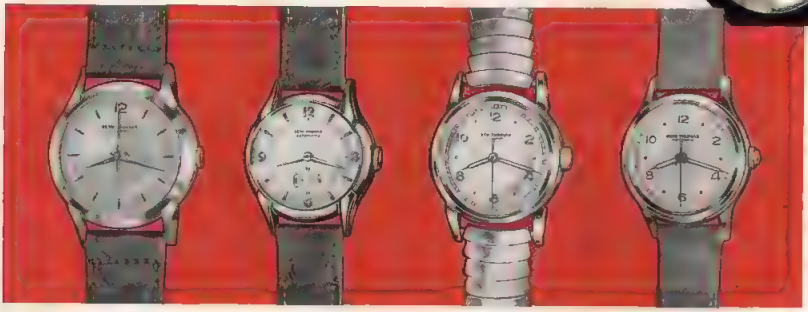
The Seth Thomas Companions
Sweep-second hands, water-resistant cases and shock-resistant (Incabloc) movements make these watches favorites for nurses, engineers and active people everywhere. Full luminous dials and hands and strong gray calfskin straps.
48315 For ladies $29.75
List $29.74
351815 For men $29.75
List $29.74

New!

THE *ROTOR*

NEWEST, FINEST MOTION-WIND WATCH!

Especially designed to withstand shock and keep time precisely The Seth Thomas Rotor has an extra "shock" cushioning feature, a plus which ordinary automatics do not have. Its winding weight (a) has a full 360° circle swing — no limits to snap a pivot rod. And a special "slot" (b) gives delicate time-keeping parts increased protection for longer wear, greater accuracy.



Famous leader of Seth Thomas automatic watches. All 10K gold-filled water-resistant case, shock-resistant (Incabloc) movement. Genuine alligator strap. Comes in long presentation box
B9315 $71.50
List $65.00

A very thin automatic dress watch with Incabloc-equipped 9½ ligne movement and 10K gold-filled case with stainless steel back
69315 Alligator strap $67.50
List $61.38
6931B Expansion band $71.50
List $65.00

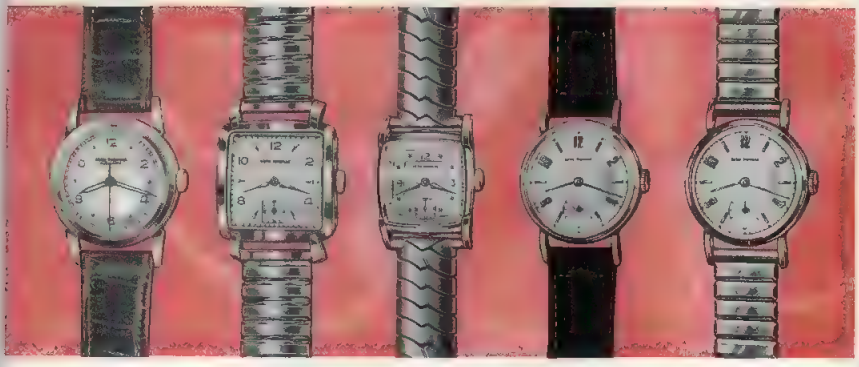
Sweep-second, shock-resistant (Incabloc, movement. Case is water-resistant 10K gold-filled with stainless steel back.
15181B expansion band $71.50
List $65.00
151815 Leather strap $67.50
List $61.38

All stainless steel 11½ ligne automatic with luminous dial, dots and hands and raised gold figures Incabloc, unbreakable crystal, water resistant
251815 Gray Calfskin strap $49.50
List $45.00

PRICES SHOWN ARE CONSUMER PRICES, INCLUDING FEDERAL TAX

Guarantee This Seth Thomas Watch has passed rigid mechanical and operating tests in our own factory. It is guaranteed against any original defects in workmanship and material.

NEW! SETH THOMAS 17 JEWEL WATCHES FOR MEN!



A popular automatic watch that is resistant to water, dust, shock and magnetism. 10K gold filled case with stainless steel back W/strap
8J-8320 (151815)
Index 1-2545
Retail $67.50
W/exp. band
8J-8319 (151818)
Index 1-3755
Retail $71 50

Massive square 10K gold-filled case on 10½ ligne movement Raised gold figure dial and heavy crystal Exp. band,
8J-8322 (151608)
Index 1 2325
Retail $52 50
W/strap
8J-8323 (151605)
Index 1 2060
Retail $49 50

The outstanding value in dress watches. 10K gold-filled case, raised gold figure dial with domed crystal. Exp. band,
8J-8324 (251608)
Index 1-2240
Retail $39 75
W/strap,
8J-8325 (251605)
Index 1-2060
Retail $35 75

New, very thin round man's dress watch. 10K rolled gold plate case, stainless steel back. Black strap,
8J-8332 (152615)
Index 1 2075
Retail $35.00
W/pigskin strap,
8J-8352 (1526152)
Index 1 2075
Retail $35.00

The same model with gold-filled expansion band. Note the large, clear raised gold figure dial with gold hands and counter-sunk engine-turned seconds dial. Exp. band,
8J-8331 (152618)
Index 1-2140
Retail $39.75

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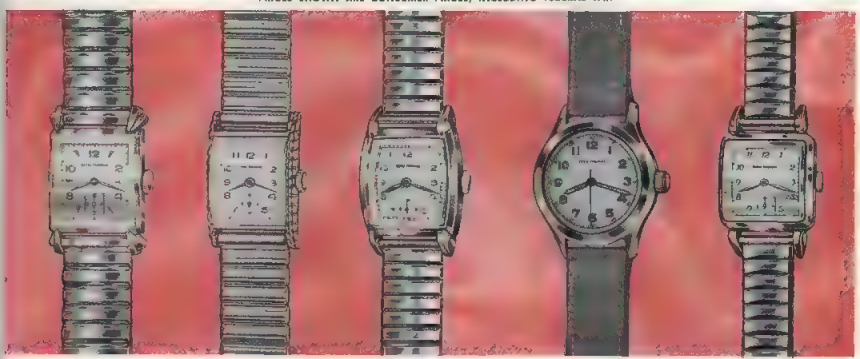


High-styled dress watch domed crystal with the exp. band while pagoda crystal comes with strap 10K rolled gold plate case with stainless steel back Exp. band,
8J-8353 (151658)
Index 1-2420
Retail $45.00
W/strap,
8J-8326 (151685)
Index 1 2140
Retail $39 75

Design of case is carried out in expansion band 10K rolled gold plate case, stainless steel back Raised gold figure dial — 8¾ ligne movement. Exp. band,
8J-8354 (251688)
Index 1 2140
Retail $39 75
W/strap,
8J-8355 (2516852)
Index 1-2060
Retail $33.75

For men who want a streamlined yet inexpensive watch 10K rolled gold plate case, stainless steel back 10½ ligne movement Exp. band,
8J-8329 (45160B)
Index 1 1725
Retail $33.75
W/strap,
8J-8356 (451605)
Index 1 1650
Retail $29 75

The fine Seth Thomas shock, water, dust and magnetism-resistant watch with chrome bezel and stainless steel back Full luminous dial and hands — sweep-second 11½ ligne movement Leather strap
8J-8330 (35181S)
Index 1 1785
Retail $29 75

Superb value at our lowest price. 10K rolled gold plate case with stainless steel back, full raised gold figure dial. Exp. band,
8J-8327 (60318)
Index 1-1770
Retail $29.75
W/strap,
8J-8357 (60315)
Index 1 1540
Retail $25.00

Printed in U.S.A.

"Her Majesty" with a gold filled double snake chain. 5 ligne movement. 10K gold filled case. 8J-8350 (15205B) Index 1-3120 Retail $59.50

The lowest price for a nationally advertised 17-jewel ladies watch! 10K rolled gold plate case and gold figure dial. W/bracelet, 8J-8311 (75106B, Index 1-1770 Retail $29.75 W/cord, 8J-8312 75106C) Index 1-1540 Retail $25.00

Trim cushion shape full Breguet figure dial. 10K rolled gold plate case, stainless steel back. Bracelet, 8J-8309 (65106B) Index 1-1800 Retail $35.00 W/cord, 8J-8310 (65106C) Index 1-1725 Retail $33.75

Our clearest-reading ladies watch. Full gold raised — figured dial. Reliable 8¾ ligne movement with 10K rolled gold plate case and stainless steel back. 8J-8313 (15108C) Index 1-1835 Retail $30.00

The Seth Thomas Companions. Sweep-second hands, water-resistant cases and shock-resistant (Incabloc) movements make these watches favorites for nurses, engineers and active people everywhere. Full luminous dials and hands and strong gray calfskin straps.

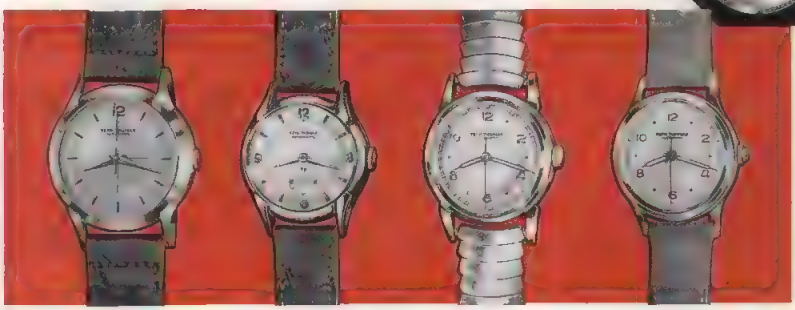
For ladies,	For men,
8J-8314 (48315)	8J-8330 (351815)
Index 1-1785	Index 1-1785
Retail $29.75	Retail $29.75

New!

THE *ROTOR*

NEWEST, FINEST MOTION-WIND WATCH!

Especially designed to withstand shock and keep time precisely. The Seth Thomas Rotor has an extra "shock" cushioning feature, a plus which ordinary automatics do not have. Its winding weight (a) has a full 360° swing — no limits to snap a pivot rod. And a special "slot" (b) gives delicate time-keeping parts increased protection for longer wear, greater accuracy



Famous leader of Seth Thomas automatic watches. All 10K gold-filled water resistant case, shock-resistant (Incablac) movement. Genuine alligator strap. Comes in long presentation box 8J-8336 (81315) Index 1-3755 Retail $71.50

A very thin automatic dress watch with Incablac-equipped 9½ ligne movement and 10K gold-filled case with stainless steel back. Alligator strap, 8J-8351 (69315) Index 1-3545 Retail $67.50 W/exp. band, 8J-8335 (69318) Index 1-3755 Retail $71.50

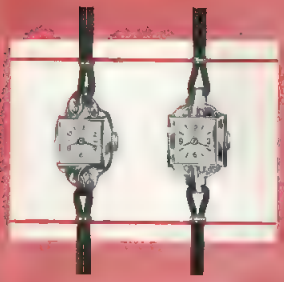
Sweep-second, shock-resistant (Incablac) movement. Case is water resistant 10K gold filled with stainless steel back. Exp. band, 8J-8319 (151818) Index 1-3755 Retail $71.50 W/strap, 8J-8320 (151815) Index 1-3545 Retail $67.50

All stainless steel 11½ ligne automatic with luminous dial, dots and hands and raised gold figures. Incablac, unbreakable crystal, water-resistant. Gray strap 8J-8321 (251815) Index 1-2625 Retail $49.50

PRICES SHOWN ARE CONSUMER PRICES, INCLUDING FEDERAL TAX

Seth Thomas... *Quality timepieces since 1813*

ALL SETH THOMAS WATCHES HAVE 17-JEWEL MOVEMENTS



Heavy 14K gold case of original leaf design Raised gold figure dial and high flat crystal. Yellow gold. **8J-8318 (25205C)** Index 1-3545 **Retail $67.50** White gold, **8J-8339 (25205CW)** Index 1-3545 **Retail $67.50**

A new highly-lapped 14K gold case in the tiny 5-ligne size Yellow gold, **8J-8340 (1531C)** Index 1-2435 **Retail $65.00** White gold, **8J-8341 (1531CW)** Index 1-2435 **Retail $65.00**

This heavy 14 Karat yellow gold case encloses the dependable 6¾ ligne Seth Thomas movement Expansion band **8J-8301 (25106B)** Index 1-2760 **Retail $52.50**

A beautiful 14K yellow gold case with easy reading raised gold figure dial and hands **8J-8302 (25106C)** Index 1 2695 **Retail $50.00**

The famous "Her Majesty," an exclusive Seth Thomas design In 10K gold-filled with raised gold figure dial and heavy flat crystal Yellow gold, **8J-8316 (15205C)** Index 1-2890 **Retail $55 00** White gold, **8J-8342 (15205CW)** Index 1 2890 **Retail $55 00**

A Continental style now in vogue here "Her Majesty" in sports attire! 10K gold-filled case with raised gold numeral dial and black suede strap. **8J-8343 (45315)** Index 1-3180 **Retail $59.50**

Top styling in popular 6¾ ligne size 10K gold-filled case. Roman dial, w/cord, **8J-8304 (15106C)** Index 1-2670, **Retail $49.50** Roman dial, w/exp. band, **8J-8303 (15106B)** Index 1-2730, **Retail $52.00** Arabic dial, w/cord, **8J-8344 (15106CD2)** Index 1-2670, **Retail $49.50** Arabic dial, exp. band, **8J-8345 (15106BD2)** Index 1 2730, **Retail $52.00**

Lovely new Seth Thomas of classic elegance. 10K yellow rolled gold plate case, stainless steel back W/exp. band, **8J-8346 (1631B)** Index 1-2130 **Retail $39 75** W/cord **8J-8338 (1631C)** Index 1-2060 **Retail $33 75** White gold w/cord **8J-8347 (1631CW)** Index 1-2060 **Retail $33.75**

Case is 10K gold-filled — the least expensive of any nationally known gold-filled watch. W/exp. band **8J-8305 (25106B)** Index 1-2240 **Retail $39.75** W/cord **8J-8306 (25106C)** Index 1-2060 **Retail $35 75**

Bracelet beauties in white or yellow gold. Case is 10K rolled gold plate with stainless steel back, while bracelet is 1/10 10K gold-filled. Yellow gold, **8J-8315 (65206B)** Index 1-2670 **Retail $49 50** White gold, **8J-8348 (65206BW)** Index 1-2670 **Retail $49 50**

Ladies' sports watch 8¾ ligne movement, 10K rolled gold plate case, stainless steel back, brown genuine reptile strap. **8J-8349 (48325)** Index 1 2060 **Retail $33.75**

An outstanding value 10K rolled gold plate case, spherical crystal, full raised gold figure dial, Exp. band. **8J-8307 (45106B)** Index 1-1875 **Retail $39.75**

for ladies, illustrate the newest

the advertising — of the

10TH ANNIVERSARY

THE

BIG LINE

FOR

BIG SALES

PACIFIC INTERMOUNTAIN EXPRESS—409

SEARCHLIGHT TRUCK 407

IN *1954*

PACIFIC INTERMOUNTAIN EXPRESS—409. More life like than ever before, the P.I.E. for '54 still dominates the highways of imagination. Massive polished aluminum trailer body, new latest model features, new long-hooded Mack cab with Mack insignia, cab-top air-horn and I.C.C. riding lights. Length 29". Weight 11 pounds. Packed 6 to master shipping carton.

SEARCHLIGHT TRUCK—407. Premiered in last year's line, this famous truck is now a single handsome y-designed unit, with new cab and color-scheme. Full turning and tilting off-on searchlight (batteries not included) plus '54 Mack Truck features. A star play value for movie-minded youngsters. Length 18½". Weight 7 pounds Packed 6 to master carton

SMITH-MILLER

Famous Trucks in Miniature

MINIATURES OF GIANTS OF THE HIGHWAY

PHOTOGRAPHIC

AERIAL LADDER—410

BEKINS VAN—406

SILVER STREAK—405

AERIAL LADDER -410. A four alarm sensation with every fire-loving kid, this dashing vehicle's towering ladder tops 4 feet when extended on its rotating base. Blazing red, gold and a chrom finish. Length 36". Weight 13 lbs.*

BLUE DIAMOND—408. Action-loaded replica of the highway heavy duty hauler of roadbuilding materials. Restyled to authentic Mack '54 specifications. Real hydraulic lift feature adds to play possibilities. Length 18½". Weight 7½ lbs.#

DUMP TRUCK WITH SCOOP—403 Just what construction-minded kids have been calling for —a dump truck to scoop up sand, gravel, or rocks and load itself! Triple action realism—a sand-pile sensation. Length 14" Weight 5 lbs.#

BEKINS VAN—406. 'Fast-moving" model of the nationally familiar furniture van. Big enough to move a double doll house full of furniture! Full opening door provides easy loading access. Length 29". Weight 10 lbs.#

LUMBER TRUCK 404. A sturdy 6 wheel lumber truck, with big load of smooth-edged lumber, rollers, removable chains, and loading bars. Length 19". Weight 6 lbs.#

LUMBER TRAILER—404T. Sold separately, this tandem trailer may be attached to the Lumber Truck, making a timber hauling combination that can't be beat! Length 17". Weight 4 lbs.#

SILVER STREAK—405. The glittering glamour truck, with 14 rubber-tired wheels, plenty of toy-load and weight capacity for rugged action play. A happy combination of bigness and beauty. Length 28". Weight 8½ lbs.#

PRINTED IN U.S.A.

BROUGHT TO LIFE WITH

REALISM!

AUTHENTIC MODELS WITH REAL WORKING ACTION

BLUE DIAMOND—408

DUMP TRUCK WITH SCOOP—403

LUMBER TRUCK 404

LUMBER TRAILER—404T

SMITH-MILLER "FEATURE ATTRACTIONS" FOR '54

- **Completely New, 1954 Model, Mack Truck Tractor and Cab, with New Mack Insignia and Long-Nosed Hood.**
- **All Metal Edges SMOOTHLY ROUNDED For Safe Play.**
- **New Polished Headlamps, Air-Horn, and Riding Lights.**
- **New Five-Spoke Wheels and Polished Twin Gas Tanks.**

*Packed 4 to master shipping carton. #Packed 6 to master shipping carton.

10TH ANNIVERSARY

TOW TRUCK—401. The vital emergency vehicle for righting "wrong-turners" or recovering ditched trucks. With crane, rope cable and hook. Big in play value! Length 15". Weight 3½ lbs. Packed 12 to master shipping carton.

DUMP TRUCK—402. Heavy duty earth mover, with extra sturdy dump body. Raising body by rack and pinion discharges "load" thru self-operating tail gate. Length 11½". Weight 3½ lbs. Packed 12 to master shipping carton.

SMITH-MILLER's striking new cab and other spectacular details bring these miniature giants of the highway to life with *photographic realism!* Thus, every SMITH-MILLER provides a greater stimulus to young imaginations, just as SMITH-MILLER Toy Trucks "roll" longer and are cherished longer than ordinary toys. This year's 10th Anniversary line

Every SMITH-MILLER Truck is equal to two or three ordinary toys—and every *sale* of a SMITH-MILLER is equal to the sale of two or three other toys! With the new SMITH-MILLER eye-appeal that's photographically real, you sell more SMITH-MILLER trucks faster and easier than before! Remember—

THE MOST FAMOUS NAME IN TOY TRUCKS

SMITH-MILLER
SMITTY TOYS

2932 Nebraska Avenue — Santa Monica, California

Factory Representatives:

WEINBERG-WEIL . . . . . 200 Fifth Avenue, Room 424, New York 10, New York
THE DENNIS COMPANY . . . . . 1069 Briarcliff Road, N. E., Atlanta, Georgia
PAUL S. BURG . . . . . 6122 North Hamilton Avenue, Chicago 45, Illinois
LESLIE E. TAYLOR . . . . . Merchandise Building, Minneapolis, Minnesota
McDONALD & SHAW . . . . . Southland Hotel, Dallas, Texas
THE MOUNTAIN STATES SALES COMPANY 210 Mining Exchange Bldg., Denver, Colorado
WARD FRANCIS COMPANY. . . . . . Terminal Sales Building, Seattle, Washington
WARD FRANCIS COMPANY. . . . . 1533 Wilshire Boulevard, Los Angeles, California

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SMITH-MILLER

Famous Trucks in Miniature

NATIONALLY ADVERTISED SPARTUS CAMERAS

Fully Guaranteed

(A) SPARTUS FULL-VUE CAMERA OUTFIT

3480CF1330 Complete Full-Vue Camera Outfit *$19.95*

Contains Spartus Full-Vue camera, gadget bag, flash gun, 4 flash bulbs, shoulder strap, 1 roll film and book on photography. Shpg. wt. 4 lbs.

3481CF665 Full-Vue Twin Lens Reflex Camera Only *$9.98*

Full color or black and white shots—synchronized for flash. See the picture in the new brilliant view finder as it will appear in the finished print—before it's taken. No adjustment or setting—just snap the shutter! Takes twelve 2¼ x 2¼-in. pictures on 120 film. Complete with shoulder strap. Shpg. wt. 2 lbs.

3482CF200 Carrying Case (Not Illustrated) *$3.00*

3483CF233 Flash Gun *3.50*

(B) SPARTUS PRESS FLASH CAMERA OUTFIT

3484CF1330 Complete Press Flash Camera Outfit *$19.95*

Contains Spartus Press Flash Camera, gadget bag, 4 flash bulbs, 1 roll of film and a book on photography. Shpg. wt. 4 lbs.

3485CF997 Camera Only with 4 Flash Bulbs *$14.95*

Flash chamber built right into camera. Color or black and white, day or night, inside or out. Fixed focus. 8 prints 2¼ x 3¼ in. with 120 film. Shpg. wt. 2½ lbs.

3486CF267 Carrying Case (Not Illust.) *$4.00*

(C) SPARTAFLEX TWIN LENS REFLEX CAMERA OUTFIT

3487CF1997 Complete Reflex Camera Outfit *$29.95*

Contains Spartaflex twin lens reflex camera, flash gun, gadget bag, 4 flash bulbs, roll of film, shoulder strap, book on photography. Shpg. wt. 4 lbs.

3488CF1663 Spartaflex Camera Complete with Flash Attachment *$24.95*

Embodies the features of more expensive reflex cameras plus automatic dual-focusing rng. 4 lens settings F7, F11, F16, F22. Taking and viewing lenses are both F7.7 achromatic. Focusing range 5 ft. to infinity. Takes twelve color or black and white 2¼ x 2¼-in. pictures on 120 film. Shpg. wt. 2 lbs.

3489CF334 Genuine Leather Carrying Case *$5.00* (Not Illustrated)

(D) SPARTUS 35 MM. CAMERA OUTFIT

3490CF1663 Complete Camera Outfit *$24.95*

Contains Spartus "35F" camera, gadget bag, flash gun, 8 flash bulbs, roll of film, book on photography. Shpg. wt. 4 lbs.

3491CF1036 35 mm. Camera Only *$15.95*

For black and white or color. 3 lens openings in focusing mount. F6.3, F11, F16. Uses daylight load 35 mm. cartridges, 20 or 36 exposures. Automatic exposure counter, film release, tripod socket, optical eye level view finder.

3492CF195 Flash Attachment Only *$3.00*

3493CF334 Eveready Carrying Case (Not Illustrated) *5.00*

(E) SPARTUS BOX CAMERA OUTFIT

3494CF997 Complete Box Camera Outfit *$14.95*

Contains Spartus box camera, gadget bag, flash gun, 4 flash bulbs, roll of film, shoulder strap and book on photography. Camera has single action shutter, two large brilliant-type "bullseye" view finder. Takes eight 2¼ x 3¼-in. pictures on 120 film. Shpg. wt. 4 lbs.

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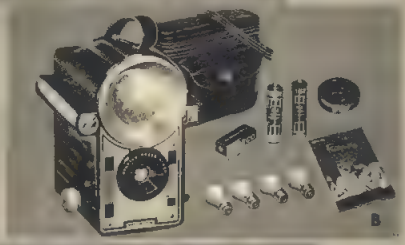
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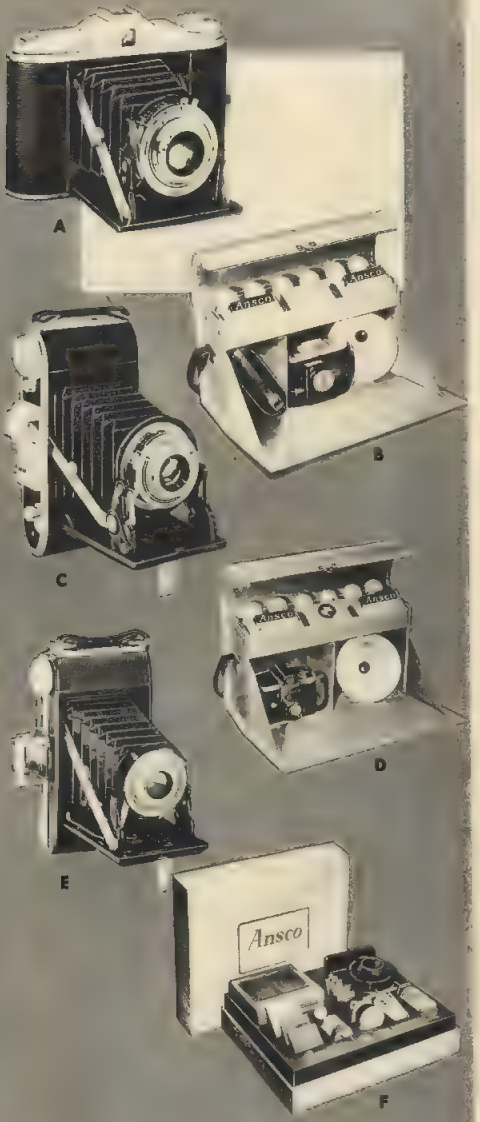


ANSCO CAMERAS

(A) THE SPEEDEX

3496CF2769	f4.5 Anastigmat Lens	*$36.50*
3497CF490	Eveready Carrying Case	*6.95*
3498CF747	Flash Unit	*9.95*

Carry the Speedex everywhere—for 2¼ x 2¼-in album size snapshots in black and white or color 120 film. Color corrected hard coated lens. Vario shutter with automatic speeds of 1/25, 1/50 and 1/200 second, plus time and bulb. Flash synchronized. Focusing range 3 ft. to infinity. High optical grade eye-level subject finder, swing-out film loading spool. Black grained waterproof covering. Flash gun accessory clip. Shpg. wt. 2 lbs.

(B) FLASH CLIPPER OUTFIT

3499CF1966	Complete Camera Outfit	*$26.15*

Features a convenient pocket size camera for indoor and outdoor photography. All metal construction, black grained waterproof covering. Special f11 lens with built-in flash synchronization, built-in yellow filter. Takes sixteen 2-1/16 x 2½-in. pictures on 616 size roll film. Includes flash attachment, six flashlamps, eveready case, two rolls of Ansco Supreme film, and deluxe gadget bag Shpg wt. 4 Rs.

3500CF1163	Flash Clipper Camera Only	*$14.95*
3501CF217	Eveready Case Only	*3.25*
3502CF259	Type II Flash Attachment	*3.45*

(C) VIKING

3503CF2659	f6.3 Anastigmat Lens	*$34 95*
3504CF490	Eveready Carrying Case	*6.95*
3498CF747	Flash Unit	*9.95*

Takes 2¼ x 3¼-in. pictures on 120 roll film, black and white or color. Hard coated and color corrected lens. Vario shutter with automatic speeds of 1/25, 1/50 and 1/200 second, plus bulb Flash synchronized. Focusing range 3 ft. to infinity. Flash gun accessory clip, body shutter release, optical eye-level subject finder, carrying handle. Rigid, self-erecting front. Film window has hinged light cover to protect film against fogging. Tripod socket is built into the camera baseplate. Metal construction with rich black grained waterproof covering. Shpg. wt. 2 lbs.

(D) READYFLASH CAMERA OUTFIT

3506CF1145	Complete Camera Outfit	*$15.40*

Features a brand new modern Ansco camera styled by Raymond Loewy. Takes eight 2¼ x 3¼-in. pictures on 620 film Factory focused meniscus lens, automatic shutter synchronized for flash, eye level optical view finder. Complete with Ansco-flash with batteries, 6 flashlamps, portrait attachment, two rolls of Ansco Supreme film, deluxe gadget bag Shpg. wt. 4 lbs.

3507CF473	Readyflash Camera Only	*$6.30*
3508CF206	Type I Flash Attachment	*2.75*

(E) NEW VIKING READYSET

3509CF1449	Isomar Lens	*$19 95*
3510CF346	Eveready Carrying Case	*4.95*
3498CF747	Flash Unit	*9.95*

Two-position diaphgram control assures better exposure and two-position focusing control makes possible sharper pictures at all distances from 5 ft. to infinity. Synchroflash shutter with instantaneous and bulb settings. Fingertip body shutter release. Spring loaded film pressure plate. Takes eight 2¼ x 3¼-in. pictures on 120 roll film. Shpg. wt. 2 lbs.

(F) ANSCO HOME DEVELOPING OUTFIT

3512CF1086	19-Piece Developing Set	*$14.95*

Complete home developing and printing outfit that sets up in small space Professional type equipment that is suitable for the beginner and the advanced amateur. Features a contact printer with built-in exposing light switch, constant-burning red safelight, hinged platen and new Ansco film tank with self-loading reel, adjustable for all film size from 35 mm to 116. Includes 3 bakelite developing trays, glass graduate, thermometer stirring rod, 4 stainless steel clips, 2 film clip lead weights, printing paper, 2 packets vividol Paper Developer, 1 qt. each developer and acid fixer with hardener and instruction booklet Shpg. wt. 10 lbs.

FINE 35 MM CAMERAS

Not Sold at Our Showrooms

(A) BOLSEY MODEL B22—NEW SET-O-MATIC

3514CF6360 35 mm. Camera *$79.50*
3515CF725 Flash Attachment *9.95*
3516CF636 Top Grain Leather Eveready Carrying Case *7.95*

A distinctive 35 mm. camera with Set-O-Matic the most important contribution to photography since the coupled range finder Set-O-Matic automatically computes diaphragm settings for flash shooting as the distance from camera to subject changes. Camera has a fast f3.2 anastigmat lens, all surfaces coated and color corrected. Special 44 mm. lens gives wider picture taking area and increases depth of field. Coupled rangefinder. Built-in flash synchronization. New "No Double Exposure" device. Shutter speeds from 1/10th to 1/300th second, T and B. Helical mounted lens and shutter for smoother focusing action. Unusually close focusing up to 2 ft. with rangefinder. Optical eye level viewfinder. Takes beautiful black and white or brilliant natural color pictures on standard 20 or 36 exposure 35 mm. film. New film lead catch gives 2 to 4 extra pictures per roll—a great saving in color. A small, pocket size camera in all aluminum die cast body with leatherette covering. Shpg. wt. 2 lbs.

3517CF5925 Bolsey Model B2 *$73.50*
Same as (A) but without Set-O-Matic feature.

(B) BOLSEY MODEL C22—NEW SET-O-MATIC

3518CF9240 Twin Lens Reflex *$115.50*
3515CF725 Flash Attachment *9.95*
3520CF835 Top Grain Leather Eveready Carrying Case *10.50*

Has new Bolsey exclusive Set-O-Matic feature as described in (A) above.

A 35 mm. camera with ground glass reflex focusing. Perfectly matched f3.2 anastigmat, coated, color corrected, reflex finder lens and taking lens. Special 44 mm. taking lens increases depth of focus. Coupled rangefinder built-in and sealed. Exclusive "No Double Exposure" device. Accurate shutter speeds from 1/10th to 1/200th second, T and B. Shutter and lens in helical mount for smoother focusing action. Focusing as close as 2 ft.; parallax correction indicator on reflex ground glass viewer at 2 ft. Optical eye level viewfinder set close to rangefinder. Flip-up, disappearing, magnifying lens. Built-in flash synchronization. Small, compact camera in aluminum die cast body with leatherette covering protected by metal rims. Takes 20 or 36 exposures on standard 35 mm. film, black and white or color. Shpg wt. 2½ lbs.

3521CF8785 Bolsey Model C *$109.50*
Same as (B) above except without Set-O-Matic feature.

(C) "REGULA" 35 MM. CAMERA

3522CF3338 f4.5 Lens *$44.50*

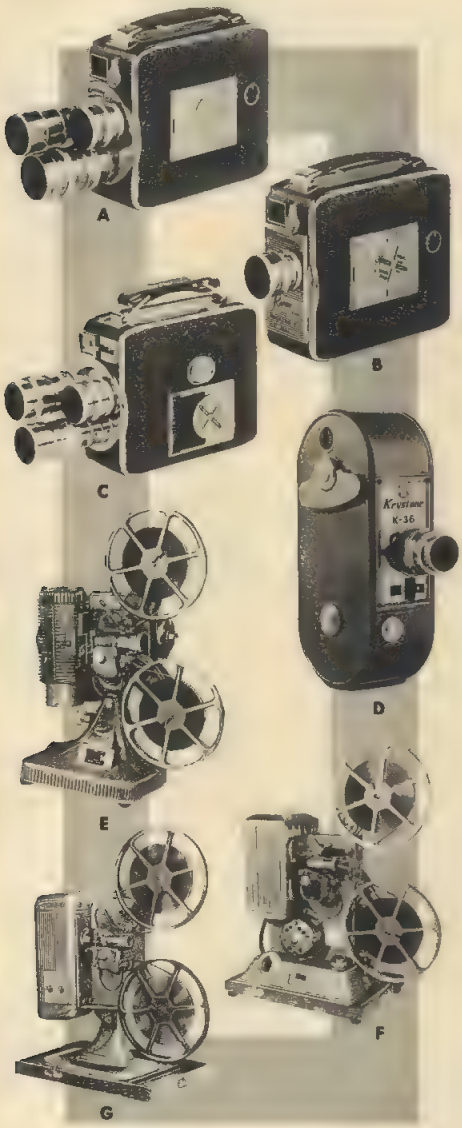
A precision made candid camera for the advanced photographer or beginner. Coated lens with Prontor—SV shutter. Built-in flash synchronization. Shutter speeds 1 to 1/300th second. Direct viewfinder. Delayed action device. Double exposure prevention device. Automatic exposure counter. Equipped with rapid film transport. Complete with carrying case. Uses standard 20 or 36 exposure 35 mm. film. Shpg. wt. 3 lbs.

(D) ANSCO REGENT

3523CF4167 35 mm. Camera *$54.50*

Fast f3.5 anastigmat lens, hard coated to give sharper negatives and brighter color transparencies. Accurate shutter with speeds up to 1/300th second, built-in synchronization for flash pictures. Built-in self-timer and depth of field scale, automatic film counter and double exposure preventer. Optical subject finder. Built-in accessory clip. All metal body covered in genuine leather. Satin finish, chrome trim. Takes standard 20 and 36-exposure 35 mm. magazines—black and white or color. Shpg. wt. 3 lbs.

3524CF490 Eveready Case *$6.95*
3498CF747 Flash Attachment *9.95*



KEYSTONE 8MM MOVIE EQUIPMENT

Backed by the Keystone Lifetime Service Guarantee. Keystone equipment is offered only to dealers having photographic goods departments or to firms for use as awards, prizes or gifts.

Not Sold at Our Showrooms

(A) K45 RIVIERA MAGAZINE TURRET CAMERA

3573CF15944 Three-Lens Camera *$212.75*

F2.5 coated lens, 6.5 mm. f2.5 wide angle lens and 38 mm., 1½ in., f3.3 telephoto lens in focusing mount.

3574CF9700 With f2.5 Coated Lens Only *$129.50*

3575CF11550 With f1.9 Coated Lens Only *154.50*

3576CF1345 Cowhide Compartment Case *17.95*

Holds camera and accessories.

Camera equipped with turret for three lenses. Will take ½, 1 or 1½ in Telephoto lens. Four speeds—8, 16, 24, 64. Single frame feature. Continuous run lock. Visible scene. Length indicator. Footage indicator. Universal exposure guide. Automatic stop. Zoom type finder for telephoto lenses. Parallax correction, built-in view finder. Collapsible carrying handle. Magazine ejector. Aluminum body covered with waterproof, scuff-proof vinyl and chrome trim. Tripod socket. Shpg. wt. 3 lbs.

(B) K40 RIVIERA MAGAZINE MOVIE CAMERA

3577CF8795 f2.5 Coated Lens *$119.95*

3578CF10750 f1.9 Coated Focusing Lens *147.50*

3579CF770 Leather Holster Type Case *10.25*

Same as model K45 described above but without the interchangeable turret for extra lenses. Shpg. wt. 2½ lbs.

(C) K35 OLYMPIC REEL LOADING TURRET CAMERA

3580CF13739 Three-Lens Camera *$208.20*

With f1.9 focusing mount, wide angle f2.5 fixed focus lens and 1½-in. f3.3 focusing mount telephoto lens.

K32 OLYMPIC REEL LOADING SINGLE LENS CAMERA

3581CF5995 f2.5 Lens Only *$79.95*

3582CF7895 f1.9 Focusing Mount Lens Only *104.95*

3583CF1110 Deluxe Leather Compartment Case *14.85*

Instantaneous reel loading. New type precision film guides insure the sharpest picture. Double lens built-in view finder for wide angle lens. Speeds from 8 to 48 frames per second. View finder correction. Hinged cover opens fully. Automatic run-down stop. Single frame feature for animation and stills. Continuous lock run for self-photos. Weighs only 28 ounces. Carrying handle. Weatherproof and scuff-proof vinyl covered case with brushed satin chrome trim. Shpg. wt. 3 lbs.

(D) K36 SERIES REEL LOADING CAMERA

3584CF4495 f2.8 Coated Lens *$59.95*

3585CF640 Eveready Leather Carrying Case *8.50*

Push button control. Built-in view finder. Hinged cover. Simplified threading. Footage indicator. Three speeds. Locking device. Interchangeable lens mount for other lenses. Tripod socket. Wrist strap holder. Exposure chart on front. Brown wrinkle finish aluminum die cast case with hinged cover. Shpg. wt. 3 lbs.

(E) MODEL K108 750 WATT PROJECTOR

3586CF11950 f1.6 Coated Lens *$159.50*

Reverse switch for repeat scenes and automatic cord take-up. 750-watt pre-focus lamp. Removable condensers. Bright still pictures. Oversize blower fan. Easily removed reflector and laterally adjustable lamp. Fast automatic rewind. Three-way master switch controlling lamp, motor and pilot light. Variable speed control. Self-adjusting, removable film gate, quick easy threading. Die cast frame and cast base. Angle projection with micrometric hand knob. 400-ft. reel capacity. A.C.-D.C. Complete with case. Shpg. wt. 20 lbs.

MODEL K68 750 WATT PROJECTOR

3587CF9995 f1.6 Coated Lens *$134.95*

Same features as K108 above, but without reverse switch and automatic cord take-up. A.C.-D.C.

(F) 8MM CROYDON 500-WATT PROJECTOR

3588CF7495 f1.6 Coated Lens *$99.95*

Provides clear pictures with new improved optical system. Direct lighting. 400-ft. reel capacity (one reel supplied)—gives ½ hour continuous run. Full color corrected lens. Fast powerful rewind. Pilot light. Forced air ventilation. Variable speed control. High speed A.C.-D.C. motor—110-120 volts. Projector finished in bonderized chip-proof bronze with chrome trim. Complete with leather covered case. Shpg. wt. 20 lbs.

(G) 8MM BRIGHTBEAM 500-WATT PROJECTOR—MODEL K70

3589CF6190 f1.6 Coated Lens *$79.90*

Lightweight projector. 400-ft reel capacity, high efficiency cooling system. Dual toggle switches for motor and light control. Friction swivel tilting control. Adjustable speed control. Fast powerful rewind. High speed A.C.-D.C. motor. Attractively furnished in bonderized chip-proof bronze and chrome trim. Complete with cord, 400-ft. reel, instruction booklet and carrying case. Shpg. wt. 15 lbs.

A. "NEWPORT." Bright brass finish. Authentic key ornament. Shade textured fabric over velum. Height 30". Shade 16". Weight 14 Lbs.
Model 600 Retail $38.95 — Keystone **$38.50**

B. "CONCORD." Graceful spun metal in gleaming brass, charcoal relief. Fiberglass shade, laminated thread motif. Height 30" Shade 19". Weight 14 Lbs.
Model 601 Retail $58.00 — Keystone **$47.10**

C. "CANTILEVER." Adjustable "up" or "down," shade tilts too! Piano lamp, and for desks or night stands. Bright finish. Width as shown 18", extended upright 23". Metal shade 12". Weight 10 Lbs.
Model 602 Retail $58.85 — Keystone **$38.50**

D. "PULL DOWN-PUSH UP." Wall lamp. Special hanger included for easy installation. Handy switch on cord, 2 light socket. 15" star light pierced metal reflector. Perforated metal diffuser. Pull ornament to lower lamp 29". Weight 15 Lbs.
Model 603 Retail $46.58 — Keystone **$37.10**

E. "PULL DOWN-PUSH UP." Ceiling lamp, finger tip control. Balanced pulley in ball, 15" starlight perforated metal reflector, 2 light cluster, pierced metal diffuser. Pulls down to 40" Ceiling plate 6½". Bright brass finish, charcoal ball Weight 13 Lbs.
Model 604 Retail $50.75 — Keystone **$42.30**

F. "TRI-LITE." New! Modern! Functional! 11" metal shade becomes a torchier, 2 reflectors for concentrated light Double adjustable feature on each arm, 3 way switch, extra heavy weighted base. Bright brass and charcoal finish. Complements the decor of any room. Height extended 63". Weight 27 Lbs.
Model 605 Retail $74.25 — Keystone **$85.70**

G. "DUO-FLEX." 15" flexible arms permit unlimited adjustment. Ball reflectors are pinpoint perforated, controlled lighting with variable switch. Weighted base. Width (illustrated) 22" Arms turn up to 24" for indirect lighting Weight 13 Lbs.
Model 606 Retail $37.80 — Keystone **$45.80**

H. "LOCK-TITE." Attractive as well as practical. Idea. for desk or night stand. Arm locks in any position, pin point perforated metal reflector. Weighted base, turn knob socket. Gleaming brass finish, extends 18". Height upright 18". Weight 12 Lbs.
Model 607 Retail $34.75 — Keystone **$43.00**

I. "GORHAM." Solid cast metal in sparkling brass plate. Shade of Buckram Fabric over durable velum. Height 30". Shade 16". Weight 15 lbs.
Model 608 Retail $26.25 — Keystone **$32.80**

J. "HERITAGE." Modern styling. Gleaming brass with charcoal finished accessories. Hand laced translucent fiberglass shade. A decorator's delight Height 30". Shade 16". Weight 13 Lbs.
Model 609 Retail $35.75 — Keystone **$44.30**

NOTE Models A B I - have 3 way sockets for installation of 50 100-150 watt bulb.

About "STNOLA" shades, only the finest of fabrics and shade materials are used. All shades are hand sewn and washable, linings are of closely woven materials to insure even pleasant soft lighting effects.

O. "MAYFAIR." Decorated Bristol-type cylinder mounted on rich hand rubbed fruitwood base, capped in matching fruitwood. Socket for 50, 100, 150 watt bulb. Custom tailored, hand sewn shade of Celarese taffeta. Height 33". Shade 17". Weight 16 Lbs
Model 614 Retail $52.00 Keystone **$65.10**

P. "SAVOY." High styled tapered charcoal finished hardwood base is mounted with triple fired Grecian scroll designed ceramic vase. Fine count, hand sewn Celanese taffeta shade Socket for 50, 100, 150 watt bulb. Height 36" Shade 16". Weight 18 Lbs
Model 615 Retail $47.50 Keystone **$58.50**

R. "PLAZA." Luxurious hand rubbed fruitwood finished base, Bristol-type acid etched crystal ware decorated in 22K gold floral design. Hand sewn, washable Celanese taffeta shade. Socket for 50, 100, 150 watt bulb. Height 34". Shade 16". Weight 15 Lbs.
Model 616 Retail $52.25 Keystone **$64.30**

S. "HEIRLOOM." Interpretation of Wedgewood in tripled high fired American china. Grecian decoration with 22K gold highlights. Hand made filagree double decked mounting, finished in brushed brass. Nubby hand sewn Shantung shade, tailored design Three way lighting. Height 36" Shade 17" Weight 19 Lbs
Model 617 Retail $59.50 Keystone **$72.90**

K. "MASTERPIECE." 6 way floor lamp with big 8" genuine onyx insert. Deluxe silver plate, gold highlights. Mogul socket for 100-200-300 watt lighting. 10" opal glass diffusing bowl. Custom tailored, hand sewn shade of fine Celanese taffeta. Height 63" Shade 20". Weight 31 Lbs. (Matches Model L)
Model 610 Retail $69.75 Keystone **$85.50**

L. "MASTERPIECE." Swing arm lamp, see description of lamp Model K. 8" opal glass diffusing bowl, mogul socket for choice of 100-200-300 watt lighting. Height 56". Shade 16". Weight 29 Lbs.
Model 611 Retail $69.25 Keystone **$84.50**

M. "LESLIE." Swing arm lamp, in rich silver plate with gold relief. (Companion to floor lamp Model AA). Mogul socket for 100-200-300 watt lighting. 8" opal glass diffuser. Height 56". Shade 16". Weight 27 Lbs.
Model 612 Retail $55.58 Keystone **$68.00**

N. "CLASSIC." All metal, silver plated torchier fitted with rock crystal insert for soft glow and direct lighting. 13" spun metal reflector, durable cast base, mogul socket for choice of 100-200-300 watt lighting. Height 65". Weight 23 Lbs.
Model 613 Retail $59.00 Keystone **$72.00**

T. "APPLE BLOSSOM." Triple fired American china brilliantly hand decorated, mounted on smart metal base. Shade of inwoven design Metalasse fabric. Height 33". Shade 18". Weight 16 Lbs.
Model 618 Retail $38.50 Keystone **$37.90**

U. "MILADY." A modern concept of smaller lamps, charcoal finish with polished brass relief "Skeleton Frame" shades lined in durable fiberglass. Smart for buffets, night stands, and vanities. Clip on feature shades. Height 20". Shade 8". Weight 9 Lbs. Pair (Sold only in pairs).
Model 619 Retail $32.50 Pair Keystone **$40.60** Pair

V. "BARRINGTON." Tall Bristol-type acid etched crystal, mounted on spun metal base. 22K gold imported floral application Shade is of Celanese washable taffeta. Height 34". Shade 17". Weight 12 Lbs.
Model 620 Rtl. $44.00 Keystone **$34.30**

W. "REGENCY." Traditional design finished in luxurious Bank bronze, hand rubbed fruitwood finished hardwood mounting. 4 candelabra arms are fitted with miniature candle tubes (for decoration only). Single harp construction completed with 3 way socket for 50-100-150 watt lighting Shade of grained subby Shantung, hand tailored and self trimmed. Height 37". Shade 19". Weight 23 Lbs.
Model 621 Rtl. $71.50 Keystone **$87.00**

X. "RENAISSANCE." Cast metal in rich silver plate, smartly ebony antiqued. The decorative cherub supports the 4 candle regency styled candelabra completed with miniature candle tubes (for decoration only) Single harp lighting with 3 way socket for selection of 50-100-150 watt lighting. Pin pleated shade of Celanese taffeta, hand sewn and tailored trim. Height 35". Shade 18". Weight 22 Lbs.
Model 622 Rtl. $63.25 Keystone **$77.30**

Z. "WESTCHESTER." Petite Colonial modern Club Lounge lamp. Durable brass finish, completed with 8" opal diffusing bowl and mogul socket for 100-200-300 watt lighting. The shade is of embossed basket weave design over velum. Height 58". Shade 17". Weight 26 Lbs.
Model 624 Rtl. $45.75 Keystone **$56.50**

AA. "LESLIE." Floor lamp (companion to Model M), rich silver plate finish, detailed metal castings, 10" Opal diffusing bowl, mogul socket for 100-200-300 watt lighting. 19" washable hand sewn Celanese taffeta shade. Height 63". Weight 25 Lbs.
Model 625 Retail $54.00 Keystone **$66 30**

BB. "ESSEX." Ever popular 6 way floor lamp, genuine 5" onyx insert. Cast metal base and ornaments finished in rich gold plate effect. Shade is of stretched Celanese fabric, smart braid trim. Mogul socket for choice of 100-200-300 watt lighting, 8" opal diffusing bowl. Height 63". Shade 19". Weight 24 Lbs.
Model 626 Retail $39.95 Keystone **$49.90**

CC. "SHERATON." Modern direct-indirect torchier, 15" star-light perforated metal reflector with 8" ribbed milk glass insert for direct lighting. Mogul socket for 100-200-300 watt lighting. Finished in luxurious satin brass. Eye comfort . . . Utility . . . Smart decorator appeal. Height 65". Weight 29 Lbs.
Model 627 Retail $68.00 Keystone **$83.00**

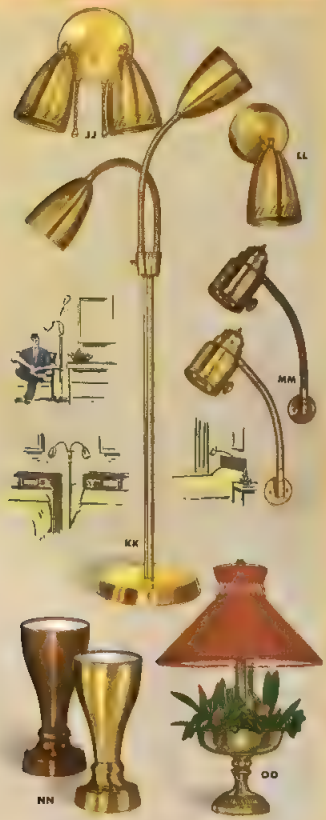
DD. "CHAIRSIDE." For close work or reading, turned up it's an indirect torchier. 12" flexible arm, heavily weighted, finished in satin brass. Height 48". Upright 60" Weight 12 Lbs.
Model 628 Retail $27 40 Keystone **$32.90**

All metal parts are protected with "SINCLAIRAC," an exclusive coating to preserve finishes for everlasting service.

Each lamp is an original, exclusive creation designed by our staff of specialists

Y. "LILY." Adjustable swivel on each arm for desired position Spun metal holders are specially constructed for the translucent crystal shades. 3 way switch in base. Height 23". Width 22". Weight 8 Lbs.
Model 623 Retail $44.95 Keystone **$55.30**

All lamps have U.L. (Underwriters Laboratories) approved components such as sockets, switches, cords and plugs.



EE. "PLANT-A-LAMP." 10" one-piece "Can't Leak" spun bowl, cast metal base with switch. Finished in satin brass. Height 15". Weight 6 Lbs. (Plants not included).
Model 629 Retail $19.00 Keystone **$23.30**

FF. "TELE-CLOCK." Reflected light idea for T.V. viewing, self starting electric clock guaranteed for 1 year (A.C. only). Night light for child's room, and many other applications. Height 12". Weight 4 Lbs.
Model 630 Satin Brass Rtl. $22.95 Keystone **$28.00**
Model 630A Charcoal & Brass Retail $22.95 Keystone **$28.00**

GG. "PLASTI-LITE." Fluorescent bed lamp complete with plug-in ballast and 8 watt tube. Adjustable rubber covered clamps fit any head board. (A.C. only). Weight 2½ Lbs.
Model 631 Retail $14.25 Keystone **$17.50**

HH. "LUXURAY." "Plastacele" eye comfort diffuser. Rubber covered clamps adjustable to headboards, easy reach switch. Wt. 2 Lbs.
Model 632 Retail $6.95 Keystone **$9.00**

II. "SPOTRAY." Read in bed without disturbing others. Swivel light where desired. Felt lined adjustable clamp. Bull's-eye lens increases light of 25 watt bulb to 100 watt efficiency. Weight 3 Lbs.
Model 633 Ivory Retail $7.95 Keystone **$11.00**
Model 633A Bronze Rtl. $7.95 Keystone **$11.00**

JJ. "HIS" AND "HER." Each starlight perforated reflector has swivel and pull chain switch for "His" and "Her" side, wall hanger included. 7" back plate. Satin brass. Wt. 4 Lbs.
Model 634 Retail $19.95 Keystone **$26.10**

KK. "EVERY-WHICH-WAY." 15" flexible arms bend in all directions, 3 way switch. Heavy weighted base. Finished in satin brass. Height Arms Extended 65". Weight 19 Lbs.
Model 635 Retail $39.95 Keystone **$49.20**

LL. "HOLLYWOOD." (Matches Model JJ) Pierced metal reflector. Pull chain switch, adjustable swivel, wall hanger included. Satin brass finish. Weight 2 Lbs.
Model 636 Retail $14.25 Keystone **$17.60**

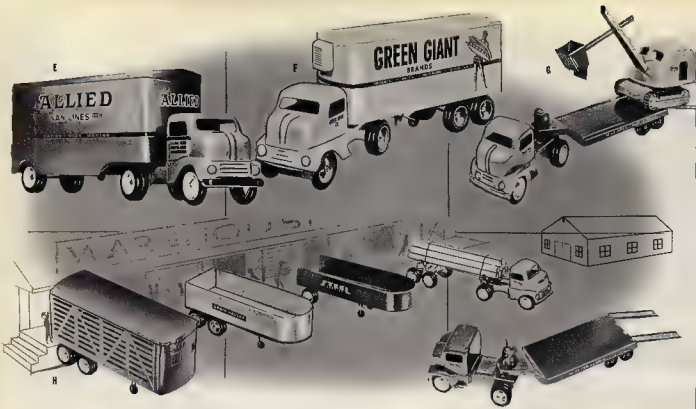
MM. "HEAD-LITE." Designed for low type headboards. Plate fastens on back of bed or can be turned for wall mounting. 12" flexible arm "Spot-Ray" with bull's-eye convex lens increases 25 watt lighting to 100 watt. Weight 4 Lbs. Length Extended 19"
Model 637 Satin Brass Rtl. $18.95 Keystone **$24.20**
Model 637A Bronze Rtl. $18.95 Keystone **$24.20**

NN. "SOFT-LITE." Metal T.V lamp and for so many other uses! Switch in base, felt lined bottom. Height 10" Weight 2 Lbs.
Model 638 Sat n Brass Rtl. $10.50 Keystone **$13.20**
Model 638A Bronze Rtl. $10.50 Keystone **$13.20**

OO. "AMERICAN BEAUTY." Full size lamp planter, one piece 10" "Can't Leak" metal bowl, cast base. Shade of fabric over velum (Plants Not Included) Height 29". Shade 19". Weight 11 Lbs.
Model 639 Red Retail $23.75 Keystone **$30.00**
Model 639A Green Rtl. $23.75 Keystone **$30.00**

PP. "HORSESHOE." The "Good Luck" lamp, flexible feature at base plus swivel at top. Gleaming bright brass. Fiberglass reflector Height extended 15" Wt 6 Lbs.
Model 640B Ebert. Rtl. $21.25 Keystone **$27.00**
Model 640A Green Rtl. $21.25 Keystone **$27.00**
Model 640 Red Retail $21.25 Keystone **$27.00**

RR. "DRIFTWOOD." Exact replica molded in durable Hydrocal. Toned to natural aged wood colorations. Shades of hand sewn "Tree Bark." Wide nubby braid top and bottom. Height 28". Shade 22". Weight 25 Lbs. (Note: Shades can be transposed . . . red or chartreuse only).
Model 641 Redwood, Red Shade
Retail $35.25 Keystone **$43.90**
Model 641A Redwood, Chartreuse Shade
Retail $35.25 Keystone **$43.90**



Tonka Trucks . . . scale models of America's most famous carriers

Ruggedly constructed of heavy gauge steel, Tonka Toys are actual scale models. Heavy duty treaded rubber tires are mounted on sturdy, smoothly plated, steel rims. The bearing surface of each wheel is protected by a rolled brass bushing at the axle, to assure free wheeling as well as additional strength.

(E) "ALLIED" FURNITURE VAN

Exclusive authorized reproduction in miniature--recommended equipment for "Allied" agents! Heavy steel construction with retractable stand wheels and locking rear doors. Ten big rubber truck tires mounted on plated steel truck wheels. Orange baked enamel finish. 8-1/2x3-3/4x23-1/2".

813-014 B425 Retail Price $5.95

(F) "GREEN GIANT" TRANSPORT

Scale model of the huge refrigerator trucks that carry America's food from factory to store. Bears the nationally known trademark of one of the most famous brand names in the world. 14 large rubber tires, tandem rear axle, authentic looking refrigerator unit. 8-3/4x6x22-1/2" long.

813-022 B425 Transport, 6-1/2 lbs. $5.95

(G) TRACTOR, TRAILER & Steam Shovel

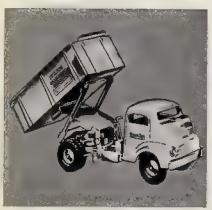
Heavy duty steam shovel, automatically unloaded by crank, travels on rubber tractor treads. Cab revolves--hopper can be raised, lowered, opened or closed. Machinery truck has removable loading skid, crank-operated steel winch, chain. All steel, blue and red. 12x6-1/2x30-1/2" long.

813-030 B425 Retail Price $5.98

(H) "TONKA" TRAILER FLEET with Garage

2 tractors, 5 trailers. Tractors couple to any trailer; trailers have rubber truck tire wheels. Tandem rear axles on Van, Grain Hauler and Logger. Packing carton makes fleet garage. Livestock Van. 8 truck wheels, retractable stand wheels. 9-1/4x6-1/4x22-1/2" long. Grain Hauler. 8 truck tires, retractable stand wheels. 6x6x22" long. Steel Carrier. 4 tires, fifth wheel device for coupling, uncoupling tractor and carrier. Retractable stand wheels. 6x6x22" long. "Tonka" Logger. Logs held in place by chains. Single boom from rear tandem to front section. 8 truck tires 6x6x22" long. 2 Tractors, Carry-All Trailer. Loading winch, chain, 2 loading tracks.

813-048 C1395 7-Pc. Fleet, 25 lbs. $19.95
813-055 B455 Livestock Van only complete with 4-wheel cab truck . 6.49



WIND-UP HI-LIFT DUMP TRUCK

Realistic wind-up model, all-steel. Red cab, blue body, natural aluminum chassis. Hi-lift dump body raised by crank. Adjustable front wheels. Motor brake. Ruggedly built to last as long as there are little drivers in your family. Sturdy clock-spring motor. 5-1/2x5x12-1/2" long.

813-063 B280 Retail Price $3.98

WIND-UP WRECKER TRUCK

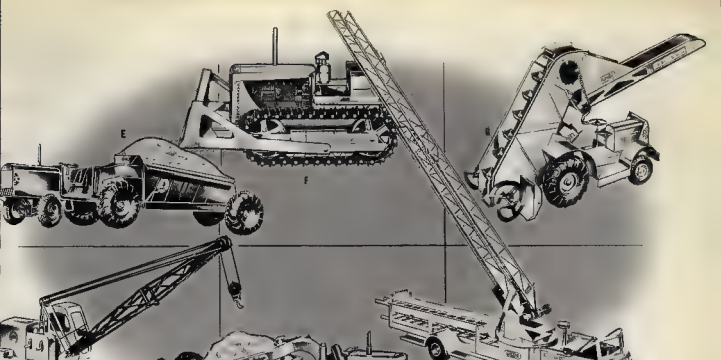
Live-action truck is a scale model of its full-size counterpart. Wind-up operation with sturdy clock-spring motor. There's a tow chain and crank-operated winch with steel chain. Has 6 wheels like a real wrecker; motor brake. Red cab, blue body, aluminum chassis, 12" long.

813-071 B280 Retail Price $3.98

STEEL UTILITY TRUCK

Crank raises travel bucket. Top opens automatically, allowing bucket to dump load. Truck also dumps. Hood raises, revealing "Fireball" motor. Amazing reproduction of style and performance found in a real utility truck. Bright red cab with blue body. 8-1/2x7-3/8x21-1/2 inches.

813-089 B350 Retail Price $4.98



Model Toys . . . exact scale, large working models

(E) EUCLID BOTTOM-DUMP TRUCK

Real action! Authorized working scale model "Work Horse". Trailer unhitches from universal type coupling; tractor can tow other models. Steerable front wheels with 3-point suspension. Loads and dumps with flick of lever. All steel; Green. 8 rubber tires.

813-097 B1050 27" lg. Wt. 11 lbs. $13.95

(H) UNIT MOBILE CRANE

Clam shell scoops up earth, swings wide on the boom, dumps loads for other toys. With cargo hook attached and ground jacks extended, it lifts heavy loads. All operations crank controlled from cab. Front wheels steer by tow bar. Dual rear wheels. Length 12", boom 19". Wt. 7 lbs.

813-121 B1050 Retail Price . . . $13.95

(F) CATERPILLAR D-6 Tractor Bulldozer

A rugged replica of the giant "Cat". Looks like the real thing; works like it, too! Heavy all-steel construction, bright yellow. Scraper blade adjusts from driver's seat, treads operate independently for sharp turns. Realistic cast "Diesel" engine and draw bar for towing.

813-105 B950 15" lg. Wt. 7 lbs. $12.95

(K) HEILINER SCRAPER

Authentic model of the real giant! Loads, carries, dumps. Perfectly balanced for easy loading, geared for carrying heavy loads over rough ground (with body in raised position). Dumping section operates with finger-flick control. All steel; hefty rubber tires. Color: Red.

813-139 B1165 29" lg. Wt. 13 lbs. $15.95

(G) BARBER-GREENE BUCKET LOADER

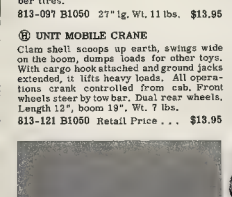
Buckets scoop up earth, move to top of loading unit and empty onto rubber belt conveyor which carries loads forward and dumps them into other toys. One crank coordinates action of buckets, spirals and conveyor belt. All steel, Green. Rubber tires, 22" long. Wt. 10 lbs.

813-113 B1385 Bucket Loader . . $18.95

(L) American-LaFrance AERIAL LADDER

For thrill packed action! The most authentic model fire engine made. Die-cast aluminum extension ladder on revolving base--extends to 42". Complete with spring activated ladder lifts, extension jacks, auxiliary ladders. Steel body. Fire Engine Red; heavy rubber tires.

813-147 B1465 33" Lg. Wt. 11 lbs. $19.95



FARMALL TRACTOR with WAGON

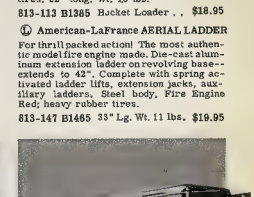
Designed to scale from International Harvester blue-prints. Rugged, y built of toughest high impact plastic. Steering wheel on tractor turns. Big, flexible rubber tires. Steering mechanism on wagon hitches to tractor draw-bar. Tractor 8" long, 4-1/2" high; wagon 7" long, 3-1/2" high.

813-154 B210 IH Tractor, Wagon . . $3.00

FLEET OF FOUR METAL TRUCKS

Grocery Truck (12½ x 4½"), loaded with "pretend" cartons of rice crispies, corn flakes, eggs, etc. American Express Van; rear doors open (11½ x 4"). U.S. Mail Truck; rear doors open (11½ x 4"). Garden Truck; back slides down for easy loading, unloading, (12½ x 4½"), with 8" shovel, rake, hoe.

813-162 B367 Fleet of 4 Trucks . . $5.25



PACIFIC INTERMOUNTAIN EXPRESS

Sturdy play-proof construction, built on engineering principles of the famous P.I.E.! Tapered T-supports, retractable landing gear, floating tandem dual "knee-action". 14 heavy, treaded rubber tires. Gleaming polished aluminum trailer, rear opening doors; red cab. 24" long.

813-170 B1465 Wt. 11-1/2 lbs. . . . $19.95

ELECTRIC REMOTE CONTROL TRACTOR

Push a button and this tractor goes right into action! Climbs mountains, chugs over bumpy rug "terrain"; pushes or pulls objects many times its own weight--all by remote control. Powerful forward-reverse "Run-Rite" motor. Uses regular flashlight batteries (not included).

813-188 B350 Tractor; 4 1/2x4" high $4.95

Electric Remote Control "Futura" Auto

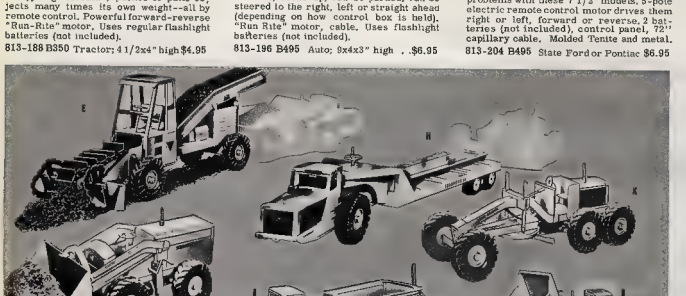
Speedy as it is streamlined! Press the button and watch 'er whiz along! Turns corners, backs up, can be parked, can be steered to the right, left or straight ahead (depending on how control box is held). "Run Rite" motor, cable. Uses flashlight batteries (not included).

813-196 B495 Auto; 9x4x3" high . .$6.95

ELECTRIC REMOTE CONTROL AUTOS

Just like Dad's 1953 Ford or Pontiac but scaled exactly to 1/25 its size! No parking problems with these 7 1/2" models. 5-pole electric remote control motor drives them right or left, forward or reverse. 2 batteries (not included), control panel, 72" capillary cable. Molded Tenite and metal.

813-204 B495 State Ford or Pontiac $6.95



Scale Model Road Construction Toys

Loads of fun for mechanically-minded youngsters . . . road-building and construction equipment that works!

(E) Traveloader. . . just like the one that works on road construction jobs! Sure to thrill any young engineer. Loads continuously to trucks or "dump" areas. With 15 shovel blades (they work), ribbed rubber conveyor belt that carries sand or gravel up runway and drops it into waiting truck. Heavy gauge steel, baked enamel finish, 3 3/4" steerable rubber-tire wheels.

810-739 B835 Traveloader, 30x8x10" high $11.95

(F) Payloader. Husky scale-model miniature of the machines your "sidewalk engineer" watches by the hour! Digs, loads, carries all kinds of materials; bulldozes, levels, grades, scrapes, hoists, pulls or pushes larger objects. Crank raises bucket; releases latch to dump. Steel construction, with steel gears; big rubber-tire wheels with steerable front wheels.

810-705 B555 Playloader. 18x7x7 1/2" high $7.95

(G) Tournahopper. A real heavy-duty play truck that makes an ideal companion to the Payloader or Traveloader. Hauls, dumps . . . built to turn, "snake around" corners, or rock across rough road--just like the actual thing! Big dump hopper with slide gates operates by rear lever. Front power unit is joined to hopper by 2-way pivot. Enameled steel; 3 3/4" rubber-tire wheels.

810-713 B555 Tournahopper, 22 1/2x5 3/4x6 1/2" high . .$7.95

(H) Tournahauler. New "Super-Truck"...the pride and joy of any young owner! Carries working equipment of all kinds. Crank-operated winch manipulates cable and hook, to haul machines and equipment onto loading platform. Rear ramp pulls out and lets down--machines roll up ramp! Front double-pivoted to rear unit. Rear wheels separately rocker-pivoted. Rubber-tire wheels.

810-721 B555 Tournahauler, all-steel. 30 3/4x7 1/2x6 1/2" $7.95

(K) Road Grader. Fun and action for the junior "road builder". Does real scraping and grading, with a blade that can be raised, lowered, tilted or swung in any direction to 6 positive-lock positions. Tandem-pivoted rear wheels never leave the ground regardless of dips or bumps. Individually pivoted axles.

810-689 B555 Road Grader, all-steel. 19 1/4x8x7 1/4" high $7.95

(L) Tournarocker. Giant size dump truck . . . built for big-load hauling, digging and road building. Oversize hopper dumps by backing rear wheels against a stop block, or by turning crank on hoist. 2-way pivot joins front and back sections. New enclosed cab with "windows". Rugged, enamel-finish steel construction, with oversize 3 3/4" diam. rubber-tire wheels.

810-697 B495 Tournarocker, 18x6x6 1/2" high $6.95

MOT-O-RUN ELECTRIC HI-WAY

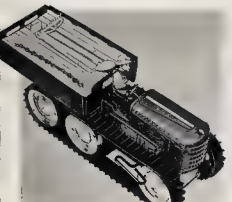
Calling all traffic cops! Busses, trucks, passenger cars race down 4-lane highway, in and out of tunnel, smashing cross-country speed records, 2-way traffic causes exciting traffic jams, thrilling collisions. 7 lively cars and countryside made of brilliantly lithographed steel. Hidden track mechanism never needs oiling, winding. Plug into any 110-120 Volt AC outlet . . . press Stop-Go button . . . it runs continuously until you turn it off!

810-861 B490 Set with Cord and Switch $6.98

Wind-Up MECHANICAL FREIGHT TRAIN and TRACK

For young "engineers" from 2 to 6! Harmless sparks fly out from realistic smokestack; locomotive bell rings as train chugs along. With built-in governor to regulate speed, 4 sections of straight track, 10 sections of curved track, plus pair of switches to send train on to different parts of track. Complete with tank car, box car, side dump car, caboose, coal and water tender. 27x54" track (outer 137" circle, inner 120").

810-879 B490 Train, 42" long, and Track $6.98



6-WHEEL Reversible TRACTOR

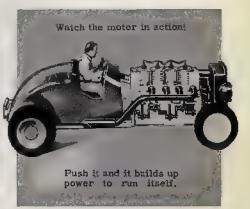
Looks like the real thing, and works like it too! 6-wheel scale model Tractor Truck, with sure-grip rubber tractor treads, long-running clock spring motor, brake for stopping, plus reversing lever. All-steel, colorfully finished, 7½x4½" wide. Key wind. Miniature farm tools included.

810-887 B298 Tractor $4.25

Remote Control JEEP

The famous U.S. Military Jeep--in a scale model that goes at a fast clip along carpet or sidewalk. Remote control mechanism does it--just turn handle; jeep veers to right or left, goes forward or reverse. No batteries needed. Rubber tires; attractive enamel finish. With 43" lead cable.

812-966 B245 Jeep $3.49



HOT-SEE -- THE HOT ROD

Clear plastic chassis lets him watch the colorful hopped-up friction motor while it runs! Pistons move up and down, both fan and gears turn, crankshaft goes around! Body can be removed by pulling out license tag. Fascinating--and it teaches the basic principles of an engine!

813-295 B210 Hot-See $2.98

Varianto Stop-and-Go Traffic Set

Loads of fun to direct and re-route motorized "traffic" on the variable wire road layout. Complete bridge permits combining with train pikes. Sedan and truck with trailer work at 3 speeds. Overpass, screwdriver, pliers, all parts for assembling, instructions with layouts, included.

812-974 B850 Varianto Set $12.50

FIX-IT SPORT CONVERTIBLE

Plastic sport model that junior mechanics can 'service" themselves! Hood lifts, gas tank, radiator and battery fill with water. Luggage compartment opens . . . contains spare tire, jack, gas can, hammer, screw driver, 2 wrenches, slip-in licenses. Perfect details, gay colors. 13x5x4".

810-523 B210 Retail Price $3.00

"G-Man" MACHINE GUN

Sharp-shooter for a junior sharp-shooter! 'Mows 'em down" with harmless sparks (no projectiles), accompanied by realistic rat-tat-tat. 26" long; has the "feel" of a real gun, with complete safety. Lithographed steel; plastic stock, muzzle. Clockspring motor, key.

810-895 B225 Machine Gun $3.29

VALUABLE DISPLAY
MAKES PLAY-GLOBES SELL FASTER

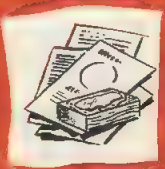
MASS DISPLAY
ATTRACTS CUSTOMERS

GIVES MAXIMUM
SELECTION

CUSTOMERS RECOGNIZE
HIGH PLAY VALUE

We cannot over-emphasize the value of having your selection of globes all in one place. Your beautiful Play-Globes attractively placed on this bright, colorful display stand are bound to attract attention, build greater sales volume for you. And it's the most space-saving method. Width of display is only 22", height 30", depth 10".

OTHER REPLOGLE SALES HELPS



Admats, electros, glossies, suggested layouts and copy to help you with your advertising plans

"HOW TO SELL GLOBES"

A 20-page book FREE to you and your sales people Compiled from years of experience in marketing and selling globes.

NATIONAL ADVERTISING

Replogle globes are nationally advertised in publications like LIFE PARENTS, CHILD LIFE, CHILDREN'S ACTIVITIES.

PARENTS' COMMENDATION SEAL

Every Replogle globe carries the Parents' Seal of Commendation.

PRESTIGE

Replogle Globes, Inc. are the world's largest manufacturers of fine globes . . makers of globes for statesmen and millionaires

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Get ON TOP OF THE WORLD with

THE 1954 LINE OF REPLOGLE PLAY-GLOBES AND PLAY-TRAYS

REPLOGLE PLAY-TIME GEOGRAPHY

OPULAR QUIZ GLOBE

FOR FAMILY FUN

Children become experts in geography when they play QUIZ on this 6" globe that holds the answers. Questions are on both sides of the detachable base. Players spin the question-selector. Includes a 32-page book with storybook descriptions of places in the quiz. Individually cartoned, shipping weight 2½ lbs.

NEW

COLOR-TRAY

PLAY-IN-BED FUN
For Ages 3 to 8

Children can draw right on the glossy, white surface of this tray with washable crayons and wipe it clean. It's a younger-age version of a great new idea—our PLAY-TRAY, which swept the country last year. Children will love the colorful pictures around the border illustrating the alphabet. There's tic-tac-toe, a dot game on the tray they can play over and over, and many other suggested play ideas. Includes set of washable crayons. All-steel construction, tray top is 13" x 20", folds flat. In individual shipping carton, 3 to a bundle, weight of three, 11 lbs.

WORLD AND TRUE TOYS BY EVERY STANDARD

NEW

STAMP and GLOBE COMBINATION

At last—the *natural stamp outfit* for the junior collector. Countries and their stamps come alive with this beautiful, full-color 10" globe to identify them. Includes large, fully illustrated stamp album, 100 assorted stamps, all different, a magnifying glass and a supply of hinges for mounting stamps. Individually cartoned, shipping weight 5 lbs.

PLAY-TRAY

For Ages 9 to 12

What a boon to busy mothers and what fun for stay-in-beds! There are seven different games on this 13" x 20" metal tray for bed or floor play. Designed for the solitaire player, but two or three can play. Player uses dice and moves magnetic planes, autos and boats across an educational, pictorial map of the United States. Charmingly illustrated in 5 brilliant colors. Folds flat. In individual shipping carton, 3 to a bundle, weight of three, 11 lbs.

NEW

SURPRISE GLOBE

AN AMAZING COMBINATION

Earth and Sky in one Globe! The detailed 6″ world globe opens at the equator to reveal a beautiful, accurate map of the heavens lithographed inside—just as it appears from Earth. Other surprises include star charts and 4 big maps to color. A set of 6 crayons completes this entertaining and educational outfit. Packed 12 to a carton, shipping weight 13 lbs.

WHY REPLOGLE PLAY-GLOBES BUILD VOLUME SALES FOR YOU

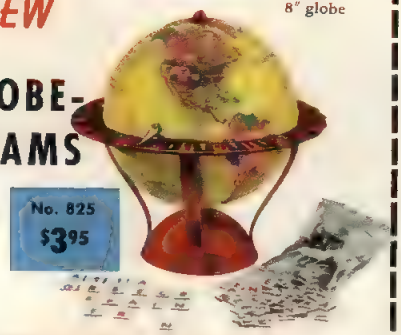
Every thoughtful parent realizes the great value of a globe for their child. When that globe also provides *fun for the child*, the combination is irresistible. In two short years, these new educational toys have won outstanding consumer acceptance. From coast to coast, stores recognize Replogle Play-Globes as one of their basic toy lines.

UP-TO-DATE, ACCURATE, DETAILED MODELS OF

NEW

GLOBE-GRAMS

8″ globe



THE GEOGRAPHICAL WORD GAME

Sensational play value in this exciting, new word game that combines chance and skill. So absorbing all ages will play it again and again. Players spin the globe to pick their letters, form geographical names, play singly or as partners. The globe is their "dictionary" and may be searched for clues. Includes a generous supply of letters for up to 4 players. Individually cartoned, shipping weight 3 lbs.

PROVEN BIG SELLER

MAGNETIC

GLOBE RACE

Last year's overwhelming sales proved that the appeal of this thrilling, round-the-globe flight game is greater than ever. Players circle the 8″ globe with magnetized airplanes that stick to the globe. They use play money and play gasoline drums. Game includes chance cards and an airport finder. Individually cartoned, shipping weight 3 lbs.

10TH ANNIVERSARY

TOW TRUCK—401 The vital emergency vehicle for righting "wrong-turners" or recovering ditched trucks. With crane, rope cable and hook. Big in play value! Length 15". Weight 3½ lbs. Packed 12 to master shipping carton.

DUMP TRUCK—402. Heavy duty earth mover, with extra sturdy dump body. Raising body by rack and pinion discharges "load" thru self-operating tail gate. Length 11½". Weight 3½ lbs. Packed 12 to master shipping carton.

SMITH-MILLER's striking new cab and other spectacular details bring these miniature giants of the highway to life with *photographic realism!* Thus, every SMITH-MILLER provides a greater stimulus to young imaginations, just as SMITH-MILLER Toy Trucks "roll" longer and are cherished longer than ordinary toys. This year's 10th Anniversary line

Every SMITH-MILLER Truck is equal to two or three ordinary toys—and every sale of a SMITH-MILLER is equal to the sale of two or three other toys! With the new SMITH-MILLER eye-appeal that's photographically real, you sell more SMITH-MILLER trucks faster and easier than before! Remember—

THE MOST FAMOUS NAME IN TOY TRUCKS

SMITH-MILLER
SMITTY TOYS

2932 Nebraska Avenue — Santa Monica, California

Factory Representatives:

WEINBERG-WEIL	200 Fifth Avenue, Room 424, New York 10, New York
THE DENNIS COMPANY	1069 Briarcliff Road, N. E., Atlanta, Georgia
PAUL S. BURG	6122 North Hamilton Avenue, Chicago 45, Illinois
LESLIE E. TAYLOR	Merchandise Building, Minneapolis, Minnesota
McDONALD & SHAW	Southland Hotel, Dallas, Texas
THE MOUNTAIN STATES SALES COMPANY	210 Mining Exchange Bldg., Denver, Colorado
WARD FRANCIS COMPANY.	Terminal Sales Building, Seattle, Washington
WARD FRANCIS COMPANY.	1533 Wilshire Boulevard, Los Angeles, California

BROUGHT TO LIFE WITH

REALISM!

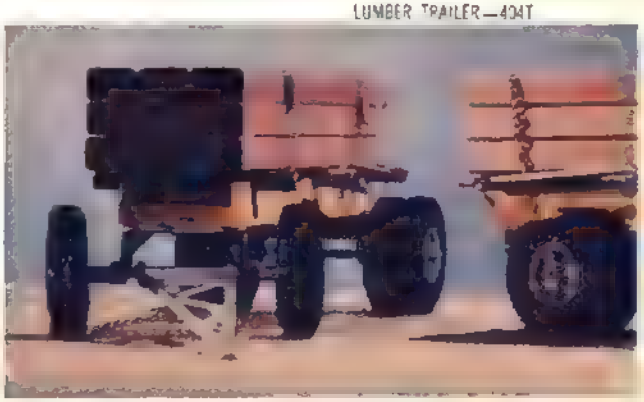
AUTHENTIC MODELS WITH REAL WORKING ACTION

BLUE DIAMOND—408

DUMP TRUCK WITH SCOOP—403

LUMBER TRUCK—404

LUMBER TRAILER—404T



SMITH-MILLER "FEATURE ATTRACTIONS" FOR '54

- Completely New, 1954 Model, Mack Truck Tractor and Cab, with New Mack Insignia and Long-Nosed Hood.
- All Metal Edges SMOOTHLY ROUNDED For Safe Play.
- New Polished Headlamps, Air-Horn, and Riding Lights.
- New Five-Spoke Wheels and Polished Twin Gas Tanks.

*Packed 4 to master shipping carton. #Packed 6 to master shipping carton

10TH ANNIVERSARY

THE

BIG LINE

FOR

BIG SALES

PACIFIC INTERMOUNTAIN EXPRESS -409

SEARCHLIGHT TRUCK 407

IN *1954*

PACIFIC INTERMOUNTAIN EXPRESS—409 More life-like than ever before, the P.I.E. for '54 still dominates the highways of imagination. Massive polished aluminum trailer body, new latest model features, new long-hooded Mack cab with Mack insignia, cab-top air-horn and I.C.C. riding lights. Length 29". Weight 11 pounds. Packed 6 to master shipping carton.

SEARCHLIGHT TRUCK—407. Premiered in last year's line, this famous truck is now a single handsomely-designed unit, with new cab and color scheme. Full turning and tilting off-on searchlight (batteries not included) plus '54 Mack Truck features. A star play value for movie-minded youngsters. Length 18½". Weight 7 pounds. Packed 6 to master carton.

SMITH-MILLER

Famous Trucks in Miniature

MINIATURES OF GIANTS OF THE HIGHWAY

PHOTOGRAPHIC

AERIAL LADDER—410

BEKINS VAN—406

SILVER STREAK—405

AERIAL LADDER—410. A four alarm sensation with every fire-loving kid, this dashing vehicle's towering ladder tops 4 feet when extended on its rotating base. Blazing red, gold and aluminum finish. Length 36". Weight 13 lbs.*

BLUE DIAMOND—408. Action-loaded replica of the highway heavy duty hauler of roadbuilding materials. Restyled to authentic Mack '54 specifications. Real hydraulic lift feature adds to play possibilities. Length 18½" Weight 7½ lbs.*

DUMP TRUCK WITH SCOOP—403. Just what construction-minded kids have been calling for—a dump truck to scoop up sand, gravel or rocks and load itself! Triple action realism—a sand-pile sensation. Length 14". Weight 5 lbs.*

BEKINS VAN—406. "Fast-moving" model of the nationally familiar furniture van. Big enough to move a double doll house full of furniture! Full opening door provides easy loading access. Length 29". Weight 10 lbs.*

LUMBER TRUCK—404. A sturdy 6-wheel timber truck, with big load of smooth-edged lumber, rollers, removable chains, and loading bars. Length 19". Weight 6 lbs.*

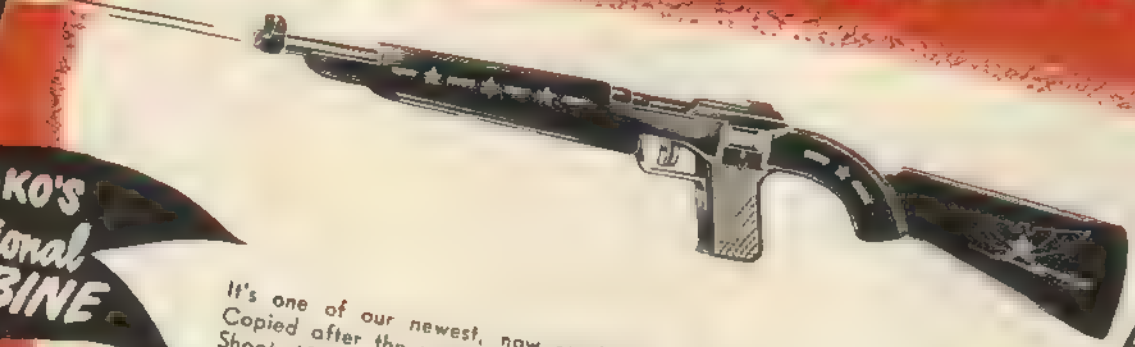
LUMBER TRAILER—404T. Sold separately, this tandem trailer may be attached to the Lumber Truck, making a timber hauling combination that can't be beat! Length 17" Weight 4 lbs.*

SILVER STREAK—405. The glittering glamour truck, with 14 rubber-tired wheels, plenty of toy load and weight capacity for rugged action play. A happy combination of bigness and beauty. Length 28" Weight 8½ lbs.*

PRINTED IN U.S.A.

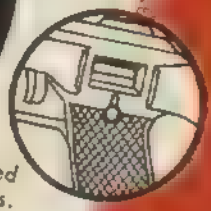
ALL WES-KO GUNS ARE EXACT

FULLY AUTOMATIC!



WES-KO'S Sensational CARBINE

It's one of our newest, now ready for delivery. Copied after the popular World War II weapon. Shoots 10 plastic pellets as fast as you pull the trigger. Moving parts are made of heavy die cast metal for extra ruggedness.



No. 735: Individually boxed with extra plastic pellets. Packed one doz. per carton.

$2.00

(Suggested retail)

COMPLETELY HARMLESS!

WES-KO'S Famous TOMMY GUN

Exact replica of the famed Thompson Automatic Sub-Machine Gun. No pump or cocking action needed to automatically fire 12 lightweight plastic balls. Moving parts are made of heavy die cast metal for extra ruggedness. In attractive display box.

No. 450: With 12 plastic balls. Packed one dozen per carton.

$3.00

(Suggested retail)

No. 475: 25-shot model. With 25 plastic balls. Packed one dozen per carton. **$5.00** (Suggested retail)

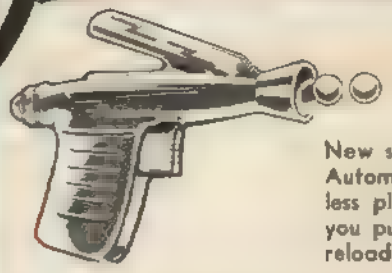
COSMIC JET WATER PISTOL

Popular space design. Has huge visible water supply. Can be fully loaded, stem to stern. Convenient pocket size.

No. 750: Packed two dozen per box; 12 doz. per carton. **30¢**

(Suggested retail)

RAY-O-MATIC TARGET PISTOL



New six-shot target pistol. Automatically fires six harmless plastic balls as fast as you pull the trigger without reloading.

No. 400: Packed in cellophane bag with plastic balls. Packed three doz. to carton. **50¢** (Suggested retail)

WES-KO PRODUCTS • 3536 Union Pacific Ave., Los Angeles 23, Calif.

REPLICAS OF THE ORIGINAL FIREARMS!

PRACTICALLY INDESTRUCTIBLE!

WES-KO'S Famous LUGER

Authentic looking in every detail. Shoots ten harmless plastic pellets as fast as you pull the trigger . . . automatically without pumping or cocking. Moving parts are made of heavy die cast metal for extra ruggedness. Packed in handsome gift-type box with extra supply of pellets.

No. 425: Individually boxed with plastic pellets. Box size is 10" x 5". Packed three dozen per carton.

$1.50

(Suggested retail price)

WES-KO'S New Smash '45'

Our latest pistol! Looks exactly like its namesake. Fires 10 plastic pellets as rapidly as you pull the trigger. Fully automatic action. Moving parts are made of heavy die cast metal for extra ruggedness.

No. 715: Individually boxed with plastic pellets. Packed three dozen per carton.

$1.50

(Suggested retail price)

DESIGNED BY

Serge Abagoff

SERGE ABAGOFF, internationally known, is the designer and developer of the world famous Wes-Ko mechanically operated toys. He is now president of SEDA INVENTIONS DEVELOPMENT CORPORATION of Los Angeles. His sensational success is exemplified by the many Wes-Ko products created and developed by his genius. Serge's skill is constantly assisting WES-KO PRODUCTS in presenting better quality toys at the lowest possible prices.

TEA SETS

in Beautiful California Desert-tones with Sterling Silvertone Silverware

Wes-Ko's beautiful "California Fiesta Style" tea sets are America's outstanding value, **priced to sell in volume!**

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No. 550: 32-piece set. Service for four with metalized silver-tone tableware. Packed one dozen per carton. Box size: 13½" x 18".

$2.00 (Suggested retail)

"HOLLYWOOD" set is complete service for two in attractive display box.

No. 525: Service for two with tableware. Packed 24 sets per carton. Box size: 8¼" x 12¾".

Suggested retail $1.00

No. 575: 46-piece set. Service for six with metalized silver-tone tableware. Packed one dozen per carton. Box size: 13½" x 18".

Suggested retail $3.00

"SILVERWARE CHEST" with complete service for six. Available in chest-type box.

No. 510: Chest size, 5" x 10". Plated plastic. Packed three dozen to a carton.

Suggested retail 80c

COMPLETE PIGGY BANK FAMILY!

. . . With the famous TIPPING HAT

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PERMANENT SHOWROOM: 200 Fifth Avenue Building Room 1111, New York City

WES-KO PRODUCTS

Shown at the

TOYFAIR

in room

814 HOTEL NEW YORKER

NEW YORK CITY

• **3536 Union Pacific Ave., Los Angeles 23, Calif.**

Printed in U.S.A.

IF YOU'RE GUNNING FOR...

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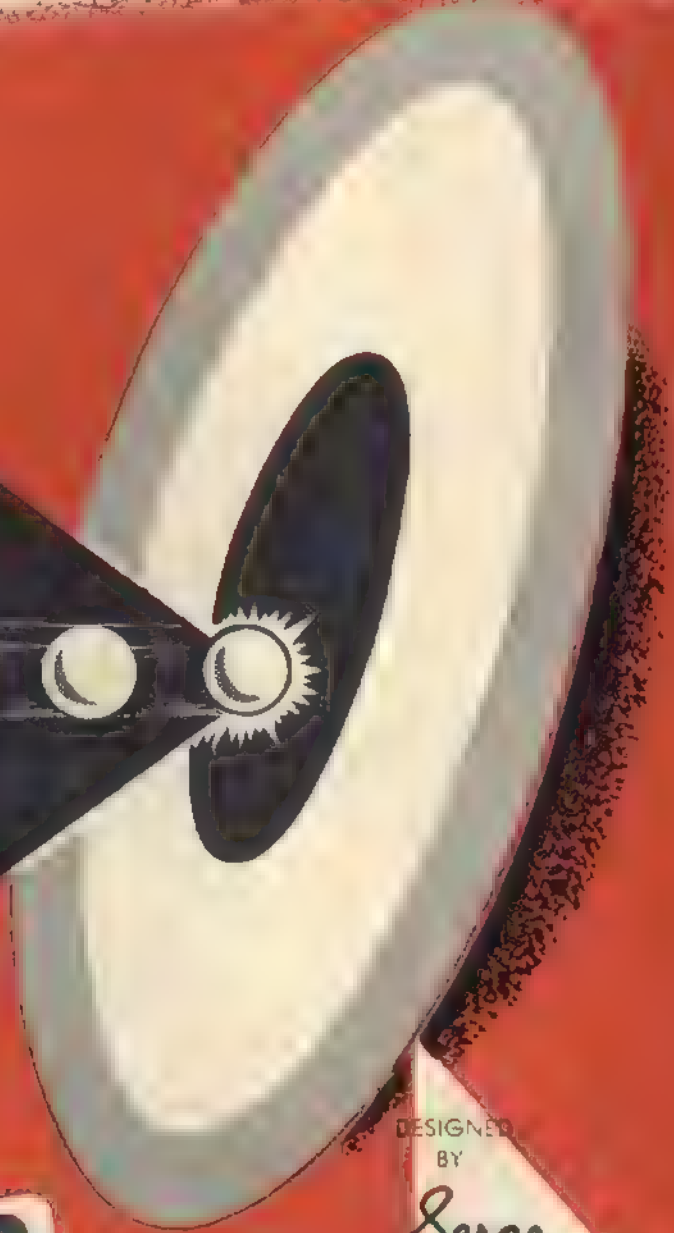
HIT the BULLSEYE with WES-KO PRODUCTS

THEY SCORE EVERY TIME!



DESIGNED BY Serge Chapoval

MADE OF STYRON 475 A SUPER-IMPACT DOW PLASTIC!

ALL PRODUCTS MADE OF SUPER-IMPACT PLASTIC, PRACTICALLY INDESTRUCTIBLE

WES-KO PRODUCTS • 3536 Union Pacific Ave., Los Angeles 23, Calif.

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ALL WES-KO GUNS ARE EXACT

WES-KO'S Sensational CARBINE

FULLY AUTOMATIC!

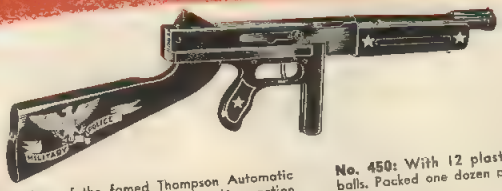
It's one of our newest, now ready for delivery. Copied after the popular World War II weapon. Shoots 10 plastic pellets as fast as you pull the trigger. Moving parts are made of heavy die cast metal for extra ruggedness.

No. 735: Individually boxed with extra plastic pellets. Packed one doz. per carton.

$2.00

(Suggested retail)

COMPLETELY HARMLESS!



Exact replica of the famed Thompson Automatic Sub-Machine Gun. No pump or cocking action needed to automatically fire 12 lightweight plastic balls. Moving parts are made of heavy die cast metal for extra ruggedness. In attractive display box.

No. 450: With 12 plastic balls. Packed one dozen per carton.

$3.00

(Suggested retail)

WES-KO'S Famous TOMMY GUN

No. 475: 25-shot model. With 25 plastic balls. Packed one dozen per carton. $5.00 (Suggested retail)

COSMIC JET WATER PISTOL

Popular space design. Has huge visible water supply. Can be fully loaded, stem to stern. Convenient pocket size.

No. 750: Packed two dozen per box; 12 doz. per carton.

30¢

(Suggested retail)

RAY-O-MATIC TARGET PISTOL

New six-shot target pistol. Automatically fires six harmless plastic balls as fast as you pull the trigger without reloading.

No. 400: Packed in cellophane bag with plastic balls. Packed three doz. to carton

50¢

(Suggested retail)

WES-KO PRODUCTS • 3536 Union Pacific Ave., Los Angeles 23, Calif.

REPLICAS OF THE ORIGINAL FIREARMS!

PRACTICALLY INDESTRUCTIBLE!

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$1.50

Suggested retail

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$1.50

Suggested retail

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(Suggested retail) **$2.00**

"HOLLYWOOD" set is complete service for two in attractive display box.

No. 525: Service for two with tableware. Packed 24 sets per carton. Box size: 8¼" x 12¾".

(Suggested retail) **$1.00**

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(Suggested retail) **$3.00**

"SILVERWARE CHEST" with complete service for six. Available in chest-type box.

No. 510: Chest size, 5" x 10". Plated plastic. Packed three dozen to a carton.

(Suggested retail) **80c**

COMPLETE PIGGY BANK FAMILY!

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THEY SCORE EVERY TIME!

DESIGNED BY Serge Chermayeff

ALL PRODUCTS MADE OF HIGH IMPACT PLASTIC, PRACTICALLY INDESTRUCTIBLE

MADE OF STYRON 475 A SUPER-IMPACT, NON-PLASTIC!

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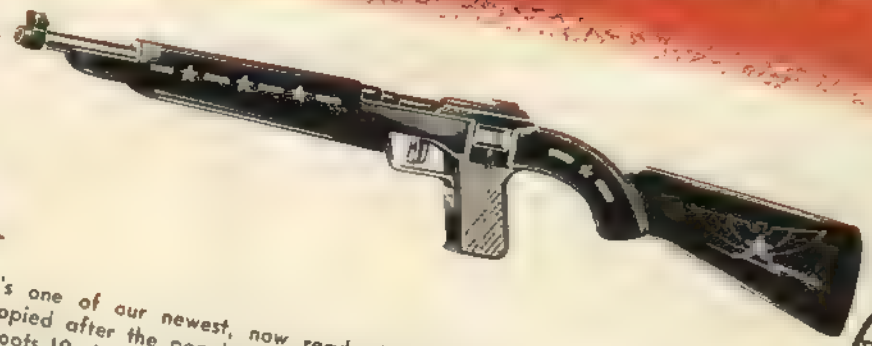

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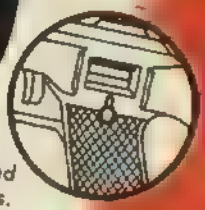

No. 736: Individually boxed with extra plastic pellets. Packed one doz. per carton.

$2.00

(Suggested reta

COMPLETELY HARMLESS!

WES-KO'S Famous TOMMY GUN

Exact replica of the famed Thompson Automatic Sub-Machine Gun. No pump or cocking action needed to automatically fire 12 lightweight plastic balls. Moving parts are made of heavy die cast metal for extra ruggedness. In attractive display box.

No. 450: With 12 plastic balls. Packed one dozen per carton.

$3.00

(Suggested reta

No. 475: 25-shot model. With 25 plastic balls. Packed one dozen per carton. $5.00 (Sugge

COSMIC JET WATER PISTOL

Popular space design. Has huge visible water supply. Can be fully loaded, stem to stern. Convenient pocket size.

No. 750: Packed two dozen per box; 12 doz. per carton.

30c

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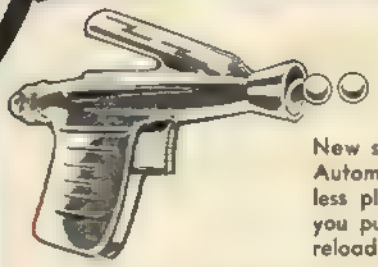
RAY-O-MATIC TARGET PISTOL



New six-shot target pistol. Automatically fires six harmless plastic balls as fast as you pull the trigger without reloading.

No. 400: Packed in cellophane bag with plastic balls. Packed three doz. to carton

50c

(Suggested reta

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No. 425: Individually boxed with plastic pellets. Box size is 10" x 5". Packed three dozen per carton.

$1.50

(Suggested retail)

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$1.50

(Suggested retail)

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$2.00 (Suggested retail)

"HOLLYWOOD" set is complete service for two in attractive display box.

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(Suggested retail) $3.00

"SILVERWARE CHEST" with complete service for six. Available in chest-type box.

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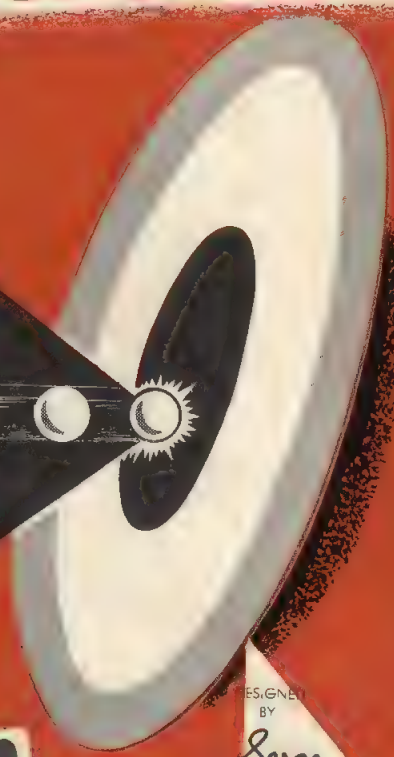

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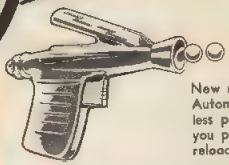

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THE WONDER HORSE
TRADE MARK REGISTERED
"it's gaited"

America's Beautiful Thoroughbred of Hobby Horses

With Magic Spring Action

Fair Traded* to Protect Your Profit

PATENTED

THE WONDER HORSE DE LUXE

Lifelike, true Palomino color of the Wonder Horse De Luxe delights riders from 1 to 7. Top-quality, long-lasting construction wins new friends every day.

- **Body is injection-molded Tenite II, a new Tennessee Eastman plastic of exceptional strength and durability.**
- **It stands up under rough riding and abuse without shattering, chipping or peeling.**
- **Lustrous finish is pleasant to touch, washes easily with soap and water.**
- **Same sturdy, high-test springs and magic action of its older brother, the famous wood Wonder Horse. Springs replaceable.**
- **Voted an "outstanding example of its type" by Toy Guidance Council experts for 1953-54.**
- **Used in doctors' waiting rooms and recommended by pediatricians.**
- **Develops grace and muscular co-ordination.**

Individually packed. Weight, 20 lbs. Length 36". Height 21".

***In all states where legal.**

WONDER PRODUCTS CO.

Manufacturers
COLLIERVILLE, TENN.
SUBURB OF MEMPHIS
TELEPHONE L.D. 4242

THE WONDER HORSE

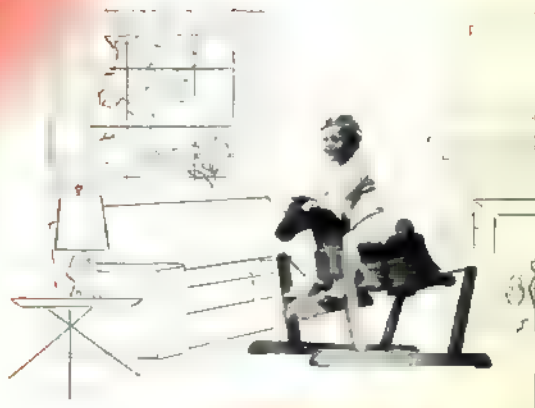
TRADE MARK REGISTERED

"it's gaited"

Healthful Fun for Children 1 to 7

PATENTED

OUTDOORS



INDOORS

Children all over America have enjoyed countless hours of body-building exercise riding the Wonder Horse. "Magic" springs give a rocking, bouncing "real-horseback" ride that fascinates youngsters, and develops grace and muscular co-ordination. Babies as young as 11 months have fun on the Wonder Horse. In fact, many ride before they walk.

- Careful, long-lasting construction of select hardwood.
- Sturdy, high-test springs—replacements available if needed after long period of heavy use.
- Durable, bright-red finish.
- Fair-Traded* to insure legitimate profit.

*In all states where legal

Individually packed
Weight, 25 lbs.
Length, 36"
Height, 19¼"

WONDER PRODUCTS CO.

Manufacturers
COLLIERVILLE, TENN.
SUBURB OF MEMPHIS
TELEPHONE L.D. 4242

Patent Rights of

WONDER PRODUCTS COMPANY

UNDER EXCLUSIVE LICENSE FROM WILLIAM BALTZ

Patent No. 2,437,015

Also Patent Des.-167,464

In November, 1952, issues of Industry Trade Journals, you were advised that three suits have been filed in U. S. District Courts.

On December 5, 1952, final decree for the plaintiffs was entered by consent in the U. S. District Court of the eastern District of Arkansas, Western Division, Civil Action No. 2461, in equity for patent infringement, William Baltz, et al, vs. ....., ..., and ..... .*

Paragraph 7 of said decree states:

> **"That a perpetual injunction issue out of and under the Seal of this Honorable Court, directed to the Defendants * * * restraining them and each of them and they and each of them be and are hereby permanently enjoined and restrained from directly or indirectly making, using, selling or offering to sell, except under license, any suspended horses embodying the inventions disclosed and claimed in said Letters Patent No. 2,437,015 or in any other way from infringing thereon."**

The other two suits are pending in the U. S. District Court for Northern District of Illinois, Eastern Division, and have since been consolidated into one action.

Another suit has been filed in the U. S. District Court of Massachusetts against a department store and a manufacturer.

Attorneys secured signed agreement from a North Central State manufacturer to stop production of alleged infringing horse.

We will continue to take consistent action against alleged infringers whether manufacturer, seller or agent.

The above is in reply to the inquiries received from our customers as to our position regarding various alleged infringing devices.

FAIR TRADED TO PROTECT YOU. We are committed to a policy of definitely enforcing our Fair Traded prices in all states where it is legal to do so. Our attorneys have handled several violators this past year and they will be called upon whenever necessary to relieve you from unscrupulous or unfair trade Practices.

See Opposite Page

**Names deleted by Publisher.*

WONDER PRODUCTS CO.

Manufacturers

COLLIERVILLE, TENN. SUBURB OF MEMPHIS

Brand new EXCITING TOYS

NEW TELEPHONES

0682
SPEED PHONE

Sound, action and color. Bells ring when dial is revolved.

0683-S
PLA PHONE

Sound in mouthpiece. Realistic dial action. Bright colors.

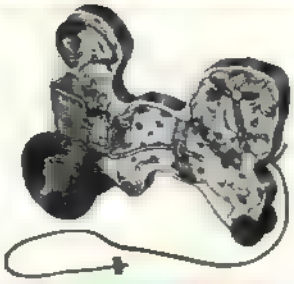
0684
SOUNDPHONE

Sound producing device in base. Realistic spring return dial.

0685
VOICE PHONE

Deluxe and realistic. Revolve dial — bells ring. Lift receiver—voice sounds.

NEW PULL TOYS



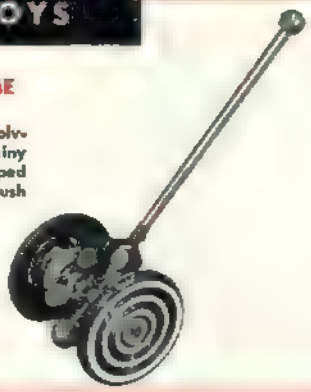
232 PONY CART CHIME

A pull toy delight for fun and galloping action. Realistic pony with loveable rider. Bells ring merrily as toy is pulled along.

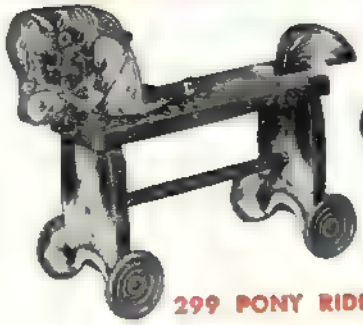
NEW PUSH TOYS

147
RAINBOW PUSH CHIME

Elegant chime assembly with revolving multi-colored balls . . . shiny musical gongs. Large colorful striped metal wheels. Sturdy hardwood push handle.

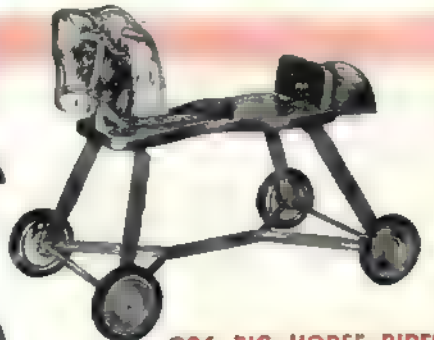


NEW RIDER TOYS



299 PONY RIDER

A popular action toy sturdily built. Plated gongs in all 4 extra strong enameled steel wheels. Realistically lithographed for indoor and outdoor use.



306 BIG HORSE RIDER WITH RUBBER TIRES

Extra large deluxe model with rubber tires. Strongly built with enameled heavy steel legs and braces. Shiny gongs ring in all four wheels. Lithographed horse's head with plated jingle bells on reins for music wherever it goes.

302 HORSE RIDER WITH RUBBER TIRES

A new rider treat with rubber tires. Plated gongs in all 4 wheels. Smartly lithographed. Built to last. A smooth ride on sidewalk or floor.

R-913 is beautifully, smartly styled Mahogany case. Silver finished dial, cut-out center. Gold color hands and bezel. 6⅞" high 16½" wide.
Westminster Chimes
Retail $52.00 $62.40

R-947 displays decorative harmony. Case of mahogany with matched striped front and base. Cut-out center dial is silver finished with black numerals and gold hands. 7⅛" high, 19½" wide.
Westminster Chimes
Retail $55.00 $66.00

R-947

Revere
CHIMING ELECTRIC CLOCKS

REVERE
TELECHRON MOTORED

R-955 is charming in its simplicity. Mahogany case. White dial with sunburst design in black and gold center. Black numerals, gold color hands. 11⅛" high, 8½" wide.
Westminster Chimes
Retail $60.00 $72.00

MANTEL MODELS

Revere Mantel Clocks are far more than unerring electric timekeepers. With cases made of superb Honduras mahogany and uncommon, richly textured woods, the style range — modern, contemporary and traditional — offers a choice to harmonize with any setting. On table or mantel, these stunning, charming creations bring beauty into the home — beauty of sight and the beauty of Westminster Chimes, softly reproduced in deep, golden tones on harmonious Symphony Chimetone Rods.

R-953

R-953 is an inspiration in design. Mahogany case. Silver finished dial, black Roman numerals, gold hands. 10½" high, 7¼" wide.
Westminster Chimes
Retail $55.00 $66.00

R-939 offers smart, modern styling. Mahogany case, two-tone finish. Silver finished dial cut-out center, raised gold numerals. 6½" high, 19" wide.
Westminster Chimes
Retail $58.00 $69.60

R-935 is deftly modern. Mahogany case with Bird's Eye Maple panels. Satin silver finished dial, raised numerals. 9" high, 20¼" wide.
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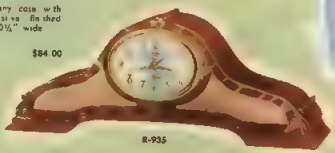

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Revere Chimes are self-adjusting.

Federal Excise Taxes not included in prices listed

Prices subject to change without notice

CABOT

CABOT

There is a stately quality in the Gothic Lines of this exceptional design. Honduras Mahogany case with full fluted columns. 80" high, 24" wide, 15½" deep. Gold dial with moving moon.

Westminster Chimes 5 tubular bells.

Retail $700.00 $812.00

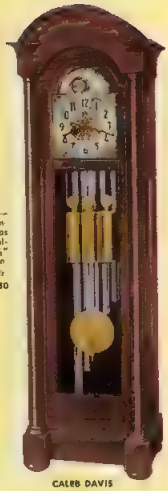
GIRARD

GIRARD

Petite creation in Colonial Honduras Mahogany beaded columns. Satin gold finished dial with bright golden scrolls, silver numeral circle. 74¼" high, 17⅞" wide, 10⅞" deep.

Westminster Chimes on Symphony Chimetone rods

Retail $375.00 $435.00



CALEB DAVIS

CALEB DAVIS

An outstanding Colonial model—distinguished yet essentially simple. Case is made of Honduras Mahogany with full round columns 81" high, 22" wide 15½" deep. Gold dial, moving moon

Westminster Chimes, 5 tubular bells

Retail $705.00 $817.80

HALE

Colonial model, ideal for small rooms. Honduras Mahogany case with beaded columns. Gold dial with moving moon. 75½" high, 18¾" wide, 12" deep.

Westminster Chimes, 5 tubular bells

Retail $510.00 $591.60

HALE

REVERE

TELECHRON MOTORED

HERITAGE OF WORTH

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Federal Excise Taxes not included in prices listed

Prices subject to change without notice

West Coast prices slightly higher

MILLICENT is Colonial in design. Two tone highlighted mahogany case is only 78" high, 14½" wide, 8½" deep. Satin gold finished dial, embellished in bright gold, with silver numeral circle.

Westminster Chimes

Retail $225.00 $261.00

VIVIENNE is Early American in style. Two tone highlighted mahogany case has Bird's Eye Maple overlays. 71" high, 18½" wide, 8½" deep. Color painted dial decorated with French floral design.

Westminster Chimes

Retail $275.00 $319.00

R-937 charmingly interprets an ever popular style. Mahogany case with Bird's Eye Maple panels. Silver finished dial, raised black numerals 8⅛" high, 18⅞" wide.

Westminster Chimes

Retail $58.00 $69.60

R-941 is brilliantly modern. Mahogany case, finished in blond. Silver finished dial, cut-out center raised gold numerals, gold hands. 6½" high, 19" wide.

Westminster Chimes

Retail $62.00 $74.40

R-951 is smart in its effect. Mahogany case with matched striped front. Silver dial with etched black numerals, gold color hands and bezel. 6⅞" high, 16½" wide.

Westminster Chimes

Retail $52.00 $62.40

Revere

CHIMING ELECTRIC

CLOCKS

REVERE

TELECHRON MOTORED

"GRANDMOTHER" WALL AND MANTEL MODELS

All the grace and charm of the popular "grandmother" clocks are presented in these incomparable Revere models. In a modest size that fits any room, exquisite in details, each announces every quarter hour with Westminster Chimes, softly played on Symphony Chimetone Rods. The mantel designs and the wall clock also chime the same charming melody.

R-957 presents a new note in wall clocks. Case in light honey toned finish. Silvered dial, golden raised numerals, circle lines and bezel, black hands. 12" square, 4¾" deep.

Westminster Chimes

Retail $60.00 $72.00

Federal Excise Taxes not included in prices listed

Prices subject to change without notice

Grandmother Clock prices are slightly higher on the West Coast

BENNINGTON

Sheraton-Colonial style Honduras Mahogany, top trim of sunburst matched Avodire veneer. Carved leaf motifs at bottoms of beaded columns. 79½" high, 21¾" wide, 14" deep. Gold dial moving moon. *Westminster Chimes, 5 tubular bells.*

Retail $615.00 $713.40

MONTICELLO

Expressing the gracious dignity of authentic Colonial styling. Case of Honduras Mahogany with full fluted columns. 86" high, 20" wide, 13½" deep. Gold dial with moving moon. *Westminster Chimes, 5 tubular bells.*

Retail $665.00 $771.40

SUSSEX

Stylest in Sheraton grace and elegance, the Honduras mahogany case of this petite model is finished in light blend Alga available in brown mahogany finish. Beaded columns. 69½" high 16½" wide, 12" deep. *Westminster Chimes, 5 tubular bell.*

Retail $565.00 $655.40

Blond finish slightly higher

Westminster Chimes, reproduced in all Revere Clocks, were composed, in 1793, for St. Mary The Great Church in Cambridge by William Crotch, inspired by the fifth bar of Handel's symphony, "I Know That My Redeemer Liveth". In 1859, this lovely melody was chosen for the great clock in the House of Parliament in Westminster, where it became world famous.

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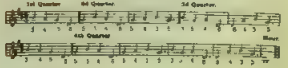
Revere
CHIMING ELECTRIC
CLOCKS

REVERE

TELECHRON MOTORED

PILGRIM

A beautiful and highly favored Colonial design. Honduras Mahogany case with beaded columns and top and bottom overlay trims. 80" high, 20½" wide, 11¾" deep. Gold dial with moving moon. *Westminster Chimes, 5 tubular bells.*

Retail $550.00 $638.00

PILGRIM

EXCELLENCE IN EVERY DETAIL

Cases of fine Honduras mahogany and rare, blending woods are finished in a rich shade of brown or, if preferred, in light tones at a nominal added charge. The golden dial with silvered circle for the raised numerals is truly gorgeous. The moving moon dial, showing phases of the lunar month, is a colorful, engaging feature. Modern, electric, timetelling accuracy is assured by the famous Telechron Motor.

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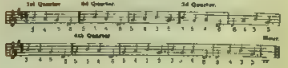
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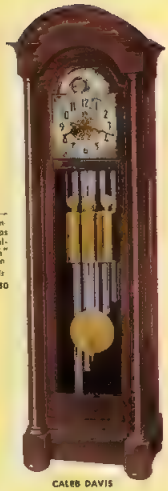

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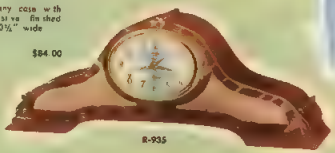

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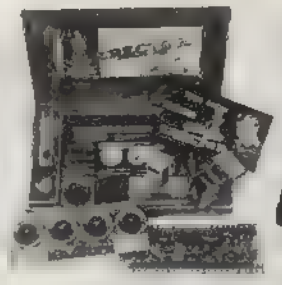
WOODBURY HARDWARE COMPANY

ERECTOR®

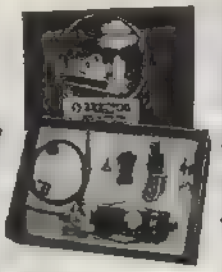
THE WORLD'S GREATEST CONSTRUCTION TOY!

No. 1½ Erector

No. 2½ Erector



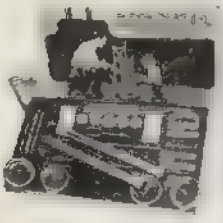
No. 4½ Erector



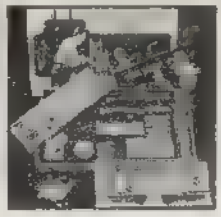
No. 7 Smoke & Choo-choo Kit

No. 10½ Erector

No. 10 Junior Erector



No. 2½ Erector



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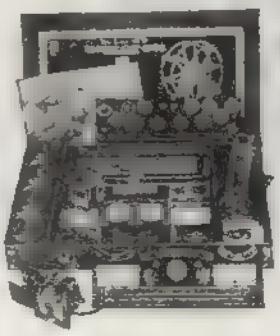


No. 8½ Erector

No. 7 Junior Erector

No. 4 Junior Erector

No. 1½ ERECTOR—THE BUILDER'S SET

Here's extraordinary value! Four sizes of steel girders, 3 kinds of base plates and host of other parts sufficient to build score upon score of interesting models. Illustrated "HOW HO MAKE 'EM" book, with four-color cover, shows 72 of them including Baggage Truck, Swing, Prairie Schooner, Express Wagon, Crane Hoist, etc., but actually number is unlimited. Parts arranged for accessibility by builder. Set measures 13½" long x 9½" wide x ¾" high. Boxed individually and packed 24 per carton. Shipping weight 35 lbs.

No. 2½ ERECTOR—THE APPRENTICE SET

Builds hundreds of models, including Ferris Wheel, Trailer, Farm Wagon, Elevated Crane, Dutch Windmill, Portable Derrick, Inclined Railway and Foot Bridge. 10½-inch girders come assembled in square girder form—strongest construction principle known. With nut-and-bolt method you can build models that have the strength and rigidity of real-life engineering construction. Models won't wobble or sway. Wheels, pulleys, plates, screwdriver, etc., are also included. Illustrated "HOW TO MAKE 'EM" book. Set measures 18" long x 10" wide x 1½" high. Boxed individually and packed 12 per carton. Shipping weight 29 lbs.

No. 4½ ERECTOR—THE MOTORIZED SET

Two big trays provide a multitude of parts—girders, plates, wheels, etc.—to build such models as a Windmill, Jig Saw, small Airplane Ride, Autogiro, Trip Hammer, small Walking Beam Engine, Stamp Mill, Railroad Bridge and a lot more. Precision-made mechanical spring-wind Motor enables trucks and other action models to operate under their own power without wires or batteries. Ideal for Hoists, Cranes, Ferris Wheel and other Erector models. Miniature metal house serves as Bridge Tender's shack, Railroad Crossing shelter, Ticket Seller's booth, etc. Lavishly illustrated "HOW TO MAKE 'EM" book tells step-by-step method of putting models together. Set measures 18" long, 10" wide, 2⅜" high. Boxed individually and packed 6 per carton. Shipping weight 33 lbs.

No. 6½ ERECTOR—THE ELECTRIC ENGINE SET

BUILDS THE THRILLING AIRPLANE RIDE

It's easy to understand why this big ERECTOR set, with its gleaming array of more than 350 parts, has consistently remained one of the most popular ever made. Jam packed with Girders, Gears, Pinions, Wheels, Plates, Bolts, etc., it has a double tier of trays nested in a sturdy hinged-cover cardboard box. Powerful Electric Engine gear train runs in forward and reverse, has multiple speed combinations. All-steel Bridge Tender's Shack finished in bright colors. Set builds such models as the Lift Bridge, Windmill, Pump, Airplane Beacon, Pile Driver, Delivery Truck, Hoist, Elevator and scores of others. Also included in set is extraordinary Magic-Twist flexible coupling that enables you to transmit power from the motor to the model in bends, twists and loops. Box is 18" long x 10" wide x 3" high. Big illustrated book describes in step-by-step fashion how to put together models. Boxed individually and packed 3 per carton. Shipping weight 27 lbs.

No. 7½ ERECTOR—THE ENGINEER'S SET

BUILDS THE WALKING BEAM ENGINE

Over 350 all-metal parts, including a powerful Electric Engine whose gearing will produce a variety of speeds, plus reverse or forward operations, make up this huge ERECTOR set. Engineering marvels like the Bascule Bridge, Hoisting Engine, Derrick, Air Compressor, Steam Plant, Twin Cylinder Engine and many, many others can all be built right in your own home. Polished steel boiler and Engineer's shack provides even greater value. By adding gear arrangements, Engine can be made to produce scores of varied speeds and will turn vertical as well as horizontal shafts. A set made for years of fun-and real usefulness. Sturdy, heavy gauge steel chest, with hinged metal clasp cover, measures 18¼" long x 10⅛" wide x 2⅜" high. Boxed individually and packed 3 per carton. Shipping weight 32 lbs.

No. 8½ ERECTOR—THE ALL-ELECTRIC SET

BUILDS THE COLORFUL FERRIS WHEEL

Nearly 16 POUNDS of Girders, Gears, Pinions, Plates, Wheels and other ERECTOR parts make up this massive set, complete with sturdy hinged-cover cabinet. In addition to a 4-speed forward-and-reverse gearing in Electric Engine, you'll find a string of electric lights to illuminate finished models PLUS and electro-magnet so powerful it grabs up steel girders before it touches them! With this set you can make such exciting models as a Magnet Crane, Oil Drilling Rig, Ferris Wheel, Portable Derrick, Operating Elevator, Airplane Beacon, Cantilever Bridge and scores upon scores of others, including over 100 engine-driven, illuminated models alone! Set has Flex-O-Matic magic coupling to transmit motor power in twists and loops. Huge heavy gauge steel chest, finished in bright red, measures 20¼" long x 12¾" wide x 2⅜" high. Boxed individually and packed 3 per carton. Shipping weight 48 lbs.

No. 7 SMOKE AND CHOO-CHOO KIT

Even motorized ERECTOR models take on new interest when this remarkable kit is used to create thick, white puffing Smoke and Choo-Choo sounds. Exciting when used with Crane Hoist or Derrick: Choo-Choos sound when load rises, while real Smoke puffs from stack. Also makes realistic firebox glow! Use with 7½ and up ERECTOR; 7-15 volt transformer necessary for Smoke operation. Boxed individually and packed 6 per carton. Shipping weight 5 lbs.

No. 10½ ERECTOR—THE AMUSEMENT PARK SET

BUILDS PARACHUTE JUMP and MERRY GO ROUND

What a huge ERECTOR assortment confronts you when you open the lid of this big all-steel [illegible] and see the mass of parts arrayed in double [illegible]. Here indeed is the set for a lifetime, can be handed down from to [illegible]. No less than 25 POUNDS of parts and equipment, over 500 toys all rolled into one. You can build a complete carnival set-up that will be the envy of the neighborhood. Parachute Jump, Merry-go-Round, Sideshow booths, etc., PLUS such action models as the Giant Power Plant Duo, Windmill, Traveling Crane, Double Cycle Horizontal Engine, Hammerhead Crane with Magnet and many, many other models. Models swing into action when connected with the 1.0 volt Electric Engine with forward-and-reverse operation and variety of geared speeds. Parts include Boiler and Fly Wheel equipment, electro-magnet, horses, Bridge Tender's shack and string of gaily [illegible] steel cabinet measures 22" long x [illegible]" wide x 2¾" high. Packed 1 per carton. Shipping weight 28 lbs.

No. 10 JUNIOR ERECTOR

Advanced set which will make literally hundreds of models, including Lift Bridge, large Hoists, Water Wheel, Merry-go-Round, Well Driller, giant Ferris Wheel and many, many others. Idea set for developing child's creativeness, confidence and pride of achievement. Generous parts selection includes tubes, connectors, bearings, locks, propeller blades, horns, etc. Sturdy parts are molded in bright colors, put together in easy, child simply matches reds, greens, etc., according to four-color instruction book. Top tray removable. Four color HOW TO MAKE 'EM book. Hinged box measures 20" long x 9" wide x 2½" high. Boxed individually and packed 3 per carton. Shipping weight 14 lbs.

No. 2 JUNIOR ERECTOR

Non-snagging [illegible] red, yellow, green, white plastic parts fit together to make such models as Lazy Ladder, Swing, Windmill, Table, Wheelbarrow, Chair, Bridge, Airplane and similar. Holes in plastic parts are [illegible] to let [illegible] pass. Tubes and connectors are bright colored. How-to-build models by using four-color instruction book as a guide. Ample assortment of tubes, connectors, bearings and nuts. Four-color HOW TO MAKE 'EM book. Box measures [illegible] long x 9" wide x [illegible]" high. Boxed individually and packed 12 per carton. Shipping weight 12 lbs.

No. 4 JUNIOR ERECTOR

Builds more models and larger models from greater assortment of parts. Parts molded in brilliant colors enable children to build models by following color pictures in instruction book. Makes Beach Buggy, Engine, Derrick, Tractor, Bridge, Ferris Wheel, Windmills, Trucks and many others. Packed in the colorful box are [illegible] wheels, propeller blades and rubber [illegible] for powering [illegible] and realistic spoked wheels. Four-color HOW TO MAKE 'EM book. Set measures [illegible] long x [illegible] wide x [illegible] high. Boxed individually and packed 6 per carton. Shipping weight 12 lbs.

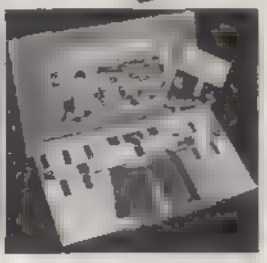
WOODBURY HARDWARE COMPANY

GILBERT ANCHOR BLOCKS

No. 11 Anchor Blocks

No. 2 Anchor Blocks

No. 5 Anchor Blocks



No. 7 Anchor Blocks

No. 11 GILBERT ANCHOR BLOCK SET

Two large sets of [illegible] packed in a [illegible] metal fireproof chest. With the assortment of pretty [illegible] new arches and columns, stores, [illegible] houses, castles and forts [illegible] almost anything. The [illegible] magnetic [illegible] can be built. Blocks are so handle easily by small children, yet have the weight [illegible] new thrill in building. New Anchor material [illegible] doors are embossed foil and [illegible] blocks are [illegible] and [illegible] Chest measures 14¾ long x 8¼ wide x 1 high. Packed [illegible] per carton.

No. 2 ANCHOR BLOCK SET

Here's a compact set with just the right number of Anchor Blocks and parts to enable smaller children to build interesting but not complicated models. Typical of the scores of models which can be put together by two- and three-year olds is the colorful Country Well, shown above. Set has 24 Anchor Blocks, all properly weighted for piling, and includes whole and half sizes plus a chimney and four peak sections. Completing the set are a roof and illustrated Building Book. Box measures 10½" long x 9" wide x 1¼" high

No. 5 GILBERT ANCHOR BLOCK SET

Dozens of models can be built with the Anchor Blocks in this set. Blocks come in variety of sizes and shapes: four different cubes and rectangles plus angle blocks, chimneys and spires. Roof is deeply embossed shingle-type. Windows and doors are embossed foil lamination. Most important, new Anchor Blocks are JUST RIGHT for piling; not too light, not too heavy. Can be used out-of-doors because Blocks will clean with damp cloth. Large illustrated Building Book included. Set measures 13⅛" long, 9½" wide, 1-3/16" high Packed 12 per carton.

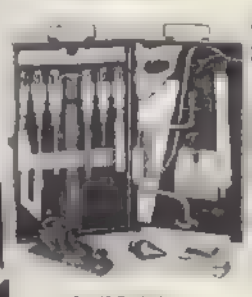
No. 7 GILBERT ANCHOR BLOCK SET

In addition to a variety of cubes, rectangles, angle blocks, chimneys and spires this No. 7 set includes an arch and columns, enabling the young builder to make more interesting models. Structures like the Cathedral, illustrated above, with graceful archway and supporting columns, are typical of the kind which this assortment will make. Box contains 70 Anchor Blocks of assorted sizes plus two realistic roofs. Illustrated Building Book included. Set measures 18" long x 10" wide x 1⅛" high

TOOL CHESTS

No. [illegible] Tool Chest

No. [illegible] Tool Chest



No. 15 Tool Chest

No. 12 Tool Chest

No. 3 GILBERT TOOL CHEST

11 PIECE SET

Sturdy all-steel hinged chest serves for "on-the-job" work! Set includes Screwdriver 10" Saw, Mallet, Utility Can, Pliers, Sandpaper Block extra Sandpaper, 45° Triangle, Rule Hammer and metal Square. Red finished chest measures 14½" x 8½" x 3" Packed 6 per carton. Approximate shipping weight 24 lbs.

No. 6 GILBERT TOOL CHEST

14 PIECE SET

With [illegible] heavy gauge hinged cover steel chest jam-packed with tools. This assortment is a real value. Contains Brace, Saw, T-Square and Rule. Mallet Screwdriver, Awl, Putty Knife, 6 Metal Squares, Utility Can, Triangle and Protractor, extra Sandpaper, Pliers, Plumb Bob, Sanding Block, Hammer and 7 Plane. Packed 6 per carton. Approximate shipping weight 24 lbs.

No. 15 GILBERT TOOL CABINET

27 PIECE SET

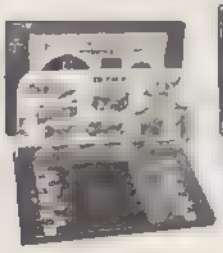
Big assortment of tools packed in a real all-steel carpenter's upright cabinet. Every tool has its own bracket, for easy accessibility. Included are Combination Level, Plumb Bob, Sanding Block, Putty Knife, Small Screwdriver, Awl, ¾" Chisel, File, large Screwdriver, Tri-Square, T-Square, large Tri-Square, extra Sandpaper, Wrecking Bar, 7" Plane, 12" Saw, Brace, Hammer, 5 Bits. Cabinet measures 16½" high, 9" wide, 4" deep, closed.

No. 18 GILBERT TOOL CABINET

40 PIECE SET

For the advanced junior carpenter the de luxe assortment, all packed in a sturdy steel Cabinet with individual tool holders. Includes Screwdriver, Awl, Putty Knife, Level, ½" Chisel, ¾ Chisel, File, large Screwdriver 16" Saw, Gimlet Bit, large Brace, Keyhole Saw, Wrecking Bar, Carpenter's Pencil, Coping Saw, Hammer, Sandpaper, Sanding Block, Wrench, Chalk, Utility Can, Saw Blade, Tri-Square, Drill and Case Unit, Plumb Bob, T-Square, Plane, Mallet, Pliers, Triangle. Cabinet measures 19" high, 10" wide, 4½" deep, closed.

ERECTOR-Brik



No. 1 Brik Set

No. [illegible] Brik Set

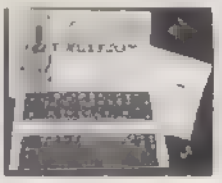
No. 1 ERECTOR-BRIK SET

Only the imagination of the youngster limits the number of [illegible] ERECTOR-Brik [illegible] can be [illegible] with this ERECTOR-Brik set. New [illegible] Brik [illegible] are [illegible] and [illegible] breakproof. Drill [illegible] and [illegible] Brik [illegible] measure 1½ x 3. Are [illegible] construction. Half-round [illegible] straight and true [illegible] Packed 12 per carton.

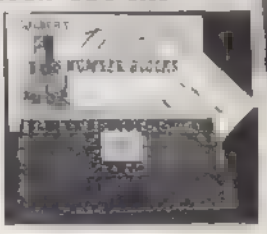
No. 2 ERECTOR-BRIK SET

Total of 373 Briks including whole, half and quarter sizes, plus [illegible] Brik and other means that [illegible] Special [illegible] Brik [illegible] Packed 3 per carton.

Domino NUMBER BLOCKS



No. [illegible] Number Blocks Set



No. 2 Domino Number Block Set

No. 1 GILBERT DOMINO NUMBER BLOCK SET

It's more than a building block set for 2 and 3 year-olds; it teaches youngsters how to count from one to six. Older children (4 and 5 years) will be able to do simple addition combining 1 and 1, 2 and 1, etc. Set is fun because 2" x 4" blocks are easy to handle and make dozens of interesting models. It's also instructive because boys and girls learn while they play. Illustrated Building Manual shows number of suggested models. Set measures 15⅜" long x 10⅛" wide x 1¼" high.

No. 2 GILBERT DOMINO NUMBER BLOCK SET

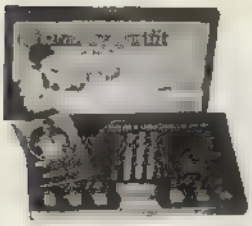
Ideal for playing a full-scale game of dominoes, for building elaborate models, (apartment house, bridges, overpass, etc.) and for learning basic counting and addition. Children love the rugged molded blocks because, with their large size (2" x 4"), they pile one-on-top-of-another easily without toppling and are easy to handle. Blocks are red with white domino spots. Domino Number Blocks are ideal for pre-school children because coordinating movements with the giant-size blocks is far easier for tiny hands. Set measures 20½" long, 13⅜" wide x 1⅝" high.

WOODBURY HARDWARE COMPANY

GILBERT

CHEMISTRY SETS

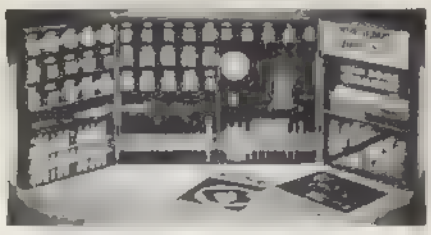
profitable, interesting career-builders



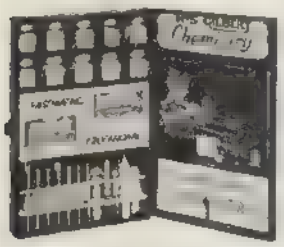
No. 1 Chemistry

No. 1 GILBERT CHEMISTRY—
HEATLESS BEGINNER'S OUTFIT

A Chemistry Set that needs no heat in order to conduct experiments! Youngsters in the 7-8 age group can now conduct experiments without needing lamps candles, burners, etc. Set enables user to perform 116 experiments, including Magic Blueprint Elastic Egg Rock Salt, Vanishing Cream, Furniture Polish Invisible Ink Magic Pen, Carbon Paper and many others. Contains 18 pieces of apparatus and chemicals Zinc Oxide, Sodium Carbonate, Diglycol Stearate, Ferric Ammonium Sulphate, etc., plus test tubes, spoon, shovel, self-display test tube rack and other equipment. 72-page illustrated Manual. Set measures 18" long, 10" wide, 1¾" high. Packed 12 per carton. Shipping weight 24 lbs.



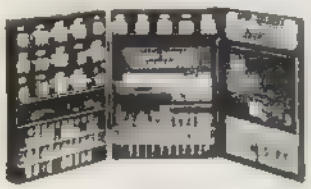
No. 2 Chemistry Set



No. 5 Chemistry Set

No. 5 GILBERT CHEMISTRY
JUNIOR LABORATORY

Over 223 fascinating experiments can be performed with the apparatus and chemicals packed with this full-sized all-steel laboratory. You can make invisible, cassein, paint, ink, perfumed soap, magic fire ink, bayberry candle, purple flame, black lacquer and scores upon scores of other things with the 26 pieces of chemicals and equipment. Steel test tube rack tilts forward for easy accessibility; clear "see-through" bottles include Ammonium Chloride, Sodium Carbonate and other essential chemicals. Each bottle is held in place individually on a steel shelf - bottles cannot topple out. Big 5" x 10" "FUN WITH GILBERT CHEMISTRY" book has 84 pages, fully illustrated throughout. Chest measures 9" x 11¾" x 1¾" and opens to 1½ feet long. Packed 6 per carton. Shipping weight approximately 28 lbs.



No. 12 Chemistry Set

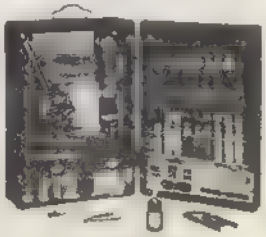
No. 12 GILBERT CHEMISTRY
SENIOR LABORATORY

Jam-packed with enough chemicals and apparatus to perform 379 thrilling experiments. Big steel chest includes two sections plus sturdy cover. Laboratory has 4 shelves of 20 clear "see-through" bottles plus two long test tube racks. Parts box has transparent plastic cover. A school-type glass stirring rods, funnel, etc., are included in a set of professional equipment. In addition to 64-page "FUN WITH GILBERT CHEMISTRY" book these other books "GILBERT HOME CHEMISTRY," "GLASS BLOWING" and "GILBERT CHEMISTRY" describe hundreds of other fascinating experiments. Still another booklet describes 80 experiments in the fascinating field of Glass Blowing. Set measures 9½" x 13¾" x 3¼" and opens to over 2 feet long. Packed 2 per carton. Shipping weight approximately 25 lbs.

No. 16 GILBERT CHEMISTRY SET
WITH MICROSCOPE

The only chemistry set of its kind ever made—includes not only a complete chemical laboratory, with ample equipment for home study and experimentation, but also has a high-powered Microscope and dissecting apparatus so that the sciences of Chemistry and Microscopy can be combined. Precision-made turret type Microscope has magnifications of 60, 90 and 210, plus unique Polaroid device that permits the brilliant colors of specimens to show up under the lens. Chemical bottles, on double shelf are securely held in place by ingenious metal clips to prevent coming out. Parts box has transparent plastic cover. Manuals include FUN WITH GILBERT CHEMISTRY, GILBERT MICROSCOPE booklet and GLASS BLOWING. Set has ample equipment for chemistry and microscope experiments. Test tube rack tilts forward for easy accessibility. All-steel three-compartment cabinet measures 9½" x 13¾" x 4⅜" and opens to 28½" long. Packed 2 per carton. Shipping weight approximately 20 lbs.

No. 16 Chemistry Set



No. 20 Microscope

No. 25 GILBERT CHEMISTRY
ATOMIC ENERGY SET

This massive Gilbert Chemistry Set, measuring over 3 feet when opened, is not only a fully-equipped chemical laboratory, but also has apparatus and instructions in the fascinating field of Atomic Energy. Huge assortment of chemicals and equipment enables you to perform 480 interesting experiments listed in the giant 128-page illustrated book "FUN WITH GILBERT CHEMISTRY" plus FOUR other books "ATOMIC ENERGY," "CHEMISTRY IN THE HOME," "GLASS BLOWING" and "CHEMICAL MAGIC." Atomic Energy apparatus includes Spinthariscope enables you to see disintegration of atom particles speeding at 10,000 MILES PER SECOND) plus safe radioactive ore. List of experiments almost endless. Turn water to wine, ink to water, make a magic rose, etc., etc. Big all-steel cabinet has four compartments and includes 7 steel shelves with 35 bottles. Three test tube racks provide storage for 24 chemicals and 11 test tubes. New scientific balance permits precision weighing. Chest measures 19" x 13¾" x 3¼". Packed 1 per carton. Shipping weight approximately 15 lbs.

No. 5 Microscope

No. 8 Microscope

No. 8 GILBERT MICROSCOPE SET

Accurately ground, optical lens Gilbert Microscope magnifies 60 TIMES ACTUAL SIZE and has exclusive Polaroid device which brings out a wonderland of colors impossible to see with ordinary 'scopes. Dissecting equipment, assortment of slides, specimens, etc., included with set. Microscope has adjustable focusing knob, slide clips and mirror. Big 80-page illustrated book describes experiments. Set measures 18" long x 10" wide x 3" high. Packed 6 per carton. Shipping weight 13 lbs.

No. 9 GILBERT MICROSCOPE SET

Semi-professional set! Microscope, with high resolving power and a revolving turret, magnifies specimens 60, 90 and 210 TIMES ACTUAL SIZE. Lens are optical glass, highly polished and precision ground. Focusing can be done quickly, sharply - field of view is large. With Polaroid attachment gorgeous colors come in view. Test tubes, forceps, dozen chemicals, slides, hand lens, etc., make complete laboratory. Set is 18" long x 10" wide x 3" high. Packed 6 per carton. Shipping weight 16 lbs.

No. 20 GILBERT MICROSCOPE SET

Huge scientist's laboratory, featuring a powerful precision Microscope which magnifies objects 120, 200 and 450 TIMES ACTUAL SIZE! Turret mechanism permits magnifications to be changed quickly. Exclusive Gilbert Polaroid device brings out brilliant specimen colors, hidden from view with ordinary 'scopes. Hues are breathtaking! Two steel test tube racks contain variety of chemicals and specimens; slide-out drawers contain assortment of slides and parts. Equipment also includes top stage and substage light for illumination of specimens just like professional scopes. Dri-Electric Power Pack provides power source. Hand lens completes apparatus. Two illustrated manuals included. Hinged chest measures 20" long x 3-7/16" deep x 14" high when opened. Packed 3 per carton. Shipping weight 22 lbs.

SA Microscope

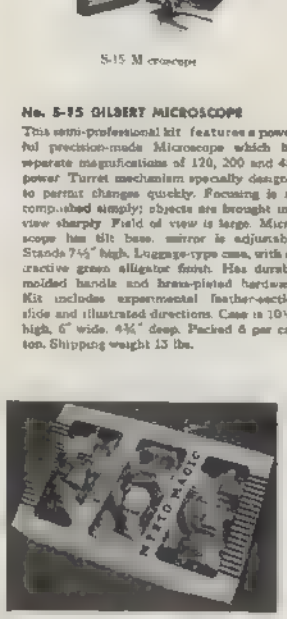
No. SA-6 GILBERT MICROSCOPE

Junior scientist Gilbert Microscope has high resolving power and a revolving turret which allows magnifications of 60, 90 and 210 power. Lens are optical glass, highly polished and precision ground. Focusing is quick and clear; field of view is large. Has tilt base and adjustable mirror. Kit includes slide with feather section and illustrated directions. Microscope stands 6¼" high. Box measures 9¾" high, 4¼" wide, 2½" deep. Packed 6 per carton. Shipping weight 5 lbs.

S-15 Microscope

No. S-15 GILBERT MICROSCOPE

This semi-professional kit features a powerful precision-made Microscope which has separate magnifications of 120, 200 and 450 power. Turret mechanism specially designed to permit changes quickly. Focusing is accomplished simply; objects are brought into view sharply. Field of view is large. Microscope has tilt base, mirror is adjustable. Stands 7½" high. Luggage-type case, with attractive green alligator finish. Has durable molded handle and brass-plated hardware. Kit includes experimental feather-section slide and illustrated directions. Case is 10½" high, 6" wide, 4¾" deep. Packed 6 per carton. Shipping weight 15 lbs.



SA Magic Set

No. SA GILBERT MYSTO MAGIC

A huge array of tricks from all parts of the globe! After only a short practice session you'll be performing such tricks as the Passe Passe Coin Trick, Acrobatic Wedding Rings, Vanishing Handkerchief, Cups and Balls, Multiplying Billiard Balls, Vanishing Rabbit, Magic Keys and many, many others. Set includes mustache-goatee make-up kit and colorful poster. Hinged box measures 20⅜" x 13⅜" x 2¼". Boxed individually and packed 3 per carton. Shipping weight 15 lbs.

No. 1½ GILBERT MYSTO MAGIC

Every trick in this set has been made famous by conjurers of international repute! Each one is a real "stopper," designed to amaze any audience, yet all eleven tricks are easy to master. Partial list includes Vanishing Handkerchief, Cut and Restore Paper Ribbon, Mystic Slide, Magic Keys, Phantom Cards, Vanishing Rabbit and many others. Set measures 17¾" x 10" x 1¼". Boxed individually and packed 12 per carton. Shipping weight 16 lbs.

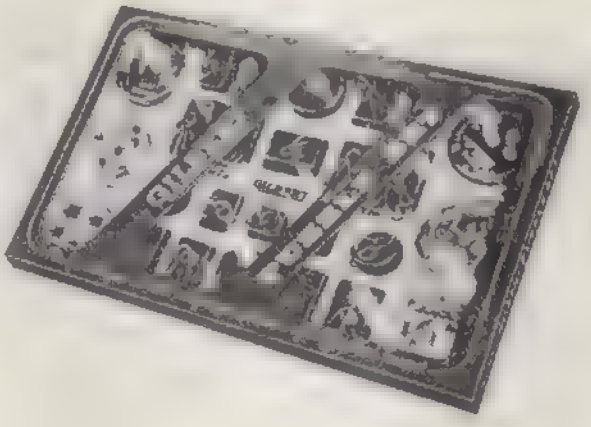
WOODBURY HARDWARE COMPANY

GILBERT PUZZLE SETS

No. 1033 GILBERT PUZZLE SET
Giant de luxe set, combining 20 wire puzzles and six clever puzzle tricks, all packed in new Window type box with permanent place-for-everything molded "Kleer-Tainer" tray. You'll have hour after hour of enjoyment solving the Vampire Puzzle, the Wishbone Puzzle, the Lucky Horseshoe, Hungry Pup, Shamrock Puzzle, Topsy Turvy Rivets and many, many others. Wire puzzles made of heavy-gauge steel, plated to resist rust. Set measures 20½" long x 13¼" wide x 1¼" high. Boxed individually and packed 12 per carton. Shipping weight 18 lbs.

No. 1033

No. 1032



No. 1032 GILBERT PUZZLE SET
There's fun and entertainment for young and old alike with the nearly two-dozen twisters in this big Gilbert assortment, packed in new Window type box with permanent place-for-everything molded tray "Kleer - Tainer". You'll laugh as you watch your friends try to solve the puzzle of the Heathen Rings, the Conjuring Rings, the Twin Links, etc., because it's a cinch when you know how. Ideal for puzzle parties, rainy afternoons, auto trips and other occasions. Illustrated booklet provides solutions. Set measures 18" long x 10" wide x 1¼" high. Boxed individually and packed 12 per carton. Shipping weight 19 lbs.

No. 1040 GILBERT PUZZLE SET
Whether you're 7 or 70, you'll get a barrel of enjoyment from this brand new Gilbert Puzzle set that has a complete new assortment of bafflers and teasers. You'll be regaled when you try them on your friends, because each puzzle has a "secret" solution that only YOU know! You can trick them with the Chinese Finger Trap and the Magic Buttonhole Pencil. You can fool them with the Boomerang Puzzle, the Mystic Propeller and the Snapper. Feature is the ancient Hindu Pyramid Puzzle, one of the most remarkable ever seen! Set has 12 puzzles in package 18" x 10" x 1¼". Boxed individually and packed 12 per carton.

No. 1040

No. 1034 GILBERT PUZZLE SET
New set of six intriguing teasers, handsomely finished in full color and just the thing to liven up a party, keep the children amused or while away some leisure time. You'll have all kinds of fun Playing Golf, competing in the great Turtle Race, acting as Atomic Bombardier, lifting (with Leo the Strong Man) the mammoth bar bell, solving the Topsy-Turvy Rivets puzzle and nailing the Lucky Horseshoe. There's a trick way to do each one! Clear plastic dome-type puzzles have 3½" diameter. Package is 13½" x 9½" x 1½". Boxed individually and packed 12 per carton.

No. 1034

THE A. C. GILBERT COMPANY
ERECTOR SQUARE
NEW HAVEN 6, CONN., U. S. A.

NOTE: Because of conditions beyond our control, The A. C. Gilbert Company reserves the right to change prices, composition of material, finishes and carton packing without notice. We cannot guarantee that orders placed will be shipped 100%.

EXPORT DIVISION
GILBERT HALL OF SCIENCE BUILDING
FIFTH AVE. AT 25 STREET
NEW YORK CITY

WOODBURY HARDWARE COMPANY

PRICE LIST

for GILBERT TOYS

ERECTOR®

AND OTHER GILBERT TOYS

Gilbert Toys except items marked * are subject to Fair Trade Laws.

QUANTITY ORDERED	No.	Article	No. to Ctn.	Approx. Ctn. Wgt. Lbs.	Schedule A Fair Trade Retail Price
	2	Junior Erector	12	12	$ 2.35
	4	" "	6	12	5.25
	10	" "	3	14	11.50
	1½	Erector	24	35	2.10
	2½	"	12	32	3.65
	4½	"	6	38	8.35
	6½	"	6	50	14.65
	7½	"	3	34	17.75
	8½	"	3	53	25.50
	10½	"	1	28	41.95
	*7	Erector Smoke & Choo-Choo Kit	6	6	4.15
	*6	Whistle Kit	6	6	5.25
	*1	Brik Set	6	26	3.65
	5	Anchor Blocks	6	29	4.15
	7	" "	6	40	5.25
	11	" "	3	39	10.45
	1	Chemistry Set	12	30	3.10
	5	" "	6	30	6.25
	12	" "	3	26	10.45
	16	" "	2	17	15.65
	25	" "	1	15	25.95
	5	Microscope Set	6	13	5.25
	8	" "	6	19	10.45
	20	" "	3	22	19.75
	S6	Separate Microscope	6	5	5.25
	S15	" "	6	13	10.45
	3	Tool Chest	6	22	4.15
	6	" "	6	41	7.30
	15	" "	3	29	13.25
	18	" "	3	42	19.95
	1032	Puzzle	12	16	2.60
	1033	"	6	18	4.15
	1034	"	12	11	2.10
	*1½	Magic	12	15	3.10
	*5A	"	3	14	10.45

HUBLEY CARS AND TRUCKS

AERO JET ROCKET

Rocket is constructed of non-breakable plastic. Metal launching platform is constucted of aluminum for durability. Energy pellets are non-poisonous and non-toxic and in no way harmful. Pkd. 1 dozen weight 27 pounds per carton.

No. 910/700 Aero Jet Rocket. Per Dozen..... $ 30.95

DUMP TRUCK

Green cab-bright metal chassis. Movable red dump-aluminum trimming. Pushing lever on side raises dump, tail gate opens automatically. Rear wheels on trailer have knee action. Rubber wheels. Packed 6 pcs. Weight 20 lbs. per carton. Lenth 17 inches.

No. 911/508 Dump Truck. Each..... $ 2.65

MOTOR EXPRESS

Strong metal truck 18" long. Red and green combination trimmed in aluminum. Cab lifts off to reveal motor. Side door slides open, rear door swings out. All rubber wheels. Packed ½ doz. wieght 32 lbs per carton.

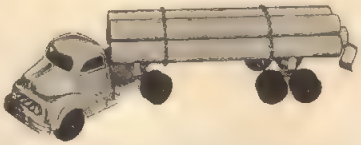
No. 912/507 Motor Express. Each..... $ 2.65

CARRY ALL

All metal. Cab lifts off to reveal motor. Orange flat bed machinery carrier. All rubber wheels. Complete with 10¾" road scraper. Overall length 19½". Pkd. 6 pcs. Wt. 24 lbs.

No. 913/506 Carry All. Each..... $ 2.65

LOG TRUCK



All metal, 18 inches long. Cab lifts off revealing motor. Trailer carries 5 logs, 12" long. Rubber Wheels. Packed 6 pcs. weight 21 pounds per carton.

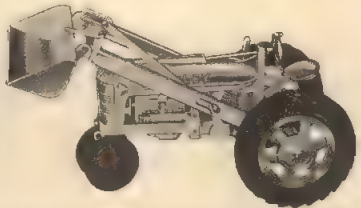
No. 914/505 Log Truck. Each..... $ 2.65

TELEPHONE TRUCK

All metal replica of Bell Telephone truck. Crank raises or lowers rope and hook. Red trailer complete with 11" telephone pole. Overall length 12½". Pkd. 6 pcs. Wt. 20 lbs.

No. 915/504 Telephone Truck. Each..... $ 2.65

TRACTOR LOADER



Red with bright metal loader mechanism and steering wheel. Aluminum trimming. Realistic engine details, spring seat, steering wheel operates front wheels. Side lever raises, lowers, and dumps loader. Packed 6 pcs. Wt. 17 pounds.

No. 916/500 Tractor Loader Each..... $ 1.98

HUBLEY CARS AND TRUCKS

CATTLE TRUCK

All plastic truck 12½ inches long. Red cab and yellow trailer with black rubber wheels. Cab lifts off to reveal motor. Pkd. 1 doz. Weight 14 lbs. per carton.

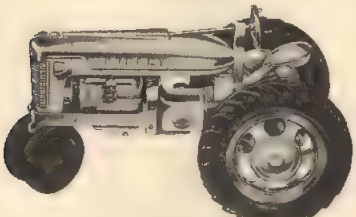
No. 917/357 Cattle Truck. Per Dozen..... $ 14.32

MOTOR EXPRESS

All plastic truck 12½ inches long with rubber wheels. Red and green combination. Cab lifts off to reveal motor. Side and rear doors open. Pkd. 1 doz. Wt. 16 lbs. per carton.

No. 918/352 Motor Express. Per Dozen..... $ 14.32

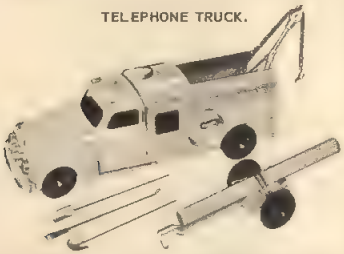
TRACTOR



All metal, red with aluminum trim. 9½ inches long. Front wheels operated by steering wheel. All metal wheels with black rubber tires. Pkd. 1 doz. Wt. 21 lbs. per carton.

No. 919/490 Tractor. Per Dozen..... $ 15.84

TELEPHONE TRUCK.



Length 10½ inches. Olive green with bright metal wrench and boom. Equipped with red trailer and telephone pole, three digging tools. Rubber wheels. Pkd. 1 doz. Wt. 20 lbs.

No. 920/484 Telephone Truck. Per Dozen..... $ 12.00

ROAD SCRAPER

All metal 10¾ inches long with rubber wheels. Front wheels operated by steering wheel. Adjustable scraper. Pkd. 1 doz. weight 15 lbs. per carton.

No. 921/481 Road Scraper. Per Dozen..... $ 12.00

CEMENT MIXER TRUCK

Length 10 inches, red cab, green body and bright metal revolving mixer and trim. Rubber Wheels. Pkd. 1 doz. weight 16 pounds per carton.

No. 922/483 Cement Mixer Truck. Per Dozen..... $ 12.00

SPORTS CAR

Metal 9 inches. Red with aluminum trimming. Chassis enclosed on bottom with realistic details. Rubber wheels, including spare mounted on rear. Pkd. 1 doz. Wt. 17 lbs.

No. 923/485 Sports Car. Per Dozen..... $ 12.00

DUMP TRUCK

Metal 9½ inches. Green chassis, red movable dump, bright metal trim. Tail gate opens when dump is raised. Rubber wheels. Packed 1 dozen, weight 13 pounds per carton.

No. 924/471 Dump Truck. Per Dozen..... $ 7.84

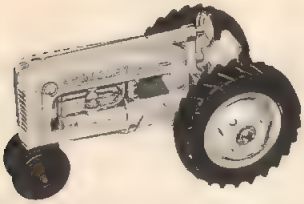
HUBLEY CARS AND TRUCKS

TOW TRUCK

All metal 9¾ inches long. Red with aluminum finished winch and boom. Rubber wheels. Pkd. 1 doz. Wt. 14 lbs. per carton.

No. 925/474 Tow Truck. Per Dozen..... $ 7.84

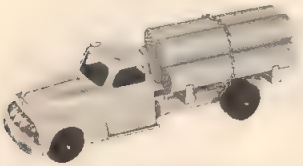
TRACTOR



All metal 7¼ inches. Red with aluminum trim. Yellow rear wheels. Realistic engine details. Treaded rubber tires. Pkd. 1 doz. weight 15 lbs. per carton.

No. 926/473 Tractor. Per Dozen..... $ 7.84

LUMBER TRUCK



All metal 10 inches. Orange with bright metal bed, bright trim. 5 removable logs, with chain to hold them in place. Rubber wheels. Packed 1 dozen, weight 15 lbs. per carton.

No. 927/469 Lumber Truck. Per Dozen..... $ 7.84

NAVY FIGHTER

All metal navy plane 6½ inches long. Red with aluminum trim. Wings fold, wheels retract. Pkd. 1 doz. Wt. 9 lbs.

No. 928/467 Navy Fighter. Per Dozen..... $ 7.84

TRACTOR

All metal 5½ inches. Realistic detailing of engine, chassis. Treaded rubber wheels. Pkd. 3 doz. weight 24 lbs. per carton.

No. 929/456 Tractor. Per Dozen..... $ 4.72

SPORTS CAR

All metal 7½ inches. Assorted colors, red and yellow. Transparent windshield. Aluminum trimming. Realistic details. Rubber wheels. Pkd. 3 doz. weight 20 pounds per carton.

No. 930/455 Sports Car. Per Dozen..... $ 4.72

LOG TRUCK

All metal 7½ inches long. Assorted colors with bright trimming. 5 logs. Rubber wheels. Pkd. 3 doz. Wt. 20 lbs.

No. 931/454 Log Truck. Per Dozen..... $ 4.72

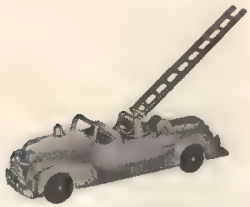
FIRE ENGINE

All metal 7½ inches long Red with aluminum finished pumper top and windshield. Rubber wheels. Pkd. 3 doz. Wt. 24 lbs.

No. 932/464 Fire Engine. Per Dozen..... $ 4.72

HUBLEY CARS AND TRUCKS

HOOK AND LADDER TRUCK



All metal 7½ inches long. Red with aluminum finished windshield. Rubber wheels. Pkd. 3 doz. weight 21 lbs. per carton.

No. 933/463 Hook and Ladder Truck. Per Dozen .... $ 4.72

TOW TRUCK

All metal 7 inches long. Assorted colors with bright metal sides, movable boom. Rubber wheels. Pkd. 3 doz. Wt. 20 lbs.

No. 934/453 Tow Truck. Per Dozen..... $ 4.72

STAKE TRUCK

All metal 7 inches long. Assorted colors with bright metal sides and tail gate, bumper and grill. Rubber wheels. Pkd. 3 doz. 20 lbs. per carton.

No. 935/452 Stake Truck. Per Dozen..... $ 4.72

RACER

Length 7 inches. All metal with rubber wheels. Red and green with aluminum man and trimming. Pkd. 3 doz. Wt. 20 lbs.

No. 936/457 Racer. Per Dozen..... $ 4.72

FARM SET

All metal. Set consists of tractor, plow, cultipacker, spreader and farm wagon, all interlocking. Toys red with aluminum trimming. Black rubber wheels. Pkd. ½ doz. Wt. 16 lbs.

No. 937/50 Farm Set. Per Dozen.....$ 23.84

BOXED ASSORTMENT

All metal. Set consists of navy airplane, sports car, stake truck, tractor. All toys have rubber wheels. Pkd. 1 doz. weight 30 lbs. per carton.

No. 938/45 Boxed Assortment. Per Dozen.....$ 23.84

HUBLEY CARS AND TRUCKS

ROAD BUILDING SET

All plastic. Set consists of flat bed truck, road roller and road scraper. Orange flat bed truck, green road roll with red wheels, yellow scraper. All toys with aluminum trimming. Pkd. 1 doz. weight 22 lbs. per carton.

No. 939/60 Road Building Set. Per Dozen..... $ 15.84

BOXED ASSORTMENT

All plastic. Set consist of green tractor, yellow road scraper, red and yellow racer, red and silver airplane. All toys with rubber wheels. Pkd. 1 dozen, weight 10 pounds per carton.

No. 941/25 Boxed Assortment. Per Dozen..... $ 13.52

FIRE DEPARTMENT SET

All plastic. Set consists of red hook and ladder, red fire chief car, red and silver airplane, red motorcycle with black cop. All toys with rubber wheels. Pkd. 1 doz. Wt. 18 lbs.

No. 940/35 Fire Department Set. Per Dozen..... $ 15.84

PLASTIC FARM SET

Set consists of tractor, cultipacker and wagon. Toys red with aluminum trimming. Black rubber wheels. Packed 1 doz. weight 11 lbs. per carton.

No. 942/4 Plastic Farm Set. Per Dozen.....$ 7.84

Model
TOYS

Model
TOYS

Educational, constructive, built to give years of fun

Model Toys are authorized working models of famous construction and fire-fighting equipment. And like the *big* machines, they're built to stand up under roughest, toughest treatment, giving youngsters more years of fun, while teaching the importance of quality that endures.

Model Toys have welded heavy-gauge steel bodies, famous-make real rubber tires, and baked automotive enamel finishes for greater protection against rust. In every true detail of construction, Model Toys are built to look and work just like the *real* machines.

A **No. 2006.** *Model* **ADAMS ROAD GRADER,** leader in the line for years. An exciting toy for "backyard engineers." Scrapes ground smooth for their miniature building construction, grades and banks their small-scale highways and airport runways. Length, 26"; weight, 12 lbs. Fair Trade Price — $13.95.

B **No. 2007.** *Model* **UNIT MOBILE CRANE,** the toy for the older boy. Its clam-shell scoops up earth or sand, swings wide on the boom, dumps loads for other Model Toys. Boom, clam-shell and cargo hook are crank-controlled from cab. Length, 12"; boom length, 19"; weight, 7 lbs. Fair Trade Price — $13.95.

C **No. 2009.** *Model* **EUCLID BOTTOM DUMP TRUCK,** basic toy for children of all ages. Takes loads from the Model CRANE or Model BUCKET LOADER, hauls them away and dumps them with the flick of a lever. Length, 27"; weight, 11 lbs. Fair Trade Price — $13.95.

D **No. 2010.** *Model* **AMERICAN-LA FRANCE PUMPER,** the toy for action. Rubber hose connects to pump-operated tank — shoots stream of water high in the air. Equipped with scaling ladder, hard suction hose, fire extinguishers and bell. This toy and the Model AERIAL LADDER form a complete fire department. Length, 18"; weight, 7 lbs. Fair Trade Price — $15.95.

E **No. 2011.** *Model* **HEILINER-SCRAPER.** Powerful, triple-duty earth mover. Scoops up earth and loads itself — hauls and dumps loads for the Model ROAD GRADER to level or for the Model CRANE to pick up. Length, 29"; weight, 13 lbs. Fair Trade Price — $15.95.

F **No. 2012.** *Model* **CATERPILLAR* D6 TRACTOR and BULLDOZER.** A best seller in just one year. Rugged replica of the giant "Cat." Levels areas for miniature construction jobs, cuts down banks of earth for the Model HEILINER to load and haul away. Authentic bulldozer treads operate independently for sharp turns. Length, 15"; weight, 7 lbs. Fair Trade Price — $12.95.

G **No. 2013.** *Model* **BARBER-GREENE BUCKET LOADER,** Leading toy for '53 — the completely new reproduction of the latest Barber-Greene machine. Its "spirals" force sand or gravel into piles for loading. Chain-driven buckets bite into the piles, shoot up to the conveyor belt which takes the loads and dumps them. Loading unit lowers for digging, raises for road clearance in travel. Length, 22"; weight, 10 lbs. Fair Trade Price — $18.95.

H **No. 2014.** *Model* **AMERICAN-LA FRANCE AERIAL LADDER,** completely redesigned, with new and improved equipment — the most authentic model fire engine on the market. New features include die-cast aluminum construction of the extension ladder; spring action to make "hydraulic" lifts work; improved construction of revolving ladder base and auxiliary ladders. Extension jacks have been added to brace truck when aerial ladder is raised over side. A thrill-packed toy in action. Length, 33"; height (ladder extended), 42"; weight, 11 lbs. Fair Trade Price — $19.95.

Model Toys outlast others 3 to 1

NOTE In 11 Western States price is $0.90 higher on each toy

*Reg. U.S. Pat. Off

Model TOYS

THE CHAS. WM. DOEPKE MANUFACTURING CO., Inc

ROSSMOYNE, OHIO

Model Toy Representatives in the United States

East — Jos. J. Barnett
Mid-West — Hugh D. Kenney
South — M. M. Hallson
Southwest — Hughes-Stocks
West — Ken Roberts

Model Toy Representatives in Canada

Geo. S. Hall Co.
25 Grenville
Toronto 1, Ontario

FOR AGES 2 TO 8

MODEL AIRPORT TRACTOR and 2 TRAILERS

Overall Length 27"

Retail Price
$9.95

NEW Model TOY

packaged to SELL ITSELF- and priced for volume sales!

Here's an exciting, new Model Toy that's loaded with customer appeal – a rugged scale miniature of the Clark Airport Tractor that hauls air freight and baggage!

Like all Model Toys, this AIRPORT TRACTOR and TRAILERS is wonderfully realistic in appearance and performance. Trailers bear the emblems of leading airlines AMERICAN, DELTA AND C & S, TWA, UNITED and BRANIFF an authentic touch that will thrill and impress all youngsters. The emblems will be alternated, with only one airline name appearing on each toy.

AS ADVERTISED IN LIFE

This fascinating New Model Toy will be featured in LIFE'S big Summer Toy Promotion (June 7 issue) and in Model Toys' extensive consumer advertising campaign. Millions will be shopping for this toy, so be ready for volume demand!

TOP QUALITY TOY - AT LOWER PRICE!

This new Model Toy is built to withstand years of roughest treatment. The tractor is of durable, die-cast construction. Trailers are heavy-gauge, welded steel. All units have baked automotive enamel finish. In every way, this new toy conforms to the *superb quality standards of the larger Model* Toys – yet is *priced under $10.00 to assure large volume sales.*

EASY TO OPERATE!

With self-locking couplings on tractor and both trailers, this fun-packed toy can be operated by the very young, yet is exciting enough for older youngsters, too – assuring maximum sales scope in the 2 - 8 age bracket.

SELF-MERCHANDISING!

Packaged in this colorful, compact display carton that attracts shoppers, stimulates buying at the point of sale!

ORDER NOW!

SAMPLE ORDER—1 CARTON

Packed 6 toys to carton. Shipping Wt. 33 lbs.

AVAILABLE FOR IMMEDIATE DELIVERY!

THE *REGULAR* LINE OF MODEL TOYS REMAINS INTACT—AND AS POPULAR AS EVER. MODEL OFFERS TWO MORE EXCITING NEW TOYS IN 1954.

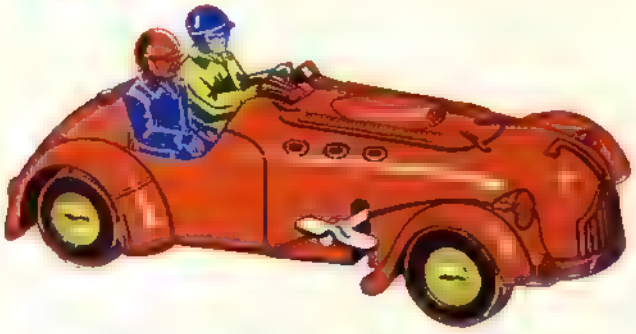
DOEPKE Model TOYS

THE CHAS. WM. DOEPKE MANUFACTURING CO., INC.
ROSSMOYNE, OHIO

See the complete line of MODEL Toys at the Toy Fair Room 611, Hotel New Yorker and Rooms 510-512, 200 5th Ave.

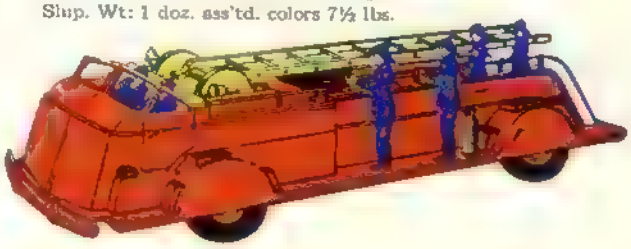
Nosco

PROFIT BUILDERS FOR *1954*



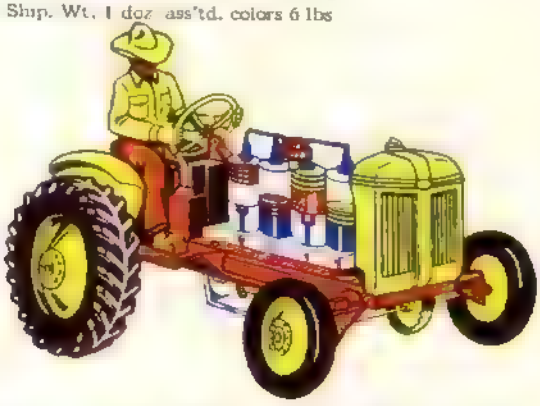
SPEEDY SPORT CAR No. 6725

A Wind-up Toy Individually Packaged.
Size: 7¼" long, 3⅜" wide, 2⅞" high.
Ship. Wt: 1 doz. ass'td. colors 7½ lbs.



UNBREAKABLE FIRE TRUCK No. 6387

A Friction Motor Toy With Siren Individually Packaged.
Size 7½ ' long, 3½" wide, 2½" high.
Ship. Wt. 1 doz ass'td. colors 6 lbs



BIG HANK FARM TRACTOR No. 6655

Authentic Visual Engine With Giro Spring Motor Individually Packaged.
Size 10⅞ ' long 5¼" wide, 6⅞" high.
Ship. Wt. ½ doz ass'td. colors 17 lbs.

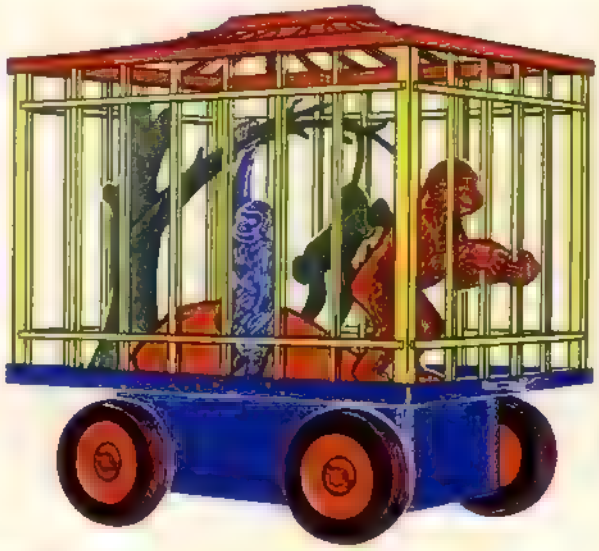
U-BUILD-IT TRACTOR KIT No. 6656

A 53 Part Kit Individually Packaged.
Complete Instructions to Build Big Hank
Tractor with Authentic Visual Engine and Giro Spring Motor
Size, 10⅞" ong, 5¼" wide, 6⅞ ' high
Ship. Wt: ½ doz. ass'td. colors 17 lbs.

BIG HANK FARM TRACTOR No. 6657

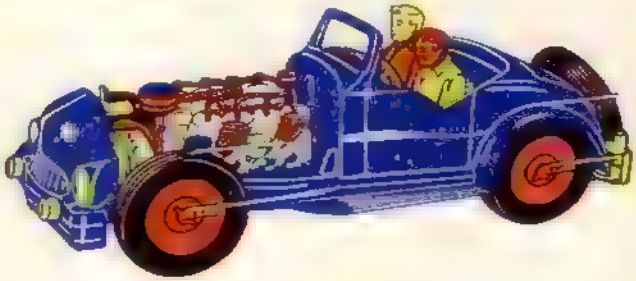
Authentic Visual Engine Individually Packaged.
Size 10 ⅞ ' ong, 5 ¼ ' wide, 6⅞" high.
Ship. Wt ½ doz ass'td colors 14 lbs.

NOSCO PLASTICS, INC.
ERIE, PA.



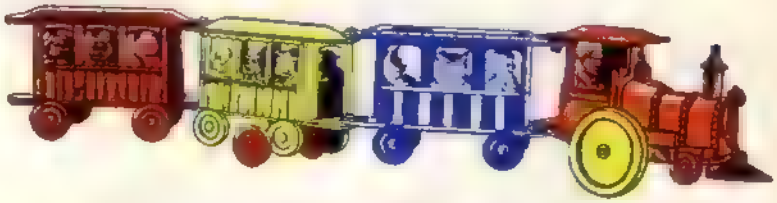
MONKEY CAGE No. 6735

Musical Action Packed Pull Toy Individually Packaged.
Size 7½" long, 5⅛" wide, 7⅞" high.
Ship Wt. ½ doz. ass'td. colors 11 lbs.



SPEED BUSTER No. 6730

Educational Action Packed Toy With Fast Friction Motor and Siren Individually Packaged.
Size 9⅜" long, 3⅜" wide, 3⅝" high.
Ship Wt: 1 doz. ass'td colors 13 lbs



MECHANICAL LOONEY LOCO No. 6720

Sturdy Wind-up Motor Individually Packaged.
Size: 13⅜" long, 2⅜" wide, 2⅜" high
Ship. Wt: 1 doz. ass'td. colors 6½ lbs.

LOONEY LOCO No. 6650

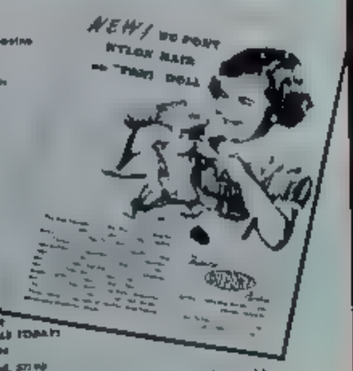
A Pull Toy Individually Packaged
Size. 13⅜' long, 2⅜" wide, 2⅜" high.
Ship Wt 2 doz ass'td. colors 11 lbs.

SEE OUR DISPLAY AT ROOM 218 • 200 FIFTH AVENUE BUILDING and ROOM 723 HOTEL NEW YORKER

IDEAL'S SAUCY WALKER DOLL

"TONI" DOLLS WITH NYLON HAIR

as advertised in LIFE



Manufactured by
IDEAL TOY CORPORATION

Toni
AN IDEAL DOLL WITH A PURPOSE

IDEAL'S Toni Doll

Coronet

Do you recognize his famous face?

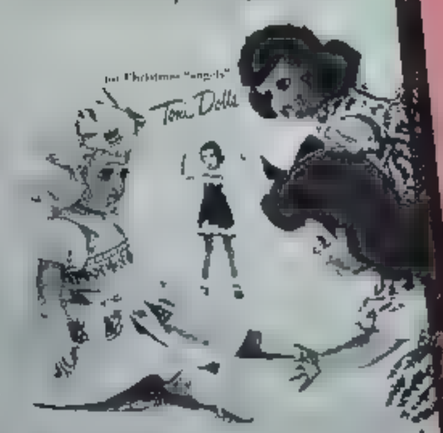
AirExpress

As advertised in SATURDAY EVENING POST and TIME
total circulation 5,000,000
featuring Ideal's "SMOKEY" teddy bear

Ideal's Television Repair Truck
and
Ideal's Luxury Fix-It Coupe

The Most Beloved, Most Wanted Doll in all the World

HARPER'S BAZAAR



Toni for children's curly hair

is proof that toy minded American people buy toys with confidence when they see the IDEAL mark of quality — and they buy lots of Ideal toys!

IDEAL

Be Proud to Display this Nationally Known Trademark!

...in your displays, advertising and promotions. It tells your customers that you are headquarters for the finest quality toys on the market.

Many stores now find it profitable to set up complete, exclusive IDEAL TOY SECTIONS. Let us tell you the facts. Let us help you with your display.

THE DOLL THAT DOES EVERYTHING!

IDEAL'S SAUCY WALKER DOLL

AS ADVERTISED IN LIFE MAGAZINE

IT'S A WONDERFUL TOY ... IT'S IDEAL

IDEAL'S TOY QUALITY ADVERTISING

IDEAL'S POWERFUL NATIONAL ADVERTISING add up to...

LADIES HOME JOURNAL

Ayer

VOGUE

More Than 20,000,000 Readers will see this feature story on Ideal's SMOKEY BEAR in LOOK MAGAZINE!

51 Years of Teddy Bears

IDEAL'S Joan Palooka DOLL AS ADVERTISED IN

READ BY MORE THAN 12,000,000 PEOPLE

Vinylite PLASTICS

Ideal's Howdy Doody Pool

Vinylite PLASTICS

Bakelite advertises Ideal's Wading Pools in Ladies' Home Journal in full color

Sarah Yarns' full color ad on Saucy Walker in Ladies' Home

SAUCY WALKER

Advertised by SARAH YARNS in LADIES HOME JOURNAL

Bakelite tells Better Homes and Gardens readers about Ideal's popular Wading Pools

Ideal's California Gardens WADING POOLS

Better Homes and Gardens

Vinylite PLASTICS

IDEAL TOY CORPORATION

WHAT [illegible] MEANS TO YOU!

This trade mark is valuable to you. Ideal Toy Corporation has spent millions of dollars in advertising and promotion to acquaint America's millions with the

[illegible] MARK OF QUALITY!

AMERICA'S NEW SWEETHEART

IDEAL'S Betsy McCall DOLL

AS ADVERTISED IN LIFE MAGAZINE

Here's Betsy McCall!

So neat ... so sweet with dainty features molded of BAKELITE Vinyl Resins

It's a Wonderful Toy

It's IDEAL

BAKELITE VINYL RESINS

BAKELITE COMPANY

Bakelite advertises Betsy McCall in LIFE

THE GORGEOUS [illegible] IN THIS ISSUE OF LIFE AT [illegible]

Ideal's SAUCY WALKER

THE WALKING DOLL THAT DOES EVERYTHING! THE BIGGEST SELLING DOLL IN THE WORLD

ONLY 100% SARAN GIVES YOU THIS LASTING BEAUTY FOR CASUAL LIVING

DOW

SAUCY WALKER DOLLS ARE MADE BY IDEAL TOY CORP., 200 Fifth Ave., New York 10, N. Y.

TIE-IN to Ideal's Record-Breaking Promotion on Saucy Walker Dolls! [illegible]

More than 12,000,000 people will see this ad as

IDEAL'S Miss Curity NURSE DOLL

IN

Woman's Home Companion

New Nurse Doll helps your daughter learn First Aid!

Miss Curity Nurse Doll

IDEAL TOY CORPORATION

Again... America's Leaders in Industry pay tribute to

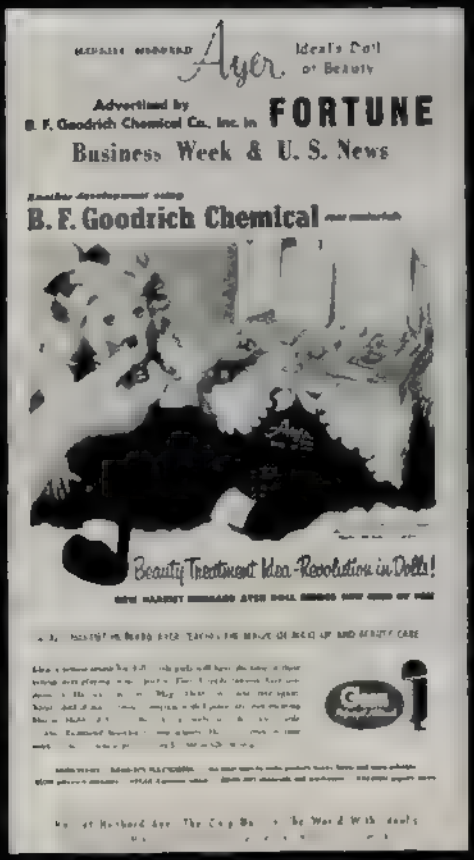
IDEAL

quality toys with full color, big space ads in leading national publications...

Ideal's Smokey Bear Toy in LIFE

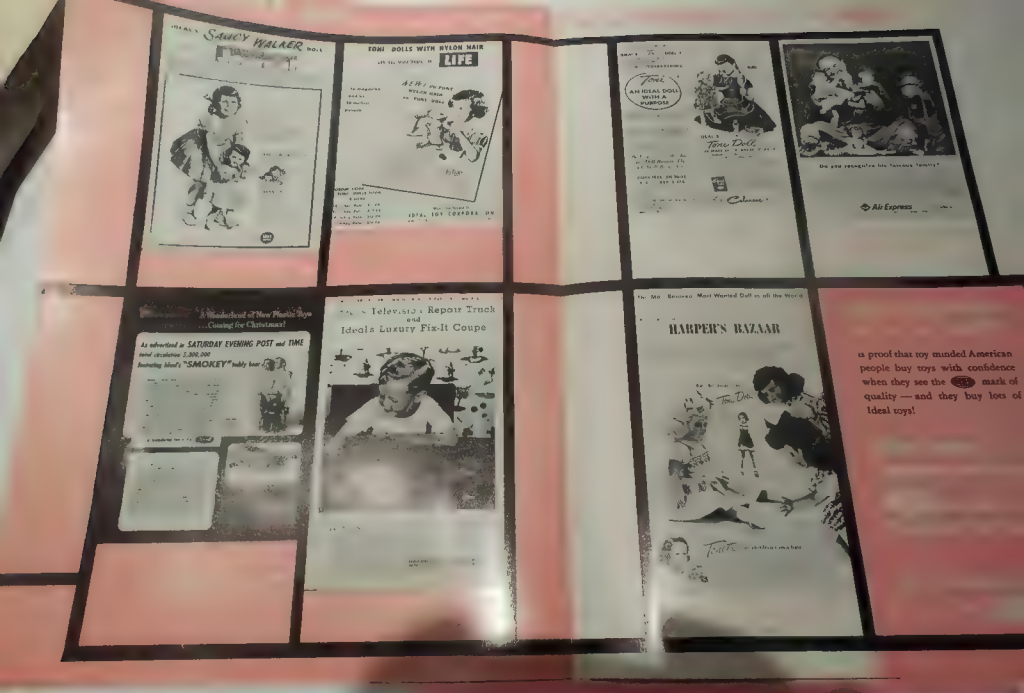
that's their way of saying...

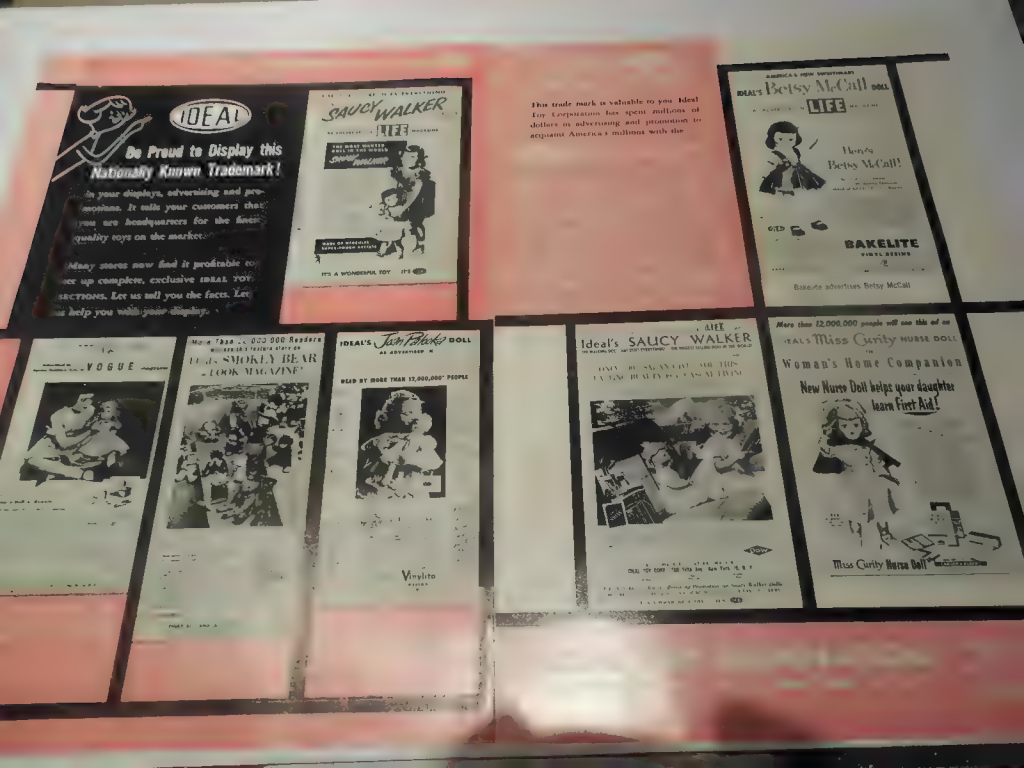
"LOOK FOR THE TOYS WITH THE IDEAL MARK OF QUALITY"



B. F. Goodrich Chemical Co. runs full color ad on Ideal's Harriet Hubbard Ayer in Fortune, Business Week & U. S. News

IDEAL'S POWERFUL
NATIONAL ADVERTISING
add up to...
LADIES' HOME JOURNAL
SAUCY WALKER
LADIES' HOME JOURNAL
Ideal's California Gardens
Better Dishes and Leadings


SAUCY WALKER
TONI DOLLS WITH NYLON HAIR
LIFE
AN IDEAL DOLL WITH A PURPOSE
Toni Doll
Do you recognize his famous family?
Air Express
A Wonderland of New Plastic Toys ....Coming for Christmas!
As advertised in SATURDAY EVENING POST and TIME
"SMOKEY"
Television Repair Truck and Ideal's Luxury Fix-It Coupe
HARPER'S BAZAAR
Toni Doll
as proof that toy minded American people buy toys with confidence when they see the mark of quality — and they buy lots of Ideal toys!


IDEAL
Be Proud to Display this Nationally Known Trademark!
SAUCY WALKER
LIFE
IT'S A WONDERFUL TOY
Thus trade mark is valuable to you Ideal
For Corporation has spent millions of
dollars in advertising and promotion to
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Betsy McCall
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READ BY MORE THAN 12,000,000 PEOPLE
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More than 12,000,000 people will see this ad in
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New Nurse Doll helps your daughter learn First Aid!
Miss Curity Nurse Doll

Again... America's Leaders in Industry pay tribute to

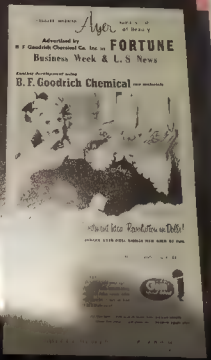
IDEAL

quality toys with full color, big space ads in leading national publications...

Bakelite advertises Ideal's Smokey Bear Toy in LIFE

that's their way of saying...

"LOOK FOR THE TOYS WITH THE [illegible] MARK OF QUALITY"



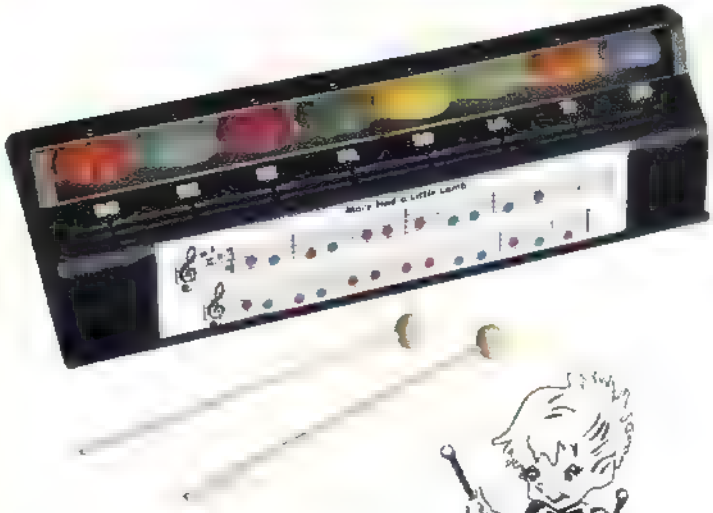
B. F. Goodrich Chemical Co. runs full color ad on Ideal's Harriet Hubbard Ayer in Fortune, Business Week & U.S. News

KWEE KEE

The whistlin' blocks. Squeeze 'em and they whistle. A nonbreakable toy, molded of soft, flexible, scented plastic in five bright colors. Letters and nursery characters in relief. **No. K-75** retails **1.98**

KING SIZE KUBES

Six giant plastic blocks in a myriad of colors. Sturdily constructed . . . beautifully decorated . . . safe and sanitary. These Paul Bunyan blocks rattle and float . . . build and teach. **No. K-51** retails **98¢**
No. K-52 (12 block set) retails **1.98**



KARIMBA

The Xylophone of Bells. . . . Played in sequence, the tuned bells sound the notes of the octave, DO-RE-MI-FA-SO-LA-TI-DO. The six favorite children's songs included are color-keyed to the eight colored bells for easy playing. Molded of a special tough plastic, the KARIMBA is 16" long, 5" wide, and 2½" high. Two professional mallets included.

No. K-84 retails **1.98**

KARNIVAL

Eight sturdy two-inch plastic blocks, each a moving circus act in itself. Midway magic in action. . . . Merry-go-round. . . . Ferris wheel. . . . Animal acts. Smooth rounded edges afford maximum safety.

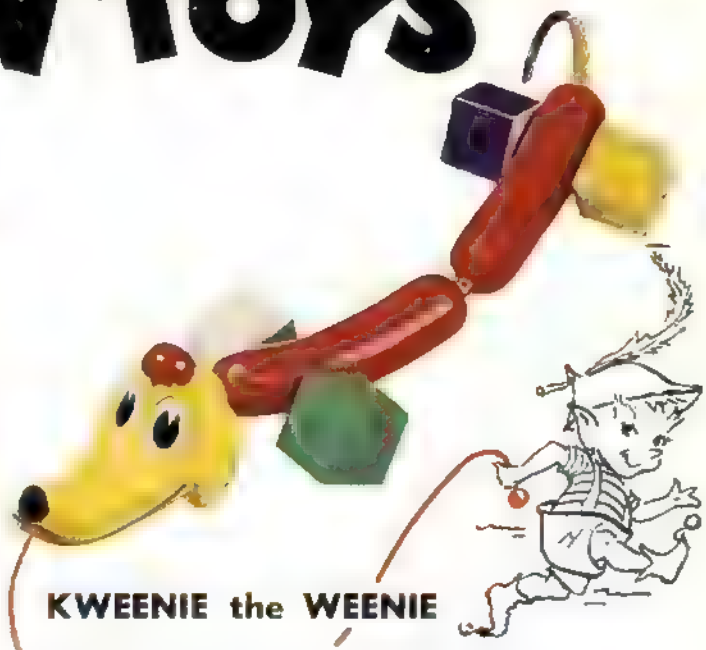
No. K-82 retails **1.98**

KUSAN TOYS

KARILLON

Eight sparkling two-inch musical blocks . . .each with a tuned bell ringing one note in the scale. The six popular children's songs included are color keyed to the blocks for easy playing.

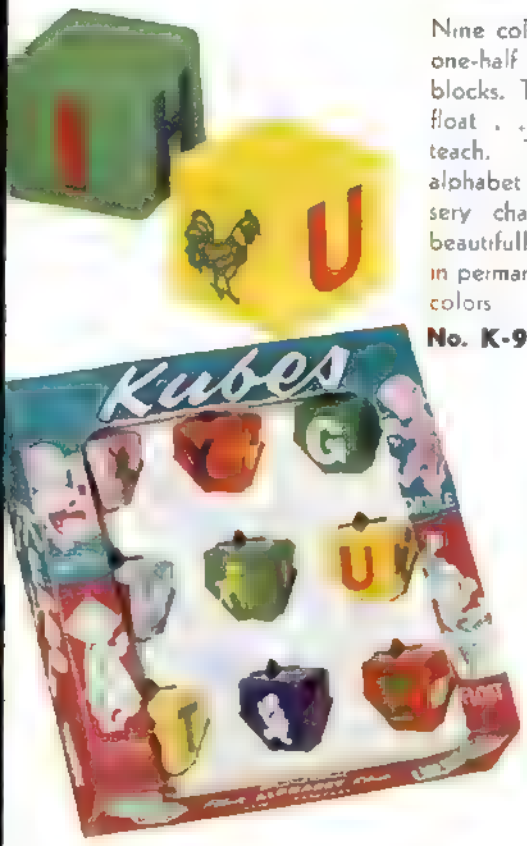
No. K-88 retails **2.98**



KWEENIE the WEENIE

Kweenie was bred in KUSAN'S kennels She's eighteen inches of under-slung dynamic action Kweenie can't tree a coon, but she'll follow a kid al day long.

No. K-32 retails **1.98**



KUBES "99"

Nine colorful one and one-half inch plastic blocks. They rattle and float . . . build and teach. The complete alphabet and many nursery characters . . . beautifully decorated in permanent non-toxic colors

No. K-99 retails **98¢**

HUMPTY DUMPTY

The colorful loveable, three dimensional nursery character. Take him apart, put him back together again and again. Humpty's an educational puzzle . . . seven inches tall and molded of tough plastic.

No. K-61 retails **98¢**

KAVALCADE

Forty tough plastic letters and numbers . . . two inches high. The complete alphabet, duplicate letters, A-E-I-O-S and numbers 1 through 9. Letters stand up on any level surface. The KAVALCADE is ideal for spelling games, tracing, and sign-making. **No. K-50** retails **98¢**

KOLOR KART

A fascinating plastic pull-to that rolls with either side up Eight brilliant colors constantly change while the little cart rattle along. Washable . . . safe . . sturdy.

No. KK-8 retails **98¢**

KLATTER-GATOR

His name's Kasey. Pull him! He wiggles, waddles, rattles, and turns. A foot and a half of animated action for Tots and Toddlers. From tail to snout, Kasey's made of washable, non-toxic plastic in a rainbow of colors.

No. K-31 retails **1.98**

KOO ZOO "NINE

A zoo of wild beasts i floating cages. Nine 1½" safely rounded plasti blocks. Build . . . teach . . . rattle. Ideal for nur sery and bath.

No. KZ-9 retails **98¢**

KOO CHOO

Twenty-one inches of easy pullin' fun. A rollin' zoo of wild animals. Sturdily constructed of sparkling plastic in bright colors.

No. KC-4 retails **1.98**

KOO ZOO "20's"

A zoo of wild beasts in floating cages. Twenty 1½" safely rounded plastic blocks. Build . . . teach . . . rattle. Ideal for nursery and bath.

No. KZ-20 retails **1.98**

KOUNTRY FAIR

Eight sparkling one and one-half inch plastic blocks, each with a different exciting action. Fascinating playmates for the nursery or bath. Smooth rounded corners and sturdy construction.

No. K-81 retails **98¢**

KD-205

KD-207

KUSAN KUTIES

Shapely blondes, brunettes, and redheads molded of flesh-colored plastic . . . painted to perfection. Each doll is packed in a cellophane bag.

No. KD-205—5½" painted eye.

No. KD-206—7½" painted eye (not pictured).

No. KD-207—7½" moving eye, moving head, as pictured.

KAZOOKA

Shoots six table tennis balls thirty feet without reloading. Seventeen and one-half inches of exciting action. Absolutely safe indoors or out. Heavy plastic and metal construction insures long life under roughest combat conditions.

No. K-90 retails **1.98**

(Three balls included.)

SNOW BLOCKS

Brilliant scenes of a winter wonderland in two-inch plastic blocks. Turn each block gently and watch it snow on the skier, skater, snowman and reindeer. Purified water and non-toxic plastic flakes inside. **No. K-40** retails **1.39**

REPRESENTATIVES:

A. H. Delfausse Company
200 Fifth Avenue Bldg
New York 10, N. Y.

The Toy Market
1424 Merchandise Mart
Chicago, Illinois

J. Jackson Sales Co.
1355 Market Street
San Francisco, California

H. G. Melman
7116 Waterman Avenue
St. Louis, Missouri

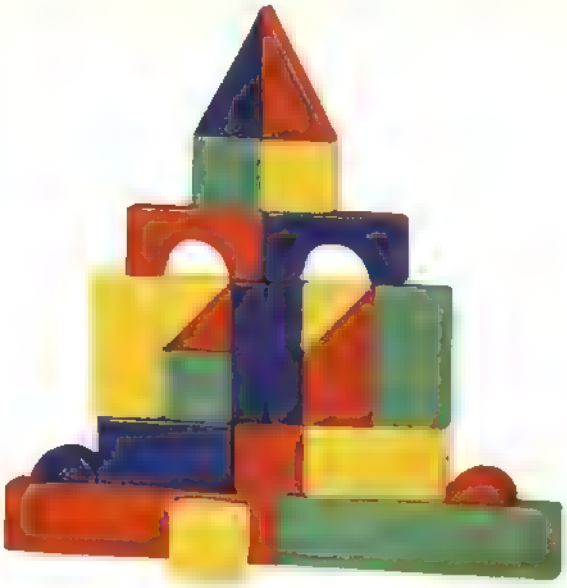
Paul Hickman
Henderson, Kentucky

The Mountain States Sales Company
623 Mining Exchange Building
Denver, Colorado

Al Seymour
P. O. Box 87
Avondale Estates, Ga.

Robert Slaven
Republic Bldg.
209 South State St.
Chicago, Illinois

KUSAN *Incorporated* • 2716 FRANKLIN ROAD NASHVILLE, TENN.

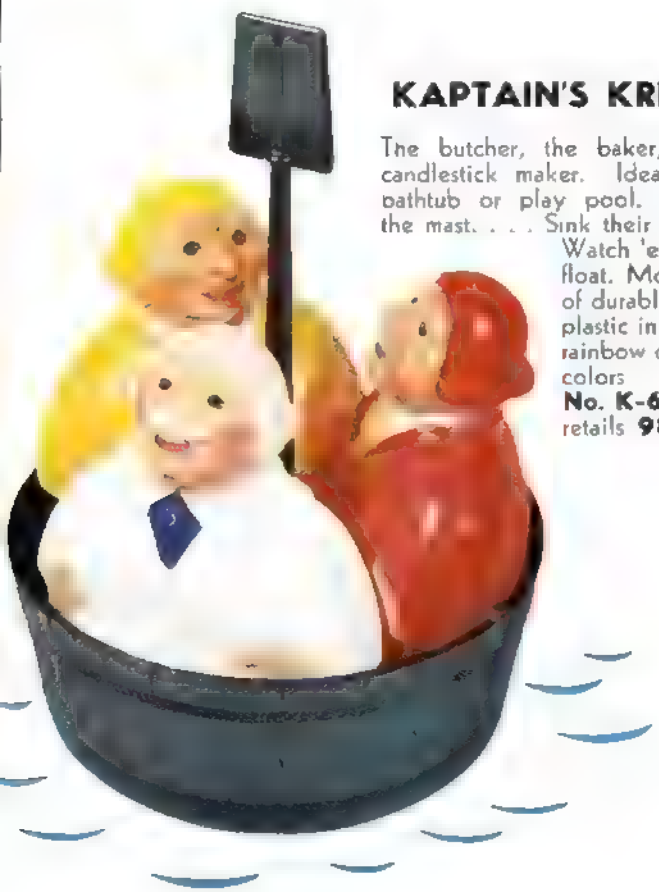


KREATIVE BLOCKS

The first building blocks in satin smooth, easy to clean, brilliantly colored plastic. Twenty-four assorted shapes—squares, rectangles, triangles, arches, columns and half circles. Every block rattles and floats. **No. K-42** retails **1.98. No. K-43,** 36 Block Set, retails **2.98** **No. K-45,** Deluxe 60 Block Set, retails **4.98**

KRADLE MATES

Seven 1½" flexible kubes. Molded of soft, scented plastic in a rainbow of colors. Non-breakable . . . non-toxic . . . absolutely safe . . . Baby can bite 'em . . . kick 'em . . . kuddle 'em. . . They'll last forever. **No. K-77** retails **98¢.**



KAPTAIN'S KREW

The butcher, the baker, the candlestick maker. Ideal for bathtub or play pool. Pull the mast. . . . Sink their boat. Watch 'em float. Molded of durable plastic in a rainbow of colors **No. K-68** retails **98¢**

KUBES "22"

Twenty colorful one and one-half inch plastic blocks. They rattle and float . . . build and teach . . . with the complete alphabet and many nursery characters . . . beautifully decorated in permanent non-toxic colors.

No. K-22 retails **1.98**

(A) 5736YF3482 *$58.00*
"The Versatile." New! Modern! Functional! Extends and locks to 51" 13" reflector. Socket for 50-100-150 watt lighting. 14" base. Weight 18 lbs.

(B) 5737YF849 *$14.15*
"The Plasti-Lite." Complete with plug-in ballas and 8 watt fluorescent tube. AC only. Adjustable clamps. 12¾" x 3¼" x 9". Weight 2¾ lbs.

(C) 5738YF424 *$7.10*
"The Luxuray." Bed lamp with "Plastacele" window for glareless illumination. Takes 40 or 60 watt bulb. Adjusts to any headboard. Weight 2 lbs

(D) 5739YF515 *Ivory $8.55*
5740YF515 *Chartreuse $8.55*
5741YF515 *Bronze $8.55*
"The Spotray." Throws a concentrated beam of light that does not disturb others Adjustable clamp. Swivel directs light where desred. Weight 3 lbs.

(E) 5742YF1280 *$21.25*
"The 'His and Her'." 2-light adjustable swivel pin-up lamp. Individual pull switch for 'His' side and 'Her' side. 7" back plate. Metal reflectors. Wt 4 lbs. with hangers.

(F) 5743YF2690 *$44.95*
"The Lily." Graceful, adjustable swivel arms. Metal cups hold opalescent glass shades. A conversation piece in any room. Height 23" Width 22". Wt 8 lbs

(G) 5744YF2208 *Golfer $36.75*
5745YF2208 *Bowling $36.75*
5746YF2208 *Football $36.75*
5747YF2208 *Baseball $36.75*
5748YF2208 *Achievement $36.75*
"The Trophy." The perfect presentation for sports or achievement. Indirect light for TV viewing. Has blank name plate for engraving purposes. Guaranteed, self-starting movement 8" x 5" cast metal felted base 110 volts, 60 cycle AC only Ht. 12". Wt 10 lbs (Specify figure wanted by No)

(H) 5749YF1491 *$24.85*
"The Swing-Away." A purposeful, decorative work and study lamp. Swing arm, 6" reflector, 3 U-Lite socket for 50-100-150 watt lighting. Satin brass finish. 14" washable Polyplastic shade Ht 19". Wt. 12 lbs.

(J) 5750YF855 *$14.25*
"The Hollywood." Single lamp to match 'His and Her' lamp (E). Pull switch Pierced metal reflector. Adjustable swivel. Pin-up hanger included 5¾" back. Weight 2 lbs

(K) 5751YF1621 *$27.60*
"The Charside." Adjustable 12 flexarm ideal for work or reading. Extended it's a torcher 60" high. Height as shown 48" Heavy weighted base. Satin brass finish Wt 12 lbs

Lamps B, C, D, E, G H and J are Matable.

All ship 10 days for shipment F.O.B. Illinois factory

(M) 5755YF1060 *Redwood* $14.95
5756YF1060 *Saltwood* $14.95
"The Driftwall." Hang it on the wall in minutes! Concealed indirect light recessed in back (tubular bulb included). 6-ft. cord ready to plug in like any lamp. Replica of Manzanita. Built-in switch. 22" wide. Weight 11 lbs.

(L) 5752YF774 *Red* $12.85
5753YF774 *Green* $12.85
5754YF774 *Chartreuse* $12.85
"The Flexarm." Translucent fibre glass Polytone reflector. Weighted base, felt bottom. 12" arm flexes in any direction. Handy switch on reflector. Height 19" Weight 6 lbs.

(N) 5757YF774 *Red* $12.85
5758YF774 *Green* $12.85
5759YF774 *Chartreuse* $12.85
"The Hang-A-Lite." Polytone pin-up lamp for wall or ceiling. Back fits outlet boxes for permanent installation. Flexible 12" arm Satin Brass plated. Translucent fibre glass reflector. Switch in base, cord and plug. Length 21". Weight 4 lbs. Specify color choice.

(O) 5760YF1379 *Red* $22.95
5761YF1379 *Green* $22.95
5762YF1379 *Chartreuse* $22.95
"The Twinlite." Four adjustable swivels permit directional application. Separate switch on each translucent fibre glass Polytone reflector. Felt bottom weighted base. Brass plated arms. Height 17" Weight 8 lbs.

(P) 5763YF1368 *Brass* $22.85
5764YF1368 *Brass and Charcoal* $22.85
"The Tele-Clock." Provides required indirect lighting for eye comfort in TV viewing. Guaranteed self starting movement. AC only 110 volts, 60 cycles. Height 12" Weight 4 lbs.

(Q) 5765YF636 *Brass* $10.60
5766YF636 *Bronze* $10.60
"The Soft-Lite." All metal TV lamp, switch in base. Many other uses in the home. 10" high. Weight 2 lbs.

(R) 5767YF1141 $19.00
"The Plant-A-Lamp." All metal. Satin brass plated. Leak-proof 10" wide one-piece planter bowl on cast base. (Plants not included.) Felt bottom. Indirect reflector. Switch in base. 15" high. Weight 6 lbs.

(S) 5768YF2450 $40.75
"The Every Which-Way." 15" flexible arms bend in all directions. 3-way switch for individual lighting of each reflector. 65" high when extended. Brass finish metal reflectors. Wide cast base. Weight 19 lbs.

Lamps L, M, N, O, P, Q, and R are Mailable

Allow 10 days for shipment
F.O.B. Illinois factory

© 1953, Standard Novelty and Lamp Company, Chicago

(A) 5700YF2065 *$34.50*
"The Sheffield." The engraver's art expressed in the embossed motif of durable metal castings. Genuine silver plate finish. Hand sewn shade of textured shantung. Ht. 31". Shade 18". Wt. 7 lbs

(B) 5701YF1710 *$28.50*
"The Venetian." Rippled gold with maroon undercoat on triple-fired China presents an Old World finish. Plated metal mounting Hand sewn scalloped shade of Celanese taffeta. Ht. 26". Shade 18". Wt. 8 lbs

(C) 5702YF1420 *$23.75*
"The Fleurette." Graceful blown milk glass base, plated metal mounting. Genuine hand decoration with 16" English Vellum shade in matching motif. Height 26" Shade 16". Weight 6 lbs.

(D) 5703YF2345 *$39.10*
"The Wilshire." Hand decorated duo-toned high fired China on embossed metal base. 22K gold decor. Hand sewn textured decorator shade. Ht. 34". Shade 20" Wt. 10 lbs

(E) 5704YF3020 *$50.25*
"The Park Lane." Famous Bristol type glassware. Hand decorated bas relief effect. 22K gold decoration on back. Double deck hand made filigree base. Hand sewn shade of finest shantung with cord drape and gold button trim. Height 29" Shade 17". Weight 8 lbs.

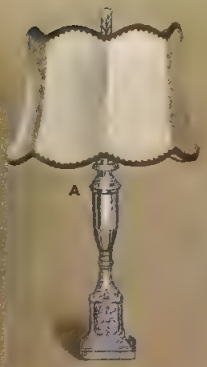
(F) 5705YF1390 *$23.25*
"The Fruit Bowl." Full size lamp that holds an ample supply of fruit or other delicacies. (Fruit not included). Modern 12" basket wrought iron legs Hand laced Polyplastic translucent shade. Ht. 26". Shade 16". Weight 8 lbs

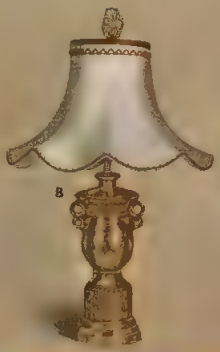
(G) 5706YF1708 *$28.45*
"The Bisque." Triple fired natural color ceramic, mounted on wrought iron standard. Deep, conical genuine Polyplastic translucent shade. Height 28". Shade 16" x 8". Weight 8 lbs.

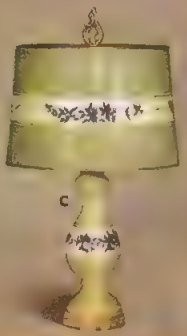
(H) 5707YF1500 *$25.00*
"The Flora." 10" one-piece spun bowl. 'It Can't Leak.' Graceful modern wrought iron legs. Genuine Polyplastic shade (Plants not included). Height 31". Shade 16" x 10". Weight 5 lbs.

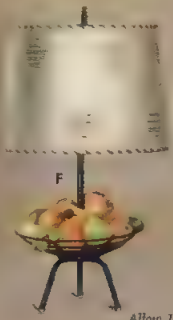
The above lamps all have 3 U-Lite sockets for 50-100-150 watt lighting

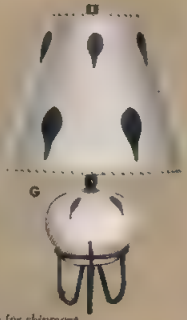
All electrical components are U.L. Approved. The "STNOLA" Shield of Assurance on each lamp represents 33 years of quality production.





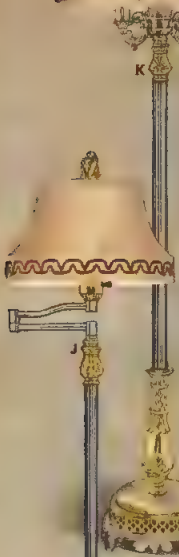


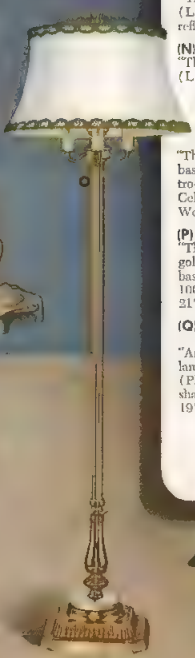




Allow 10 days for shipment F.O.B. Illinois factory

All designs are original and exclusive STNOLA creations. Metal finishes are extra heavily electro-plated for lasting beauty, and preserved with "STNOLA-LAQ", a transparent added finish that requires only a dry cloth to keep metal finishes gleaming bright.





(J) 5708YF4125 $68.75
"The Masterpiece." Swing arm lamp that matches (K). Highly polished 8" genuine Onyx insert. 8" reflector. Height 56" Shade 16" Weight 29 lbs.

(K) 5709YF4250 $69.75
"The Masterpiece." 6-way floor lamp. Heavy white metal castings. 8" Onyx insert. 10" reflector. Silver plate finish. Ht. 61" 20" hand sewn Celanese taffeta shade. Wt. 31 lbs. Companion lamp to (J).

(L) 5710YF3840 $64.00
"The Matchmaker." 6-way floor lamp. Matches (M) and (N). White metal castings. 5" Onyx insert. 10" reflector. Height 61" Shade 20" Weight 26 lbs.

(M) 5711YF3700 $61.50
"The Matchmaker." Swing arm lamp. Matches (L). Locking swing arm. 5" Onyx insert. 8" reflector. Ht. 56". Shade 15" Wt. 24 lbs.

(N) 5712YF2280 $37.95
"The Matchmaker." Table lamp that matches (L) and (M). 3⅜" Onyx insert. 3 U-Lite socket for 50-100-150 watt lighting. 8" reflector. Height 27" Shade 16". Weight 10 lbs. Use in pairs.

(O) 5713YF2420 $40.25
"The Essex." Traditional simplicity. Cast metal base and ornamentation. 5" Onyx insert. Electro-plated gold effect. 8" reflector. Hand sewn Celanese shade. Height 61". Shade 19" Weight 20 lbs.

(P) 5714YF3340 $55.55
"The Picturesque." Deluxe table lamp. 22K gold hand decorated China. Metal filigree base. Metalasse fabric shade. Socket for 50-100-150 watt lighting. Height 39" Shade 21" x 10". Weight 12 lbs.

(Q) 5715YF1422 *Green* $23.75
5716YF1422 *Red* $23.75
"American Beauty." Ever-popular planter lamp with 10" one-piece bowl "It Can't Leak" (Plants not included). Fabric over vellum shade. Satin brass plated. Height 29" Shade 19". Weight 11 lbs.

Lamps J, K, L, M and O have 3-way mogul sockets for 100-200-300 watt lighting.

Allow 10 days for shipment F O B Illinois factory

About STNOLA shades. Only the finest of fabrics are used. Shades and all trimmings are carefully hand sewn, so that they are washable. Linings are of closely woven fabric to assure an even lighting effect toward decorative perfection.

(R) 5717YF2522 *$42.10*
"The Columbine." Exclusive model of high fired hand decorated China. Metal mounting. Celanese taffeta shade. 3 U-Lite socket for 50-100-150 watt lighting. Height 28". Shade 17". Weight 11 lbs

(S) 5718YF3559 *$39.95*
"The Etruscan." Swing arm lamp with 8" reflector. Cast metal base and ornamentation. Electro-plated in bank bronze finish. Celanese taffeta shade. Matches (T). Height 56". Shade 16". Weight 24 lbs

(T) 5719YF3700 *$61.50*
"The Etruscan." 6-way floor lamp with heavy cast metal base and ornaments. Electro-plated in bank bronze finish. 19" Celanese taffeta shade. 10" reflector. Matches (S). Height 61". Weight 22 lbs.

(U) 5720YF4740 *$78.95*
"The Forest Hill." Features 32-watt fluorescent circline tube plus 10" reflector and mogul socket for 100-200-300 watt indirect lighting. 5" Onyx insert on cast metal base. Plates silver and gold. 19" Celanese shade. Ht 61". Wt. 33 lbs. (Circline tube incl.)

(V) 5721YF3080 *$51.45*
"The Windsor." Torchier with 5" Onyx insert on metal base. Silver and gold finish. 18" decorated glass shade. Ht. 65". Wt. 24 lbs.

(W) 5722YF3525 *$59.00*
"The Classic." All metal torchier. 13" spun metal reflector. Rock crystal ornament gives soft glow of light for decorative interest. Cast base, spindle, and holder. Silver finish. Height 65". Weight 23 lbs.

(X) 5723YF2850 *$47.50*
"The Hillcrest." Classic torchier with bronze plate finish, cast metal base and ornamentations, filigree holder. Swirl 16" blown bowl with decorative metal ring around edge. Height 65". Weight 23 lbs.

(Y) 5724YF1459 *Green* *pair* *$24.25*
5725YF1459 *Carmel* *pair* *$24.25*
"The La Verne." Abstract design boudoir lamps of glazed Ceramic 21" high. Also for end tables. Translucent Polyplastic shades. Available in pairs of selected colors only. Weight 8 lbs.

Lamps S, T, U, V, W and X have 3-way mogul sockets for 100-200-300 watt lighting

Allow 10 days for shipment
F O B Illinois factory

(Z) 5726YF2562 *Red $42 75*
5727YF2562 *Green $42 75*
"The Manhattan" "Club' style 58" high, with cast base, 8" diffusing reflector. 3-way mogul socket for 100-200-300 watt lighting. 26" shantung fabric over vellum shade. Mix or match with bridge lamp (AA) Wt. 26 lbs.

(AA) 5728YF2560 *Red $42 65*
5729YF2560 *Green $42.65*
"The Manhattan." Bridge lamp. Adjustable swivel, push-thru socket. 19" shantung over vellum shade. Mix or match with (Z). Height 60". Shade 19". Wt. 19 lbs

(BB) 5732YF2639 *$43 95*
"The Twinster." Swing the 15" flexible arms in any direction -the bias cut molded fibre glass reflectors are ruggedly durable. Extra heavy weighted base, genuine silver plated and color toned. Single switch controls each light separately, or together. Arms adjust 36" to 65". Wt. 14 lbs.

(CC) 5731YF2790 *$46.50*
"The Tiffany." Graceful simplicity. 'Lounge' size, 58" high. 10" square weighted silver plated base 19" shade, chartreuse trim. 8" reflector Mogul socket for 100 200-300 watt lighting. Weight 23 lbs.

(DD) 5730YF1682 *$28.00*
"The Duo-Lite." Actually two lamps in one. Metal reflector swivels directionally and has separate switch. 3 U-Lite socket for general lighting Ideal for desks, end tables, or night stands Vellum overlay shade with white perforations. Height 31". Shade 16". Wt 7 lbs.

(EE) 5733YF3241 *$54 00*
"The Vogue" Modern torchier with 12" weighted base, trirod supports, spun font and holder. 18" 'Snowflake' designed bowl. Mogul socket for 100-200-300 watt lighting. Ht. 65". Wt 25 lbs.

(FF) 5734YF2118 *Redwood, Red Shade $35 25*
5735YF2118 *Saltwood, Green Shade $35 25*
"The Driftwood." From the romantic High Sierras came the wind tortured piece of Driftwood to produce this exact replica. Molded in Hydrocal, hand-toned in the exact lights and shadows of Manzanita. Hand sewn shade of 'tree-bark' fabric trimmed with wide nubby braid. Ht. 28". Shade 22". Weight 20 lbs. (Shades can be transposed—indicate color choice -red or green only).

Allow 10 days for shipment F.O.B. Illinois factory

RONSON "WINDSOR"

Gracefully contoured in a choice of rich, gleaming Gem-Tone finishes. Initials, signatures, emblems, etc. can be inscribed in color with New Hermes Engravograph, for extra gift appeal.

WINDSOR
Deep Ruby Finish
(Shown Actual Size)

No.	Code Price	Retail
25851	660	$5.50

WINDSOR Gem-Tone Finish

No.	Code Price	Retail
25853 Turquoise	660	$5.50
25852 Emerald Green	660	$5.50
25850 Black Onyx	660	$5.50

WINDSOR
Black Onyx Finish with Early Auto Design

No.	Code Price	Retail
25854	780	$6.50

WINDSOR
Turquoise Finish with Poodle Design

No.	Code Price	Retail
25855	780	$6.50

WINDSOR
Black Onyx Finish with Applied Heraldic Crest

No.	Code Price	Retail
25856	834	$6.95

WINDSOR
Turquoise Finish with Applied Jewered Decoration

No.	Code Price	Retail
25857	900	$7.50

All RONSONs listed are in chromium plate. Attractively boxed.

RONSON "STANDARD"

Trim RONSON Standards for men and women are practical, beautiful, present-day gifts. All with polished monogram shield.

STANDARD
Satin Finish, Engine-turned
(Shown Actual Size)

No.	Code Price	Retail
15179	924	$7.70

STANDARD Glow-Enamel Finish

No.	Code Price	Retail
15318 Golden-Tan	834	$6.95
15317 Silver-Blue	834	$6.95
15316 Silver Grey	834	$6.95

STANDARD
Engine-turned

No.	Code Price	Retail
15104	1008	$8.40

STANDARD
Engine-turned

No.	Code Price	Retail
15166	1008	$8.40

STANDARD
Tortoise Enamel Finish
Engine-turned

No.	Code Price	Retail
15535	1008	$8.40

STANDARD
Tortoise Enamel Finish
Engine-turned

No.	Code Price	Retail
15534	1152	$9.60

STANDARD
Genuine Alligator

No.	Code Price	Retail
15806	1152	$9.60

Lighters shown in reduced sizes unless otherwise indicated.

RONSON®

WORLD'S GREATEST LIGHTER

On this and the seven following pages you'll find illustrations and descriptions of current RONSON products. All RONSONs are crafted to finest precision jewelry standards, for years of dependable service.

Consistent RONSON advertising continues to urge the trade and the public to look for the RONSON trademark on the product itself, as a mark of the highest quality and performance and as a safeguard against inferior imitations.

Keep an adequate stock of RONSONs on hand and on display at all times and enjoy greater year round sales.

Over 56 million RONSONs have been sold.

Important notice regarding retail prices and Federal retail taxes —
The RONSON retail prices listed on this page and the seven RONSON pages following are subject to Fair Trade Laws of all states in which such legislation is in force and are subject to change without notice. The Federal retail tax (currently 20%) is to be added to those prices earmarked "plus tax"

Copyright 1953 RONSON Art Metal Works, Inc

PRESS, it's lit! RELEASE, it's out!

Safely out the instant you lift your finger

RONSON

WORLD'S GREATEST LIGHTER®

RONSON "PRINCESS"

Ladies' dainty lighters, smartly styled for practical gift appeal. She'll use her slender RONSON Princess more often than she uses her lipstick.

PRINCESS
Glow-Enamel Finish

No.	Code Price	Retail
14517	Silver-Blue .834	$6.95
14516	Silver-Gray 834	$6.95

PRINCESS
Engine-turned

No.	Code Price	Retail
14177	 1008	$8.40

PRINCESS
Tortoise Enamel Finish

No.	Code Price	Retail
14533	... 1008	$8.40

PRINCESS
Black and Floral Enamel Finish

No.	Code Price	Retail
14505	. . .1152	$9.60

PRINCESS
Satin Finish, Engine-turned
(Shown Actual Size)

No	Code Price	Retail
14176	924	$7.70

PRINCESS
Floral Enamel Finish

No.	Code Price	Retail
14547	1152	$9.60

PRINCESS Blue and Gold Enamel Finish, Fleur-de-Lis Design

No.	Code Price	Retail
14532	.1152	$9.60

PRINCESS
Genuine Alligator

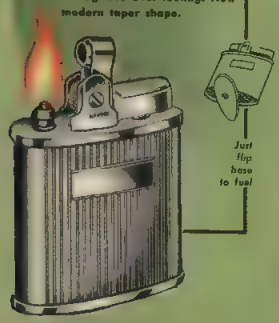
No	Code Price	Retail
14806	1152	$9.60

Heavy Silver Plate comb with Engine-turned Gold Toned

No	Code Price	Retail
14609	1080	$9.00 (plus tax)

RONSON "TRIUMPH"

RONSON pocket lighter with new "easy-fill" bottom. Just flip it . . . and fill it! You can see as you fuel, for the whole bottom swings wide open. No cap to unscrew. Helps to prevent under-fueling and over-fueling. New modern taper shape.

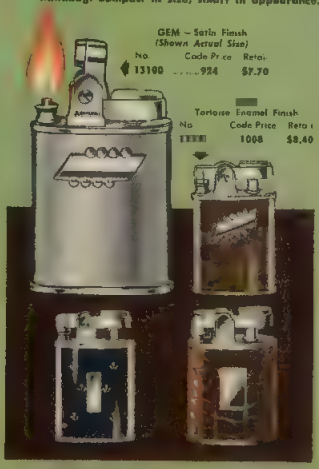


TRIUMPH - Engine-turned
(Shown Actual Size)

No	Code Price	Retail
82162		$8.50

RONSON "GEM"

This slim lighter for ladies is a welcome accessory for any handbag. Compact in size, smart in appearance.



GEM – Satin Finish
(Shown Actual Size)

No	Code Price	Retail
13100	924	$7.70

Tortoise Enamel Finish

No	Code Price	Retail
	1008	$8.40

GEM
Black and Gold Enamel Finish

No.	Code Price	Retail
13540	 1152	$9.60

GEM
Genuine Alligator

No.	Code Price	Retail
13806	 1152	$9.60

RONSON "BANKER"

A precious personal accessory men will treasure for a lifetime. Tall, sleek body holds enough fuel to serve for weeks.

BANKER
14K Gold, Engine-turned
(Shown Actual Size)

No.	Code Price	Retail
11951	 18000	$150.00 (plus tax)

See note re retail prices and Federal retail taxes on first page of this RONSON section

All RONSONs listed (except gold Banker and silver plated Princess) are in chromium plate. All with polished monogram shield. Attractively boxed

RONSON

WORLD'S GREATEST LIGHTER

RONSON "ADONIS"

Slim as a fine watch . . . graceful in design . . . a possession to treasure with finest personal jewelry. Modern, sweeping lines appeal to both men and women.

ADONIS
Glow-Enamel Finish

No.	Code Price	Retail
18516 Silver-Gray	1314	$10.95
18517 Silver-Blue	1314	$10.95

ADONIS
Satin and Bright Finish, Engine-turned

No.	Code Price	Retail
18184	1392	$11.60

ADONIS
Black and Floral Enamel Finish

No.	Code Price	Retail
18538	1760	$14.50

ADONIS
Engine-turned
(Shown Actual Size)

No.	Code Price	Retail
16185	1392	$11.60

ADONIS
Tortoise Enamel Finish, Engine-turned

No.	Code Price	Retail
18529	1760	$14.50

ADONIS
Genuine Alligator

No.	Code Price	Retail
18886	1760	$14.50

ADONIS — Sterling Silver

No.	Code Price	Retail
18928	3000	$25.00 (plus tax)

Also available with matching cigarette case (See next page).

ADONIS
14K Gold, Engine-turned

No.	Code Price	Retail
18950	24000	$300.00 (plus tax)

14K Gold, Plain

No.	Code Price	Retail
18955	24000	$200.00 (plus tax)

RONSON "WHIRLWIND"

Two-in-one lighter with disappearing windshield. Great outdoors, smart indoors. For windy outdoors, simply slide the shield up. For indoors, just slide the shield down. Large fuel capacity.

All RONSONs listed (except Gold Adonis and Sterling Adonis) are in chromium plate, with polished monogram shield. Attractively boxed.

WHIRLWIND
Glow-Enamel Finish
No. 16518
Golden-Tan
Code Price: 1074
Retail $8.95
No. 16519
Gunmetal
Code Price: 1074
Retail $8.95

WHIRLWIND
Engine-turned
No. 16183
Code Price 1290
Retail $10.75

WHIRLWIND
Satin and Bright Finish, Engine-turned
(Shown Actual Size)
No. 16182
Code Price: 1152
Retail $9.60

WHIRLWIND
Genuine Alligator
No. 16806
Code Price: 1392
Retail $11.60

WHIRLWIND
Tortoise Enamel Finish, Engine-turned

No.	Code Price	Retail
16537	1320	$11.00

WHIRLWIND
Tortoise Enamel Finish, Engine-turned

No.	Code Price	Retail
16536	1392	$11.60

See note re retail prices and Federal retail taxes on first page of this RONSON section.

RONSON

RONSON

WORLD'S GREATEST LIGHTER®

RONSON LIGHTER AND CIGARETTE CASE COMBINATIONS

An impressive, modern and convenient method of offering a sure light and a fresh, firm cigarette . . . ideal for smokers who enjoy distinguished accessories.

All RONSON Combinations listed are in chromium plate with polished monogram shield. Attractively boxed. Shown in greatly reduced size.

PAL
Engine-turned.
Holds 10 Cigarettes

No.	Code Price	Retail
47187	1920	$16.00

PAL — Blue and Gold
Enamel Finish.
Fleur-de-Lis Design.
Holds 10 Cigarettes

No.	Code Price	Retail
47543	2100	$17.50

PAL
Burgundy and Gold
Enamel Finish.
Holds 10 Cigarettes

No.	Code Price	Retail
47548	2100	$17.50

TWENTYCASE
Satin and Bright Finish,
Engine-turned.
Holds 20 Cigarettes

No.	Code Price	Retail
32188	2640	$22.00

TWENTYCASE
Tortoise Enamel
Engine-turned.
Holds 20 Cigarettes

No.	Code Price	Retail
32544	2940	$24.50

MASTERCASE
Satin and Bright Finish,
Engine-turned.
Holds 14 Cigarettes

No.	Code Price	Retail
26186	1536	$12.80

MASTERCASE
Satin and Bright Finish,
Engine-turned.
Holds 14 Cigarettes

No.	Code Price	Retail
26189	1536	$12.80

MASTERCASE
Tortoise Enamel Finish.
Holds 14 Cigarettes

No.	Code Price	Retail
26345	1920	$16.00

MASTERCASE
Blue Enamel Finish.
Holds 14 Cigarettes

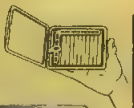
No	Code Price	Retail
26346. .	1920	$16.00

MASTERCASE — KING-SIZE
Satin and Bright Finish,
Engine-turned
Holds 14 King-Size Cigarettes

No.	Code Price	Retail
81150	2022	$16.85

RONSON ADONIS AND CIGARETTE CASE SET

Sheer elegance in sterling silver. Smart RONSON Adonis pocket lighter with matching cigarette case; slim, luxuriously styled formal accessories for men and women. Cigarette case holds 12 regular or 10 king-size cigarettes. Attractively boxed.



ADONIS SET
Adonis Lighter and Cigarette Case in Sterling Silver with Deep Engine-turned Design in Satin and Bright Finish

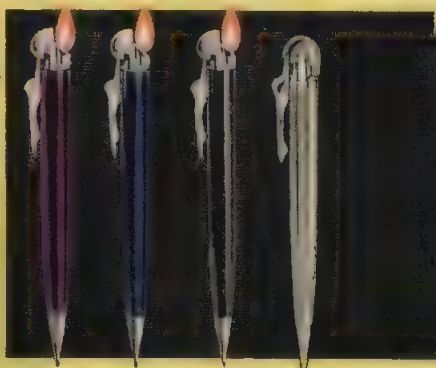
No.	Code Price	Retail
18930 .	7200	$60.00

(plus tax)

Adonis Lighter
available separately

No.	Code Price	Retail
18928	3000	$25.00

(plus tax)



PENCILITER
Chromium plate, Enamel Finishes
No. 53442 — Burgundy;
No. 53443 — Blue;
No. 53445 — Ebony
Code Price: 1248
Retail. $10.40

PENCILITER
Chromium plate,
Engine-turned
No. 53141
Code Price:
1248
Retail $10.40

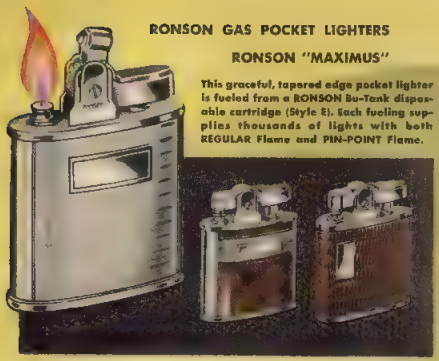
See note re retail prices and Federal retail taxes on first page of this RONSON section.

RONSON

WORLD'S GREATEST LIGHTER

RONSON GAS POCKET LIGHTERS

RONSON "MAXIMUS"



This graceful, tapered edge pocket lighter is fueled from a RONSON Bu-Tank disposable cartridge (Style E). Each fueling supplies thousands of lights with both REGULAR Flame and PIN-POINT Flame.

MAXIMUS Engine-turned (Shown Actual Size)			MAXIMUS Tortoise Enamel, Engine-turned			MAXIMUS Genuine Alligator — Lizard		
No.	Code Price	Retail	No.	Code Price	Retail	No.	Code Price	Retail
95170	1500	$12.50	95522	1620	$13.50	95815	1740	$14.50

All RONSON pocket lighters listed are in chromium plate with polished monogram shield. Attractively boxed.

RONSON GAS LIGHTERS with "THROW-AWAY" CARTRIDGE FUELING and NEW, 2-WAY LIGHTING

This new and distinctly different type of RONSON Lighter combines the following features:

1. **Uses a clean burning gas as fuel.**
2. **Uses no wick.**
3. **Is fueled from a single "throw-away" cartridge, supplying thousands of lights.**
4. **No finger acrobatics, thanks to famous one-finger, one-motion safety action "Press, it's lit! Release, it's out!"**
5. **REGULAR Flame ideal for lighting cigarettes and cigars, can be changed instantly to a PIN-POINT Flame for pipes.**

NOTE. All prices of gas lighters on this page include two RONSON Bu-Tank disposable cartridges (Style E).

RONSON Penciliter Writes — Lights

For every smoker who writes and every writer who smokes! The World's Greatest Lighter and a superb mechanical pencil are combined in the handsome RONSON Penciliter. Always at hand to write with . . . to light with. Gift boxed.

PENCILITER
Plated with Rhodium, a Precious Non-tarnishing Metal of the Platinum Group. Engine-turned
No. 48701
Code Price: 1392
Retail: $11.60

PENCILITER
1/20 14K Gold-Filled, Engine-turned
No. 48902
Code Price: 1800
Retail: $15.00 (plus tax)

PENCILITER
Ebony Enamel and Gold Finish (Shown Actual Size)
No. 53752
Code Price: 1392
Retail: $11.60

RONSON GAS TABLE LIGHTERS

All table models shown here are fueled from a single RONSON Bu-Tank disposable cartridge (Style E) and have new 2-way lighting feature.

The styling, colors and finishes of these models lend themselves effectively to a wide variety of decorative schemes in home or office

All table lighters shown in reduced size

VICEROY Chromium Plate, Genuine Walnut			VERNON Chromium Plate, Birch Wood, Maple Finish			VERA Silver Plate, Floral Porcelain, with Rhodium Plate Fitment		
No.	Code Price	Retail	No.	Code Price	Retail	No.	Code Price	Retail
12230	1884	$15.70	12231 . .	1884	$15.70	12571	1740	$14.50 (plus tax)

VICTOR Chromium Plate, Genuine Leather, 24K Gold-Trofed			VIOLA Silver Plate, Floral Porcelain, with Rhodium Plate Fitment		
No.	Code Price	Retail	No.	Code Price	Retail
12840 Green	1884	$15.70	12570. .	1800	$15.00 (plus tax)
12841 Tan	1884	$15.70			

See note re retail prices and Federal retail taxes on first page of this RONSON section.

RONSON

WORLD'S GREATEST LIGHTER

Ronson Table Lighters

Table RONSONs are always smart to own, smart to give. Designs appropriate for every room in the home and for any decorative scheme, each ready with swift, sure lights. The famous safety action of a RONSON protects fine furnishings from accidental burns. A single fueling serves for months.

MINERVA
Heavy Silver Plate and Porcelain with Floral Design

No.	Code Price	Retail
19572	1300	$12.50

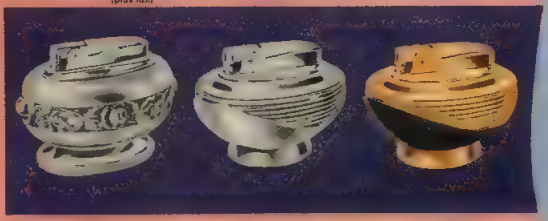
(plus tax)

LEONA — Gold Finish and Emerald Isle Enamel

No	Code Price	Retail
58783	1536	$12.80

LEONA — Gold Finish, Ivory and Floral Enamel

No	Code Price	Retail
58784	1884	$15.70



MELROSE
Satin and Bright Heavy Silver Plate

No.	Code Price	Retail
24611	1320	$11.00

plus tax

LOTUS
Satin and Bright Heavy Silver Plate

No.	Code Price	Retail
37610	1320	$11.00

(plus tax)

LOTUS
Heavy 24K Gold Plate and Black Enamel

No.	Code Price	Retail
37759	1860	$15.50

(plus tax)

CROWN — Heavy Silver Plate
(Shown Actual Size)

No.	Code Price	Retail
30600	1470	$12.25

(plus tax)

QUEEN ANNE—Heavy Silver Plate

No.	Code Price	Retail
56600	1470	$12.25

(plus tax)

NEWPORT
Heavy Silver Plate

No.	Code Price	Retail
51600	1200	$10.00

(plus tax)

NEWPORT PAIR
Heavy 24K Gold Plate

No.	Code Price	Retail
51762	3300	$27.50

per pair (plus tax)

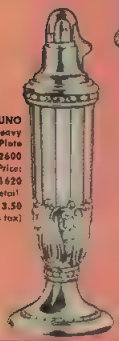
In distinctive presentation box.

See note re retail prices and Federal retail taxes on first page of this RONSON section.

DIANA — Satin and Bright Heavy Silver Plate, Sterling Silver Monogram Shield

No.	Code Price	Retail
55601	1140	$9.50

(plus tax)



JUNO
Heavy Silver Plate
No. 52600
Code Price: 1620
Retail $13.50
(plus tax)

GLORIA — Satin and Bright Heavy Silver Plate

No.	Code Price	Retail
80601	1470	$12.25

plus tax)

DECANTER — Heavy Silver Plate

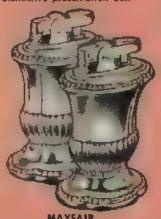
No.	Code Price	Retail
31600	1920	$16.00

(plus tax)

SAVOY — Heavy 24K Gold Plate

No.	Code Price	Retail
22761	2360	$19.30

(plus tax)



MAYFAIR
Heavy Silver Plate

No.	Code Price	Retail
54600	2190	$18.25

per pair (plus tax)

In distinctive presentation box.

RONSON

104 "Hit" Toys to be Featured in 13-Page LIFE Section

By DAVID L. RAND
Account Supervisor
Gray Advertising Agency, Inc.

THERE ARE very few retailers left in America who will not agree with the premise that people in our country are sold on nationally advertised brands. The increase in brand advertising every year by important manufacturers continues. As each new medium of advertising has developed, such as radio, and then television, important additional sums of money were appropriated by manufacturers to maintain their competitive position in the various new media.

Retailers admit that it is much easier to sell merchandise on which the public has been preconditioned by advertising, than to try to sell "unknown brands."

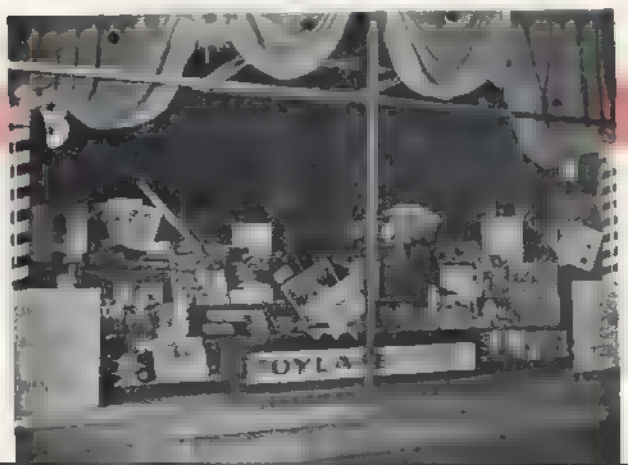
Most retailers today are aware, too, of the fact that the public is willing if not anxious to buy via the use of self-selection. This is more than a slight trend, it is actually a growing change-over in the physical make-up of old stores and a definite pattern in the layout of new stores to achieve intelligent self-selection. Many retailers who have studied this situation have found out that the public actually buys *more* and higher-priced merchandise when allowed to purchase by themselves, than when a salesperson tries to guess a price category for any particular individual.

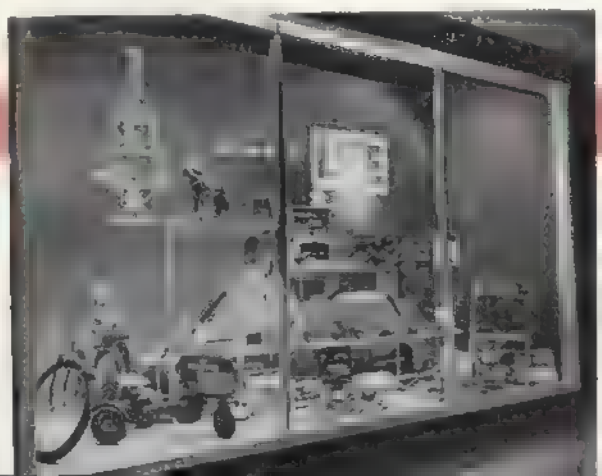
Therefore it is obvious that with self-selection becoming more and more important, the use of nationally advertised merchandise actually is a necessity as the public must recognize the merchandise it buys as nationally advertised. It then follows that *the more store traffic, the more sales of advertised items.*

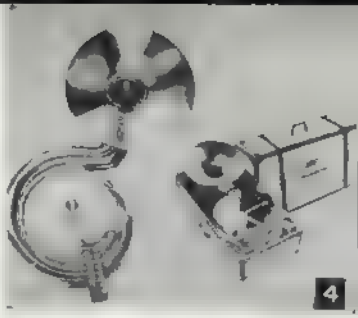
The more successful chains have already found out that *every square foot of space must pay its own way.* They have proved in a scientific manner that *toys are one of the most important traffic builders* in their stores. In fact, variety chains now admit that toys are their number one category. Drug chains and independents have been adding toys for the last five years and have been doing an increasingly large volume with them.

The 104 toys pictured elsewhere in this issue are among the most heavily advertised toys in the United

(Continued on page 118)

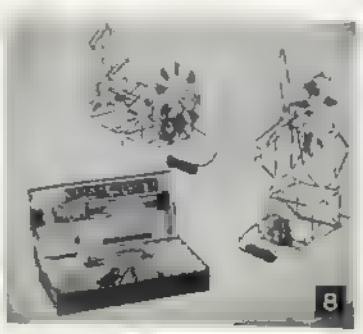




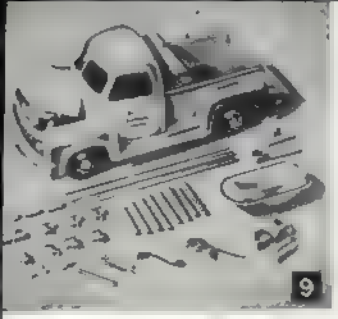


Key to Photos of the LIFE Toys

1. Sun Rubber Co., #10827 Babee Bee Layette Set
2. Norstar Corp., #RS200 Rub'n Scrub
3. N. N. Hill Brass Co., #916 Merry Go Round
4. Emenee Industries, #561 Golden Tuba
5. Kestral Corp., Donald Duck Rocker
6. Ideal Toy Corp., #7152 Ding Dong's Algy Bear
7. Reo Motors Corp., PAL Superbike
8. A. G. Spalding & Bros., Inc., Master Tinkertoy Set with Electric Motor
9. Revell, Inc., #2557 Plumber's Truck Set
10. Ideal Toy Corp., #1086 Betsy Wetsy
11. Milton Bradley Co., #4324 Redskin Finger Paint
12. Lockport Mills, Inc., Frosty Snow
13. The Huffman Mfg. Co., #66 Huffy Convertible
14. Metal Ware Corp., #245 Little Lady Insulated Range for Baking Pre-Mixes
15. Rapaport Brothers, #1016 All Metal Baked Enamel Doll Wardrobe Trunk
16. The Esko Co., Inc., #F-198A Chain Drive International Harvester Farmall Tractor
17. Thayer, Inc., #2865 Prancer, Thayer Hobby Horse
18. Ideal Toy Corp., #1086 Toni Walks
19. Emenee Industries, #531 Golden Trumpet
20. Garden City Books, Busy Bee Playbooks
21. Barrowes Corp., #454 Pool Table
22. Esquire Novelty Co., Lone Ranger Double Holster Set in Luggage Carrying Case
23. Northwestern Products Co., #501 "I-Drive-It"
24. American Metal Spec. Co., #315M DeLuxe Doll-E-Crib with mattress
25. Banner Plastics Corp., #1202 Bannertone Tea Set
26. Empire Plastic Corp., #1660 White House Model Kit
27. Educational Cards, Inc., Word Rummy
28. Kusan Plastics Div., #h-84 Kusan Karimba Xylophone
29. The Chas. Wm. Doepke Mfg. Co., #2014 Model American-LaFrance Aerial Ladder
30. Rand McNally, #804 Miss Frances' Ding Dong School All-Day-Long Book
31. Renwal Mfg. Co., #242 Doll House Furn. Painting Set
32. Renwal Mfg. Co., #208 Stratobinster Cap Rifle
33. Lealie-Henry Co., Inc., #SM6 Sewing Machine Just Like Mother's
34. Fisher-Price Toys, Inc., #225 Musical Sweeper
35. Parker Brothers Inc., #685 Keyword
36. Lincoln Logs (Div. of Playskool Mfg. Co.), #15 Peg Blox
37. Parker Brothers Inc., #690 Rook
38. Playtime Products, Inc., #404 Folding Doll Stroller
39. Renwal Mfg. Co., #214 Hospital Nursery Set
40. Junior Toy Corp., #816 Junior Roadmaster Sidewalk Bike
41. The Modern Crafts Co., #134 Circus Parade Toy Chest
42. The Platt and Munk Co., #234 Paint without Paints
43. Remco Industries, Inc., #101 Electronic Radio Station
44. The Hubley Mfg. Co., #508 Dump Truck
45. Bachmann Bros., Inc., #AU6 Plasticville
46. The Delphos Bending Co., #451 Teeterlot Shoofly
47. Union Wadding Co., #39 Fire-Proofed Cotton
48. Parker Brothers Inc., #390 Sorry
49. The Platt and Munk Co., #133 Jumbo Box of Stick 'Em Pictures
50. Irwin Corp., #1303 Build Your Own 2 Complete Sports Cars
51. —On-A-Lite Corp., #A1-3, 7 Light Indoor-Outdoor Set with 3 add-on-sockets
52. Carton Toy Co., #5759 Space Cruiser
53. Transogram Co., #1355 Little Country Doctor
54. Emenee Industries, #551 Golden Slide Trombone
55. Plastic Block City, Inc., #B-380 Block City Construction Set
56. American Toy & Furn. Co., #33 A.T.F. Wonder Pen Woodburning
57. Auburn Rubber Co., Inc., #553 Large Farm Set
58. Parker Brothers Inc., #45 Clue
59. Wonder Products Co., Wonder Horse DeLuxe
60. Halsam Products Co., #725 American Plastic Brick Set
61. The A. C. Gilbert Co., #7 Gilbert Anchor Blocks
62. Structo Mfg. Co., #330 Structo Scraper
63. Skil-Craft Corp., #650 Hands-Andy-Tool Set
64. Uneeda Doll Co., Inc., #134 Baby Trix
65. Transogram Co., #2958 Tak-A-Peg Desk-Ette
66. Union Wadding Co., #132 Sparkl-Tex
67. Milton Bradley Co., #4926B Game of States
68. The Chas. Wm. Doepke, #2013 Model Barber-Greene Bucket Loader
69. Wales Bead Co., #3910 Wales Costume Jewelry Craft Outfit
70. Milton Bradley Co., #4457C Easy Money
71. Esquire Novelty Co., Double Holster Set with Cuffs and Spurs in Luggage Carrying Case
72. Dart Board Equip. Co., MGB Dart Game
73. Milton Bradley Co., #4175-6 Go to the Head of the Class
74. James Industries, Inc., #100 Slinky
75. Metal Moss Mfg. Co., #701 Cartoon-O-Graph
76. Halpern Co., Twin-Sling Double Holster Set
77. Evans Prod. Co., #3461 Evans-Colson Velocipede
78. Ideal Toy Corp., #4049 Robert The Robot
79. Kiddie Brush & Toy Co., 25th Anniversary Feature Item Friendly Folks Motel
80. Revell, Inc., HNF 6 Naval Fleet Kit Set
81. Thayer, Inc., #2347 Black & Gold Rocker
82. Halsam Prod. Co., #130 Block Wagon with Hi-Lo Safety Blocks
83. Sifo Co., #128 Clatter Well
84. Parker Bros. Inc., #9 Monopoly
85. Milton Bradley Co., #4300 Park and Shop
86. The Huffman Mfg. Co., #254 Huffy-Byke
87. Kits, Inc., #2000 Plasti-Picture Kit
88. Lincoln Logs (Div. of Playskool Mfg. Co.), #1LC Lincoln Logs
89. Esquire Novelty Co., Tonto Single Holster Set and Tonto Headdress
90. Kahner Bros., #209 Miniature Doll Craft
91. S. I. Allen & Co. Inc., #251 Flexible Flyer Sled
92. Numa Lites, Inc., #451 Talking Railroad Station
93. American Metal Spec. Co., #304 30" Doll-E-Bichair
94. Samuel Gabriel Sons & Co., #T245 United States Bingo
95. Halsam Prod. Co., #120 Block Wagon with Hi-Lo Safety Blocks
96. Transogram Co., #1713 Lady Lovely Beauty Kit
97. Molded Latex Prod. Inc., #K-9 Toyland Pet Shop
98. Herman Iskin Co. Inc., #717 Hopalong Cassidy Cowboy Suit
99. Jefferson Mfg. Co., #96 Texan Jr. Cowboy Guitar
100. American Toy & Furn. Co., #W8 A.T.F. Carpenter's Carrying Kit
101. The Chas. Wm. Doepke Mfg. Co., #2007 Model Unit Mobile Crane
102. Transogram Co., #3823 Prince Valiant Game
103. Playtime Prod., Inc., #10 Folding Doll Carriage
104. Coronet Toy Mfg. Co., #R4-900 Utey—the Dreamy Eyed Dog



Toys featured in the **LIFE** *Promotion*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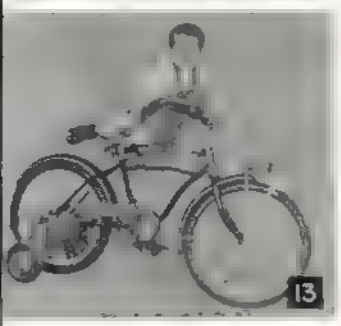
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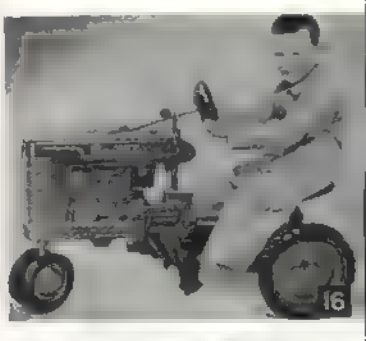
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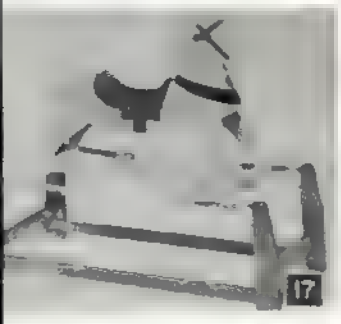
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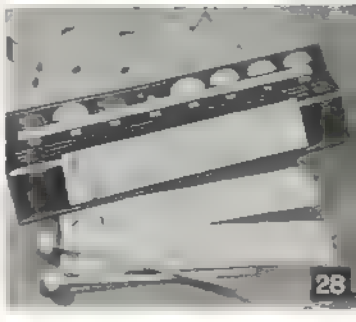
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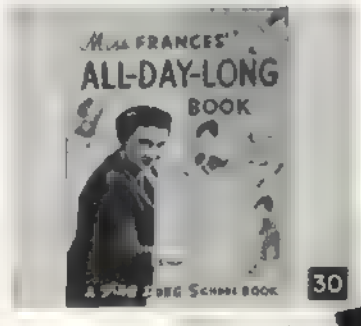

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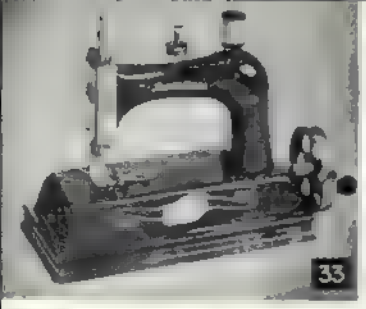
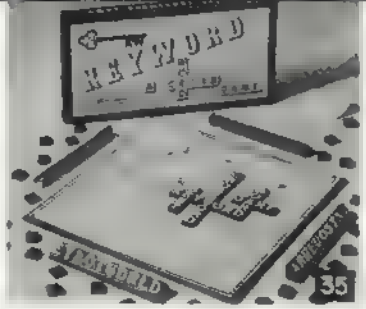
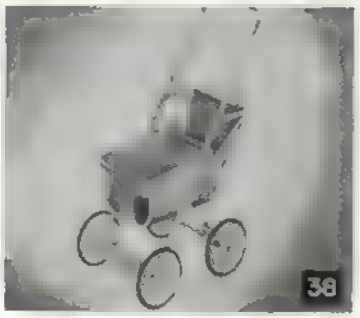
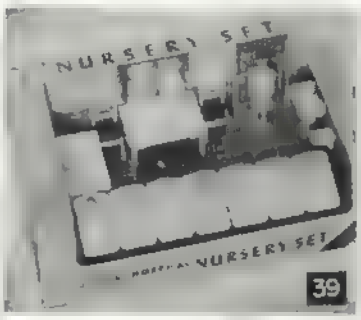
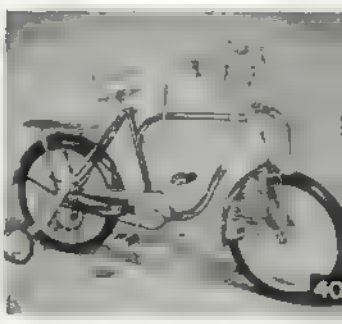
Toys featured in the **LIFE** *Promotion*

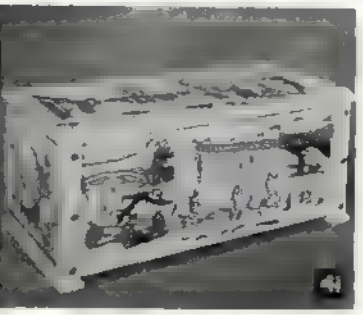


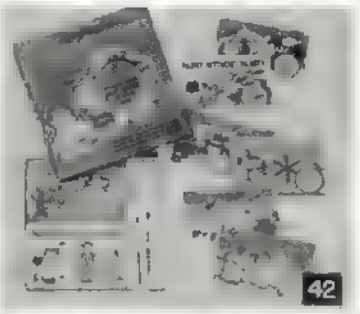


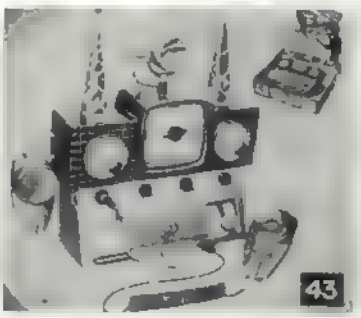


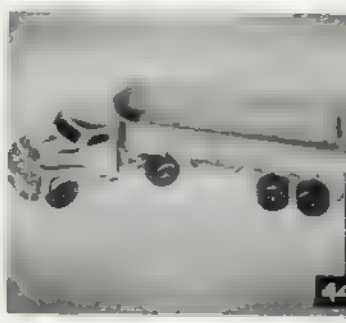


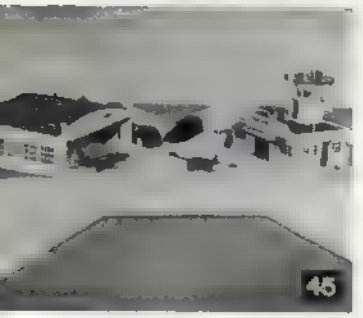


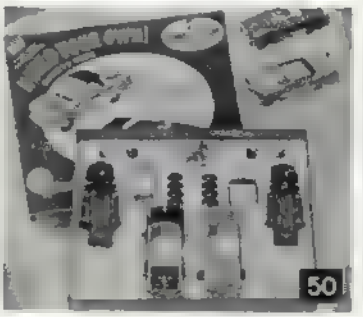




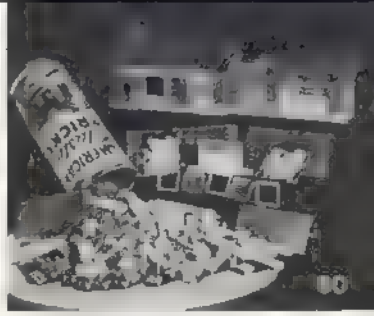


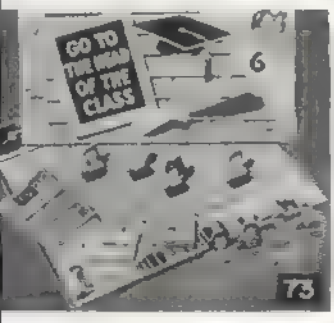


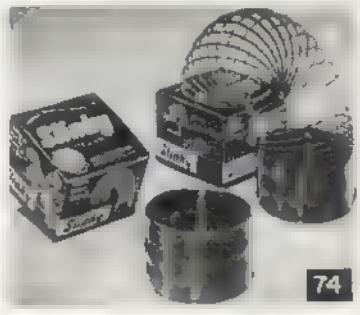


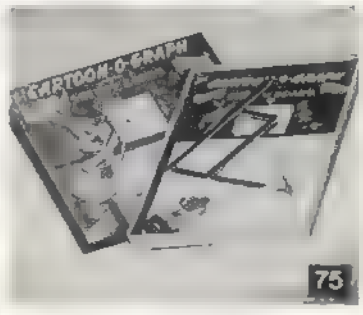


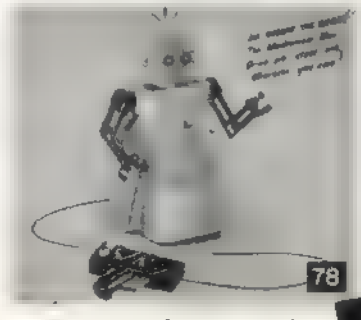
Toys featured in the **LIFE** *Promotion*

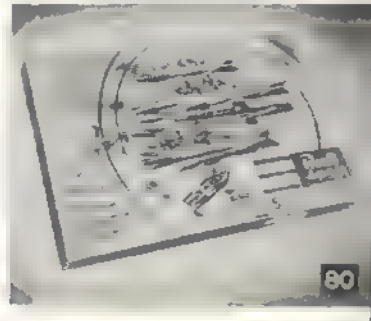




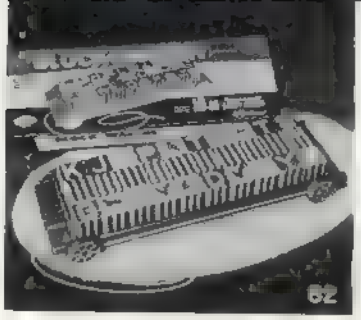








Toys featured in the **LIFE** *Promotion*



. . . 13-Page LIFE Section

(*Continued from page* 113)

States for Christmas-time 1954. The promotion that is behind these toys includes:

A. A giant, 13 consecutive full page advertisement in the November 22 1954, issue of *Life* Magazine. This will be the largest individual advertisement ever to run in *Life*

B. The 104 toys will be featured every day for about two weeks on coast-to-coast television

C. A two-full-page ad will appear in the November 22 issue of the *Christian Science Monitor* selling this audience and dominating that particular issue. In fact, all retailers reading this may tie up with this insertion in the *Monitor*, as it will include a coupon addressed to the nearest listed retailer who has the toys and *any retailer may be listed* for an exceedingly nominal charge by calling the nearest office of the *Monitor*

D. Over 1,000,000 lines of newspaper advertising are expected to be run again in 1954 at Christmas-time by all types of retailers, including department stores, toy stores, hardware stores, chain stores, etc., featuring just these 104 *Life*-advertised toys. In 1952 and 1953 over one million lines in each were run on the basis of fewer toys.

E. Thousands of store windows and thousands of interior displays will feature these 104 toys. Obviously all this will make an impression on the buying public throughout the United States and should make it easier for the independent retailer not only to tie up with this biggest-ever promotion run in the country, but to move merchandise quickly and *on a full mark-up*. It also should promote important extra store traffic for the retailers.

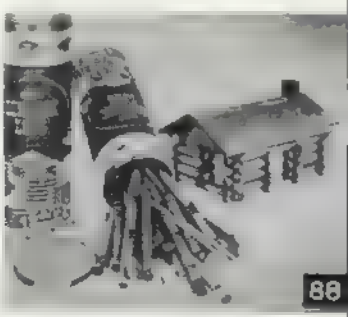
F. A most important addition has been made to this year's promotion. The first page of the 13-page section (making a 14th) will feature a list composed of one store in each city, exclusively, where the 104 *Life* toys can be purchased. This tremendous opportunity will be on a first-come, first-served basis. Interested retailers should write to the author, David L. Rand, at Grey Advertising Agency, 166 W. 32 Street, New York 1 N. Y.

This promotion has five years of proven success as far as bringing in traffic and multiple sales with full mark-up and profit are concerned. Notice some of the quotes from retailers of all types who tied up in 1953:

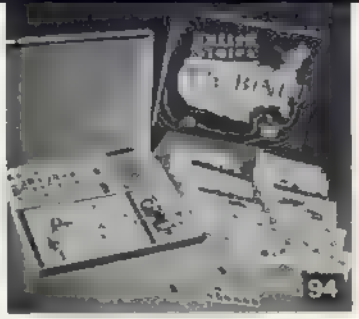
"We are really sold on *Life* advertising in our toy department. Frankly, we feel we couldn't wisely do without *Life* displays when toys appear in the magazine." *Herb Chase, The White House, San Francisco*

"*Life* toy advertising continues to be one of the most effective pre-selling aids that we have yet exploited. To promote it, we use windows, interior displays, television, radio, and newspaper advertising. With such a combination of local push with national backing like *Life* the result is what you'd expect: a resounding success." *Dick Fischel, Lit Brothers, Philadelphia.*

"There is no other program to which Sterling, Lindner Davis gives this type of wrap-up. That is one indication of how we feel about the American Toy advertising



Toys featured in the **LIFE** *Promotion*



that appears in *Life*."—*Mark Jonas, Sterling, Lindner Davis Co., Cleveland*

"Results of our *Life* tie-in have been gratifying. We have had to reorder as many as 2—3—4 times on several of the *Life* items."—*Jack Brennon, Morehouse-Fashion Columbus.*

"*Life* ads are always great pullers. This ad was a wonderful help to mothers who couldn't get out to shop since they could call the store, order directly from the ad in *Life*, and be assured of receiving exactly what they wanted. . . . I am going to tie-in heavily with the advertisement next year."—*Nellie Staugler, Elder & Johnston, Dayton*

"We opened our toy department for Christmas on November 7th, and by Thanksgiving we had to reorder on 50 per cent of the items in the *Life* Toy ad. The pulling power of this ad proved to be tremendous and the boost it gave our sales makes me hope that we will have the opportunity of tying in next year too."—*Harry G. Solomon, Kern's, Detroit*

"We had a tremendous response from people in our area to the Advertised-in-*Life* windows and double truck ad which we ran in the *San Diego Union*. It is obvious to us that a tie in of this sort with *Life* does a great deal towards capitalizing on the local influence of a terrific national campaign."—*Richard Chase, Walker's, San Diego*

"The results of our window tie in with the *Life* ad were excellent. The window display created much interest and store traffic. There's no doubt about it. *Life* does a great pre-selling job."—*Mr. Bergman, Delaware Plaza Toy Shop, Buffalo*

American toy sales in our store were up in sales about 10 per cent this season. We attribute a great deal of the success of these sales to the fact that we . . . had *Life* tie-ins to use. People were sold on the toys before they came into the store." *Bob Johnson, Bob's Toyland, Oakland*

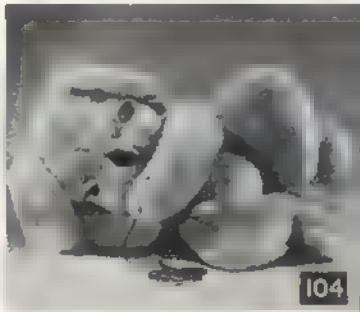
You may well ask "What do we have to do to take advantage of this promotion?" It is very simple:

A. Plan now to buy these 104 toys immediately from your wholesaler.

B. Plan now to buy 1,000 or more (in units of 1,000) of the wonderfully effective, hard-selling, envelope enclosure size catalogs which are available to you at but $20 per thousand *including your imprint*. These envelope enclosure catalogs reproduce all 104 toys as they appear in *Life* and can be used in four ways—as envelope enclosures to ride with charge bills at the regular postage; as self-mailers with a 1½¢ stamp; as package stuffers, and as counter give aways.

C. Plan now to buy one or more of the 86-piece point-of-sale kits which are available at very nominal price. Bought individually they are only $2 each, in quantities of two or more they are $1.50 each.

Use the handy coupon in the trade ad in this issue to order your tie-up material with this promotion. And again, contact your wholesaler immediately for these toys, so that you, too, can take advantage of all the profit possibilities in this largest-ever *Life* toy promotion.



Toys featured in the **LIFE** *Promotion*

STRUCTO
Presenting the new, Larger 1954 Line of STRUCTO
"Live-Action" Road-Building, Mechanical and Pull Toys

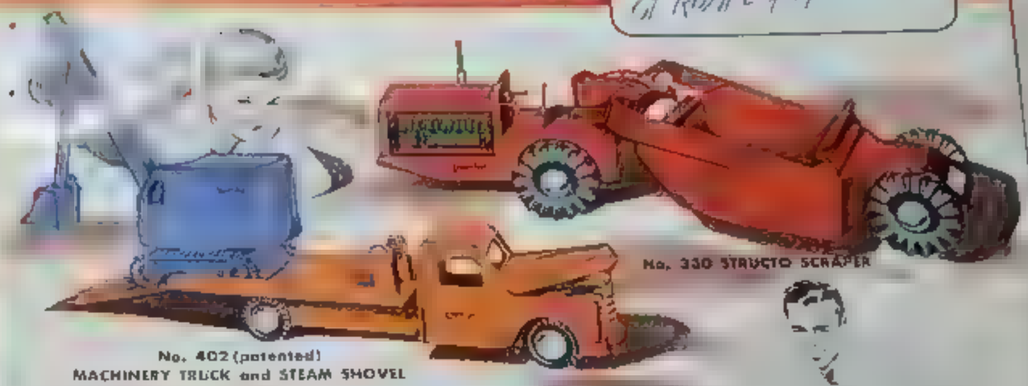
ILDING TOYS

Accurate Scale Models of Real Equipment

No. 105 STEAM SHOVEL (patented)

No. 300 ROAD GRADER

No. 200 DUMP TRUCK



No. 310 STRUCTO ROCKER

No. 402 (patented)
MACHINERY TRUCK and STEAM SHOVEL

No. 330 STRUCTO SCRAPER

Crank Raises and Lowers Bucket

Genuine Rubber Tires on all Numbers

No. 340 STRUCTO END-LOADER

No. 320 BOTTOM DUMP

Built to Last a Child-Time!

America's Finest "Quality-Price" Line of Scale Model Toys

Please Note Packing: *All toys master cartoned . . 6 to a master. Orders accepted on all items only in multiples of 6.*

No. 105
Steam Shovel

Color: Blue Two cranks control automatic unloading of shovel and raising and lowering of boom Cab revolves . . . Heavy-duty rubber tractor treads. Feature this fine new Structo Steam Shovel for fast sales. Approx. shipping wt., doz. 42 lbs
L. 26-1/2", W. 6-5/8", H. 8"

No. 200
Dump Truck

Color: Red Body raises and unloads automatically . . . hood raises revealing "Fireball" motor . . . Rubber wheels. Withstands abuse and rough handling. An accurate scale model of its real-life counterpart Order today. Approx. shipping wt., 56 lbs.
L. 20", W. 6-3/4", H. 6-1/4"

No. 300
Road Grader

Color: Orange . . . Front wheels steer . . . Scraper blade rotates, raises, lowers, tilts . 6 heavy-duty rubber wheels . Floating tandem rear wheels Realistic "Diesel" motor. Ruggedly constructed of 14, 16 and 22 gauge steel. Approximate shipping wt., doz. 60 lbs.
L. 18", W. 7", H. 7-1/2"

No. 310
Structo Rocker

Color: Red . . . Sturdy construction throughout . . . Extra large heavy-duty rubber wheels . . . Realistic 'Diesel' motor Universal coupler connects Rocker body to tractor
Crank-operated winch raises and lowers body . . . A must for the junior road builder. Approx. shipping wt., doz. 60 lbs.
L. 20", W. 6-1/8", H. 6-5/8"

Please Note Packing: All toys master cartoned . 6 to a master. Orders accepted on all items only in multiples of 6.

No. 320
Bottom Dump

Color: Orange Sturdy construction throughout Extra large heavy-duty rubber wheels
Realistic 'Diesel" motor
Universal coupler connects Bottom Dump body to tractor . . . Crank operated trip opens dual bottom door for unloading trailer. Approx. shipping wt., doz. 66 lbs.
L. 21-5/8", W. 6-3/8", H. 6-5. 8"

No. 330
Structo Scraper

Color: Red . . Extra large heavy-duty rubber wheels . Realistic "Diesel" motor . . Universal coupler connects Scraper to tractor . . . Adjusting screw raises and lowers blade . . . Crank operates mechanism for loading and dumping or spreading load. Approx. ship. wt., doz. 74 lbs
L. 22", W. 7", H. 6-5. 8"

No. 340
Structo End-Loader

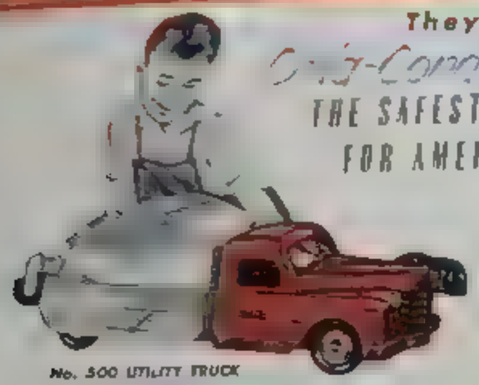
Color: Orange . . Sturdy construction . . . Extra large heavy-duty rubber wheels . . Realistic "Diesel" motor . . . Bucket raises over 10-1/2" by screw-type crank . . . Load held in any position . . . Trip lever for unloading and latching of bucket. Approx. ship. wt., doz. 56 lbs.
L. 15-1 4", W. 6-1 8", H. 6-3/4"

No. 402
Combination

Truck — Color: Orange Removable loading skid crank operated winch with steel chain . . Hood raises revealing 'Fireball' motor . . . Rubber wheels.
L. 21-1/2", W. 6-3/4", H. 6-1/4"
Steam Shovel — Same as the No. 105 . . . Both toys packed as one unit. Approx. shipping wt., doz. 86 lbs.

Strucro's Fleet of Scale-Model Trucks

They're
Child-Conditioned"
THE SAFEST TOYS
FOR AMERICAN BOYS



No. 500 UTILITY TRUCK
(patents pending)

NO. 603 PACKAGE DELIVERY TRUCK

No. 605 SHOVEL DUMP TRUCK

No. 609 BARREL TRUCK

NEW! AUTO TRANSPORT TRAILER

No. 706

Ruggedly Built for Active Young Truckers

A true scale-model of the real auto transports that are such a familiar sight on our highways today. Color: White Cab, Red Trailer, Natural Aluminum Chassis . . 10 Rubber Wheels. Included are four scale-model 1954 automobiles. Ramp extends at rear for loading and unloading. This toy is literally packed with play value. Feature it for big-volume sales. Approximate shipping weight, doz. 68 lbs.

Length 27", Width 5-5/8", Height 6-3/4"

Please Note Packing: *All toys master cartoned . . . 6 to a master. Orders accepted on all items only in multiples of 6*

No. 500
Utility Truck

Color: Red Cab and Bucket. White Body . . . Travel bucket raised by crank . . Top opens automatically to allow bucket to dump load. Truck also dumps . . . Rubber wheels . . . Hood raises revealing "Fireball" motor. Approx. shipping wt., doz. 72 lbs.
L. 21-1/2", W. 6-1/2", H. 7-3/8"

No. 603
Package Delivery Truck

Color: White Cab, Orange Body, Natural Aluminum Chassis . . . Body reinforced 14 gauge stakes . . . 6 rubber wheels. A popular, fast-profit favorite. It's built to last a child-time of hard play. Approx. shipping wt., doz. 38 lbs.
L. 13", W. 5-5/8", H. 5"

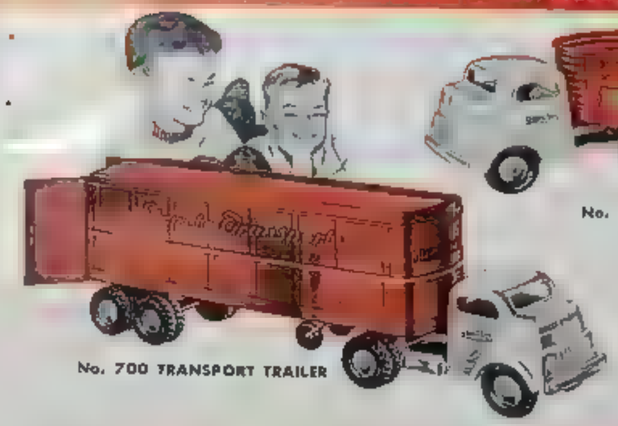
No. 605
Shovel Dump Truck

Color: White Cab, Blue Body, Natural Aluminum Chassis. Body raised by crank . . . 6 rubber wheels. A splendid toy for any boy. "Live-Action" engineered by Structo for maximum play-value. Approximate shipping wt., doz. 30 lbs.
L. 12-3/4", W. 5-5/8", H. 5"

No. 609
Barrel Truck

Color: White Cab, Red Body. Natural Aluminum Chassis . . Body reinforced 14 gauge stakes . . 6 rubber wheels. Structo oil-drum bank. A real sales-maker with plenty of play value. Approx. shipping wt., doz. 38 lbs.
L. 12-3/4", W. 5-5/8", H. 5"

Favorites with American Boys



No. 700 TRANSPORT TRAILER

No. 704 GRAIN TRAILER

Sliding Door Lifts Up to Unload Grain

No. 708 CATTLE TRAILER

No. 702 STEEL CARGO TRAILER

DIE-CAST ALUMINUM CABS AND CHASSIS...
HEAVY GAUGE STEEL BODIES

Please Note Packing: *All toys master cartoned . . . 6 to a master. Orders accepted on all items only in multiples of 6.*

No. 700
Transport Trailer

Color: White Cab, Red Trailer, Natural Aluminum Chassis. Rear doors open . . Trailer reinforced 14 gauge stakes . . Retractable dolly wheels . 16 rubber wheels. Floating tandem duals. Approximate shipping wt., doz. 80 lbs.
L. 21-3/8", W. 5-5/8", H. 7-3/8"

No. 702
Steel Cargo Trailer

Color: White Cab, Red Trailer, Natural Aluminum Chassis . . Trailer reinforced 14 gauge stakes . . Retractable dolly wheels. 16 rubber wheels. Floating tandem duals. Skid Plate. "Child-conditioned". Approx. shipping wt., doz. 64 lbs.
L. 25-1/2", W. 5-5/8", H. 5-3/8"

No. 704
Grain Trailer

Color: White Cab. Orange Body, Natural Aluminum Chassis. Trailer reinforced 14 gauge stakes . Retractable dolly wheels. 16 rubber wheels. Floating tandem duals . . . Sliding door at rear . . Approx. shipping wt., doz. 62 lbs.
L. 20-3/4", W. 5-5/8", H. 5-3/8"

No. 708
Cattle Trailer

Color: White Cab, Red Trailer, Natural Aluminum Chassis . Rear doors open . . . Trailer reinforced 14 gauge stakes . Retractable dolly wheels. 16 rubber wheels . . Floating tandem duals. Approx. shipping wt., doz. 76 lbs.
L. 21-3/8", W. 5-5/8", H. 7-3/8"

Preference-Proved Mechanical Toys

No. 822 WRECKER TRUCK (Wind-Up)

No. 844
Hi-LIFT DUMP TRUCK (wind-up)

Only STRUCTO Has This "Fluid-Action" Motor

Set front wheels to right or left... then toy will circle

This sturdy clock-spring motor, using a 10-ft. spring, is something entirely new in free-wheeling motors. It permits the toy to be played with both as a pull toy and a wind-up toy. Designed in our own research department by our own engineers, it is manufactured exclusively by STRUCTO. Performs approximate 60-foot runs at slow simulated truck speeds. Severe break down tests have proven that this fine "Fluid-Action" motor will outlast the many years of play value in these durable wind-up toys.

"Live-Action" ENGINEERED

No. 866 GASOLINE TRUCK (Wind-Up)

DIE-CAST ALUMINUM CABS AND CHASSIS... HEAVY GAUGE STEEL BODIES

Please Note Packing: *All toys master cartoned 6 to a master. Orders accepted on all items only in multiples of 6.*

No. 822 (Wind-Up)
Wrecker Truck

Color: White Cab, Orange Body, Natural Aluminum Chassis . . . Crank operated winch with steel chain, also tow chain . . . 6 rubber wheels . . Front wheels adjustable . . Motor brake . . . Structo's own sturdy clock-spring motor. Approx. shipping wt., doz. 42 lbs.
L. 12-1/8", W. 5-5/8", H. 5-3/16"

No. 844 (Wind-Up)
Hi-Lift Dump Truck

Color: White Cab, Red Body, Natural aluminum Chassis . . . Hi-lift dump body raised by crank . . . 6 rubber wheels Front wheels adjustable . . . Motor brake . . . Structo's own sturdy clock spring motor Ruggedly constructed for active boys. Approx. shipping wt., doz. 46 lbs.
L. 12-1/2", W. 5-5/8", H. 5-1/16"

No. 866 (Wind-Up)
Gasoline Truck

Color: Red Cab & Body, Natural Aluminum Chassis . . . 6 rubber wheels . . . Front wheels adjustable . . Motor brake . Structo's own sturdy clock spring motor. A true scale-model truck that's built to last a child-time. Approximate shipping wt., doz. 40 lbs.
L. 13-3/8", W. 5-5/8", H. 5"

Structo Quality Toys
America's Finest "Live-Action" Toys

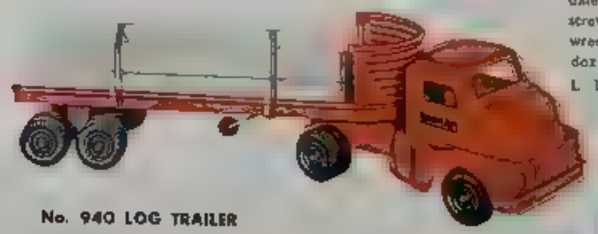
they're "Child-Conditioned"... with heavy-gauge steel bodies, cabs and chassis

...colorful and modernistically priced, these four "child conditioned" Structo toys are top favorites for fast sales. Accurate scale models of real equipment, they're "live-action" engineered and built to last a child-time of play. The same fine quality has been built into these toys as is found in the regular Structo line... including embossed and extruded windows, rolled edges and other safety features.

America's Finest "Quality-Price" line of scale-model toys

No. 930 FREIGHT TRAILER
Color: Red Cab and Trailer. Cab, Chassis and Body made of heavy-gauge steel, welded and reinforced with 4 gauge stakes Retractable dolly wheels ...16 rubber wheels Floating tandem duals Approx. shipping wt., doz. 42 lbs.
L. 17-3/4", W. 5", H. 4-1/2"

No. 910 TOW TRUCK
Color: Red Crank operated winch on boom Heavy-gauge steel, reinforced and welded 6 rubber wheels plus 2 spare wheels Wheels can be removed from axles Threaded axles with nuts. Includes miniature screwdriver, hammer, open-end wrench and box-end wrench (Fix your own trucks). Approx. shipping wt., doz. 30 lbs.
L. 13 4" W. 5-3 8" H. 6"



No. 940 LOG TRAILER
Color: Orange Cab and Trailer... Cab, Chassis and Body made of heavy-gauge steel, welded and reinforced Retractable dolly wheels... 16 rubber wheels . Floating tandem duals .. 5 realistic miniature logs included .. Approx. shipping wt., doz. 50 lbs.
L. 17-3/4", W. 5", H. 4-1/2".

No. 920 TELEPHONE TRUCK
Color: Telephone Green... Crank operated winch... Heavy-gauge steel, reinforced and welded 6 rubber wheels Wheels can be removed from axles threaded axles with nuts Includes miniature screwdriver, hammer, open-end wrench and box-end wrench (Fix your own trucks).. Approx. shipping wt., doz. 30 lbs.
L. 12", W. 5-3. 8", H. 5-1/4".

PLEASE NOTE PACKING!
All toys master cartoned 6 to a master
Orders accepted on all items only in multiples of 6.

A BOY'S BEST "PLAY-PAL" IS HIS STRUCTO TOY

Children of all age
Because they're

STRUCTO TOYS ARE [illegible] TOYS

BUILT TO LAST A CHILD-TIME

Parents like the many built-in safety features of STRUCTO toys. They know that children cannot hurt themselves on these super-safe playthings. There are no sharp edges to cut or scratch the busy, prying fingers of those "junior truckers and road-building men. Edges are rolled for maximum safety. Moving parts are carefully shielded. Although these safety precautions add to manufacturing costs, STRUCTO will continue to make the safest toys for American boys. You'll find STRUCTO America's finest quality-price line of toys

DIE-CAST ALUMINUM CABS and CHASSIS

Cabs and chassis on STRUCTO S series 600 700 and 800 are made of durable die cast aluminum. This lightweight yet sturdy metal makes a practical, serviceable toy withstands long hours of rugged playtime use and is virtually indestructible. All bodies on the above series are of heavy gauge steel

HEAVY-GAUGE STAMPED STEEL BODIES

Only highest quality heavy gauge steel is used in the manufacture of STRUCTO toys. All STRUCTO toys are of spot welded construction for added strength and rigidity. They are made to withstand rough handling and to "last a child-time" of day-after-day play

FAITHFULLY SCALED REPRODUCTIONS

In every detail, STRUCTO "Live-Action" toys are accurate models of their real-life counterparts. Fenders, bumpers, even grills are just like full-sized equipment. Little wonder that children like them so well. They're "Child-Conditioned" in every way

NICE GLOSSY BAKED ENAMEL FINISH

Infra-red baked enamels, in vivid, child appealing colors, are used on all STRUCTO toys. These attractive finishes, highly resistant to chipping and scratching, are made possible by STRUCTO'S large conveyor-fed, infra-red enamel ovens. Another fine feature

14-GAUGE STEEL STRAP REINFORCING

Wherever necessary, 14 gauge steel strapping is used to reinforce bodies and assure greater strength for even the roughest play. Another reason why STRUCTO quality-price toys are such outstanding dollar-for-dollar values. Feature them for fast sales and profits.

GENUINE RUBBER TIRES ON ALL TOYS

Solid rubber tires with honest-to-goodness heavy-duty truck treads are standard on all STRUCTO trucks. The No. 105 Steam Shovel has rubber tractor treads. Realism is thus added to STRUCTO toys that increases their play-value. Parents also like this feature.

STRUCTO MANUFACTURING CO.

MAIN OFFICE AND FACTORY • FREEPORT, ILLINOIS

NEW YORK OFFICE • ROOM 538, 200 FIFTH AVE. BLDG.

STRUCTO

Presenting the new, Larger 1954 Line of STRUCTO
"Live-Action" Road-Building, Mechanical and Pull Toys

CHILD-APPEALING STRUCTO

Packed with Play Value!

No. 105 STEAM SHOVEL (patented)

No. 300 ROAD GRADER

No. 310 STRUCTO ROCKER

No. 200 DUMP TRUCK

Built to Last a Child-Time!

Please Note Packing: All toys master cartoned . . . 6 to a master. Orders accepted on all items only in multiples of 6.

No. 105
Steam Shovel

Color: Blue . . . Two cranks control automatic unloading of shovel and raising and lowering of boom . . . Cab revolves . . . Heavy-duty rubber tractor treads. Feature this fine new Structo Steam Shovel for fast sales. Approx. shipping wt., doz. 42 lbs
L. 26-1, 2", W. 6-5 8", H 8"

No. 200
Dump Truck

Color: Red . . . Body raises and unloads automatically . . . hood raises revealing "Fireball" motor . . . Rubber wheels. Withstands abuse and rough handling. An accurate scale model of its real-life counterpart. Order today. Approx. shipping wt., 56 lbs.
L. 20", W. 6-3 4", H. 6-1 4"

No. 300
Road Grader

Color: Orange . . . Front wheels steer . . . Scraper blade rotates, raises, lowers, tilts . . . 6 heavy-duty rubber wheels . . . Floating tandem rear wheels . . . Realistic "Diesel" motor. Ruggedly constructed of 14, 16 and 22 gauge steel. Approximate shipping wt., doz. 60 lbs,
L 18", W. 7", H. 7-1, 2"

No. 310
Structo Rocker

Color: Red . . . Sturdy construction throughout . . . Extra large heavy-duty rubber wheels . . . Realistic "Diesel" motor . . . Universal coupler connects Rocker body to tractor . . . Crank-operated winch raises and lowers body . . . A must for the junior road builder. Approx. shipping wt., doz. 60 lbs.
L. 20", W. 6-1/8", H. 6-5/8"

ROAD-BUILDING TOYS

Accurate Scale Models of Real Equipment

America's Finest *"Quality-Price"* Line of Scale Model Toys

Please Note Packing: All toys master cartoned . . . 6 to a master. Orders accepted on all items only in multiples of 6.

No. 320
Bottom Dump

Color: Orange . . . Sturdy construction throughout . . . Extra large heavy-duty rubber wheels . . . Realistic "Diesel" motor . . . Universal coupler connects Bottom Dump body to tractor . . . Crank operated trip opens dual bottom door for unloading trailer. Approx. shipping wt., doz. 66 lbs.
L. 21-5/8", W. 6-3 8", H. 6-5 '8"

No. 330
Structo Scraper

Color: Red . . . Extra large heavy-duty rubber wheels . . . Realistic "Diesel" motor . . . Universal coupler connects Scraper to tractor . . . Adjusting screw raises and lowers blade . . . Crank operates mechanism for loading and dumping or spreading load. Approx. ship. wt., doz. 74 lbs.
L. 22", W. 7", H. 6-5,'8"

No. 340
Structo End-Loader

Color: Orange . . . Sturdy construction . . . Extra large heavy-duty rubber wheels . . . Realistic "Diesel" motor . . . Bucket raises over 10-1/2" by screw-type crank . . . Load held in any position . . . Trip lever for unloading and latching of bucket. Approx. ship. wt., doz. 56 lbs.
L. 15-1/4", W. 6-1/8", H. 6-3/4"

No. 402
Combination

Truck — Color: Orange . . . Removable loading skid . . . crank operated winch with steel chain . . . Hood raises revealing "Fireball" motor . . . Rubber wheels.
L. 21-1/2", W. 6-3/4", H. 6-1/4"
Steam Shovel — Same as the No. 105 . . . Both toys packed as one unit. Approx. shipping wt., doz. 86 lbs.

Structo's Fleet of Scale-Model Trucks

They're
"Child-Conditioned"
THE SAFEST TOYS
FOR AMERICAN BOYS

No. 500 UTILITY TRUCK
(patents pending)

NO. 603 PACKAGE DELIVERY TRUCK

No. 605 SHOVEL DUMP TRUCK

No. 609 BARREL TRUCK

NEW! AUTO TRANSPORT TRAILER

No. 706

Ruggedly Built for Active Young Truckers

A true scale-model of the real auto transports that are such a familiar sight on our highways today. Color: White Cab, Red Trailer, Natural Aluminum Chassis . . . 10 Rubber Wheels. Included are four scale-model 1954 automobiles. Ramp extends at rear for loading and unloading. This toy is literally packed with play value. Feature it for big-volume sales. Approximate shipping weight, doz. 68 lbs.
Length 27", Width 5-5/8", Height 6-3/4".

Please Note Packing: All toys master cartoned . . . 6 to a master. Orders accepted on all items only in multiples of 6.

No. 500
Utility Truck

Color: Red Cab and Bucket, White Body . . . Travel bucket raised by crank . . . Top opens automatically to allow bucket to dump load . . . Truck also dumps . . . Rubber wheels . . . Hood raises revealing "Fireball" motor. Approx. shipping wt., doz. 72 lbs.
L. 21-1, 2", W. 6-1/2", H. 7-3/8"

No. 603
Package Delivery Truck

Color: White Cab, Orange Body, Natural Aluminum Chassis . . . Body reinforced 14 gauge stakes . . . 6 rubber wheels. A popular, fast-profit favorite. It's built to last a child-time of hard play. Approx. shipping wt., doz. 38 lbs.
L. 13", W. 5-5/8", H. 5"

No. 605
Shovel Dump Truck

Color: White Cab, Blue Body, Natural Aluminum Chassis . . . Body raised by crank . . . 6 rubber wheels. A splendid toy for any boy. "Live-Action" engineered by Structo for maximum play-value. Approximate shipping wt., doz. 30 lbs.
L. 12-3/4", W. 5-5, 8", H. 5"

No. 609
Barrel Truck

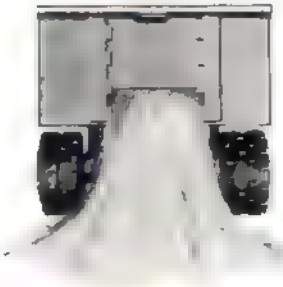
Color: White Cab, Red Body, Natural Aluminum Chassis . . . Body reinforced 14 gauge stakes . . . 6 rubber wheels . . . Structo oil-drum bank. A real sales-maker with plenty of play value. Approx. shipping wt., doz. 38 lbs.
L. 12-3/4", W. 5-5/8", H. 5"

Are Favorites with American Boys

No. 700 TRANSPORT TRAILER

No. 704 GRAIN TRAILER

Sliding Door Lifts Up to Unload Grain



No. 708 CATTLE TRAILER

No. 702 STEEL CARGO TRAILER

DIE-CAST ALUMINUM CABS AND CHASSIS...

HEAVY GAUGE STEEL BODIES

Please Note Packing: All toys master cartoned . . . 6 to a master. Orders accepted on all items only in multiples of 6.

No. 700
Transport Trailer

Color: White Cab, Red Trailer, Natural Aluminum Chassis . . . Rear doors open . . . Trailer reinforced 14 gauge stakes . . . Retractable dolly wheels . . . 16 rubber wheels . . . Floating tandem duals. Approximate shipping wt., doz. 80 lbs.
L. 21-3 8", W. 5-5 8", H. 7-3 8"

No. 702
Steel Cargo Trailer

Color: White Cab, Red Trailer, Natural Aluminum Chassis . . . Trailer reinforced 14 gauge stakes . . . Retractable dolly wheels . . . 16 rubber wheels. Floating tandem duals. Skid Plate. "Child-conditioned". Approx. shipping wt., doz. 64 lbs.
L. 25-1/2", W. 5-5/8", H 5-3/8"

No. 704
Grain Trailer

Color: White Cab, Orange Body, Natural Aluminum Chassis . . . Trailer reinforced 14 gauge stakes . . . Retractable dolly wheels . . . 16 rubber wheels . . . Floating tandem duals . . . Sliding door at rear . . . Approx. shipping wt., doz. 62 lbs.
L. 20-3/4", W. 5-5/8", H. 5-3 8"

No. 708
Cattle Trailer

Color: White Cab, Red Trailer, Natural Aluminum Chassis . . . Rear doors open . . . Trailer reinforced 14 gauge stakes . . . Retractable dolly wheels . . . 16 rubber wheels . . . Floating tandem duals. Approx. shipping wt., doz. 76 lbs.
L. 21-3 8", W. 5-5 8", H. 7-3/8"

Preference-Proved Mechanical Toys

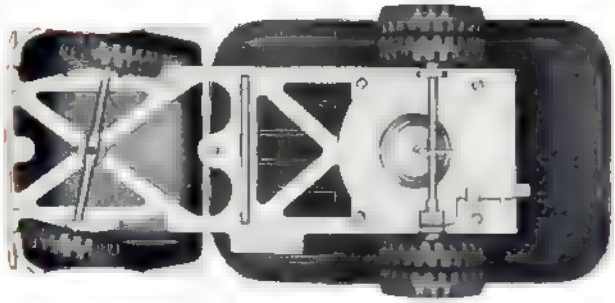
"BUILT TO LAST
A CHILD-TIME"

No. 822 WRECKER TRUCK (Wind-Up)

No. 844
HI-LIFT DUMP TRUCK (wind-up)

Only STRUCTO Has This "Fluid-Action" Motor

(PROTECTED BY PATENTS)



Set front wheels to right or left... then toy will circle

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"Live-Action" ENGINEERED

No. 866 GASOLINE TRUCK (Wind-Up)

DIE-CAST ALUMINUM CABS AND CHASSIS... HEAVY GAUGE STEEL BODIES

Please Note Packing: All toys master cartoned... 6 to a master. Orders accepted on all items only in multiples of 6.

No. 822 (Wind-Up)
Wrecker Truck

Color: White Cab, Orange Body, Natural Aluminum Chassis . . . Crank operated winch with steel chain, also tow chain . . . 6 rubber wheels . . . Front wheels adjustable . . . Motor brake . . . Structo's own sturdy clock spring motor. Approx. shipping wt., doz. 42 lbs.

L. 12-1/8", W. 5-5/8", H. 5-3/16"

No. 844 (Wind-Up)
Hi-Lift Dump Truck

Color: White Cab, Red Body, Natural aluminum Chassis . . . Hi-lift dump body raised by crank . . . 6 rubber wheels . . . Front wheels adjustable . . . Motor brake . . . Structo's own sturdy clock spring motor. Ruggedly constructed for active boys. Approx. shipping wt., doz. 46 lbs.

L. 12-1/2", W. 5-5/8", H. 5-1/16"

No. 866 (Wind-Up)
Gasoline Truck

Color: Red Cab & Body, Natural Aluminum Chassis . . . 6 rubber wheels . . . Front wheels adjustable . . . Motor brake . . . Structo's own sturdy clock spring motor. A true scale-model truck that's built to last a child-time. Approximate shipping wt., doz. 40 lbs.

L. 13-3/8", W. 5-5/8", H. 5"

More Play Value...Greater Dollar Value In These 4 Fine "Live-Action" Toys by

they're "Child-Conditioned"... with heavy-gauge steel bodies, cabs and chassis

STRUCTO

New . . . colorful . . . and moderately priced, these four "child-conditioned" Structo toys are top favorites for fast sales. Accurate scale models of real equipment, they're "live-action" engineered and built to last a child-time of play. The same fine quality has been built into these toys as is found in the regular Structo line . . . including embossed and extruded windows, rolled edges and other safety features.

America's Finest "Quality-Price" line of scale-model toys

No. 930 FREIGHT TRAILER

Color: Red Cab and Trailer . . . Cab, Chassis and Body made of heavy-gauge steel, welded and reinforced with 14-gauge stakes . . . Retractable dolly wheels . . . 16 rubber wheels . . . Floating tandem duals . . . Approx. shipping wt., doz. 42 lbs.

L. 17-3/4", W. 5", H. 4-1/2".

No. 910 TOW TRUCK

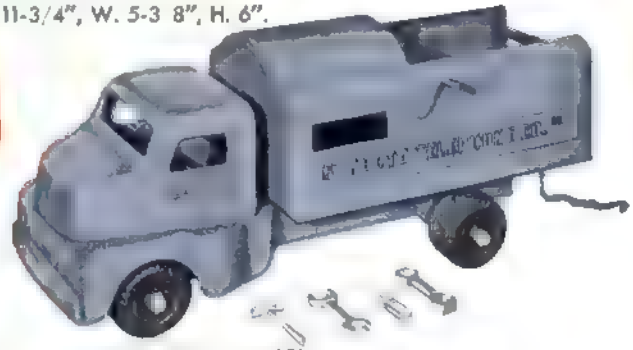
Color: Red . . . Crank operated winch on boom . . . Heavy-gauge steel, reinforced and welded . . . 6 rubber wheels plus 2 spare wheels . . . Wheels can be removed from axles . . . Threaded axles with nuts . . . Includes miniature screwdriver, hammer, open-end wrench and box-end wrench (Fix your own trucks) . . . Approx. shipping wt., doz. 30 lbs.

L. 11-3/4", W. 5-3 8", H. 6".

No. 940 LOG TRAILER

Color: Orange Cab and Trailer . . . Cab, Chassis and Body made of heavy-gauge steel, welded and reinforced . . . Retractable dolly wheels . . . 16 rubber wheels . . . Floating tandem duals . . . 5 realistic miniature logs included . . . Approx. shipping wt., doz. 50 lbs.

L. 17-3/4", W. 5", H. 4-1/2".



No. 920 TELEPHONE TRUCK

Color: Telephone Green . . . Crank operated winch . . . Heavy-gauge steel, reinforced and welded . . . 6 rubber wheels . . . Wheels can be removed from axles . . . threaded axles with nuts . . . Includes miniature screwdriver, hammer, open-end wrench and box-end wrench (Fix your own trucks) . . . Approx. shipping wt., doz. 30 lbs.

L. 12", W. 5-3/8", H. 5-1/4".

PLEASE NOTE PACKING!
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A BOY'S BEST "PLAY-PAL" IS HIS STRUCTO TOY

Children of all ages like Structo Toys

Because they're "Child-Conditioned"

STRUCTO TOYS ARE SAFE TOYS

BUILT TO LAST A CHILD-TIME

Parents like the many built-in safety features of STRUCTO toys. They know that children cannot hurt themselves on these super-safe playthings. There are no sharp edges to cut or scratch the busy, prying fingers of those "junior truckers and road-building men". Edges are rolled for maximum safety. Moving parts are carefully shielded. Although these safety precautions add to manufacturing costs, STRUCTO will continue to make "the safest toys for American boys". You'll find STRUCTO America's finest quality-price line of toys.

DIE-CAST ALUMINUM CABS and CHASSIS

Cabs and chassis on STRUCTO'S series 600, 700 and 800 are made of durable die-cast aluminum. This lightweight, yet sturdy, metal makes a practical, serviceable toy . . . withstands long hours of rugged playtime use and is virtually indestructible. All bodies on the above series are of heavy-gauge steel.

HEAVY-GAUGE STAMPED STEEL BODIES

Only highest quality, heavy-gauge steel is used in the manufacture of STRUCTO toys. All STRUCTO toys are of spot-welded construction for added strength and rigidity. They are made to withstand rough handling and to "last a child-time" of day-after-day play.

FAITHFULLY SCALED REPRODUCTIONS

In every detail, STRUCTO "Live-Action" toys are accurate models of their real-life counterparts. Fenders, bumpers, even grills are just like full-sized equipment. Little wonder that children like them so well. They're "Child-Conditioned" in every way.

HIGH GLOSS BAKED ENAMEL FINISH

Infra-red baked enamels, in vivid, child-appealing colors, are used on all STRUCTO toys. These attractive finishes, highly resistant to chipping and scratching, are made possible by STRUCTO'S large conveyor-fed, infra-red enamel ovens. Another fine feature.

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Wherever necessary, 14 gauge steel strapping is used to reinforce bodies and assure greater strength for even the roughest play. Another reason why STRUCTO quality-price toys are such outstanding dollar-for-dollar values. Feature them for fast sales and profits.

GENUINE RUBBER TIRES ON ALL TOYS

Solid rubber tires with honest-to-goodness heavy-duty truck treads are standard on all STRUCTO trucks. The No. 105 Steam Shovel has rubber tractor treads. Realism is thus added to STRUCTO toys that increases their play-value. Parents also like this feature.

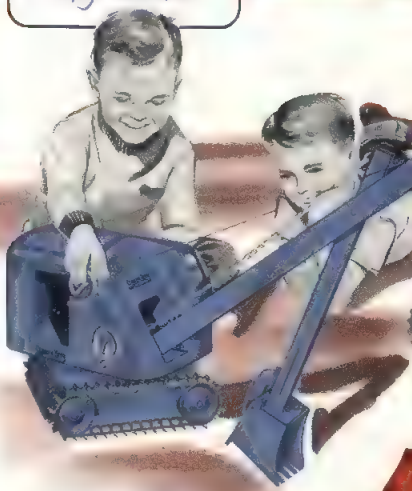
STRUCTO MANUFACTURING CO.

MAIN OFFICE AND FACTORY • FREEPORT, ILLINOIS

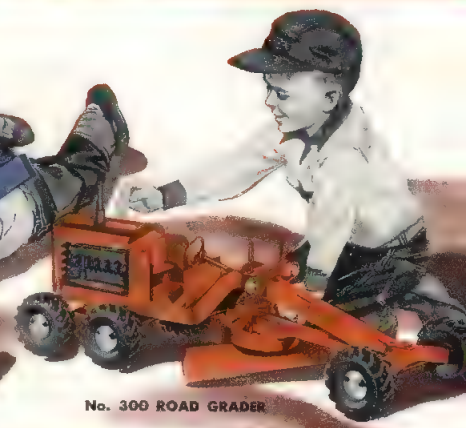
NEW YORK OFFICE • ROOM 538, 200 FIFTH AVE. BLDG.

Packed with Play Value!

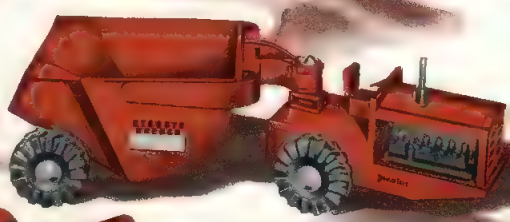
CHILD-APPEALING STRUCTO



No. 105 STEAM SHOVEL (patented)



No. 300 ROAD GRADER



No. 310 STRUCTO ROCKER

No. 200 DUMP TRUCK

Built to Last a Child-Time!

Please Note Packing: All toys master cartoned . . . 6 to a master. Orders accepted on all items only in multiples of 6.

No. 105
Steam Shovel

Color: Blue . . . Two cranks control automatic unloading of shovel and raising and lowering of boom . . . Cab revolves . . . Heavy-duty rubber tractor treads. Feature this fine new Structo Steam Shovel for fast sales. Approx. shipping wt., doz. 42 lbs.
L. 26-1/2", W. 6-5/8", H. 8"

No. 200
Dump Truck

Color: Red . . . Body raises and unloads automatically . . . hood raises revealing "Fireball" motor . . . Rubber wheels. Withstands abuse and rough handling. An accurate scale model of its real-life counterpart. Order today. Approx. shipping wt., 56 lbs.
L. 20", W. 6-3/4", H. 6-1/4"

No. 300
Road Grader

Color: Orange . . . Front wheels steer . . . Scraper blade rotates, raises, lowers, tilts . . . 6 heavy-duty rubber wheels . . . Floating tandem rear wheels . . . Realistic "Diesel" motor. Ruggedly constructed of 14, 16 and 22 gauge steel. Approximate shipping wt., doz. 60 lbs.
L. 18", W. 7", H. 7-1/2"

No. 310
Structo Rocker

Color: Red . . . Sturdy construction throughout . . . Extra large heavy-duty rubber wheels . . . Realistic "Diesel" motor . . . Universal coupler connects Rocker body to tractor . . . Crank-operated winch raises and lowers body . . . A must for the junior road builder. Approx. shipping wt., doz. 60 lbs.
L. 20", W. 6-1/8", H. 6-5/8"

Children of all ages like Structo Toys

Because they're *"Child-Conditioned"*

STRUCTO TOYS ARE SAFE TOYS

BUILT TO LAST A CHILD-TIME

Parents like the many built-in safety features of STRUCTO toys. They know that children cannot hurt themselves on these super-safe playthings. There are no sharp edges to cut or scratch the busy, prying fingers of those "junior truckers and road-building men". Edges are rolled for maximum safety. Moving parts are carefully shielded. Although these safety precautions add to manufacturing costs, STRUCTO will continue to make "the safest toys for American boys". You'll find STRUCTO America's finest quality-price line of toys.

DIE-CAST ALUMINUM CABS and CHASSIS

Cabs and chassis on STRUCTO'S series 600, 700 and 800 are made of durable die-cast aluminum. This lightweight, yet sturdy, metal makes a practical, serviceable toy . . . withstands long hours of rugged playtime use and is virtually indestructible. All bodies on the above series are of heavy-gauge steel.

HEAVY-GAUGE STAMPED STEEL BODIES

Only highest quality, heavy-gauge steel is used in the manufacture of STRUCTO toys. All STRUCTO toys are of spot-welded construction for added strength and rigidity. They are made to withstand rough handling and to "last a child-time" of day-after-day play.

FAITHFULLY-SCALED REPRODUCTIONS

In every detail, STRUCTO "Live-Action" toys are accurate models of their real-life counterparts. Fenders, bumpers, even grills are just like full-sized equipment. Little wonder that children like them so well. They're "Child-Conditioned" in every way.

HIGH GLOSS BAKED ENAMEL FINISH

Infra-red baked enamels, in vivid, child-appealing colors, are used on all STRUCTO toys. These attractive finishes, highly resistant to chipping and scratching, are made possible by STRUCTO'S large conveyor-fed, infra-red enamel ovens. Another fine feature.

14-GAUGE STEEL STRAP REINFORCING

Wherever necessary, 14 gauge steel strapping is used to reinforce bodies and assure greater strength for even the roughest play. Another reason why STRUCTO quality-price toys are such outstanding dollar-for-dollar values. Feature them for fast sales and profits.

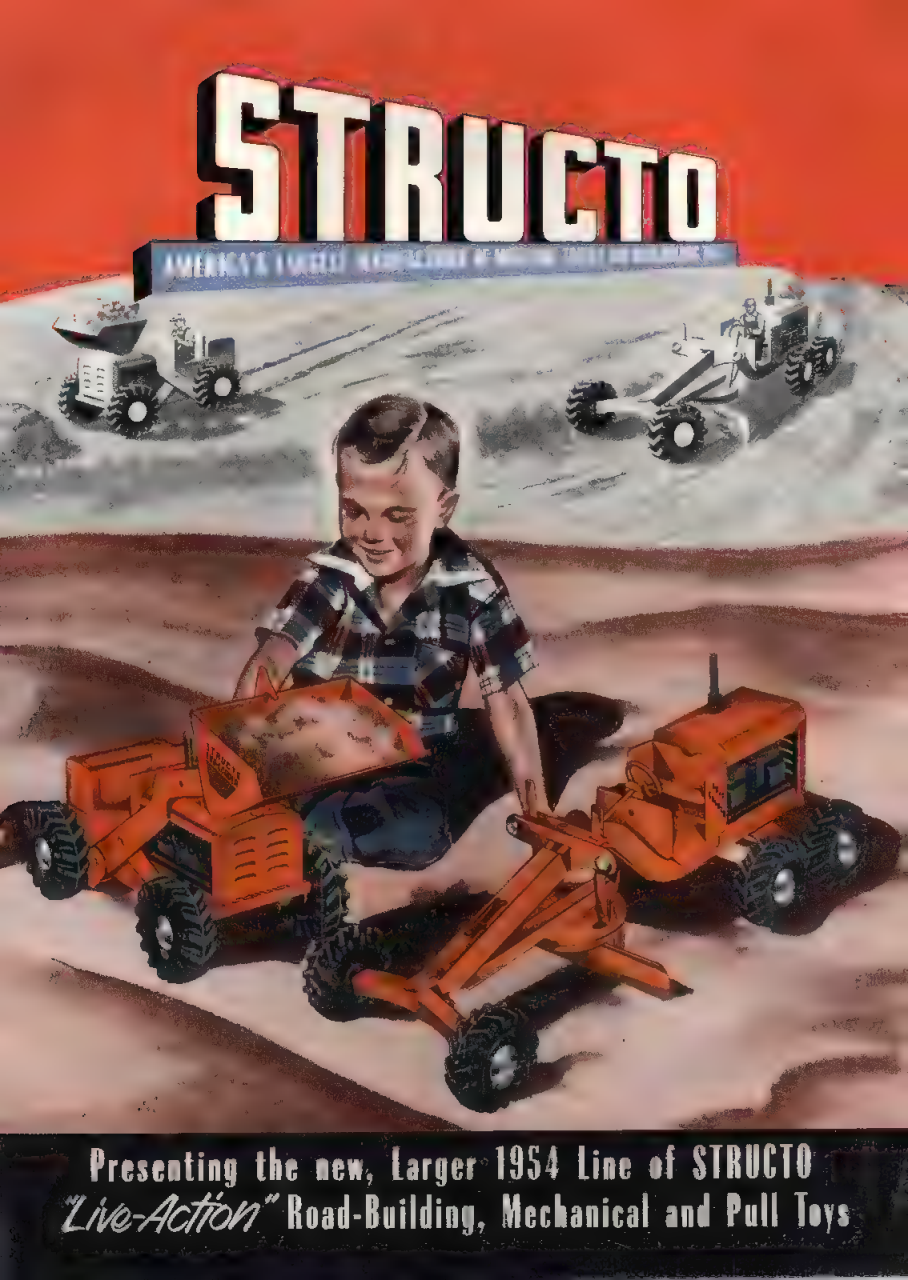
GENUINE RUBBER TIRES ON ALL TOYS

Solid rubber tires with honest-to-goodness heavy-duty truck treads are standard on all STRUCTO trucks. The No. 105 Steam Shovel has rubber tractor treads. Realism is thus added to STRUCTO toys that increases their play-value. Parents also like this feature.

STRUCTO MANUFACTURING CO.

MAIN OFFICE AND FACTORY • FREEPORT, ILLINOIS

NEW YORK OFFICE • ROOM 538, 200 FIFTH AVE. BLDG.


STRUCTO
Presenting the new, Larger 1954 Line of STRUCTO
"Live-Action" Road-Building, Mechanical and Pull Toys

they're "Child-Conditioned"... with heavy-gauge steel bodies, cabs and chassis

STRUCTO

New . . . colorful . . . and moderately priced, these four "child-conditioned" Structo toys are top favorites for fast sales. Accurate scale models of real equipment, they're "live-action" engineered and built to last a child-time of play. The same fine quality has been built into these toys as is found in the regular Structo line . . . including embossed and extruded windows, rolled edges and other safety features.

America's Finest "Quality-Price" line of scale-model toys

No. 930 FREIGHT TRAILER

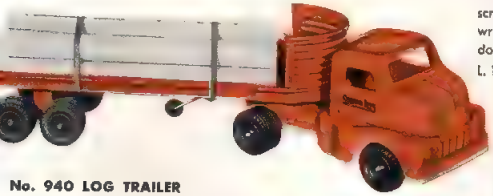
Color: Red Cab and Trailer . . . Cab, Chassis and Body made of heavy-gauge steel, welded and reinforced with 14-gauge stakes . . . Retractable dolly wheels . . . 16 rubber wheels . . . Floating tandem duals . . . Approx. shipping wt., doz. 42 lbs.

L. 17-3/4", W. 5", H. 4-1/2".

No. 910 TOW TRUCK

Color: Red . . . Crank operated winch on boom . . . Heavy-gauge steel, reinforced and welded . . . 6 rubber wheels plus 2 spare wheels . . . Wheels can be removed from axles . . . Threaded axles with nuts . . . Includes miniature screwdriver, hammer, open-end wrench and box-end wrench (Fix your own trucks) . . . Approx. shipping wt., doz. 30 lbs.

L. 11-3/4", W. 5-3/8", H. 6".



No. 940 LOG TRAILER

Color: Orange Cab and Trailer . . . Cab, Chassis and Body made of heavy-gauge steel, welded and reinforced . . . Retractable dolly wheels . . . 16 rubber wheels . . . Floating tandem duals . . . 5 realistic miniature logs included . . . Approx. shipping wt., doz. 50 lbs.

L. 17-3/4", W. 5", H. 4-1/2".

No. 920 TELEPHONE TRUCK

Color: Telephone Green . . . Crank operated winch . . . Heavy-gauge steel, reinforced and welded . . . 6 rubber wheels . . . Wheels can be removed from axles . . . threaded axles with nuts . . . Includes miniature screwdriver, hammer, open-end wrench and box-end wrench (Fix your own trucks) . . . Approx. shipping wt., doz. 30 lbs.

L. 12", W. 5-3/8", H. 5-1/4".

PLEASE NOTE PACKING!
All toys master cartoned . . . 6 to a master.
Orders accepted on all items only in multiples of 6.

Are Favorites with American Boys

No. 700 TRANSPORT TRAILER

No. 704 GRAIN TRAILER

Sliding Door Lifts Up to Unload Grain

No. 708 CATTLE TRAILER

No. 702 STEEL CARGO TRAILER

DIE-CAST ALUMINUM CABS AND CHASSIS...

HEAVY GAUGE STEEL BODIES

Please Note Packing: All toys master cartoned ... 6 to a master. Orders accepted on all items only in multiples of 6.

No. 700
Transport Trailer

Color: White Cab, Red Trailer, Natural Aluminum Chassis ... Rear doors open ... Trailer reinforced 14 gauge stakes ... Retractable dolly wheels ... 16 rubber wheels ... Floating tandem duals. Approximate shipping wt., doz. 80 lbs.
L. 21-3/8", W. 5-5/8", H. 7-3/8"

No. 702
Steel Cargo Trailer

Color: White Cab, Red Trailer, Natural Aluminum Chassis ... Trailer reinforced 14 gauge stakes ... Retractable dolly wheels ... 16 rubber wheels. Floating tandem duals. Skid Plate. "Child-conditioned". Approx. shipping wt., doz. 64 lbs.
L. 25-1/2", W. 5-5/8", H. 5-3/8"

No. 704
Grain Trailer

Color: White Cab, Orange Body, Natural Aluminum Chassis ... Trailer reinforced 14 gauge stakes ... Retractable dolly wheels ... 16 rubber wheels ... Floating tandem duals ... Sliding door at rear ... Approx. shipping wt., doz. 62 lbs.
L. 20-3/4", W. 5-5/8", H. 5-3/8"

No. 708
Cattle Trailer

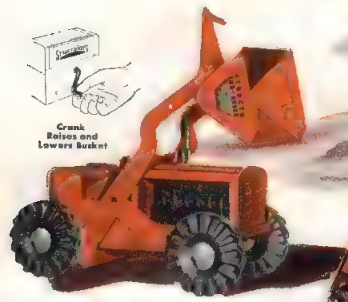
Color: White Cab, Red Trailer, Natural Aluminum Chassis ... Rear doors open ... Trailer reinforced 14 gauge stakes ... Retractable dolly wheels ... 16 rubber wheels ... Floating tandem duals. Approx. shipping wt., doz. 76 lbs.
L. 21-3/8", W. 5-5/8", H. 7-3/8"

ROAD-BUILDING TOYS

Accurate Scale Models of Real Equipment

No. 330 STRUCTO SCRAPER

No. 402 (patented)
MACHINERY TRUCK and STEAM SHOVEL



Genuine Rubber Tires on all Numbers

No. 340 STRUCTO END-LOADER

No. 320 BOTTOM DUMP

America's Finest "Quality-price" Line of Scale Model Toys

Please Note Packing: All toys master cartoned . . . 6 to a master. Orders accepted on all items only in multiples of 6

No. 320
Bottom Dump

Color: Orange . . . Sturdy construction throughout . . . Extra large heavy-duty rubber wheels . . . Realistic "Diesel" motor . . . Universal coupler connects Bottom Dump body to tractor . . . Crank operated trip opens dual bottom door for unloading trailer. Approx. shipping wt., doz. 66 lbs.
L. 21-5/8", W. 6-3/8", H. 6-5/8"

No. 330
Structo Scraper

Color: Red . . . Extra large heavy-duty rubber wheels . . . Realistic "Diesel" motor . . . Universal coupler connects Scraper to tractor . . . Adjusting screw raises and lowers blade . . . Crank operates mechanism for loading and dumping or spreading load. Approx. ship. wt., doz. 74 lbs.
L. 22", W. 7", H. 6-5/8"

No. 340
Structo End-Loader

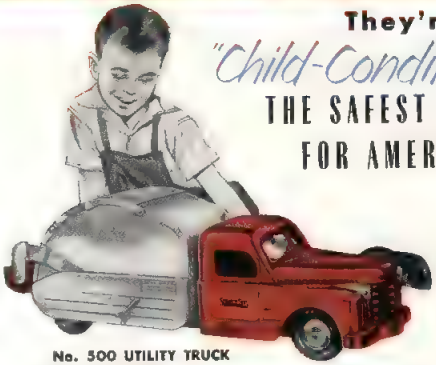
Color: Orange . . . Sturdy construction . . . Extra large heavy-duty rubber wheels . . . Realistic "Diesel" motor . . . Bucket raises over 10-1/2" by screw-type crank . . . Load held in any position . . . Trip lever for unloading and latching of bucket. Approx. ship. wt., doz. 56 lbs.
L. 15-1/4", W. 6-1/8", H. 6-3/4"

No. 402
Combination

Truck — Color: Orange . . . Removable loading skid . . . crank operated winch with steel chain . . . Hood raises revealing "Fireball" motor . . . Rubber wheels.
L. 21-1/2", W. 6-3/4", H. 6-1/4"
Steam Shovel — Same as the No. 105 . . . Both toys packed as one unit. Approx. shipping wt., doz. 86 lbs.

Structo's Fleet of Scale-Model Trucks

They're
"Child-Conditioned"
THE SAFEST TOYS
FOR AMERICAN BOYS



No. 500 UTILITY TRUCK
(patents pending)

NO. 603 PACKAGE DELIVERY TRUCK

No. 605 SHOVEL DUMP TRUCK

No. 609 BARREL TRUCK

NEW! AUTO TRANSPORT TRAILER

No. 706

Ruggedly Built for Active Young Truckers

A true scale-model of the real auto transports that are such a familiar sight on our highways today. Color: White Cab, Red Trailer, Natural Aluminum Chassis . . . 10 Rubber Wheels. Included are four scale-model 1954 automobiles. Ramp extends at rear for loading and unloading. This toy is literally packed with play value. Feature it for big-volume sales. Approximate shipping weight, doz. 68 lbs.
Length 27", Width 5-5/8", Height 6-3/4".

Please Note Packing: All toys master cartoned . . . 6 to a master. Orders accepted on all items only in multiples of 6

No. 500
Utility Truck

Color: Red Cab and Bucket, White Body . . . Travel bucket raised by crank . . . Top opens automatically to allow bucket to dump load . . . Truck also dumps . . . Rubber wheels . . . Hood raises revealing "Fireball" motor. Approx. shipping wt., doz. 72 lbs.
L. 21-1/2", W. 6-1/2", H. 7-3/8"

No. 603
Package Delivery Truck

Color: White Cab, Orange Body, Natural Aluminum Chassis . . . Body reinforced 14 gauge stakes . . . 6 rubber wheels. A popular, fast-profit favorite. It's built to last a child-time of hard play. Approx. shipping wt., doz. 38 lbs.
L. 13", W. 5-5/8", H. 5"

No. 605
Shovel Dump Truck

Color: White Cab, Blue Body, Natural Aluminum Chassis . . . Body raised by crank . . . 6 rubber wheels. A splendid toy for any boy. "Live-Action" engineered by Structo for maximum play-value. Approximate shipping wt., doz. 30 lbs.
L. 12-3/4", W. 5-5/8", H. 5"

No. 609
Barrel Truck

Color: White Cab, Red Body, Natural Aluminum Chassis . . . Body reinforced 14 gauge stakes . . . 6 rubber wheels . . . Structo oil-drum bank. A real sales-maker with plenty of play value. Approx. shipping wt., doz. 38 lbs.
L. 12-3/4", W. 5-5/8", H. 5"

Preference-Proved Mechanical Toys

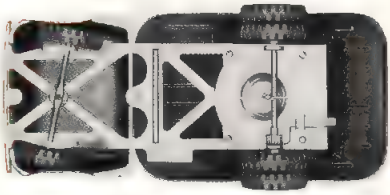
"BUILT TO LAST A CHILD-TIME"

No. 822 WRECKER TRUCK (Wind-Up)

No. 844
HI-LIFT DUMP TRUCK (wind-up)

Only STRUCTO Has This "Fluid-Action" Motor

(PROTECTED BY PATENTS)



Set front wheels to right or left... then toy will circle

This sturdy clock-spring motor, using a 10-ft. spring, is something entirely new in free-wheeling motors. It permits the toy to be played with both as a pull toy and a wind-up toy. Designed in our own research department by our own engineers, it is manufactured exclusively by STRUCTO. Performs approximate 60-foot runs at slow simulated truck speeds. Severe break-down tests have proven that this fine "Fluid-Action" motor will outlast the many years of play value in these durable wind-up toys.

"Live-Action" ENGINEERED

No. 866 GASOLINE TRUCK (Wind-Up)

DIE-CAST ALUMINUM CABS AND CHASSIS... HEAVY GAUGE STEEL BODIES

Please Note Packing: All toys master cartoned . . . 6 to a master. Orders accepted on all items only in multiples of 6.

No. 822 (Wind-Up)
Wrecker Truck

Color: White Cab, Orange Body, Natural Aluminum Chassis . . . Crank operated winch with steel chain, also tow chain . . . 6 rubber wheels . . . Front wheels adjustable . . . Motor brake . . . Structo's own sturdy clock spring motor. Approx. shipping wt., doz. 42 lbs.

L. 12-1/8", W. 5-5/8", H. 5-3/16"

No. 844 (Wind-Up)
Hi-Lift Dump Truck

Color: White Cab, Red Body, Natural aluminum Chassis . . . Hi-lift dump body raised by crank . . . 6 rubber wheels . . . Front wheels adjustable . . . Motor brake . . . Structo's own sturdy clock spring motor. Ruggedly constructed for active boys. Approx. shipping wt., doz. 46 lbs.

L. 12-1/2", W. 5-5/8", H. 5-1/16"

No. 866 (Wind-Up)
Gasoline Truck

Color: Red Cab & Body, Natural Aluminum Chassis . . . 6 rubber wheels . . . Front wheels adjustable . . . Motor brake . . . Structo's own sturdy clock spring motor. A true scale-model truck that's built to last a child-time. Approximate shipping wt., doz. 40 lbs.

L. 13-3/8", W. 5-5/8", H. 5"

STRUCTO

Presenting the new, Larger 1954 Line of STRUCTO
Live-Action" Road-Building, Mechanical and Pull Toys

CHILD-APPEALING STRUCTO

Packed with Play Value!

No. 105 STEAM SHOVEL (patented)

No. 300 ROAD GRADER

No. 310 STRUCTO ROCKER

No. 200 DUMP TRUCK

Built to Last a Child-Time!

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No. 105
Steam Shovel

Color: Blue . . . Two cranks control automatic unloading of shovel and raising and lowering of boom . . . Cab revolves . . . Heavy-duty rubber tractor treads. Feature this fine new Structo Steam Shovel for fast sales. Approx. shipping wt., doz. 42 lbs.
L. 26-1/2", W. 6-5/8", H. 8"

No. 200
Dump Truck

Color: Red . . . Body raises and unloads automatically . . . hood raises revealing "Fireball" motor . . . Rubber wheels. Withstands abuse and rough handling. An accurate scale model of its real-life counterpart. Order today. Approx. shipping wt., 56 lbs.
L. 20", W. 6-3/4", H. 6-1/4"

No. 300
Road Grader

Color: Orange . . . Front wheels steer . . . Scraper blade rotates, raises, lowers, tilts . . . 6 heavy-duty rubber wheels . . . Floating tandem rear wheels . . . Realistic "Diesel" motor. Ruggedly constructed of 14, 16 and 22 gauge steel. Approximate shipping wt., doz. 60 lbs.
L. 18", W. 7", H. 7-1/2"

No. 310
Structo Rocker

Color: Red . . . Sturdy construction throughout . . . Extra large heavy-duty rubber wheels . . . Realistic "Diesel" motor . . . Universal coupler connects Rocker body to tractor . . . Crank-operated winch raises and lowers body . . . A must for the junior road builder. Approx. shipping wt., doz. 60 lbs.
L. 20", W. 6-1/8", H. 6-5/8"

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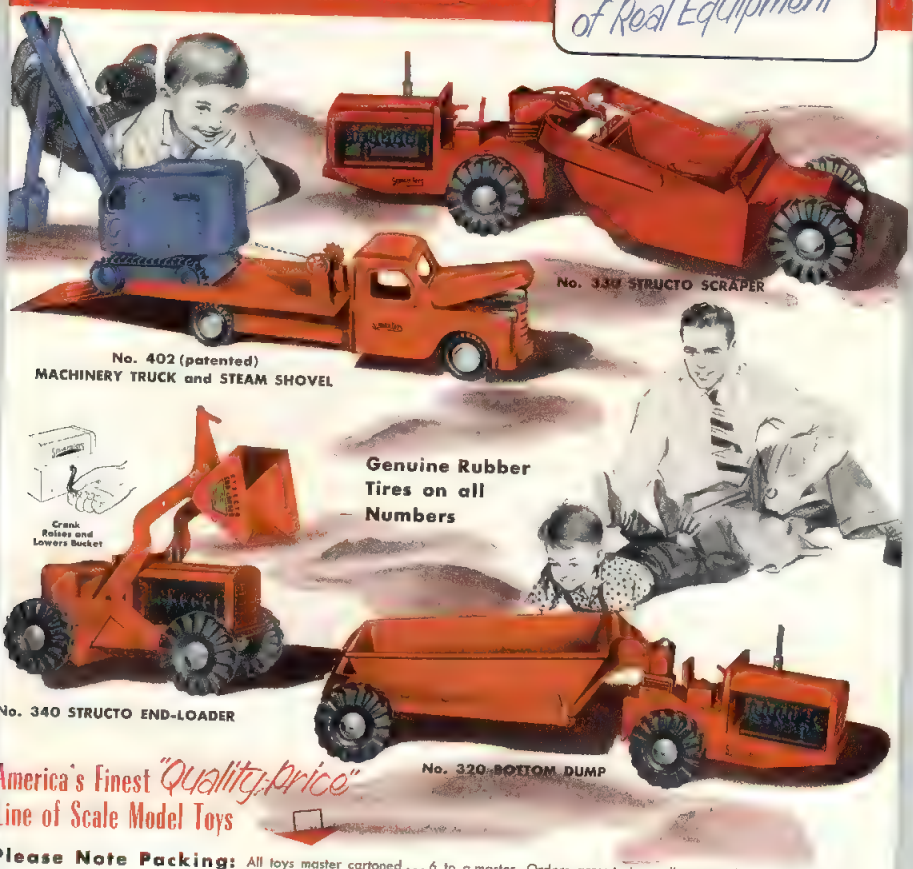

America's Finest "Quality-Price" Line of Scale Model Toys

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No. 320
Bottom Dump

Color: Orange . . . Sturdy construction throughout . . . Extra large heavy-duty rubber wheels . . . Realistic "Diesel" motor . . . Universal coupler connects Bottom Dump body to tractor . . . Crank operated trip opens dual bottom door for unloading trailer. Approx. shipping wt., doz. 66 lbs.
L. 21-5/8", W. 6-3/8", H. 6-5/8"

No. 330
Structo Scraper

Color: Red . . . Extra large heavy-duty rubber wheels . . . Realistic "Diesel" motor . . . Universal coupler connects Scraper to tractor . . . Adjusting screw raises and lowers blade . . . Crank operates mechanism for loading and dumping or spreading load. Approx. ship. wt., doz. 74 lbs.
L. 22", W. 7", H. 6-5/8"

No. 340
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Color: Orange . . . Sturdy construction . . . Extra large heavy-duty rubber wheels . . . Realistic "Diesel" motor . . . Bucket raises over 10-1/2" by screw-type crank . . . Load held in any position . . . Trip lever for unloading and latching of bucket. Approx. ship. wt., doz. 56 lbs.
L. 15-1/4", W. 6-1/8", H. 6-3/4"

No. 402
Combination

Truck — Color: Orange . . . Removable loading skid . . . crank operated winch with steel chain . . . Hood raises revealing "Fireball" motor . . . Rubber wheels.
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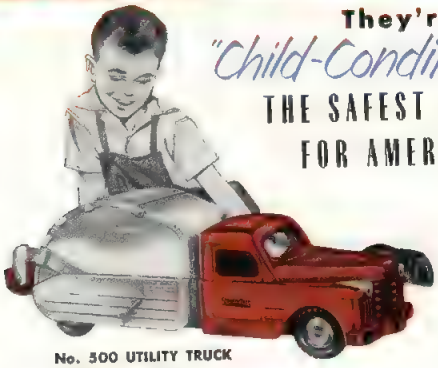

No. 500 UTILITY TRUCK
(patents pending)

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No. 609 BARREL TRUCK

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Length 27", Width 5-5/8", Height 6-3/4".

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Utility Truck

Color: Red Cab and Bucket, White Body . . . Travel bucket raised by crank . . . Top opens automatically to allow bucket to dump load . . . Truck also dumps . . . Rubber wheels . . . Hood raises revealing "Fireball" motor. Approx. shipping wt., doz. 72 lbs.
L. 21-1/2", W. 6-1/2", H. 7-3/8"

No. 603
Package Delivery Truck

Color: White Cab, Orange Body, Natural Aluminum Chassis . . . Body reinforced 14 gauge stakes . . . 6 rubber wheels. A popular, fast-profit favorite. It's built to last a child-time of hard play. Approx. shipping wt., doz. 38 lbs.
L. 13", W. 5-5/8", H. 5"

No. 605
Shovel Dump Truck

Color: White Cab, Blue Body, Natural Aluminum Chassis . . . Body raised by crank . . 6 rubber wheels. A splendid toy for any boy. "Live-Action" engineered by Structo for maximum play-value. Approximate shipping wt., doz. 30 lbs.
L. 12-3/4", W. 5-5/8", H. 5"

No. 609
Barrel Truck

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L. 12-3/4", W. 5-5/8", H. 5"

Are Favorites with American Boys

No. 700 TRANSPORT TRAILER

No. 704 GRAIN TRAILER

Sliding Door Lifts Up to Unload Grain

No. 708 CATTLE TRAILER

No. 702 STEEL CARGO TRAILER

DIE-CAST ALUMINUM CABS AND CHASSIS...

HEAVY GAUGE STEEL BODIES

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No. 700
Transport Trailer

Color: White Cab, Red Trailer, Natural Aluminum Chassis... Rear doors open... Trailer reinforced 14 gauge stakes... Retractable dolly wheels... 16 rubber wheels... Floating tandem duals. Approximate shipping wt., doz. 80 lbs.
L. 21-3/8", W. 5-5/8", H. 7-3/8"

No. 702
Steel Cargo Trailer

Color: White Cab, Red Trailer, Natural Aluminum Chassis... Trailer reinforced 14 gauge stakes... Retractable dolly wheels... 16 rubber wheels. Floating tandem duals. Skid Plate. "Child-conditioned". Approx. shipping wt., doz. 64 lbs.
L. 25-1/2", W. 5-5/8", H. 5-3/8"

No. 704
Grain Trailer

Color: White Cab, Orange Body, Natural Aluminum Chassis... Trailer reinforced 14 gauge stakes... Retractable dolly wheels... 16 rubber wheels... Floating tandem duals... Sliding door at rear... Approx. shipping wt., doz. 62 lbs.
L. 20-3/4", W. 5-5/8", H. 5-3/8"

No. 708
Cattle Trailer

Color: White Cab, Red Trailer, Natural Aluminum Chassis... Rear doors open... Trailer reinforced 14 gauge stakes... Retractable dolly wheels... 16 rubber wheels... Floating tandem duals. Approx. shipping wt., doz. 76 lbs.
L. 21-3/8", W. 5-5/8", H. 7-3/8"

Preference-Proved Mechanical Toys

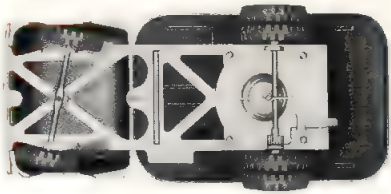
"BUILT TO LAST A CHILD-TIME"

No. 822 WRECKER TRUCK (Wind-Up)

No. 844
HI-LIFT DUMP TRUCK (wind-up)

Only STRUCTO Has This "Fluid-Action" Motor

(PROTECTED BY PATENTS)



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"Live-Action" ENGINEERED

No. 866 GASOLINE TRUCK (Wind-Up)

DIE-CAST ALUMINUM CABS AND CHASSIS... HEAVY GAUGE STEEL BODIES

Please Note Packing: All toys master cartoned... 6 to a master. Orders accepted on all items only in multiples of 6.

No. 822 (Wind-Up)
Wrecker Truck

Color: White Cab, Orange Body, Natural Aluminum Chassis . . . Crank operated winch with steel chain, also tow chain . . . 6 rubber wheels . . . Front wheels adjustable . . . Motor brake . . . Structo's own sturdy clock spring motor. Approx. shipping wt., doz. 42 lbs.

L. 12-1/8", W. 5-5/8", H. 5-3/16"

No. 844 (Wind-Up)
Hi-Lift Dump Truck

Color: White Cab, Red Body, Natural aluminum Chassis . . . Hi-lift dump body raised by crank . . . 6 rubber wheels . . . Front wheels adjustable . . . Motor brake . . . Structo's own sturdy clock spring motor. Ruggedly constructed for active boys. Approx. shipping wt., doz. 46 lbs.

L. 12-1/2", W. 5-5/8", H. 5-1/16"

No. 866 (Wind-Up)
Gasoline Truck

Color: Red Cab & Body, Natural Aluminum Chassis . . . 6 rubber wheels . . . Front wheels adjustable . . . Motor brake . . . Structo's own sturdy clock spring motor. A true scale-model truck that's built to last a child-time. Approximate shipping wt., doz. 40 lbs.

L. 13-3/8", W. 5-5/8", H. 5"

they're "Child-Conditioned"... with heavy-gauge steel bodies, cabs and chassis

STRUCTO

New . . . colorful . . . and moderately priced, these four "child-conditioned" Structo toys are top favorites for fast sales. Accurate scale models of real equipment, they're "live-action" engineered and built to last a child-time of play. The same fine quality has been built into these toys as is found in the regular Structo line . . . including embossed and extruded windows, rolled edges and other safety features.

America's Finest "Quality-Price" line of scale-model toys

No. 930 FREIGHT TRAILER

Color: Red Cab and Trailer . . . Cab, Chassis and Body made of heavy-gauge steel, welded and reinforced with 14-gauge stakes . . . Retractable dolly wheels . . . 16 rubber wheels . . . Floating tandem duals . . . Approx. shipping wt., doz. 42 lbs.

L. 17-3/4", W. 5", H. 4-1/2".

No. 910 TOW TRUCK

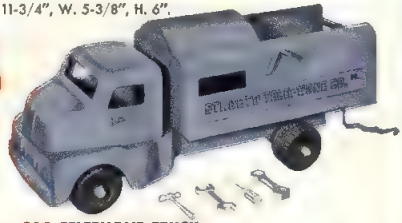
Color: Red . . . Crank operated winch on boom . . . Heavy-gauge steel, reinforced and welded . . . 6 rubber wheels plus 2 spare wheels . . . Wheels can be removed from axles . . . Threaded axles with nuts . . . Includes miniature screwdriver, hammer, open-end wrench and box-end wrench (Fix your own trucks) . . . Approx. shipping wt., doz. 30 lbs.

L. 11-3/4", W. 5-3/8", H. 6".

No. 940 LOG TRAILER

Color: Orange Cab and Trailer . . . Cab, Chassis and Body made of heavy-gauge steel, welded and reinforced . . . Retractable dolly wheels . . . 16 rubber wheels . . . Floating tandem duals . . . 5 realistic miniature logs included . . . Approx. shipping wt., doz. 50 lbs.

L. 17-3/4", W. 5", H. 4-1/2".



No. 920 TELEPHONE TRUCK

Color: Telephone Green . . . Crank operated winch . . . Heavy-gauge steel, reinforced and welded . . . 6 rubber wheels . . . Wheels can be removed from axles . . . threaded axles with nuts . . . Includes miniature screwdriver, hammer, open-end wrench and box-end wrench (Fix your own trucks) . . . Approx. shipping wt., doz. 30 lbs.

L. 12", W. 5-3/8", H. 5-1/4".

PLEASE NOTE PACKING!
All toys master cartoned . . 6 to a master.
Orders accepted on all items only in multiples of 6.

Children of all ages like Structo Toys

Because they're "Child Conditioned"

STRUCTO TOYS ARE SAFE TOYS

BUILT TO LAST A CHILD-TIME

Parents like the many built-in safety features of STRUCTO toys. They know that children cannot hurt themselves on these super-safe playthings. There are no sharp edges to cut or scratch the busy, prying fingers of those "junior truckers and road-building men". Edges are rolled for maximum safety. Moving parts are carefully shielded. Although these safety precautions add to manufacturing costs, STRUCTO will continue to make "the safest toys for American boys". You'll find STRUCTO America's finest quality-price line of toys.

DIE-CAST ALUMINUM CABS and CHASSIS

Cabs and chassis on STRUCTO'S series 600, 700 and 800 are made of durable die-cast aluminum. This lightweight, yet sturdy, metal makes a practical, serviceable toy . . . withstands long hours of rugged playtime use and is virtually indestructible. All bodies on the above series are of heavy-gauge steel.

HEAVY-GAUGE STAMPED STEEL BODIES

Only highest quality, heavy-gauge steel is used in the manufacture of STRUCTO toys. All STRUCTO toys are of spot-welded construction for added strength and rigidity. They are made to withstand rough handling and to "last a child-time" of day-after-day play.

FAITHFULLY-SCALED REPRODUCTIONS

In every detail, STRUCTO "Live-Action" toys are accurate models of their real-life counterparts. Fenders, bumpers, even grills are just like full-sized equipment. Little wonder that children like them so well. They're "Child-Conditioned" in every way.

HIGH GLOSS BAKED ENAMEL FINISH

Infra-red baked enamels, in vivid, child-appealing colors, are used on all STRUCTO toys. These attractive finishes, highly resistant to chipping and scratching, are made possible by STRUCTO'S large conveyor-fed, infra-red enamel ovens. Another fine feature.

14-GAUGE STEEL STRAP REINFORCING

Wherever necessary, 14 gauge steel strapping is used to reinforce bodies and assure greater strength for even the roughest play. Another reason why STRUCTO quality-price toys are such outstanding dollar-for-dollar values. Feature them for fast sales and profits.

GENUINE RUBBER TIRES ON ALL TOYS

Solid rubber tires with honest-to-goodness heavy-duty truck treads are standard on all STRUCTO trucks. The No. 105 Steam Shovel has rubber tractor treads. Realism is thus added to STRUCTO toys that increases their play-value. Parents also like this feature.

5 P

STRUCTO MANUFACTURING CO.

MAIN OFFICE AND FACTORY • FREEPORT, ILLINOIS

NEW YORK OFFICE • ROOM 538, 200 FIFTH AVE. BLDG.

Lyceum

the watch that time made famous

- *17 Jewels—Finest hand calibrated synthetic rubies*
- *First quality movement—For longer wear and greater accuracy*
- *Incabloc—Positive shock protection*
- *Antimagnetic—Nivrox hair spring*
- *Highest grade beryllium balance wheel*
- *Rhodium plated plates for longer wear*
- *Polished wheels for precise timing*
- *Cased and electronically timed and tested in New York*
- *The 14 kt. yellow gold cases are masterpieces of elegance and distinction*
- *Fine Gift Boxes*

Federal Excise Tax of 20% Not Included Unless Otherwise Stated

Illustrations ⅞ Actual Size

On the following pages is a complete selection of Lyceum watches for men. These esteemed watches are the finest in style and quality. From the active sportsman to the busy executive, these handsome timepieces offer versatility of models and dependable timekeeping.

Only the finest materials are used in Lyceum watches. Their unusual value has been achieved through years of intensive research. New innovations and engineering developments in watchmaking are constantly being applied to provide the utmost in superior watch movements. These fine watches have been nationally recognized for over 30 years and accepted as the highest example of precision, accuracy, long wear and excellent value.

(A) 1720WF7875 $175.00

Beauty and dependability are combined in this handsome, massive round watch. 14 kt. yellow gold with extremely legible dial, raised numerals and markers. Tan genuine leather strap.

(B) 1721WF7150 $160.00

Modern as the latest news. A bold rectangular case, a simple dial with raised markers, folded endpieces—all 14 kt. yellow gold. Completed by a black suede strap.

(C) 1722WF7350 $165.00

AUTOMATIC-SELF WINDING. For all time legibility, nothing beats the clarity of this dial sparked with radium tipped numerals and markers. 14 kt. yellow gold case. Added elegance in the genuine alligator band.

(D) 1723WF6200 $130.00

DATEMASTER—SELF WINDING. WATER-RESISTANT. The luxury Round automatic calendar watch. 14 kt. gold applied on water resistant stainless steel case. Gracefully tells the second, minute and hour with raised gold markers, hands and date aperture and indicator. The date is easily seen through a small square window. Smart genuine lizard strap. *Federal Excise Tax of 10% Not Included*

(E) 1724WF7150 *$160.00*

The incomparable beauty of a truly fine watch is embodied in this one. A round 14 kt. yellow gold case with effective endpieces, raised numerals and markers on a silver dial and a gold filled expansion band. An all 'round watch for a man of distinction.

(F) 1725WF5000 *$110.00*

A handsome timepiece that is a collector's item. Slim 14 kt. gold case of simple design. Clear silver dial with raised gold markers, small second hand. Luxurious lizard strap. *Federal Excise Tax of 10% Not Included.*

(G) ALARM WATCH

1726WF6500 Gold Filled *$135.00*
1727WF6500 Stainless Steel *135.00*

Prestige and precision are combined in this fabulous alarm wrist watch. Always accurate alarm that can be relied on to remind you of important hours. Large red sweep second hand. Gold filled model has stainless steel back. Raised gilt numerals and markers are radium tipped. Radium hands. Expansion band with leather inset for comfort. *Federal Excise Tax of 10% Not Included.*

(H) 1728WF7650 *$175.00*

Classic simplicity in contemporary design. Handsome round 14 kt. yellow gold watch as modern as the time it tells. Silver dial, raised gold numerals and markers. Smart black suede strap.

(K) 1729WF6000 *$135.00*

A new slant in a masculine dress watch. Distinctively designed 14 kt. yellow gold case with extremely impressive endpieces. Silver dial, raised gold markers. Fitted with black suede strap. *Federal Excise Tax of 10% Not Included.*

(L) 1730WF7350 *$165.00*

A strikingly original 14 kt. yellow gold case graces this dashing watch with straight, square lines and gently curved endpieces. Silver dial with raised gold numerals and markers. Genuine brown alligator strap.

(M) 1731WF7150 *$160.00*

For the man with distinguished taste. A cleverly designed 14 kt. yellow gold case with smart endpieces. The silver matted dial is unusually divided into 4 triangles. Raised gold hands, numerals and markers. Genuine lizard strap.

(N) 1732WF7650 *$175.00*

Distinctive dress watch. Artfully designed as an important masculine accessory. Chunks of engraved gold are flexible endpieces on the 14 kt. yellow gold case. Silver dial fitted with raised gold markers. Black suede strap.

(P) 1733WF4750 *$105.00*

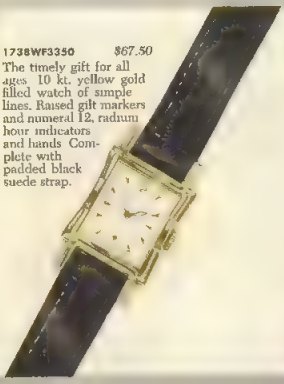
Clear curved lines decorate the smart simplicity of this magnificent 14 kt. yellow gold case. An impressive watch for an important man. Raised gold markers on a silver background. Completed by a black suede strap. *Federal Excise Tax of 10% Not Included.*

1734WF4850 *$110.00*
14 kt. yellow gold case. For the discriminating gentleman! Simple lines complete with genuine alligator lizard strap. Clear dial features the red sweep second hand.

1735WF5500 *$125.00*
14 kt. yellow gold case. Unusually grooved end-pieces ingeniously placed. Unusual stretch attachment combining a basket weave with stretch center. 1/20-12 kt. yellow gold filled, steel back.

1736WF3250 *$65.00*
A departure from the usual design. 10 kt. yellow gold filled case with interesting grooving carried out in the matching stretch bracelet.

1737WF4350 *$95.00*
14 kt. yellow gold. A fine watch created in the classic manner with distinctive dial of raised gilt numerals, markers and unusually shaped hands. Complete with padded black alligator lizard strap.



1738WF3350 *$67.50*
The timely gift for all ages. 10 kt. yellow gold filled watch of simple lines. Raised gilt markers and numeral 12, radium hour indicators and hands. Complete with padded black suede strap.

1739WF5500 *$125.00*
14 kt. yellow gold for the discerning taste! Tailored round case relieved by finely designed end-pieces. Dial of raised gilt numerals and markers, radium dots and hands. Genuine alligator lizard strap.

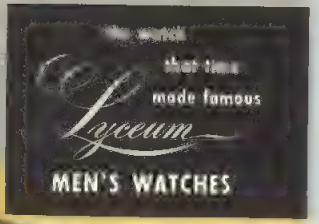
1740WF5500 *$125.00*
14 kt. yellow gold. A small case with contour crystal, elegantly completed with JB attachment of 1/20-12 kt. yellow gold filled, with brown alligator leather stretch links.

1741WF6500 *$150.00*
Round 14 kt. yellow gold case. Curves with a masculine flare with end-pieces and stretch attachment (1/20-12 kt. gold filled) in perfect accord. 6 radium numerals, 6 raised gilt markers, radium trimmed hands. Long red sweep second hand.

1742WF6500 *$150.00*
14 kt. yellow gold. Functional round case appropriately ensembled with 1/20-12 kt. gold stretch attachment with steel back, of matching design. All raised gilt markers with radium hour indicators and radium trimmed hands.

1743WF5775 *$130.00*
14 kt. yellow gold. Attractive endpieces make this rectangular case a well chosen gift. Complete with brightly faceted stretch bracelet of 1/10-12 kt. yellow gold filled with steel back.

1744WF3575 *$71.50*
Geometric planes frame a bright square dial with minute hand. Case of 10 kt. yellow gold filled complete with [illegible] pansion attachment.



1745WF6500 *$150.00*
14 kt. yellow gold case Square pyramided with that touch of originality carried out in the dial of raised gilt markers accented with radium dots and radium hands. Long red sweep second hand. Genuine alligator lizard strap

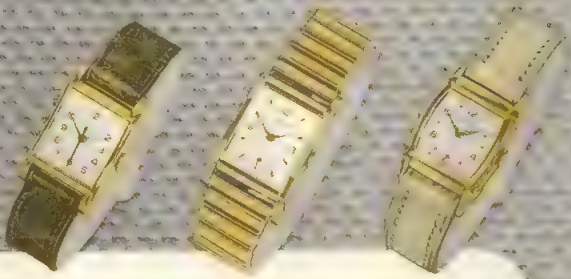
1746WF5500 *$125.00*
14 kt yellow gold case skillfully wrought with cleverly designed end pieces. Unique checkerboard dial, raised gilt markers and numeral, complete with black suede strap

1747WF6500 *$150.00*
The simplicity of this beautiful 14 kt. yellow gold pocket watch case is excelled only by the true mechanical excellence of its 21-jewel movement

- *17 Jewels—Finest hand calibrated synthetic rubies*
- *The pocket watch is 21 Jewels*
- *First quality movement—For longer wear and greater accuracy*
- *Incabloc—Positive shock protection*
- *Antimagnetic—Nivrox hair spring*
- *Highest grade beryllium balance wheel*
- *Rhodium plated plates for longer wear*
- *Polished wheels for precise timing*
- *Cased and electronically timed and tested in New York*
- *Well made, finely finished cases*
- *Fine Gift Boxes*

Federal Excise Tax of 10% Not Included

Illustrations ⅞ Actual Size



1748WF3100 *$65.00*
A timely 10 kt. yellow gold filled case, complete with London tan genuine leather strap. An unusually clear dial with raised gilt numerals, and red sweep second hand.

1749WF3650 *$79.50*
Faceted 10 kt. yellow gold filled case complete with JB yellow gold filled stretch attachment to match the endpieces. A really attractive timepiece.

1750WF2950 *$62.50*
Barrel shaped 10 kt yellow gold filled case with simply designed endpieces. Clear dial, alternating raised gilt numerals and markers. Complete with genuine pigskin strap.

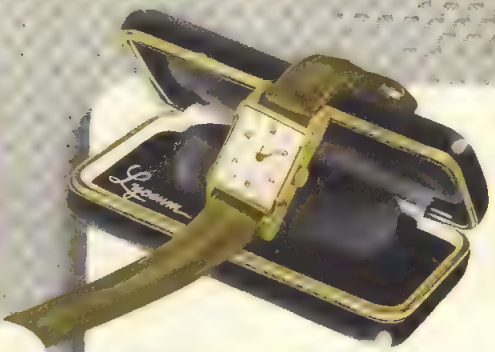
1751WF3250 *$65.00*
A handsome timepiece of 10 kt. yellow gold filled for any occasion. Corrugated effect endpieces with yellow gold filled stretch attachment to match.

1752WF3650 *$79.50*
Two dimensional design completely carried out in the 10 kt yellow gold filled watch and attachment. Raised gilt numerals and markers. Matted background dial with radium dots and hands.

1753WF2750 *$57.50*
The functional watch with an air. Yellow rolled gold plated case with clear two-tone dial complete with matching yellow gold filled stretch attachment with steel back.

1754WF3000 *$65.00*
For a perfect ensemble! Add a clear dial with raised gilt numerals and red sweep second hand to a cleverly grooved case of yellow rolled gold plate, plus an attractive yellow gold filled stretch attachment.

1755WF2325 *$47.50*
A smartly created model. Domed crystal topping a neatly designed yellow rolled gold plated case. A neat clear dial. Nicely strapped with genuine pigskin strap.



1756WF3500 *$71.50*
The utility watch with a future! 6 radium numerals, 6 raised gilt markers, radium trimmed hands. Long red sweep second hand. 10 kt. yellow gold filled case elegantly combined with an attachment of lizard framed in metal with stretch metal center

1757WF3800 *$79.50*
A popular type 10 kt. yellow gold filled case An unusual stretch attachment, 1/20-12 kt. yellow gold filled with alligator leather links Unique checkerboard dial, raised gilt markers and one numeral.

1758WF3250 *$65.00*
Distinctive 10 kt. yellow gold filled case with attractive dial of raised gilt numerals, markers and red sweep second hand. London tan genuine leather strap.

the watch that time made famous

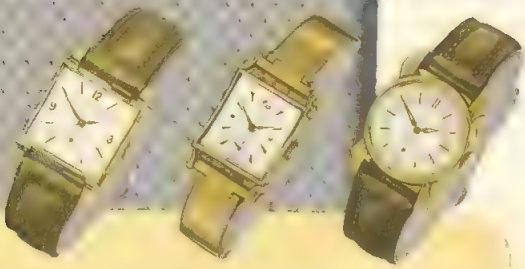
Lyceum

MEN'S WATCHES

- *17 Jewels—Finest hand calibrated synthetic rubies*
- *First quality movement - For longer wear and greater accuracy*
- *Incabloc—Positive shock protection*
- *Antimagnetic—Nivrox hair spring*
- *Highest grade beryllium balance wheel*
- *Rhodium plated plates for longer wear*
- *Polished wheels for precise timing*
- *Cased and electronically timed and tested in New York*
- *Well made, finely finished cases*
- *Fine Gift Boxes*

Federal Excise Tax of 10% Not Included

Illustrations ¾ Actual Size



1759WF3375 *$67.50*
Designed in the true contemporary manner. Two-tone dial, matted background 10 kt. yellow gold filled case appropriately strapped in London tan genuine leather.

1760WF3500 *$71.50*
A handsome conservative design. Contour crystal reflects the modern mood of this 10 kt. yellow gold filled case. Complete with adjustable Forstner Komfit attachment.

1761WF2850 *$60.00*
The ever popular round case of 10 kt. yellow gold filled with smartly designed endpieces. All raised gilt markers with radium hour indicators and radium trimmed hands. Complete with London tan genuine leather strap.

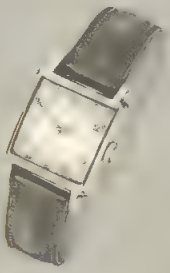
1762WF4250 *$90.00*
AUTOMATIC CALENDAR, WATER RESISTANT. An impressive stainless steel calendar watch that is automatic and water-resistant. A dependable companion for the busy man. Shows day, month, date. Large sweep second hand. Genuine gray leather strap.

1763WF2800 *$58.50*
WATER-RESISTANT, LADIES SPORT WATCH. A casual model in stainless steel, perfect for a nurse. Small, durable watch, exceptionally legible dial with a long red sweep second hand, water-resistant. Fitted with simple gray genuine leather strap.

1764WF3550 *$73.50*
AUTOMATIC LADIES SPORT WATCH. Glamorous watch for ladies in 10 kt yellow gold filled case. Automatic, cleverly styled clear dial with raised gilt markers and sweep second hand. A smart accessory with its simple black suede strap.

1765WF6500 *$150.00*
14 kt. Yellow Gold
1766WF4200 *$90.00*
10 kt. Gold Filled
AUTOMATIC CALENDAR. Always up to date. A sensational automatic calendar watch that tells the day, the month and the date as well as the hour. Raised gilt hands and markers, large sweep second hand, genuine alligator strap.

1767WF6500 *$150.00*
DATEMASTER, SELF WINDING, WATER-RESISTANT Dashing 14 kt. gold top applied on stainless steel case. Automatic and water-resistant. Clearly tells the second, minute and hour. Raised gold numerals and markers. The date is easily seen through a small square window. Large sweep second hand. Handsome expansion band.



1768WF4200 *$90.00*
AUTOMATIC, WATER-RESISTANT. Traditional watch for the man with conservative taste. Large square silver dial in stainless steel case with raised hands and large sweep second indicator. Automatic and water-resistant. Genuine gray leather strap.

1769WF8500 *$190.00*
AUTOMATIC, WATER RESISTANT Distinctive automatic watch in 14 kt yellow gold. Water-resistant Handsome round dial with raised markers and second indicator Black suede strap *Federal Excise Tax of 20% Not Included*

1770WF3875 *$85.00*
AUTOMATIC, WATER-RESISTANT. A traditional watch of stainless steel for ladies, fully automatic. Raised gilt numerals and large sweep second hand. Simple gray genuine leather strap.

1771WF4950 *$110.00*
AUTOMATIC, LADIES SPORT WATCH Supremely handsome automatic watch of 14 kt yellow gold. Raised gilt markers and hands. Sweep second indicator Perfect for the impeccably dressed. Genuine suede strap.

1772WF2500 *$49.50*
WATER-RESISTANT. Exceptional durability. Smart, simple stainless steel watch that is water-resistant. Sparked with radium tipped numerals and hands. Genuine gray leather strap.

1773WF3750 *$79.50*

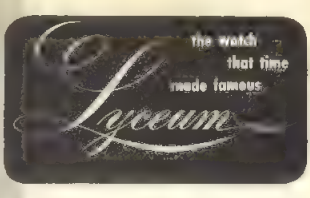
AUTOMATIC, WATER-RESISTANT. A timeless timepiece. A watch of prestige, in stainless steel. Automatic, shockproof and water-resistant. Silver dial with radium hands and numerals and large red sweep second Fine matching expansion band

1774WF4475 *$100.00*

AUTOMATIC. Smartly styled, always dependable, self winding. A large, clear silver dial with raised gilt hands and markers. Second indicator. 10 kt. yellow gold filled case. Handsome expansion band for comfort

1775WF7150 *$160.00*

AUTOMATIC. Dramatic watch for the well-dressed man. 14 kt. yellow gold, fully automatic. 18 kt. raised gold numerals, markers and hands. Bold, black suede strap. *Federal Excise Tax of 20% Not Included*



- *17 Jewels—Finest hand calibrated synthetic rubies*
- *First quality movement—For longer wear and greater accuracy*
- *Incabloc—Positive shock protection*
- *Antimagnetic—Nivrox hair spring*
- *Highest grade beryllium balance wheel*
- *Rhodium plated plates for longer wear*
- *Polished wheels for precise timing*
- *Cased and electronically timed and tested in New York*
- *Well made, finely finished cases*
- *Fine Gift Boxes*

Federal Excise Tax of 10% Not Included Unless Otherwise Stated

Illustrations ⅞ Actual Size

1776WF3375 *$87.50*

AUTOMATIC, WATER-RESISTANT. Subtly designed for simplicity combined with remarkable durability. Automatic, stainless steel case with raised gilt numerals and markers, water-resistant Large red sweep second hand makes this watch excellent for professional men. Genuine gray leather strap

1777WF3950 *$87.50*

AUTOMATIC. Outstanding automatic watch designed for dress wear on the wrist of a man of good taste. 10 kt. yellow gold filled case, silver dial, raised gilt markers. Smartly set off with a black suede strap

featuring the finest

Automatic Watches

Water-Resistant Watches

Calendar Watches

Chronograph Watches

and combinations of these features

(A) 1778WF3950 *$87.50*

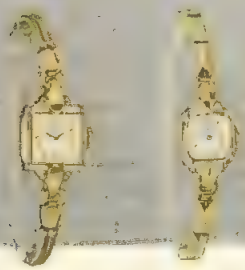
AUTOMATIC, WATER-RESISTANT, POWER RESERVE. An impressive round watch with power reserve feature, accurately indicating the amount of power remaining in the main spring Finely styled, stainless steel case, modern appearance Automatic and water resistant Sparked with radium tipped hands and numerals Large red sweep second indicator. With genuine gray leather strap.

(B) 1779WF4450 *$100.00*

CHRONOGRAPH. Smart sportsmen and busy executives will prize this wonderful watch that features a telemeter and tachometer in a nickel case with stainless steel back Radium tipped hands and markers. Large sweep second hand. 30 minute register. Complete with genuine gray leather strap.

(C) 1780WF3950 *$87.50*

AUTOMATIC A masterful square watch that is automatic Smartly designed for style and legibility in a 10 kt yellow gold filled case Popular pigskin strap makes it the epitome of good taste for casual wear



1713WF2750 *$57.50*
Modern square 10 kt. yellow gold filled case with tear-drop end-pieces, complete with double snake chain and expansion center attachment.

1714WF3000 *$65.00*
Geometric lines of this 10 kt. yellow gold filled case carried out in the JB expansion attachment. Attractive dial with raised gilt numerals and diamond markers.

1715WF2625 *$55.00*
10 kt. yellow gold filled case expressing simplicity in its lines, with black silk cord attachment. Clear dial of raised gilt numerals, dots and markers.

Lyceum
LADIES' WATCHES
the watch that time made famous

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Illustrations ¾ Actual Size

1716WF2575 *$52.50*
Tiny clear square dial set in 10 kt. rolled gold plated case with steel back. Complemented with matching gold filled, steel back expansion bracelet.

1717WF2500 *$52.50*
Cleverly wrought end-pieces with black cord attachment make this classic watch a well chosen gift. 10 kt. yellow gold filled case.

1718WF2400 *$49.50*
A timely gift of 10 kt. yellow gold filled with graciously designed endpieces attached to black cord.

1719WF2200 *$47.50*
10 kt. yellow rolled gold plated case with steel back. An attractive and practical watch complete with black cord.

(A) "CITATION CARLA"
1781WF6500 *$110.00*

Smart and unusual this 14 kt. yellow gold tube watch with circular flexible motif. The attractive dial shows the hours by dots and dashes. Double snake attachment. Perfect for dress-wear.

(B) "PEONY"
1782WF3750 *$62.50*

A lovely timepiece, this yellow gold plate watch with stainless steel back has four tiny roses blooming on it, a dial with raised gilt numerals and dashes and comfortable expansion bracelet.

(C) "DIAMOND RITA"
1783WF4290 *$71.50*

An exquisite watch, two sparkling diamonds adorn the yellow rolled gold plate case with stainless steel back The dial is square with raised gilt hands and numerals, the band a double snake

(D) "EMBRACEABLE DAWN"
1784WF4290 *$71.50*

A distinctively modern version of the bangle bracelet with sleek slim high fashion lines. This smart watch has a yellow gold filled case and a legible dial of raised gilt markers and numerals, complete with safety chain. Fits any wrist.

(E) "LADY CROSS"
1785WF5550 *$92.50*

Quiet elegance in 14 kt. yellow gold This watch with crossed lines on the dial, features raised gilt numerals, dots and hands. Fashionably completed with a smart black suede band

(F) "CITATION LAUREL"
1786WF5550 *$92 50*

Skillful blending of traditional and modern. 14 kt. yellow gold watch with square face, raised gilt dots and dashes, and an exquisite engraved expansion band. Perfect for all occasions.

(G) "SPRINGTIME CALENDAR"
1787WF2970 *$49 50*

Casual and sporty, a wonderfully functional calendar watch in round yellow rolled gold plate case with stainless steel back. Tells the day as well as the time, has sweep second hand, raised numerals and dots and smart tan genuine leather strap.

(H) "EMBRACEABLE BETH"
1788WF3570 Yellow *$59 50*
1789WF3570 White *59 50*

Feminine, chic and modern is this popular bangle bracelet watch. Large clear dial, rolled gold plate case with stainless steel back and gold filled band with safety chain attached.

(K) "SAILFISH"
1790WF4050 *$67 50*

Handsome all-round watch. Smart styling for the professional man. Water resistant, shock absorbing and dust proof for the sportsman. Round watch in yellow rolled gold plate case with stainless steel back, raised gilt numerals and dashes, radium treated Expansion band for comfort.

(L) "SIR TRENT"
1791WF3450 *$57 50*

Striking example of a man's dress watch Round black dial with raised gilt markers and hands in a modern yellow rolled gold plate case with stainless steel back. Smart black suede band.

(M) "CITATION CANNING"
1792WF4290 *$71.50*

For quick easy time-telling at a glance, this popular watch has large round matted dial with raised squares. 10 kt. yellow gold filled case with expansion attachment.

(N) "LORD PLANET" CALENDAR
1793WF3570 *$59.50*

Dependable and sturdy, this finely styled calendar watch with large round dial, raised numerals and hands, clearly indicates the month and day as well as the hour. Yellow rolled gold plate with steel back, it sports a handsome stretch attachment

(P) "CITATION COOPER"
1794WF4050 *$67 50*

Contemporary design in a sturdy 10 kt yellow gold filled watch with square dial, raised gilt handsome numbers and indicators and second indicator Smart for all occasions with its genuine tan leather strap.

(R) "SEA BARON"
1795WF2700 *$45.00*

A handsome and practical all-round watch, this one of sturdy stainless steel. Waterproof, shock absorbing and dust-proof, it is designed for smartness, made for the active man. With raised gilt hands and dashes, long sweep second hand, numerals sparked with radium and expansion band

(S) "POLK"
1796WF9000 *$150 00*

Bold design for a man of distinction Crossed lines on the dial divide it into triangles with raised gilt numerals, dashes and hands Attractive design around 14 kt. yellow gold case. Complete with black suede band. *Federal Excise Tax of 20% Not Included*

(T) "STEWART"
1797WF3570 *$59.50*

Precision made, thus distinguished watch in yellow rolled gold plate with stainless steel back has raised gilt numerals on its simple and legible dial Expansion band for comfort

Federal Excise Tax of 10% Not Included Unless Otherwise Specified

The Challfont Medalist Chronometer is a prestige watch
for the man who treasures supreme precision. Limited in production,
built with fabulous care and observatory approved,
it is a watch without a peer in all the world.

Each Chalifont Medalist Chronometer is individually tested, rated and registered by the Swiss Horological Observatory. All movements are adjusted and timed to five different wearing positions, to extreme hot and cold temperatures, and the movements are so marked.

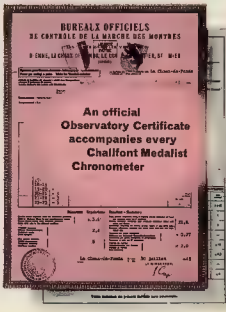
E **Chalifont Medalist Chronometer.** Self-winding, waterproof. 14K applied and luminous numeral dial. Chesterfield expansion band.
117-044 A12450 14K Yellow Gold 17 jewels **$200.00**
117-051 A8965 All Stainless Steel. 17 jewels **150.00**

F **Chalifont Medalist Chronometer.** Elegant waterproof case. 14K applied numerals, luminous dial. Leather strap with 14K gold buckle.
117-036 A10450 14K Yellow Gold top, Stainless back. 17 jewels **$175.00**

G **Chalifont Medalist Chronometer "Cricket"® Alarm.** Winner of numerous international awards for accuracy, this handsome watch is an alarm clock too! Sounds a signal to wake you . . . to remind you of appointments. Radium and 14K applied numeral dial. 14K gold link band.
117-028 A28500 14K Yellow Gold "Cricket". 17 jewels **$500.00**

H **Chalifont Medalist Chronometer.** Ultra thin case. Imported leather strap, 14K gold buckle. 14K applied numerals on embossed dial.
117-010 A18450 18K Yellow Gold 17 jewels **$295.00**

J **Chalifont Medalist Chronometer.** Certified waterproof, shock-proof, anti-magnetic Smart continental design case, combination mesh and expansion band. Luminous dial.
117-002 A7765 All Stainless Steel. 17 jewels **$125.00**



1/10 actual size

Challfont

MEDALIST

For the interesting story
of Challfont Watches
see pages 80 and 81

E Challfont Medalist Cricket ® Alarm Watch. Sounds a long, clear signal at any time you wish! Precision movement, in sleek round case. Luminous dial; red sweep second hand. Gold-filled expansion band.

117-127 A6500 10K Yellow GF, stainless back. 17 jewels **$112.50**
117-135 A5890 All Stainless Steel. 17 jewels **100.00**
117-143 A10900 14K Yellow Gold Case 17 jewels **187.50**

F Challfont Medalist. To be worn with great pride . . . for here is a watch of superlative design, unquestioned accuracy! Note how tailored, inward curving lines of the case are emphasized by the modern, pyramid-like links of the Gold-filled expansion band. 3-facet crystal, two-toned dial. Small second hand; applied 14K gold numerals.

117-119 A6385 14K Yellow Gold Case. 17 jewels **$110.00**

HONORED THE WORLD OVER

G Challfont Medalist. Supremely accurate, self-winding . . . a masterpiece of co-ordinated design! The sleek roundness of the case, boldly accented with arcing end pieces, is stressed again in the curved-link gold-filled expansion band. Two-tone dial with luminous hands and tryions. 14K applied gold numerals, red-tipped sweep second hand.

117-093 A5845 10K Yellow GF Case 17 jewels . . . . . **$ 97.50**
117-101 A8785 14K Yellow Gold Case, 17 jewels **150.00**

H Challfont Medalist. Exceptionally handsome case with suede strap or expansion band, as you prefer. But elegance is only part of the story! Inside that case is a shock-protected, anti-magnetic movement, world-famed for accuracy. Raised numerals, domed crystal.

117-077 A3910 10K Yellow GF, Black Suede Strap. 17 jewels **$65.00**
117-085 A4785 10K Yellow GF, matching Expansion Band. 17 jewels . . . **79.50**

K Challfont Medalist. Styled to a man's taste . . . built to a man's penchant for mechanical perfection! Precision 17-jewel, shock-protected movement in a custom designed case with new, gold-filled, flexible strap of basket-weave links. Attractive shaded dial, raised gold numerals, gold hands. Small second hand. Raised crystal.

117-069 A8130 14K Yellow Gold Case. 17 jewels **$135.00**

**All Challfont Medalist movements have 17 ruby jewels,
Incabloc shock-absorbing balance wheel assemblies,
anti-magnetic hairsprings, unbreakable mainsprings .
guaranteed for life in all extremes of climatic variation.**

CHALLFONT MEDALISTS ARE BUILT WITH CHRONOMETRIC PRECISION

L Challfont Medalist. Unexcelled for accuracy . . . a symphony of symmetry in design! Rectangular case, narrow at sides, purposely broader at ends to underscore the sameness of styling in the links of the gold-filled expansion band. 14K applied gold numerals; faceted crystal.
117-184 A6385 14K Yellow Gold Case. 17 jewels **$110.00**

M Challfont Medalist Automatic. Self-winding, waterproof! 17 jewels.
117-150 A5845 10K YGF Case, Chesterfield Expansion Band (shown) . . . **$ 97.50**
117-168 A5265 All Stainless Steel, Steel Chesterfield Exp. Band **87.50**
117-176 A8783 14K Yellow Gold Case, Chesterfield Expansion Band . . . **130.00**

N Challfont Medalist. Tiny tonneau . . . unusually lovely with gold-filled band of matching design. Domed crystal; 14K applied gold numerals.
117-267 A4970 14K Yellow Gold Case, Expansion Band. 17 jewels **$82.50**
117-275 A4970 14K White Gold Case, Expansion Band. 17 jewels. **82.50**

P Challfont Medalist. Stunning classic case . . . the gold-filled expansion band its counterpart in simple, rectangular links. Raised crystal.
117-242 A5545 14K Yellow Gold Case, Expansion Band. 17 jewels . . **$92.50**
117-259 A5545 14K White Gold Case Expansion Band. 17 jewels **92.50**

R Challfont Medalist. Accurate, beautiful . . . the case subtly concave . . . the gold-filled expansion band, in perfect accord, with concave, cushion-like links. Faceted crystal; 14K applied gold numerals.
117-226 A5545 14K Yellow Gold Case, Expansion Band 17 jewels. **$92.50**
117-234 A5545 14K White Gold Case; Expansion Band. 17 jewels. **92.50**

S Challfont Medalist. Brilliantly styled . . . tiny case linked to gold-filled band by flexible end pieces. 14K gold applied numerals, raised crystal.
117-218 A4970 14K Yellow Gold Case, Expansion Band. 17 jewels. **$82.50**
117-283 A4970 14K White Gold Case, Expansion Band 17 jewels. **82.50**

T Challfont Medalist. Round, simple, petite . . . the lovely case dramatized by end pieces that are flat, circular discs, emphasized by an attractive gold-filled band. Raised crystal. 14K gold applied numerals.
117-200 A4970 14K Yellow Gold Case, Expansion Band. 17 jewels. **$82.50**

V Challfont Medalist. To wear, to give with great pride . . . for here is a truly magnificent watch . . . the lovely case enhanced by the brilliance of six full cut diamonds Raised numerals; domed crystal.
117-192 A12940 14K White Gold Case, Black Cord Band. 17 jewels. . . . **$225.00**

Challfont Medalists are sold the world over. Interchangeable parts are available everywhere. Each watch in a gift box, accompanied by a written guarantee.

Challfont MEDALIST

Challfont

For generations . . .
recommended by jewelers
in every nation of the world

E Challfont Waterproof Automatic. Winds as you wear it, runs for 36 hours after you take it off. Power Reserve Indicator shows when rewinding is necessary. Shock-protected movement in precision-engineered case. Luminous dial; radium numerals, hands. Expansion band.

117-309 A3910 All Stainless Steel. 17 jewels **$65.00**
117-317 A5265 10K Yellow GF Case. 17 jewels **87.50**

F Challfont Automatic. Winds itself with the normal movement of your wrist . . . won't over-wind! Shock-protected, anti-magnetic, incabloc movement in classic square case with handsome combination-link gold-filled expansion band. Raised crystal; raised gold numerals.

117-325 A5090 10K Yellow GF Case. 17 jewels **$ 85.00**
117-333 A7485 14K Yellow Gold Case. 17 jewels **135.00**

STYLED TO THE MINUTE . . .

G Masterpiece of precision accuracy . . . and modern design! Challfont 17 jewel shock-protected incabloc movement in a dignified rectangular case . . . its classic simplicity stressed by a wide gold-filled expansion band of diamond-faceted links. White dial with raised gold numerals, alternating markers; gold hands. Small second hand.

117-341 A3480 10K Yellow GF Case. 17 jewels **$85.00**
117-358 A5090 14K Yellow Gold Case. 17 jewels **85.00**

H Distinguished timepiece . . . neat and masculine in design with curved rectangular case, gold-filled faceted expansion band. Challfont anti-magnetic, shock-protected, incabloc movement . . . engineered for split-second accuracy! Full numbered dial; raised crystal.

117-366 A5090 14K Yellow Gold Case 17 jewels **$85.00**
117-374 A3480 10K Yellow GF Case 17 jewels **55.00**

K Square, handsome . . . a man's watch of impressive dignity. Incredibly accurate, the Challfont shock-protected 17 jewel incabloc movement is the product of over a century of precision watch making. Modern raised crystal; full numbered dial; small second hand. Gold-filled expansion band of pyramid-like bars.

117-382 A2990 10K Yellow RGP Case. 17 jewels **$45.00**

**Challfont movements have 17 ruby jewels,
incabloc shock-absorbing balance wheel assemblies,
anti-magnetic hairsprings, unbreakable mainsprings . . .
guaranteed for life in all extremes of climatic variation.**

. . . BACKED BY THE EXPERIENCE OF OVER 100 YEARS

L **17 jewel Challfont . . .** unparalleled for accuracy, distinguished for perfect correlation of design (note repetition of detailing of handsome, dust-protected case and many-linked, gold-filled expansion band). Domed crystal over white dial, raised gold numerals. Small second hand.

117-390 A2990 10K Yellow RGP Case. 17 jewels **$45.00**

M **Ultra modern case . . .** square, yet artfully curved . . . simple, masculine, distinctive with Chesterfield expansion band of alligator-faced gold-filled links. Raised gold numbered dial; raised crystal.

117-408 A3170 10K Yellow RGP Case. 17 jewels **$49.50**

N **Diminutive, dainty . . .** tonneau case with petal-like end pieces, novel gold-filled expansion band. Raised gold numerals. Domed crystal.

117-432 A3745 14K Yellow Gold Case. 17 jewels **$65.00**

117-440 A3745 14K White Gold Case. 17 jewels. **65.00**

P **Third dimensional beauty . . .** sculptured end pieces, gold-filled expansion band, are identical in design! Domed crystal.

117-457 A3745 14K Yellow Gold Case. 17 jewels **$65.00**

117-465 A3745 14K White Gold Case. 17 jewels **65.00**

R **Square, simple, exquisite . . .** dust-protected case with half-cone end pieces that taper into the dainty gold-filled expansion band. Full marked dial with raised numerals. Modern raised dome crystal.

117-473 A3745 14K White Gold Case. 17 jewels . **$65.00**

117-481 A3745 14K Yellow Gold Case. 17 jewels . . **65.00**

S **The tiny circle elongated . . .** made elegant with sculptured end pieces, engraved gold-filled expansion band. Raised gold dial; raised crystal.

117-499 A3640 10K Yellow GF Case. 17 jewels **$59.50**

117-507 A3640 10K White GF Case. 17 jewels. **59.50**

T **Design in duplicate . . .** the beautiful detailing on the tiny cushion-shaped case repeated in the bracelet's dainty gold-filled expansion links. Alternating raised gold numerals, markers. Raised crystal.

117-515 A2845 10K Yellow RGP Case. 17 jewels. **$45.00**

V **Unusually attractive tonneau-shaped watch . . .** the bracelet an expandable band of gold-filled links that seem to swirl out from the scalloped case. Raised dome crystal; raised gold numerals.

117-523 A3640 10K Yellow GF Case. 17 jewels **$59.50**

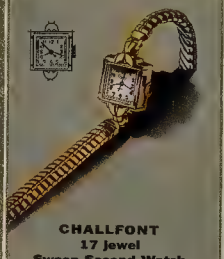
Challfont movements are sold in all principal countries of the world. Interchangeable parts are available everywhere. Each watch in a dual-purpose presentation box . . . accompanied by a written guarantee.

Challfont

CHALLFONT
Automatic with Patented Hidden Crown

Self-winding, electronically timed and tested . . . the unbreakable mainspring guaranteed for life in all extremes of climatic variation! Masterfully styled with Challfont's new, exclusive patented "hidden" crown, so cleverly concealed in the sleek lines of the stainless steel case as to be visible only upon close inspection, yet conveniently placed for easy setting of hands. Raised gold and luminous numerals; sweep second hand. Expansion band. Waterproof.

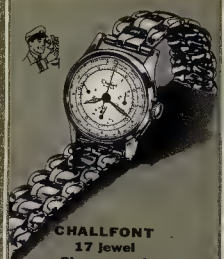
117-556 A4450 17 jewels **$75.00**



CHALLFONT
17 Jewel Sweep Second Watch

First choice of nurses, doctors, lab technicians . . . for professional women in the fields of radio, television, photography . . . for here is a supremely accurate watch, engineered for on-the-job dependability yet lovely enough to be worn through the most gala evening! 17 jewel incabloc movement in square case with petal-like end pieces, gold filled expansion band. Sweep second hand; raised gold numerals. Raised crystal.

117-564 A3745 14K Yel. Gold Case **$65.00**
117-572 A3745 14K W. Gold Case **65.00**



CHALLFONT
17 Jewel Chronograph

Incredibly accurate timepiece and stopwatch. Computes speeds and distances to 1/5 sec. tolerance! For navigators, pilots, technicians, time-study men . . . for all whose professions require split-second timing. Luminous dial; marked telemeter and tachometer tracks. Full sweep and small second hands; 30 minute recorder and synchronized indicator show elapsed time up to 12 hours. Stainless steel case, expansion band. Shatterproof crystal.

117-580 A5985 17 jewels. . . **$100.00**

CHALLFONT
17 Jewel Ladies' Waterproof

Petite, round, pretty . . . every bit as accurate and dependable as a man's watch! Perfect choice for nurses, doctors, beauticians, technicians, housewives too . . . for the lovely case is machine-engineered to protect the intricate 17 jewel incabloc movement from dust, dirt, humidity . . . even complete immersion in water won't harm it! Luminous dial and hands; red full sweep second hand. Shatterproof crystal. Expansion band.

117-598 A3480 10K YGF Top . . . **$55.00**
117-606 A2990 Stainless Steel . **45.00**

CHALLFONT
17 Jewel Automatic Calendar Watch

For him . . . this handsome, highly versatile watch that not only tells the time with precision accuracy, but shows the date, the day and the month as well! 17 jewel incabloc movement . . . self-winding—winds *as* you wear it. Anti-magnetic, shock-protected, with unbreakable mainspring in round, gold-filled case. Distinctive expansion band of gold-filled, faceted links. Luminous dial with raised luminous numerals and trylons; luminous hands.

117-614 A5090 10K Yel GF . . **$85.00**

CHALLFONT
17 Jewel Automatic Ladies' Waterproof

Widely acclaimed . . . by sportswomen, by those in the medical profession, by beauticians, technicians, homemakers . . . for here is a woman's watch with qualities formerly found only in men's watches. Automatic . . . winds itself, can't over-wind. Waterproof . . . the round, stainless steel case is precision-engineered to seal out dust and moisture . . . even a thorough dousing won't harm it! Luminous dial, hands; red sweep second hand. Flexible band

117-622 A3910 17 jewels . . . **$65.00**

WATCHES

for every purpose at every price

We are authorized factory distributors for all of the watches and watch bands shown on the following pages

Challfont
Hampden
Ingersoll
Liberty
Speidel
Benrus
Hallmark
Westclox
Timex
Gemex
Seth Thomas

Self-winding Automatics
Officially Certified Chronometers
Alarm-Appointment Reminders
Waterproof and Water Resistant
Anti-Magnetic and Shockproof
Calendars, Sweep Seconds, etc.

Challfont

world renowned

watches and chronometers

from 50 to 500 dollars

r over one hundred years . . .

the great Swiss family Ditisheim has played a stellar role in the development and production of the world's finest precision watches and marine chronometers. Its contribution to the science and art of watchmaking is attested by many medals, certificates and personal honors won in the international exhibitions of long ago and the modern fiercely competitive performance tests of the Horological Institutes of Switzerland. By its renowned competitors and its famous customers, the House of Ditisheim, now in its fifth generation, is unanimously accorded a position of honor second to none. Sold direct to selected jewelers, their watches carry the name Vulcain; sold to distributors they carry the name Challfont Medalist.

At the factory in La Chaux de Fonds, is a treasured possession . . . a guest book of those who have come to marvel at craftsmanship and pay homage to genius. It contains letters of commendation and wonderment from kings and diplomats, generals and admirals, Nobel Prize-winning scientists and explorers . . . and a host of other "VIPs" from all over the world.

On the following pages is a distinguished collection of celebrated Challfont Watches and Chronometers . . . unsurpassed in beauty unexcelled in precision and performance.

The officially certified Challfont Medalist Chronometer is a far more accurate timekeeper than most men require. With it a man could guide a stratocruiser, navigate a sea-going yacht or control a radio network. Yet it is not an extravagance, if one considers that for a moderate investment a man may carry on his wrist, for life, one of the greatest mechanical marvels of our day . . . a timekeeper that rivals astronomic accuracy. Such super-accurate performance is possible only because of literally thousands upon thousands of inspections, and inviolate adherence to the microscopic tolerances of 1/25,000 and 1/250,000 of an inch. (See note *.) Each Challfont Medalist Chronometer is accompanied by an individual, registered certificate from the Official Swiss Horological Observatory.

Challfont Medalist Watches are of chronometric precision. They are made with the same care and with the identical inspections that are lavished on chronometers. During production, watches are taken out of series at random, by impartial officials of the Swiss Horological Observatory, and checked for precision. In these important tests, Challfont Medalist Watches have received the highest awards. Challfont Medalist Watches are less expensive than Challfont Chronometers because they are not individually rated, registered and certified. (Note: formerly any movement of chronometer precision could be called a chronometer. Now the Swiss Federation permits the use of that term, only if each watch is individually certified.)

Challfont Watches are also available at popular and highly competitive price levels. In style, performance and dollar for dollar value they are unsurpassed. A wide selection of the newest models is offered for your approval. They are fully guaranteed and may be serviced, if necessary, by any good jeweler, anywhere in the world.

Basic Construction Features

All Challfont Watches have 17 ruby jewels, Incabloc shock-resisting balance wheel assemblies, unbreakable mainsprings (guaranteed for life under any and all extremes of climatic conditions) and anti-magnetic hairsprings. (Note: The current fad to promote movements having more than 17 jewels is frowned upon by Swiss officialdom as "meaningless window-dressing." There are only 17 points at which jewels can minimize friction or wear.)

What is a Chronometer?

* The nearest approach to astronomic time is found in the chronometer . . . a watch approved by an official Swiss Horologic Institute after testing under extremes of heat, cold, positions and isochronism. Each movement is individually observed and its deviations (even though they be but a few seconds a month) are officially recorded on the certificate that accompanies each chronometer.

What 1/250,000 of an inch means

1/250,000 of an inch . . . can you picture what this means? This catalog is one inch thick. It contains about 340 sheets. Each sheet, therefore, measures 1/340 of an inch. If it were possible to make a sheet of paper only 1/250,000 of an inch thick, it would take 735 sheets (tightly compressed) to be as thick as the *one* sheet you are now reading!!! It is faithful adherence to microscopic tolerances such as this . . . on every piece . . . on every jewel . . . on every bearing . . . that the super-accuracy of Challfont Watches is achieved.

A
B
C
D

Sweater Baby, Tots with Beautiful

FACTS ABOUT WARDS "ROOTED" HAIR DOLLS. Wards "rooted" hair dolls have unusually thick luxuriant Saran hair, perfect for children who like to comb, wave and arrange their doll's hair. The hair is firmly lock stitched right into the doll's head so that it can't come out, no matter how much children play with it. The Saran hair on these dolls is thick, glossy and pre-waved, not straight as in cheaper Saran wigs. [illegible] in hair rooted by a special process which assures its permanency. [illegible] as long as the doll itself. "Pony tails" and other long hair styles like (C) and (D) are firmly stitched, unusually thick and luxuriant.

(A) ADORABLE BABY IN KNITTED SWEATER OUTFIT. This little tot has a beautifully detailed head of soft vinyl, smooth and pliable like actual flesh. Sweet baby features, tiny ears, and glassene sleeping eyes. Has curly "rooted" Saran hair. Body is washable, feels like real baby skin, cotton stuffed to make her lightweight, cuddlesome. Coos when she's squeezed. Wears a pretty organdy dress with taffeta underskirt, cotton panties, socks and shoes. Sweater and matching cap are knitted of soft cotton. Ship. wt. 4 lbs. 8 oz. 1 lb. 2 lbs. 12 oz. 1 lb

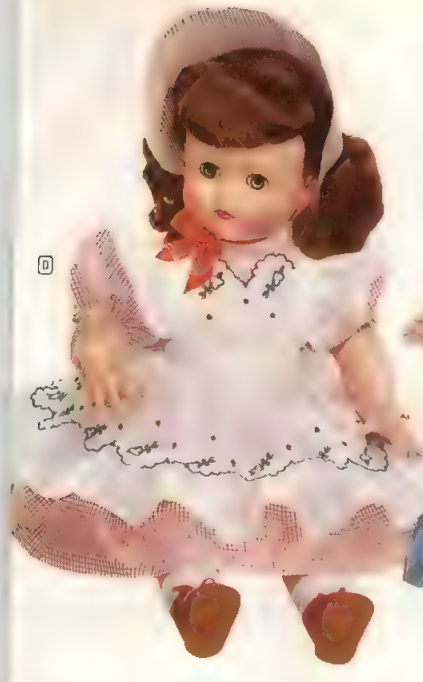
48 T 4265 L About 26 inches tall.	8 45
48 T 4264 L—About 22 inches tall	6.79
48 T 4263 L About 19 inches tall	5.79
48 T 4262 —About 12 inches tall	3.79

(B) BEAUTIFULLY DRESSED BABY, by Effanbee. A favorite baby by one of America's leading doll manufacturers. Lovely soft Saran hair is "rooted." She has a soft flesh like vinyl head, legs and arms, cotton stuffed vinyl [illegible] body, sleeping glassene eyes, says "[illegible]". The exquisite washable nylon fleece coat she wears is trimmed with three pearl buttons attached to snap fasteners. Matching bonnet lined with taffeta has large [illegible] bow tie. Pretty lace trimmed nylon [illegible] slip, panties, socks and shoes. Ship. wt. 6 lbs. 8 oz. 4 lbs. 8 oz. 1 lb. 5 oz.

48 T 4025 L—About 27 in. tall	23 50
48 T 4025 L About 23 in. tall	19 50
48 T 4024 L About 20 in tall	15 30

(C) PLA-MATE WALKING DOLL WITH "PONY TAIL" HAIR-DO, by Paris. Any little girl would be thrilled to own her. She walks when [illegible] steps her head turns from side to side, has [illegible] sleeping eyes and lovely long [illegible] hair firmly rooted in her soft vinyl head, lash [illegible] "Pony Tail." Her body is made of [illegible] hard plastic—which is practically unbreakable. [illegible] and can be placed in [illegible] sitting position, too. Her all-nylon embossed coat [illegible] buttons down the front and a dainty collar and pocket effect. Tiny roses trim her [illegible]. A [illegible] and petti coat, organdy hoist-slip, stockings and shoes

48 T 8 Buy 26-inch Walking Doll in Gift Box. Ship. wt. 4 lbs. 8 oz.	13.95
48 T 36 5 L [illegible] Walking Doll. Same as described above but with hard plastic head and [illegible] wig (not rooted). In gift box. Shipping weight 2 lbs. 8 oz.	9.95



Saran Hair, Permanently Rooted

D LOVABLE DOLL IN DAINTY PINAFORE. Her "rooted" Saran hair is gathered into a huge cluster behind each ear, as charmingly styled and luxuriantly thick as any we've seen. Little mothers can comb curl and arrange her hair because it is permanently rooted (see opp. page). Latex body is washable, feels like baby skin; cotton stuffed to make her light and cuddlesome. "Coos" when you squeeze her. Beautifully detailed soft vinyl head is smooth and pliable. Glassene sleeping eyes. Her crisp white organdy pinafore has scalloped ruffle and dainty embroidered design. She wears a checked taffeta dress and bonnet, combination taffeta slip and lace trimmed panties, slippers, socks. Ship wts. 4 lbs. 8 oz.; 3 lbs. 8 oz.; 2 lbs. 12 oz.; 1 lb. 8 oz.

48 T 4326 L—About 26 in. tall.....11.69
48 T 4325 L—About 22 in. tall.....9.69
48 T 4324 L—About 19 in. tall.....7.69
48 T 4323 —About 14 in. tall.....5.69

E DOLL IN DAINTY "CHROMSPUN" NAIL-HEAD TAFFETA DRESS, with beautiful long "rooted" Saran hair—see opp. page. Two Scotty dogs appliqued on skirt, their tiny gold chains tied to her wrist. Pique collar and cuffs on puffed sleeves add a touch of crispness. Matching taffeta frame hat, taffeta combination slip, lace trimmed cotton panties, socks and shoes complete her costume. Her soft lifelike vinyl head is smooth and pliable. Latex body is washable, feels like real baby skin; cotton stuffed to make her lightweight and lovely to hug. Coos when squeezed. Has glassene sleeping eyes. Ship wts.: 4 lbs. 8 oz., 3 lbs. 8 oz., 2 lbs. 12 oz.; 2 lbs. 4 oz.; 1 lb. 12 oz.

48 T 4038 L —About 26 in. tall... 9.79
48 T 4037 L—About 22 in. tall 7.79
48 T 4036 L About 19 in. tall 6.69
48 T 4035 L—About 16 in. tall .5.69
48 T 4034 —About 14 in. tall..... 4.69

PLASTIC WALKING TODDLER DOLL . . . TURNS HER HEAD AS YOU "WALK" HER

F This appealing little girl has beautiful "rooted" Saran hair worn in a becoming little girl style. (See opp. page for "rooted" hair description). She toddles along like a real child if you take her hand to help her, and as she "walks" her head turns from side to side. Pretty little girl dress of embossed cotton print has rick-rack trim at neckline, skirt and puff sleeves. Attached panties, socks and slippers. Body is made of hard plastic which is practically unbreakable. Flesh like soft vinyl head with beautifully molded features and glassene sleeping eyes. She has a "ma-ma" voice.

48 T 4303 L—About 23 in. tall. Ship. wt. 3 lbs. 14 oz.....9.95
48 T 4302 —About 14 in. tall. Ship. wt. 1 lbs. 8 oz.....5.95
48 T 4304 L—Same as Doll above but with hard plastic head, Saran foundation wig in braids as shown at left. 14 in. tall. Wt. 3 lbs. 14 oz. 7.59

READ FACTS ABOUT WARDS DOLLS ON PAGE 138 OF THIS CATALOG

Beautiful Walking Dolls, "Terri Lee."

"WALKING DOLLS" on these two pages take steps when guided, move heads from side to side as they walk.

(A) TV's "ROXANNE" WALKING DOLL. All plastic. Walks when you guide her. Has glassene sleeping eyes, lovely long Saran hair. Her camera actually lights when shutter is pressed. Crinkle cotton dress, panties, socks, slippers.
48 T 3854 L—About 19 in. tall. Ship. wt. 2 lbs. 11.45
48 T 3853 —About 14 in. tall. Ship. wt. 1 lb. 4 oz. . . . 6.95

(B) "TERRI LEE IN DAINTY DRESS." Modeled from a real 2-year old. All plastic, guaranteed unbreakable or repaired, no charge. Head turns, moveable arms and legs. Painted eyes, lovely, soft Rayaneen hair. Broadcloth dress, rhumba panties, socks and shoes. Bows in her hair.
48 T 3802 L—Abt. 17½ in. tall. Ship. wt. 2 lbs . . 11.45

(C) PLA-MATE WALKING DOLL. (Read about Pla Mates on Pg. 138). All plastic, moveable arms and legs. Head turns as you "walk" her. Beautiful Saran hair, glassene sleeping eyes, lashes. Has cotton dress with lace frills, panties, slippers, socks and straw hat. Parasol incl.
48 W 3890 L Abt. 18 in. tall. Ship. wt. 3 lbs 7.95

(D) UNDRESSED WALKING DOLL. A darling little girl to sew for. Clothes (M) and (AA) fit her too. All plastic. Head turns as she "walks," jointed arms and legs. Lovely Saran hair, glassene sleeping eyes. Wears panties, socks, slippers.
48 W 3846 L Abt. 20 in. tall. Ship. wt. 2 lbs. 9 oz. . 5.95
48 W 3845 L—Abt. 18 in. tall. Ship. wt. 2 lbs. 4 oz. 4.69

(E) WALKING BRIDE DOLL. All plastic, jointed arms and legs. Head turns as you "walk" her. Glassene eyes. Taffeta dress, veil, socks and slippers.
48 T 3852 - Abt. 14 in. tall. Ship. wt. 1 lb. 4 oz. 4.95

(F) MINIATURE CINDERELLA. Plastic, moveable head, arms. Sleeping eyes, mohair wig. Satin dress, slip, panties.
48 T 3895 Abt. 7½ in. Gift box. Ship. wt. 12 oz. . . 1.49

(G) MINIATURE MARTHA WASHINGTON. Plastic, moveable head and arms. Sleeping eyes, mohair wig. Taffeta dress, panties, white felt hat with bow.
48 T 3860—Abt. 11 in. Gift box. Ship. wt. 14 oz. . . 1.59

(H) WAL. DISNEY'S "PINOCCHIO AND BLUE FAIRY." Plastic, moveable head and arms, sleeping eyes. Fairy has mohair wig, satin dress. Pinocchio wears suit, hat, etc.
48 T 3894 Abt. 7½ in. Gift box. Ship. wt. 12 oz. . Set 1.69

(J) MINIATURE IN BRA AND PANTIES. All plastic, moveable head and arms, sleeping eyes, mohair wig. Abt. 7½ in.
48 W 3863 Ship. wt. ea. 3 oz. . . . . Each 59c 3 for 1.49

(K) MINIATURE UNDRESSED GIRL. All plastic, painted eyes, moveable head and arms, mohair wig. Abt. 7½ in. tall
48 W 3806—Ship. wt. ea. 3 oz. Each 33c 3 for 99c

(L) "SWEET JANE" UNDRESSED DOLL. All plastic, moveable arms, sleeping eyes. Painted hair. Abt. 7½ in tall.
48 T 3899—Ship. wt. ea. 3 oz. Each 35c 3 for 89c

(M) DAINTY DRESS AND PANTY SET. Nicely made of crinkle nylon, lace trimmed. Hanger included.
48 T 4104 For 19 to 20-in. dolls. Wt. 2 oz 1.69
48 T 4103 For 16 to 18-in. dolls. Wt. 2 oz 1.69
48 T 4102—For 14 to 15-in. dolls. Wt. 2 oz. 1.69

READ "FACTS ABOUT WARDS DOLLS" ON PAGE 139

Dainty Miniatures and Other Dolls

N GIRL WITH SARAN BRAIDS. All plastic; turning head, jointed arms, legs. Glassene sleeping eyes, lashes. Long Saran hair, worn in braids. Plaid taffeta party-dress, white nylon puff sleeves, snap fasteners. Colorful embroidery at hem. Two hair bows, socks, slippers.

48 T 3889 L— Abt. 19 in. tall. Sh.p. wt. 1 lb. 12 oz 5.95

48 T 3888 L—Abt. 16 in. tall. Ship. wt. 1 lb. 6 oz 4.95

P WALKING DOLL. All plastic, jointed arms and legs. "Walks" when you guide her. Glassene sleeping eyes, lovely long Saran hair. Embossed cotton dress, pinafore apron, socks, slippers, panties and half slip.

48 T 3871 L—Abt. 18 in. tall. Ship. wt. 2 lbs. 5.59

R "TERRI LEE" IN RHUMBA PANTIES. Modeled from a real 2 yr. old. All plastic, guaranteed unbreakable or repaired, no charge. Moveable arms and legs, neck turns. Painted eyes, lovely, soft Saran hair in bru.ls Has halmet, socks, tie shoes and flower on wrist.

48 T 3801 L—Abt. 17½ in. tall. Sh.p. wt. 2 lbs. 10 45

T WALKING DOLL IN RED CAPE. All plastic head turns as you help her "walk." Glassene sleeping eyes, long Saran braided hair Dress of organdy and checked broadcloth, red felt cape. Slip and panty combination, socks and slippers.

48 T 3886— Abt. 16 in. tall. Ship. wt. 2 lbs.. .. . .5.98

U MINIATURE MARTHA WASHINGTON. All plastic, moveable head, arms. Sleeping eyes, mohair wig Taffeta gown, felt hat, panties. Parasol in hand. Abt. 7½ i:

48 T 3897 In gift box. Ship. wt. 11 oz 1.49

V MINIATURE BRIDE. All plastic, moveable head, arms. Sleeping eyes, mohair wig Rayon gown, veil, etc

48 T 3896— Abt. 7½ in. Gift box. Ship. wt. 11 oz ..1.49

W MINIATURE "BUBBLES" DOLL. Plastic, moveable head arms. Sleeping eyes, mohair wig. Rayon gown.

48 T 3898 - Abt. 7 in. Gift box. Ship. wt. 10 oz. 85c

X MINIATURE BRIDEGROOM DOLL. All plastic, moveable arms, head. Sleeping eyes, painted hair and shoes. Top hat, striped trousers, cutaway coat, vest, tie, etc

48 T 3862—Abt. 7½ in. Gift box. Sh.p. wt. 7 oz 1.49

Y MINIATURE BRIDAL SET OF SCOTLAND. All plastic, moveable head, arms sleeping eyes, painted shoes. Bride has plaid dress, veil, mohair wig. Groom has plaid kilt, jacket, beret. Bride 6 in. Groom 7 in.

48 T 3861—Gift box. Ship. wt. 9 oz Set 1 49

Z LOVELY GIRL IN TAFFETA PANTY-SLIP. It will be fun to sew for her. Clothes (M) and (AA) fit her too. All plastic doll with moveable head, arms and legs. Beautiful Saran hair, glassene sleeping eyes, lashes. She wears socks and slippers. Comb and curlers included.

48 T 3982 L Abt. 15 in. tall. Ship. wt. 1 lb. 12 oz .3.75

48 T 3981 —Abt. 14 in. tall. Ship. wt. 1 lb. 8 oz .. .3.29

AA 4-PC. WARDROBE FOR GIRL DOLL. Coat and hat of checked corded fabric, nylon dress and chemise

48 T 4131—For dolls 19 to 21 in. Sh.p. wt. 5 oz.. ..2.79

48 T 4130— For dolls 16 to 18 in. Ship. wt. 5 oz .. 2.49

48 T 4129 For dolls 14 to 15 in. Ship. wt. 5 oz 2.29

Cuddly Baby Dolls for Children of All

A BABY IN BEAUTIFUL CHRISTENING DRESS. So sweet and lovable latex body and soft vinyl molded head. Glassene sleeping eyes, "coos" when squeezed. Band of embroidered nylon and lace trim her ninon dress. Taffeta slip, bonnet of ninon. Wears diaper and knit booties.

48 T 4044 L. Abt 22 in. Wt 3 lbs. 8 oz. 6.49
48 T 4043 L. Abt 19 in. Wt. 2 lbs. 12 oz. 4.89
48 T 4042 —Abt. 14 in. Wt. 1 lb. 8 oz. 3.89

B LITTLE GIRL IN DAINTY NYLON DRESS Cute, appealing—has beautiful "rooted" Saran hair and cuddlesome soft latex body. Vinyl jointed arms, soft vinyl head. Sleeping eyes. "Coo" voice. Lace trimmed dress, slip, bonnet, socks, shoes.

48 T 4054 L—Abt. 18 in. Wt. 2 lbs... 7.95

C CURLY TOP" WITH "ROOTED" SARAN HAIR. Huggable baby has soft washable latex body, vinyl head. Glassene sleeping eyes, "coo" voice. Wears cotton dress, panties, hat, slip, shoes, socks.

48 T 4321L—Abt. 21 in. Wt. 2 lbs. 12 oz. 5.59

D ADORABLE BABY IN TAFFETA COAT AND BONNET. Soft vinyl body and head with sleeping glassene eyes and curly "rooted" Saran hair. Also wears taffeta dress, panties, shoes, socks. Abt. 21 in. tall.

48 T 4020L—Ship. wt. 4 lbs... ..... 7.95

E BIG TODDLER. Cotton stuffed latex body, jointed arms. Soft vinyl head, glassene sleeping eyes, molded hair. Plaid taffeta dress, half-slip, panties, shoes, socks. A big doll, attractively priced

48 T 4320L Abt. 23 in. tall. Wt. 3 lbs. 4 oz. 5.59

F SWEET CURLY HAIRED BABY Latex body, soft vinyl head. "Rooted" Saran hair, glassene sleeping eyes, "coo" voice. Wears print dress with attached panties, shoes and socks.

48 T 4275—Abt. 14½ in. tall. Wt. 1 lb. 10 oz. 2.98

G LOVABLE BABY GIRL. Cotton stuffed latex body, soft vinyl head. Glassene sleeping eyes, "coo" voice. Cotton dress, panties, shoes, socks.

48 T 4329—Abt. 15 in. tall. Wt. 1 lb. 8 oz.....2.89

H CHUBBY BABY WITH CURLY "ROOTED" SARAN HAIR. Washable latex body soft vinyl head with plastic inset eyes. Wears pretty rickrack trimmed cotton dress, knit panties, shoes, socks.

48 T 4280L Abt. 16 in. tall. Wt 1 lb. 14 oz 2.89

J "BENDEE" LATEX DOLL. A sweet little baby that can sit like life-like poses just by bending her arms and legs. Cotton stuffed latex body. Arms and legs have wired inserts. Vinyl plastic turning head; molded hair, inset glassene eyes. Wears flannel pajamas. Abt. 12 in.

48 T 4052 Shipping weight 1 lb..... 1.95

Ages . . . Priced to Suit Every Purse

K "CINDY STRUTTER" WITH COAT AND HAT. Winsome little girl in taffeta dress and hat, wafflweave coat, panties, shoes and socks. All vinyl body, jointed arms, swinging legs, Glassene sleeping eyes, "rooted" Saran hair. "Coos" when squeezed.
48 T 3859 L—Abt. 21 in. tall. Wt. 3 lbs. 8 oz 7.95

L LOVELY BABY WITH FLOWER-TRIMMED HAT. Cuddly cotton stuffed latex body, soft vinyl head, glassene sleeping eyes. Luxuriant "rooted" Saran hair (see Page 140). Dainty dress of ninon with flower flocked design, scalloped at bottom. Big hat trimmed with flowers, slip, panties, socks, shoes.
48 T 4322 L—Abt. 20 in. tall. Wt. 2 lbs. 8 oz. 5.59

M N "LITTLE SISTERS" WITH "ROOTED" SARAN HAIR. Exactly alike except for color of eyes, hair and clothing. Perfect for two little girls you want to treat exactly alike perhaps twins. Washable lightweight latex bodies, soft vinyl heads. Glassene sleeping eyes. "coo" voices. Both wear embossed cotton dresses with white ninon pinafores, panties, shoes, socks.
(M) 48 T 4277 L Little Girl in Blue Dress; light hair, blue eyes. Abt. 18 in. tall. Wt. 2 lbs. 6 oz. 3.98
(N) 48 T 4058 L—Little Girl in Pink Dress; dark hair, brown eyes. Abt. 18 in. tall. Wt. 2 lbs. 6 oz. 3.98

P "LOOK ALIKE" BROTHER AND SISTER TWINS. Soft vinyl heads with molded hair, plastic inset eyes. "Coo" voices. Latex bodies, cotton stuffed. Cotton outfits with contrasting trim, and knit booties.
48 T 4278—Abt. 9½ in. tall. Ship. wt. 1 lb.. Pair 1.79

R PRETTY BABY WITH BIG HAIR BOW. Squeeze her . . she'll "coo" for you. Molded vinyl head and hair, glassene sleeping eyes. One-piece body of soft latex. Lace-trimmed dress, panties, shoes and socks.
48 T 4274 L . Abt. 19 in. Ship. wt. 2 lbs. 8 oz. . . 3.98

T LITTLE GIRL WITH MOLDED VINYL HEAD. Huggable one-piece latex body, cotton stuffed. Inset glassene eyes. Pretty dress of ninon and cotton, panties, socks and shoes, ribbon in her molded hair
48 T 4051—Abt. 14 in. tall. Ship. wt. 1 lb. 2 oz . 1.89

U YOUNG ENGINEER. Dressed in striped denim engineer's outfit with matching cap, 'kerchief, socks and shoes. One piece latex body, cotton stuffed; vinyl head, painted features, "Coo" voice.
48 T 4290—Abt. 14 in. tall. Wt. 1 lb. 4 oz. 2.79

V "LOVE ME" BABY—WEARS FLANNEL SNOWSUIT. Big, soft and cuddly ...as a real baby. Cotton stuffed latex body with swing legs, vinyl jointed arms, plump baby hands. Beautifully molded vinyl head with curly "rooted" Saran hair. "Flirting" glassene eyes roll from side to side, go to sleep too. "Coos" happily when hugged. Wears cotton rompers, pretty lace-trimmed flannel snowsuit and bonnet with ribbon ties. Rattle tied to wrist. Ship. wts. 4 lbs.; 2 lbs. 8 oz.
48 T 4328 L—Abt. 23 in. tall 7.89
48 T 4342 L Abt. 18 in. tall. Like above but with latex arms, sleeping eyes, no rompers. 4.89

FACTS ABOUT DOLLS, Pg. 138; ROOTED HAIR, Pg. 140

Life-Size Babies, Drinking Wetting

A LIFE SIZE BABY. Can wear real baby's outgrown clothes. Soft vinyl head, molded hair, glassene sleeping eyes, lashes. Latex body, cotton stuffed. Jointed arms, swing legs. "Coo" voice. Wears size 1 pants. Ship. wts. 4 lbs. 8 oz., 4 lbs.

48 T 4327 L—Abt. 29 in. In training pants. 5.89

48 W 4013 L—Abt. 26 in. No training pants. 4.59

B ORIGINAL "DY-DEE" . . . CRIES, DRINKS, WETS. Rubber body, jointed arms, legs. Turning plastic head, sleeping eyes, lambskin wig. Shirt, diaper, pajamas, bottle, bubble pipe, pacifier. Boxed.

48 T 4010 L—Abt. 20 in. Wt. 6 lbs. 8 oz. . 19.95

48 T 4009 L—Abt. 15 in. Wt. 3 lbs. 5 oz. . 13.45

48 T 4008 L—Abt. 11 in. Wt. 2 lbs. 2 oz. 8.95

C DOLL WITH CLOTHES IN CASE. Little girls will love her five different outfits. Has "rooted" Saran hair in pony tail, glassene sleeping eyes, "coo" voice. Latex body, cloth stuffed. Wears taffeta dress, bonnet, panties, socks, shoes. Raincape, boots, pinafore dress, evening gown, slippers, robe, nightie, incl. Case abt. 18½x12x6 in.

48 T 4003 L—Doll abt. 14½ in. Wt. 4 lbs. . 8.59

D RICKY JR. OF "I LOVE LUCY." Soft, vinyl plastic jointed arms, legs. Sleeping eyes, lashes. Drinks, wets, cries. In pique clothing, sandals. Bottle incl. Ship. wts. 4 lbs., 1 oz., 4 oz.

48 T 4028 L—Abt. 17 in. with "rooted" hair 9.95

48 T 4248 L—Abt. 21 in. with molded hair 11.49

E "BANNISTER BABY." Inspired by famous baby photographs. Drinks, wets. All vinyl, rooted hair. Glassene sleeping eyes, "coo" voice. Jointed arms, legs, turning head. Wears shirt, panties, terry robe, booties. Bottle, 1 bubble pipe, soap incl. In simulated leather case 18¾x11¼ in.

48 T 4317 L—Abt. 18 in. tall. Wt. 3 lbs. 6 oz. .8.95

F SPECIAL VALUE! DRINK-WET BABY WITH "ROOTED" HAIR. Ordinarily a doll with these features would cost much more. Her cute tousled Saran hair is "rooted" like real hair. Body and head are soft vinyl plastic—smooth and flexible. Jointed arms and legs, "coo" voice. Embossed cotton playsuit, shoes and socks. Nursing bottle inc.

48 T 4343—Abt. 15 in. tall. Wt. 1 lb. 8 oz. 3.98

G DRINK-WET DOLL. All vinyl, plastic inset eyes, "squeak" voice. Wears diaper. Bottle incl.

48 T 4319 Abt. 10½ in. tall. Ship. wt. 7 oz. . .95

H AMOSANDRA®. Chubby baby of Amos n' Andy fame. Soft rubber, moveable head, arms, legs. Plastic inset eyes. Drinks, wets, cries. With cotton diaper, bib, bottle. ®Copyright C.B.S. Inc. 1949

48 T 4074—Abt. 10 in. tall. Ship. wt. 15 oz. 1.75

J "SUNBABE" DRINK WET BABY. Sweet little doll molded of soft rubber. Movable arms, legs and head; cry voice. Wears flannelette diaper and bib. Nursing bottle included. Gift box.

48 W 4300 Abt. 10 in. tall. Ship. wt. 15 oz. 1.75

Babies and Dolls with Complete Wardrobes

(K) WALKING DOLL WITH WARDROBE. Winsome little girl is made entirely of hard plastic with jointed arms and legs, turning head. Glassene sleeping eyes, lashes, lovely Saran hair—can be washed, combed. Dressed in lace-trimmed taffeta dress, panties, shoes and socks. Wardrobe consists of floor-length taffeta evening dress, plaid trimmed gabardine coat and hat, taffeta housecoat, nylon nightgown and plastic raincoat. Ship. wt. 1 lb. 8 oz.
48 T 3840 Abt. 14 in. tall..... ...Complete 7.98

(L) "NITEY-NITE" SLEEPER SET. Knit cotton flannel with dainty hand embroidery. Sleeper with draw string, jacket and plastic-lined diaper cover.
48 T 4168—For dolls 25 to 29 in. Wt. 5 oz.. . .2.59
48 T 4145—For dolls 19 to 24 in. Wt. 4 oz... 2.29
48 T 4144 For dolls 15 to 18 in. Wt. 3 oz. 2.09
48 T 4143—For dolls 10 to 14 in. Wt. 2 oz... 1.89

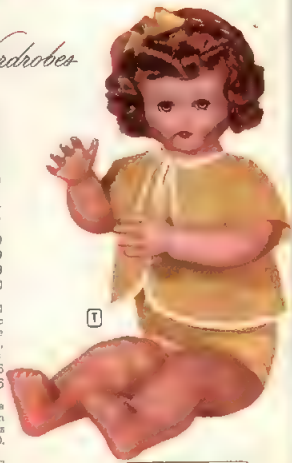
(M) SUNBABE "HUGGEE" DOLL. A sweet little baby made of soft latex, cotton stuffed. Has tinted features, stationary plastic eyes. Moveable rubber head, molded hair. Squeak voice. Wears diaper.
48 T 4031—About 11 in. tall. Ship. wt. 12 oz.. 87c

(N) LITTLE WALKING TODDLER WITH WARDROBE. 'Walks' when you guide her, turns head from side to side. Plastic sleeping eyes, moving arms. Saran hair. Doll with panties, pedal pusher outfit and scarf, dress and panty set, pajamas and robe, shoes, socks, comb, curlers—totals 16 pieces.
48 T 3841 - Abt. 9 in. tall. Ship. wt. 12 oz.....3.59

(P) KNIT SWEATER SET. Just like a real baby's. Soft cotton yarn knit sweater, bonnet, booties, and mittens. Include with one of Wards dolls.
48 T 4156—For 24 to 26 in. doll. Wt. 4 oz.....1.59
48 T 4155—For 19 to 23 in. doll. Wt. 4 oz . ..1.39
48 T 4154—For 15 to 18 in. doll. Wt. 3 oz 1.19
48 T 4153 For 10 to 14 in. doll. Wt. 3 oz.....1.00

(R) "DANCING DOLL," for decoration or play. Tall as a child. Ideal dancing partner when elastic on her feet is slipped over child's shoes. Cute buckram face, yarn hair, cotton stuffed body, floppy arms and legs. Removable pinafore dress
48 T 3875 L—Abt. 43 in. tall. Ship. wt. 5 lbs..10.95
48 T 3874 L—Abt. 30 in. tall. Ship. wt. 3 lbs.. 6.95

(J) LIFE-SIZE BABY WITH "ROOTED" SARAN HAIR. Can wear real baby clothes and be bathed like a baby. Life-like soft vinyl head with glassene sleeping eyes. Cotton stuffed latex skin body. Jointed arms, swing legs. Coos when you squeeze her. Has lovely "rooted Saran hair (choice of two styles). Read about "rooted" hair on Pg. 140. Wears size 1 pants and crinkle cotton jacket. Ship. wt. 5 lbs. 8 oz. each.
48 T 4002 L—About 29 in. tall. Hair styled as shown at right (T) 8.95
48 T 4001L—About 29 in. tall. Short curly hair as shown in sketch at left 6.95



A

B

C

D E F

148 WARNER

Baby Trix . . . Babee-Bee

BABY TRIX . . . NEW LIFELIKE ACTION DOLL 11.29

(A) "Baby Trix" waves her arms, kicks her legs and turns her head all by herself as she is cuddled. A new revolutionary principle of movement causes this life-like action. She also toddles, sits, cries, drinks and wets her diaper. Her [illegible] and legs and head are vinyl. Soft [illegible] which can be [illegible] and combed. Dressed in colorful [illegible] and girl with [illegible] Accessories include [illegible], plastic shoes, rayon socks, soap, tissues, nursing bottle, diaper and 3 clothes pins. Doll and accessories packed in [illegible] gored travel [illegible]ase. Shipping weight each 5 lbs. 4 oz.

48 T 4[illegible]8—[illegible]bt. 16 in. with "rooted" hair . . . $11.29

48 T 4289 L Doll abt. 16 in. with molded hair, accessories same as described above $9.45

(C) [illegible] DIAPER BAG SET. Quilted plastic bag has inside pocket for "wet" diapers. Scotty dog bottle holder [illegible] side fob, nursing bottle, 2 diapers, plastic protector, 3 safety pins and "Dolly's Baby Book" included.

48 T 4166—Plastic bag abt. 7½x5½ in. Ship. wt. 7 oz. $1.85

(D) (E) (F) DOLL'S TRAVELING CASES. Beautifully made of durable vinyl with zipper closings. Each has 4 metal buttons on bottom to help prevent scuffing.

(D) 48 T 4135—Train Bag—7½x5¼x2¼ in. Ship. wt. 4 oz. 79c

(E) 48 T 4133—Hat Box—5x6½ in. Ship. wt. 3 oz. 79c

(F) 48 T 4134—Duffle Bag—6x2¾x3 in. Wt. 3 oz. 79c

BABEE-BEE WITH HAT BOX CASE 8.95

(B) "Babee Bee's" beautifully molded head is of [illegible] soft vinyl—so smooth and pliable it feels like real flesh. Glamorous sleeping eyes with lashes, delicately [illegible] features and hair. Body is washable skin-soft rubber. Head, arms and legs are moveable. She drinks, wets her diaper, and cries. Dressed in [illegible]ueser, corduroy coat and booties. [illegible] panties and sleeper included. Accessories include doll scale, metal sterilizer and cover, bath mat, 6 nurser bottles and nipples, brush, funnel, measuring spoon, measuring cup, hot water bottle, soap, [illegible] and [illegible] plastic handle and metal catch. Case [illegible] does double duty. There are hours of fun in store for the little [illegible] who gets this doll with all these accessories. Ship. wt. 5 lbs.

48 T 4318 L Doll abt. 13 in. in Case $8.95

"BABEE BEE" SUNSUIT. Same [illegible] baby doll as pictured and described above but without carrying case and accessories. Dressed in diaper, corduroy coat and knitted [illegible]. Has nursing bottle and nipple. Ship. wt. 1 lb. 4 oz.

48 T 1032 Doll about 13 in. $4.94

READ "FACTS ABOUT DOLLS" ON PAGE 148.

Lovely Pla-Mates... "Walk" When Guided

MADE ESPECIALLY FOR WARDS BY AMERICA'S FOREMOST DOLL MANUFACTURERS

LOVELY NEW PLA MATE DOLLS, on opp. pg. and above, created especially for Wards by leading manufacturers of beautiful, well-made dolls. All but (A) offered exclusively at Wards.

PLA MATE DOLLS "WALK" when held by the hand and guided. They move their heads from side to side as they "walk" along. They can stand alone and can easily be made to sit down too.

MADE ENTIRELY OF HARD PLASTIC—practically unbreakable. Have beautiful features, well-proportioned bodies. Heads turn, moveable arms and legs. Glassene sleeping eyes, "real" lashes.

PLA-MATE DOLLS HAVE LONG STRANDS OF SARAN HAIR firmly stitched to a cloth foundation. Saran hair has the silky texture of beautiful human hair -can be washed, set and combed in any style.

THEIR CLOTHING IS EXQUISITELY DESIGNED of finest fabrics. Dresses are finished nicely, have snap-fastener closings. New, exciting details in costume and accessories on Pla-Mate dolls will delight the lucky child who receives one. Notice the lavish trimming and bouffant skirts of their gowns, the Bride's headdress, her bridal bouquet, and many other details.

(A) "AMERICAN BEAUTY," BY AMERICAN CHARACTER. She "walks" when you guide her. A truly glamorous beauty queen wearing a magnificent gown with fitted bodice and peplum of satin brocade and a lavishly ruffled nylon tulle skirt over taffeta underskirt. Tiny flowers are scattered in the ruffled tiers of her skirt. She wears a tiara of pearlized blossoms on her lovely hair. A hooped petticoat, taffeta panties and rayon satin dancing slippers complete her outfit. Other Pla-Mate features above. Ship. wts. 5 lbs.; 3 lbs., 8 oz.

48 T 3828 L—About 25 in. tall. 21.45

48 T 3827 L—About 22 in. tall.....16.95

(B) PLA-MATE WALKING DOLL, BY PARIS. A bewitching beauty who'll steal admiring glances wherever she goes—dressed in an enchanting gown of billowy nylon tulle over taffeta. Wide ruffle at bottom has a white flocked flower design. Velvet tie at waist, tiny roses with velvet ribbon in her curled hair. Petticoat, taffeta panties, socks and plastic slippers complete her outfit. Other Pla-Mate features above. Gift box. Ship. wts. 6 lbs., 4 oz.; 5 lbs., 2 lbs., 12 oz.

48 T 3942 L—About 28 in. tall . 18.45

48 T 3941 L—About 25 in. tall 16.45

48 T 3940 L—About 20 in. tall 11.45

(C) LOVELY "WALKING" BRIDE, BY PARIS. Radiant in her wedding finery. The lace trimmed bodice of her exquisite gown is of rich nylon satin, the billowy full skirt is of nylon net trimmed with lace. She wears a nylon veil with a coronet of flowers, and carries a bridal bouquet. Taffeta petticoat, panties, slippers and stockings complete her costume. Nylon gown is easy to clean, will always look lovely. Other Pla-Mate features above. Gift box. Ship. wts. 5 lbs.; 3 lbs. 4 oz., 2 lbs. 8 oz.

48 T 3902 L—About 25 in. tall.....17.95

48 T 3901 L—About 22 in. tall..... 13.95

48 T 3900 L—About 18 in. tall.....9.95

(D) WALKING DOLL IN "FUR" CAPE, BY MME. ALEXANDER. Her delicate beauty and exquisite costume suggest a story-book princess. A crown of flowers and sequins adorns her smoothly combed coiffure. Her beautiful gown of brocade satin is trimmed with flowers and tiny sequins. She has a silver-color bead bracelet, white "fur" cape, and little white gloves. Also wears a hooped half slip, lace trimmed panties, net stockings and satin slippers. Other Pla-Mate features above

48 T 3821 L—About 25 in. tall. Ship. wt. 3 lbs. 6 oz.....27.45

(E) PLA-MATE WALKER WITH WARDROBE, BY EFFANBEE. (Pictured above). This winsome little girl wears a rayon taffeta dress, panties, socks and slippers. Wardrobe includes bonnet, a 2-pc. taffeta pajama set, housecoat, organdy dress, taffeta slip and plaid coat. Plastic shoe bag contains dancing slippers and roller skate shoes. Plaid handbag, brush and comb, shoe horn, rocket, hair barrettes incl. Sturdy metal trunk 15½x9½x9 in. with snap lock. Other Pla-Mate features above.

48 T 3844 L—18-in. Doll with Wardrobe. Ship. wt. 11 lbs....19.95

HERE ARE SOME FACTS ABOUT WARDS DOLLS TO HELP YOU IN MAKING YOUR SELECTION

OVER 100 DOLLS FROM WHICH TO CHOOSE. Carefully selected from the standpoint of quality in materials and workmanship. Wards work closely with leading manufacturers in planning all details, to bring you the finest available in dolls.

DOLL BODIES. Baby dolls are made of soft plastic or latex stuffed with cotton, have soft, life-like vinyl plastic heads, the finest quality made. Soft molded rubber is used for drinking-wetting dolls. Girl dolls that stand or walk are made of hard plastic, lightweight, almost unbreakable, permit finer modeling.

EYES may be painted, plastic inset or moveable sleeping eyes. Best sleeping eyes are Glassene (celluloid iris over a steel base) with "real" lashes. Lashes on inexpensive dolls are painted on.

CLOTHING varies in fabric, fitting and finishing. Finest dolls have clothing of best quality fabrics; trim and finishing is detailed, dresses have snap fasteners or button closings.

DOLL WIGS. All Wards dolls wigs (except on miniatures) are made of Saran—a synthetic product that has the sheen and texture of beautiful human hair. It can be washed, set and curled. Girl dolls on these two pages have wigs of long strands of Saran, firmly stitched to a cloth foundation. Many baby dolls have "rooted" Saran hair (see Page 140), which won't pull out.

SPECIAL FEATURE DOLLS. Baby Trix, Pg. 148; Drinking and Wetting Dolls, Pg. 148; "Rooted" Hair Dolls, Pgs. 140-141; Terri-Lee, Pg. 142-143; Dancing Doll, Pg. 147, "Scotty" Dress Doll, Pg. 141.

WOODBURY HARDWARE CO.

Headquarters for American Flyer *Trains*

WOODBURY HARDWARE COMPANY

AMERICAN FLYER

NO. 5401T "THE CRUSADER"
¾ UNIT STEAM-TYPE FREIGHT TRAIN
25 PIECES • 31" LONG • 120" OF RUNNING TRACK

NO. 5401T SET INCLUDES:

1—#307 Atlantic type Steam Locomotive, 4-4-2 with eccentric arm double action piston rods and side rods, headlight, remote control and Pull-Mor.

1—#307 Atlantic Tender with 4 wheel double "sintered iron" trucks and knuckle coupler.

1—#905 Flat Car with six logs, 4 wheel double "sintered iron" trucks and knuckle couplers.

1—#938 Caboose with 4 wheel double "sintered iron" trucks and knuckle couplers front and rear

12 pcs.—#702 2 rail "T" formed flat top curved track, 10" long.

1—#704 Car Uncoupler.

1—#690 Lock-on Track Terminal.

1—#1½ 50 watt Transformer with 3 binding posts.

1—Instruction Manual

1—List of Authorized Service Stations.

Packed 1 to Ctn., Approx. Wt. 6 lbs.

NO. 5401T (w/Trans.).....EACH $18.95

QUANTITY ORDERED _____

No. 5306T "THE SILVER BULLET"—6 UNIT STREAMLINER PASSENGER TRAIN
WITH SMOKE CHOO-CHOO SOUND AND TRANSFORMER—22 PIECE SET

"THE SILVER BULLET" MEASURES 3 FT., 3 IN. LONG.

TRACK FORMS 150" CIRCLE.

SET INCLUDES

1 No. 356 "Silver Bullet" 4-6-2 Steam Type Locomotive with Remote Control and Headlight
1 No. 356 Silver Bullet Tender
2 No. 6555 Silver Coaches
12 sections No. 702 Two Rail "T" formed Flat Top Curved Track
1 No. 40 3-piece Smoke Set with Funnel Capsule and Brush
1 No. 704 Manual Control Car Uncoupler
1 No. 690 Lock-on Track Terminal
1 No. 1½ Underwriters Approved 45 Watt Transformer
1 Illustrated Train Book
1 List of Authorized Service Stations

NO. K5406T "THE SILVER BULLET"
¾ UNIT STREAMLINED STEAM TYPE
PASSENGER TRAIN
22 PIECES • 39" LONG • 120" OF RUNNING TRACK

NO. K5406T SET INCLUDES:

1—#354 Streamlined steam type locomotive, 4-6-2, with eccentric arm triple action piston rods and side rods, headlight, remote control, choo-choo sound and real red glowing smoke. Satin Silver Finish.

1—#354 Silver Bullet Tender with 4 wheel double "sintered iron" trucks and knuckle coupler. Satin Silver Finish.

1—#40 3 piece Smoke Set. Funnel, capsule and brush

2—#9555 Coaches, Satin silver finish.

12 pcs.—#702 2 rail "T" formed flat top curved track, 10" long.

1—#704 Car Uncoupler.

1—#690 Lock-on Track Terminal

1—#1½ 50 watt Transformer with 3 binding posts.

1—Instruction Manual.

1—List of Authorized Service Stations.

Packed 1 to ctn., approx. wt. 9 lbs.

NO. K5406T (w/Trans.).....EACH $23.95

QUANTITY ORDERED _____

NO. K5407T "THE SILVER BULLET"
¾ UNIT STREAMLINED STEAM TYPE
FREIGHT TRAIN
22 PIECES • 34" LONG • 120" OF RUNNING TRACK

NO. K5407T SET INCLUDES:

1—#354 Streamlined steam type locomotive, 4-6-2, with eccentric arm triple action piston rods and side rods, headlight, remote control, choo-choo sound and real red glowing smoke. Satin Silver Finish.

1—#354 Silver Bullet Tender with 4 wheel double "sintered iron" trucks and knuckle coupler. Satin Silver Finish.

1—#40 3 piece Smoke Set. Funnel, capsule and brush

1—#906 Wrecker Car and Crane with 4 wheel double "sintered iron" trucks and knuckle couplers

1—#907 Boom car carrying wheels with 4 wheel double "sintered iron" trucks and knuckle couplers front and rear.

12 pcs.—#702 2 rail "T" formed flat top curved track, 10" long.

1—#704 Car Uncoupler.

1—#690 Lock-on Track Terminal.

1—#1½ 50 watt Transformer with 3 binding posts.

1—Instruction Manual.

1—List of Authorized Service Stations.

Packed 1 to ctn., approx. wt. 9 lbs.

NO. K5407T (w/Trans.).....EACH $23.95

QUANTITY ORDERED _____

No. 53111 "THE BLACK DIAMOND"—5 UNIT STEAM TYPE PASSENGER TRAIN
WITH RED GLOWING SMOKE CHOO-CHOO SOUND AND TRANSFORMER—34 PIECE SET

TRACK FORMS 120" CIRCLE.

"BLACK DIAMOND" PASSENGER MEASURES 6 FT., 2 IN. LONG.

"BLACK DIAMOND" PASSENGER SET INCLUDES

1 No. 302 "Atlantic" 4-6-2 Locomotive with Red Glowing Smoke Choo-Choo sounds, smoke control and headlight
1 No. 302 Atlantic Tender
1 No. 40 3 piece Smoke Set with Funnel Capsule and Brush
1 No. 651G Green Express and Baggage Car
2 No. 655G Green Coaches.
12 sections No. 702 Two Rail "T" formed Flat Top Curved Track
1 No. 704 Manual Car Uncoupler
1 No. 690 Lock-on Track Terminal
1 No. ½ Underwriters Approved 45 Watt Transformer
1 Illustrated Train Book
1 List of Authorized Service Stations

No. 53121 "THE BLACK DIAMOND"—6 UNIT STEAM TYPE FREIGHT TRAIN
WITH RED GLOWING SMOKE, CHOO-CHOO SOUND AND TRANSFORMER—29 PIECE SET

"BLACK DIAMOND" FREIGHT MEASURES 4 FT. LONG.
TRACK FORMS 120" CIRCLE.

"BLACK DIAMOND" FREIGHT OUTFIT INCLUDES

1 No. 302 "Atlantic" 4-6-2 Locomotive with Red Glowing Smoke, Choo Choo sounds, remote control and headlight
1 No. 302 "Atlantic" Tender
1 No. 40 3-piece Smoke Set with Funnel, Capsule and Brush
1 No. 641 Gondola Car
1 No. 633 Refrigerator Car
1 No. 611 Cattle Car
1 No. 611 [illegible]
12 sections No. 702 Two Rail "T" formed Flat Top Curved Track
1 No. 704 Manual Car Uncoupler
1 No. 690 Lock-on Track Terminal
1 No. 1½ Underwriters Approved 45 Watt Transformer
1 Illustrated Train Book
1 List of Authorized Service Stations

WOODBURY HARDWARE COMPANY

AMERICAN FLYER

NO. K5411T "THE ARROW"
5 UNIT STEAM TYPE PASSENGER TRAIN
20 PIECES · 50" LONG · 120" OF RUNNING TRACK

NO. K5411T SET INCLUDES:

1—#287 Pacific type steam locomotive, 4-6-2, with eccentric arm triple action piston rods and side rods, headlight, remote control and Pull-Mor.

1—#287 "Arrow" tender with 4 wheel double "sintered iron" trucks and knuckle coupler.

1—#951G Express and Baggage Car, Green, with 4 wheel double "sintered iron" trucks and knuckle couplers.

2—#955G Coaches, Green, with 4 wheel double "sintered iron" trucks and knuckle couplers.

12 pcs.—#702 2 rail "T" formed flat top curved track, 10" long.

1—#704 Car Uncoupler.

1—#690 Lock-on Track Terminal.

1—#1½ 50 watt Transformer with 3 binding posts.

1—Instruction Manual

1—List of Authorized Service Stations.

Packed 1 to ctn., wt. approx. 10 lbs.

NO. K5411T (w/Trans.).....EACH $28.95

QUANTITY ORDERED _____

NO. K5412T "THE ARROW"
6 UNIT STEAM TYPE FREIGHT TRAIN
21 PIECES · 49" LONG · 120" OF RUNNING TRACK

NO. K5412T SET INCLUDES:

1—#287 Pacific type steam locomotive, 4-6-2, with eccentric arm triple action piston rods and side rods, headlight, remote control and Pull-Mor.

1—#287 "Arrow" tender with 4 wheel double "sintered iron" trucks and knuckle coupler.

1—#941 Gondola with 4 wheel double "sintered iron" trucks and knuckle couplers.

1—#923 Refrigerator Car with 4 wheel double "sintered iron" trucks and knuckle couplers.

1—#925 Oil Tank Car with 4 wheel double "sintered iron" trucks and knuckle couplers.

1—#938 Caboose with 4 wheel double "sintered iron" trucks and knuckle couplers front and rear.

12 pcs.—#702 2 rail "T" formed flat top curved track, 10" long.

1—#704 Car Uncoupler.

1—#690 Lock-on Track Terminal.

1—#1½ 50 watt Transformer with 3 binding posts.

1—Instruction Manual.

1—List of Authorized Service Stations.

Packed 1 to ctn., approx. wt. 10 lbs.

NO. K5412T (w/Trans.).....EACH $28.95

QUANTITY ORDERED _____

NO. K5417T 4 UNIT GM DIESEL
SWITCHER WORK TRAIN
19 PIECES · 36" LONG · 120" OF RUNNING TRACK

NO. K5417T SET INCLUDES

1—#371 Diesel locomotive with headlight and rear light, remote control and knuckle coulers front and rear.

1—#909 GirderCar with 4 wheel double "sintered iron" trucks and knuckle couplers.

1—#906 Wrecker Car and Crane with 4 wheel double "sintered iron" trucks and knuckle couplers.

1—#907 Boom Car carrying wheels with 4 wheel double "sintered iron" trucks and knuckle couplers front and rear.

12 pcs.—#702 2 rail "T" formed flat top curved track, 10" long.

1—#704 Car Uncoupler.

1—#690 Lock-on Track Terminal.

1—#1½ 50 watt Transformer with 3 binding posts.

1—Instruction Manual.

1—List of Authorized Service Stations.

Packed 1 to ctn., approx. wt. 8 lbs.

NO. K5417T (w/Trans.).....EACH $30.95

QUANTITY ORDERED _____ _____

NO. K5418T "THE BLACK DIAMOND"
5 UNIT STEAM TYPE PASSENGER TRAIN
23 PIECES · 57" LONG · 120" OF RUNNING TRACK

NO. K5418T SET INCLUDES:

1—#303 Atlantic type steam locomotive, 4-4-2, with eccentric arm triple action piston rods and side rods, headlight, remote control, choo-choo sound, real red glowing smoke and Pull-Mor.

1—#303 Atlantic Tender with 4 wheel double "sintered iron" trucks and knuckle coupler.

1—#40 3 pc. Smoke Set—funnel, capsule and brush.

1—#960C Illuminated streamlined baggage and club car with 4 wheel double die cast metal trucks, and knuckle couplers. Satin Silver Finish.

1—#962C Illuminated streamlined Vista Dome car with 4 wheel double die cast metal trucks and knuckle couplers. Satin Silver Finish.

1—#963C Illuminated lounge and observation car with 4 wheel double die cast metal trucks and knuckle couplers. Satin Silver Finish.

12 pcs.—#702 2 rail "T" formed flat top curved track, 10" long.

1—#706 Electric uncoupler.

1—#690 Lock-on Track Terminal.

1—#1½ 50 watt Transformer with 3 binding posts.

1—Instruction Manual.

1—List of Authorized Service Stations.

Packed 1 to ctn., approx. wt. 12 lbs

NO. K5418T (w/Trans.).....EACH $36.00

QUANTITY ORDERED _____

WOODBURY HARDWARE COMPANY

AMERICAN FLYER

NO. K5419T "THE BLACK DIAMOND"
8 UNIT STEAM TYPE FREIGHT TRAIN
24 PIECES • 57" LONG • 120" OF RUNNING TRACK

NO. K5419T SET INCLUDES:

1—#303 Atlantic type steam locomotive, 4-4-2, with eccentricarm triple action piston rods and side rods, headlight, remote control, choo-choo sound, real red glowing smoke and Pull-Mor

1—#303 Atlantic tender with 4 wheel double "sintered iron" trucks and knuckle coupler.

1—#40 3 pc. Smoke Set—funnel, capsule and brush.

1—#934 Die-cast metal car with floodlight, 4 wheel double "sintered iron" trucks and knuckle couplers.

1—#928 Log Car with 4 wheel double "sintered iron" trucks and knuckle couplers.

1—#945 Die-cast metal boom and work car, 4 wheel double "sintered iron" trucks and knuckle couplers on front and rear.

12 pcs.—#702 2 rail "T" formed flat top curved track, 10" long.

1—#706 Electric Uncoupler.

1—#690 Lock-on Track Terminal.

1—#1½ 50 watt Transformer with 3 binding posts.

1—Instruction Manual.

1—List of Authorized Service Stations.

Packed 1 to ctn., approx. wt. 14 lbs.

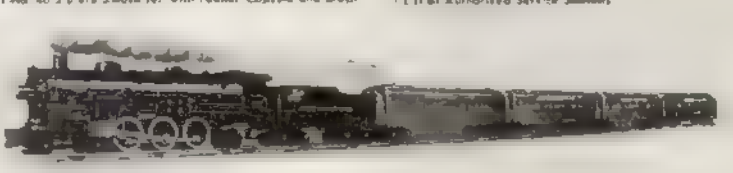
NO. K5419T (w/Trans.).....EACH $36.00

QUANTITY ORDERED _____

No. 5322T "THE MOUNTAINEER"—6 UNIT STEAM TYPE PASSENGER TRAIN
WITH RED GLOWING SMOKE, CHOO-CHOO SOUND AND TRANSFORMER—34 PIECE SET
TRAIN MEASURES 3 FT., 3 IN. LONG
TRACK FORMS 140" OVAL

OUTFIT INCLUDES
No. 282 "Pacific" type 4-6-2 Locomotive with Red Glowing Smoke, Choo Choo sound and remote control
No. 282 "Pacific" type tender
1 No. 40 3 pc. Smoke set with Funnel, Capsule and Brush
1 No. 6518 Red Express and Baggage Car
2 No. 6558 Red Coaches
1 No. 6528 Pullman with 6 wheel trucks
12 sections No. 702 Two Rail "T" formed Flat Top Curved Track
2 sections No. 700 Two Rail "T" formed Flat Top Straight Track
14 No. 693 Track Locks
1 No. 706 Remote Control Electric Car Uncoupler
1 No. 690 Lock-on Track Terminal
1 No. 2 Underwriters Approved 75 watt Transformer
1 Illustrated Train Book
1 List of Authorized Service Stations

NO. K5422T "THE MOUNTAINEER"
6 UNIT STEAM TYPE PASSENGER TRAIN
40 PIECES • 63" LONG • 140" OF RUNNING TRACK



NO. K5422T SET INCLUDES:

1—#283 Pacific type steam locomotive, 4-6-2, with eccentric arm triple action piston rods and side rods, headlight, remote control, choo-choo sound, real red glowing smoke and Pull-Mor.

1—#283 Mountaineer Tender with 4 wheel double "sintered iron" trucks and knuckle coupler.

1—#40 3 pc. Smoke Set—funnel, capsule and brush

1—#951R Express & Baggage Car, red, with 4 wheel double "sintered iron" trucks and knuckle couplers.

2—#955R Coaches, red, with 4 wheel double "sintered iron" trucks and knuckle couplers.

1—#952R Pullman, red, illuminated, with 6 wheel double die-cast metal trucks and knuckle couplers.

12 pcs.—#702 2 rail "T" formed flat top curved track, 10" long.

2 pcs.—#700 2 rail "T" formed flat top straight track, 10" long

14—#693 Track locks.

1—#706 Electric uncoupler.

1—#690 Lock-on Track Terminal.

1—#1½ 50 watt Transformer with 3 binding posts.

1—Instruction Manual.

1—List of Authorized Service Stations.

Packed 1 to ctn., approx. wt. 13 lbs.

NO. K5422T (w/Trans.).....EACH $38.75

QUANTITY ORDERED _____

NO. K5423T "THE MOUNTAINEER"
8 UNIT STEAM TYPE FREIGHT TRAIN
42 PIECES • 64" LONG • 140" OF RUNNING TRACK

NO. K5423T SET INCLUDES:

1—#283 Pacific type locomotive, 4-6-2, with eccentric arm triple action piston rods, and side rods, headlight, remote control, choo-choo sound, real red glowing smoke and Pull-Mor.

1—#283 Mountaineer Tender with 4 wheel double "sintered iron" trucks and knuckle coupler.

1—#40 3pc. Smoke Set—funnel, capsule, brush.

1—#942 Box Car with 4 wheel double "sintered trucks and knuckle couplers.

1—#925 Oil Tank car with 4 wheel double "sintered iron" trucks and knuckle couplers.

1—#923 Refrigerator car with 4 wheel double "sintered iron" trucks and knuckle couplers.

1—#931 Gondola with 4 wheel double "sintered iron" trucks and knuckle couplers.

1—#930 Illuminated Caboose with 4 wheel double "sintered iron" trucks and knuckle couplers front and rear.

12 pcs.—#702 2 rail "T" formed flat top curved track, 10" long.

2 pcs.—#700 2 rail "T" formed flat top straight track, 10" long.

14—#693 Track Locks.

1—#706 Electric Uncoupler.

1—#690 Lock-on Track Terminal.

1—#1½ 50 watt Transformer with 3 binding posts.

1—Instruction Manual.

1—List of Authorized Service Stations.

Packed 1 to ctn., approx. wt. 13 lbs.

NO. K5423T (w/Trans.).....EACH $38.75

QUANTITY ORDERED _____

NO. K5434T "THE SILVER COMET"
4 UNIT "A" DIESEL PASSENGER TRAIN
35 PIECES • 54" LONG • 140" OF RUNNING TRACK

NO. K5434 SET INCLUDES:

1—#468 Diesel "A" Unit with headlight, remote control and knuckle couplers front and rear. Silver painted.

1—#960B Illuminated streamlined Baggage and Club Car with 4 wheel double die cast metal trucks and knuckle couplers. Satin Silver Finish.

1—#962B Illuminated streamlined Vista dome car with 4 wheel double die-cast metal trucks and knuckle couplers. Satin Silver Finish.

1—#963B Illuminated Lounge and Observation car with 4 wheel double die-cast metal trucks and knuckle couplers. Satin Silver Finish.

12 pcs.—#702 2 rail "T" formed flat top curved track, 10" long.

2 pcs.—#700 2 rail "T" formed flat top straight track, 10" long.

14—#693 Track Locks.

1—#706 Electric Uncoupler.

1—#690 Lock-on Track Terminal.

1—#1½ 50 watt Transformer with 3 binding posts.

1—Instruction Manual.

1—List of Authorized Service Stations.

Packed 1 to ctn., approx. wt. 13 lbs.

NO. K5434T (w/Trans.).....EACH $41.50

QUANTITY ORDERED _____

WOODBURY HARDWARE COMPANY

AMERICAN FLYER

NO. K5435T "THE SILVER COMET"
5 UNIT "A" DIESEL FREIGHT TRAIN
36 PIECES · 54" LONG · 140" OF RUNNING TRACK

NO. K5435T SET INCLUDES:

1—#486 Diesel "A" unit with headlight, remote control and knuckle couplers front and rear. Satin Silver Finish.
1—#934 Die-cast metal car with floodlight, 4 wheel double "sintered iron" trucks and knuckle couplers.
1—#936 Die-cast metal Depressed Center car with reel, 6 wheel double die-cast trucks and knuckle couplers.
1—#928 Log Car with 4 wheel double "sintered iron" trucks and knuckle couplers.
1—#945 Die-cast metal boom and work car, 4 wheel double "sintered iron" trucks and knuckle couplers front and rear.
12 pcs.—#702 2 rail "T" formed flat top curved track, 10" long.
2 pcs.—#700 2 rail "T" formed flat top straight track, 10" long.
14—#693 Track Locks.
1—#706 Electric Uncoupler.
1—#690 Lock-on Track Terminal.
1—#1½ 50 watt Transformer with 3 binding posts.
1—Instruction Manual.
1—List of Authorized Service Stations.
Packed 1 to ctn., approx. wt. 13 lbs.

NO. K5435T (w/Trans.).....EACH $41.50

QUANTITY ORDERED _____

NO. K5436T "THE METEOR"
8 UNIT STEAM TYPE PASSENGER TRAIN
45 PIECES · 66" LONG · 160" OF RUNNING TRACK

NO. K5436T SET INCLUDES:

1—#293 Meteor Steam Locomotive, 4-6-2, with eccentric arm triple action piston rods and side rods, remote control, headlight, choo-choo sound, real red glowing smoke and Pull-Mor.
1—#293 Meteor Tender with stoker, 4 wheel double "sintered iron" trucks, knuckle coupler.
1—#40 3 pc. Smoke Set—funnel, capsule, brush
1—#L51G Express and Mail Car, green, with 4 wheel double "sintered iron" trucks and knuckle couplers.
1—#953G Baggage and Club Car, green, illuminated with 6 wheel double die-cast metal trucks and knuckle couplers.
1—#952G Pullman Car, green. Illuminated with 6 wheel double die-cast metal trucks and knuckle couplers.
1—#954G Lounge and Observation Car, green. Illuminated with6 wheel double die-cast metal trucks and knuckle couplers.
12 pcs.—#702 2 rail "T" formed flat top curved track, 10" long
4 pcs.—#700 2 rail "T" formed flat top straight track, 10" long.
16—#693 Track Locks.
1—#706 Electric Uncoupler.
1—#690 Lock-on Track Terminal.
1—#4B 100 watt Transformer with Circuit Breaker.
1—Instruction Manual.
1—List of Authorized Service Stations.
Packed 1 to ctn., approx. wt. 15 lbs.

NO. K5436T (w/Trans.).....EACH $46.75

QUANTITY ORDERED _____

NO. K5437T "THE METEOR"
8 UNIT STEAM TYPE FREIGHT TRAIN
47 PIECES · 65" LONG · 160" OF RUNNING TRACK

NO. K5437T SET INCLUDES:

1—#293 Meteor steam locomotive, 4-6-2, with eccentric arm triple action piston rods and side rods, remote control, headlight, choo-choo sound, real red glowing smoke and Pull-Mor
1—#293 Meteor Tender with stoker, 4 wheel double "sintered iron" trucks, knuckle couplers.
1—#40 3pc. Smoke Set—funnel, capsule, brush.
1—#947 Refrigerator Car with 4 wheel double "sintered iron" trucks and knuckle couplers.
1—#924 Cement car with 4 wheel double "sintered iron" trucks and knuckle couplers.
1—#925 Oil Tank Car with 4 wheel double "sintered iron" trucks and knuckle couplers.
1—#929 Cattle Car with 4 wheel double "sintered iron" trucks and knuckle couplers.
1—#933 Box Car with 4 wheel double "sintered iron" trucks and knuckle couplers.
1—#930 Caboose with light, 4 wheel double "sintered iron" trucks and knuckle couplers front and rear.
12 pcs. #702 2 rail "T" formed flat top curved track, 10" long
4 pcs. #700 2 rail "T" formed flat top straight track, 10" long
16—#693 Track locks.
1—#706 Electric Uncoupler.
1—#690 Lock-on Track Terminal.
1—#4B 100 watt Transformer with Circuit Breaker.
1—Instruction Manual.
1—List of Authorized Service Stations.
Packed 1 to ctn., approx. wt. 15 lbs.

NO. K5437T (w/Trans.).....EACH $46.75

QUANTITY ORDERED _____

NO. K5440T "THE YARD KING"
6 UNIT STEAM TYPE SWITCHER AND WORK TRAIN

NO. K5440T SET INCLUDES:

1—#343 Yard King Steam type locomotive, 0-8-0, with eccentric arm triple action piston rods, side rods, connecting rods, headlight, remote control, choo-choo sound, real red glowing smoke and Pull-Mor. Knuckle coupler on front.
1—#343 Yard King Tender with 4 wheel double "sintered iron" trucks and knuckle coupler
1—#40 3pc. Smoke Set-funnel, capsule, brush.
1—#953R Utility Car, red. Illuminated with 6 wheel double die-cast metal trucks and knuckle couplers.
1—#944 Operating Wrecking Crane with double die-cast metal trucks and operating hoist.
1—#945 Boom Car with cab. 4 wheel double "sintered iron" trucks and knuckle couplers front and rear.
12 pcs. #702 2 rail "T" formed flat top curved track, 10" long.
4 pcs. #700 2 rail "T" formed flat top straight track, 10" long.
16—#693 Track Locks.
1—#706 Electric Uncoupler.
1—#690 Lock-on Track Terminal.
1-#4B 100 watt Transformer with Circuit Breaker
1—Instruction Manual.
1—List of Authorized Service Stations
Packed 1 to ctn., approx. wt. 17 lbs.

NO. K5440T (w/Trans.).....EACH $51.75

QUANTITY ORDERED _____

WOODBURY HARDWARE COMPANY

AMERICAN FLYER

No. K5345W "THE TRAIL BLAZER"—6 UNIT STEAM TYPE PASSENGER AND MAIL TRAIN

WITH RED GLOWING SMOKE CHOO-CHOO SOUND, "PULL-MOR" AND WHISTLE—47 PIECE SET

"THE TRAIL BLAZER" MAIL TRAIN MEASURES 5½ FT. LONG. TRACK FORMS 140" OVAL.

No. K5345W Trail Blazer Pacific Passenger

TRAIN SET INCLUDES:

1 No. 316 Pennsylvania K-5 4-6-2 Locomotive and Tender with "Pull-mor", Red Glowing Smoke Air Chime Whistle and Remote Control.
1 No. 40 3-Piece Smoke Set, with Funnel, Capsule and Brush
1 No. 708 Air Chime Whistle Control.
1 No. 9168 Red Mail Pick-up Car with 2 Mail Bags.
1 No. 713 Mail Bag Holder with Track Lock-on.
1 No. 9538 Illuminated Red Club & Baggage Car.
1 No. 9528 Illuminated Red Pullman
No. 9548 Illuminated Red Lounge and Observation Car.
12 sections No. 702 Two Rail "T" formed Flat Top Curved Track.
4 sections No. 700 Two Rail "T" formed Flat Top Straight Track.
16 No. 693 Track Locks.
1 No. 706 Remote Control Electric Car Uncoupler.
1 No. 690 Lock-on Track Terminal.
1 Illustrated Train Book—Authorized Service Station List.

No. K5346W "THE TRAIL BLAZER"—8 UNIT STEAM TYPE FREIGHT TRAIN

WITH RED GLOWING SMOKE CHOO-CHOO SOUND, "PULL-MOR" AND WHISTLE—47 PIECE SET

THE TRAIL BLAZER FREIGHT MEASURES 5 FT., 7 IN. LONG. TRACK FORMS 140" OVAL.

No. K5346W Trail Blazer Pacific Freight

TRAIN SET INCLUDES:

1 No. 316 Pennsylvania K-5 4-6-2 Locomotive and Tender with "Pull-mor", Red Glowing Smoke, Choo Choo sound and Remote Control
1 No. 40 3-Piece Smoke Set with Capsule, Funnel and Brush
1 No. 708 Air Chime Whistle Remote Control Unit.
1 No. 915 Automatic Unloading Car with Racer.
1 No. 920 Gondola Car
1 No. 928 Log Car with logs.
1 No. 931 Coal Car
No. 922 Box Car
1 No. 930 Illuminated Caboose.
12 sections No. 702 Two Rail "T" formed Flat Top Curved Track.
4 sections No. 700 Two Rail "T" formed Flat Top Straight Track.
16 No. 693 Track Locks
1 No. 706 Remote Control Electric Car Uncoupler
1 No. 690 Lock-on Track Terminal.
1 Illustrated Train Book—Authorized Service Station List.

No. K5351W "THE PACEMAKER"—6 UNIT STEAM TYPE PASSENGER TRAIN

WITH RED GLOWING SMOKE CHOO-CHOO SOUND "PULL-MOR" AND WHISTLE—48 PIECE SET

"THE PACEMAKER" PASSENGER TRAIN MEASURES 6 FT. LONG. TRACK FORMS 180" OVAL.

No. K5351W Pacemaker Hudson Passenger

SET COMPRISES:

1 No. 326 Hudson type J-3A 4-6-4 Locomotive and Tender with Red Glowing Smoke, Choo Choo sound, "Pull-mor", Air Chime Whistle and Remote Control.
1 No. 40 3-Piece Smoke Set, with Funnel, Capsule and Brush.
1 No. 708 Remote Control Air Chime Whistle Unit.
1 No. 960 Illuminated Baggage & Club Car.
1 No. 961 Illuminated Pullman.
1 No. 962 Illuminated Vista Dome Car.
1 No. 963 Illuminated Lounge and Observation Car
12 sections No. 702 Two Rail "T" formed Flat Top Curved Track.
8 sections No. 700 Two Rail "T" formed Flat Top Straight Track.
18 No. 693 Track Locks
1 No. 706 Remote Control Electric Car Uncoupler
1 No. 690 Lock-on Track Terminal.
1 Illustrated Train Book—Authorized Service Station List

No. K5352W "THE PACEMAKER"—8 UNIT STEAM TYPE FREIGHT TRAIN

WITH RED GLOWING SMOKE CHOO-CHOO SOUND "PULL-MOR" AND WHISTLE—50 PIECE SET

"THE PACEMAKER" FREIGHT MEASURES 6 FT., 3 IN. LONG.

TRACK FORMS 180" OVAL.

No. K5352W Pacemaker Hudson Freight

OUTFIT INCLUDES

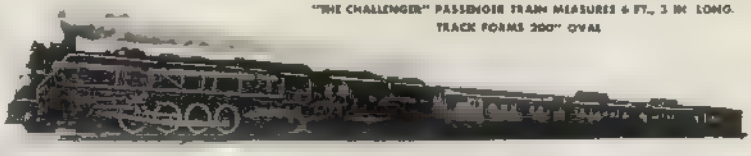
1 No. 326 Hudson type 4-6-4 J-3A Locomotive and Tender with Red Glowing Smoke Air Chime Whistle "Pull-mor" and Remote Control.
1 No. 40 3-Piece Smoke Set with Funnel Capsule and Brush
1 No. 708 Remote Control Air Chime Whistle unit
1 No. 928 Log Car
1 No. 936 Depressed Center Car with Cable Reel
3 No. 937 Box Car
1 No. 946 Depressed Center Car with Floodlight and Generator
1 No. 925 Oil Tank Car
1 No. 930 Illuminated Caboose
12 sections No. 702 Two Rail "T" formed Flat Top Curved Track.
6 sections No. 700 Two Rail "T" formed Flat Top Straight Track.
18 No. 693 Track Locks
1 No. 706 Remote Control Electric Car Uncoupler
1 Illustrated Train Book—Authorized Service Station List.

No. K5357W "THE CHALLENGER"—6 UNIT STEAM TYPE PASSENGER TRAIN

WITH RED GLOWING SMOKE WHISTLE "PULL-MOR" AND CHOO-CHOO SOUND—52 PIECE SET

"THE CHALLENGER" PASSENGER TRAIN MEASURES 6 FT., 3 IN. LONG.

TRACK FORMS 200" OVAL



No. K5357W Challenger U. P. Passenger

SET INCLUDES:

1 No. 336 "Northern" 4-8-4 Locomotive with 6-wheel truck Vanderbilt Tender Red Glowing Smoke "Pull-mor" Choo-Choo Sound, Air Chime Whistle and Remote Control
1 No. 40 3-Piece Smoke set with Funnel, Capsule and Brush.
1 No. 708 Air Chime Whistle Remote Control unit.
1 No. 960 Illuminated Baggage & Club Car
2 No. 962 Illuminated Vista Dome Cars.
1 No. 963 Illuminated Lounge and Observation Car.
12 sections No. 702 Two Rail "T" formed Flat Top Curved Track.
8 sections No. 700 Two Rail "T" formed Flat Top Straight Track
20 No. 693 Track Locks
1 No. 706 Remote Control Electric Car Uncoupler
1 No. 690 Lock-on Track Terminal
1 Illustrated Train Book—Authorized Service Station List

No. K5358W "THE CHALLENGER"—8 UNIT STEAM TYPE FREIGHT TRAIN

WITH RED GLOWING SMOKE CHOO-CHOO SOUND WHISTLE AND "PULL-MOR"—55 PIECE SET

"THE CHALLENGER" FREIGHT MEASURES 6 FT., 3 IN. LONG

TRACK FORMS 200" OVAL.

No. K5358W Challenger U. P. Freight

OUTFIT COMPRISES:

1 No. 336 "Northern" type 4-8-4 Locomotive and Tender with Red Glowing Smoke, "Pull-mor" Choo-Choo sound, Air Chime Whistle and Remote Control
1 No. 40 3-Piece Smoke Set with Funnel Capsule and Brush
1 No. 708 Air Chime Whistle Remote Control unit.
1 No. 912 Box Car
1 No. 921 Coal Car
1 No. 920 Gondola
1 No. 947 Refrigerator Car
1 No. 924 Cement Car.
1 No. 929 Stock Car
1 No. 930 Illuminated Caboose.
12 sections No. 702 Two Rail "T" formed Flat Top Curved Track
8 sections No. 700 Two Rail "T" formed Flat Top Straight Track.
20 No. 693 Track Locks
1 No. 706 Remote Control Electric Car Uncoupler
1 Illustrated Train Book—Authorized Service Station List

No. K5363W "THE SILVER ROCKET"—8 UNIT DIESEL FREIGHT TRAIN

WITH TWO WORM DRIVE MOTORS, AIR CHIME WHISTLE AND REMOTE CONTROL—47 PIECE SET

No. K5363W Silver Rocket Diesel Freight

SET INCLUDES

1 No. 474 Twin motored Diesel "A" unit with Headlight and Remote Control
1 No. 475 Diesel "A" unit with Air Chime Whistle and Headlight
No. 708 Remote Control Air Chime Whistle Unit
No. 936 Depressed Center Car with Reel
1 No. 941 Gondola Car
1 No. 946 Depressed Center Car with Generator and Floodlight
1 No. 912 Box Car
1 No. 925 Oil Tank Car
1 No. 930 Illuminated Caboose
12 sections No. 702 Two Rail "T" formed Flat Top Curved Track
6 sections No. 700 Two Rail "T" formed Flat Top Straight Track
18 No. 693 Track locks
1 No. 706 Remote Control Electric Car Uncoupler
1 No. 690 Lock-on Track Terminal
1 Illustrated Instruction Book—Authorized Service Station List

"THE SILVER ROCKET" DIESEL FREIGHT MEASURES 6 FT., 4 IN. LONG. TRACK FORMS 200" OVAL.

No. K5364W "THE SILVER ROCKET"—6 UNIT DIESEL PASSENGER TRAIN

No. K5364W Silver Rocket Diesel Passenger

WITH TWO WORM DRIVE MOTORS AIR CHIME WHISTLE AND REMOTE CONTROL—45 PIECE SET

OUTFIT COMPRISES

No. 474 Twin motored Diesel "A" unit with Headlight and Remote Control.
No. 475 Diesel "A" unit with Air Chime Whistle and Headlight
No. 708 Remote Control Air Chime Whistle Unit
3 No. 962 Illuminated Vista Dome Cars.
1 No. 963 Illuminated Lounge & Observation Car
12 sections No. 702 Two Rail "T" formed Flat Top Curved Track
6 sections No. 700 Two Rail "T" formed Flat Top Straight Track
18 No. 693 Track locks.
1 No. 706 Remote Control Electric Car Uncoupler
1 No. 690 Lock-on Track Terminal
1 Illustrated Train Book—Authorized Service Station List

"THE SILVER ROCKET" PASSENGER TRAIN MEASURES 6½ FT. LONG TRACK FORMS 180" OVAL

WOODBURY HARDWARE COMPANY

AMERICAN FLYER

NO. K5468WT "THE SILVER FLASH"
TWIN MOTORED "A-B"
DIESEL 7 UNIT FREIGHT TRAIN
43 PIECES · 66" LONG · 160" OF RUNNING TRACK

NO. K5468WT SET INCLUDES:

1-#477 Two Motored Diesel "A" unit with headlight, remote control, knuckle couplers front and rear.
1-#478 Diesel "B" unit with air chime whistle, knuckle couplers front and rear.
1-#708 Remote Controller for air chime whistle.
1-#928 Log Car with logs with 4 wheel double "sintered iron" trucks with knuckle couplers.
1-#929 Cattle Car with 4 wheel double "sintered iron" trucks with knuckle couplers.
1-#940 Hopper Car with 4 wheel double "sintered iron" trucks with knuckle couplers.
1-#937 Box Car with 4 wheel double "sintered iron" trucks with knuckle couplers.
1-#930 Illuminated Caboose with 4 wheel double "sintered iron" trucks with knuckle couplers--front and rear.
12 pcs.-#702 2 rail "T" formed flat top curved track, 10" long
4 pcs.-#700 2 rail "T" formed flat top straight track, 10" long.
16-#693 Track Locks.
1 - #708 Electric Uncoupler.
1 - #690 Lock-on Track Terminal.
1-#48 100 watt Transformer with Circuit Breaker.
1 - Instruction Manual.
1 - List of Authorized Service Stations.
Packed 1 to ctn., approx. wt. 15 lbs.

NO. K5468WT (w/Trans.).....EACH $69.50
QUANTITY ORDERED _____

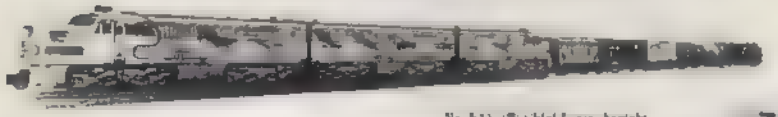
NO. K5469WT "THE SILVER FLASH"
TWIN MOTORED "A-B"
5 UNIT DIESEL PASSENGER TRAIN
41 PIECES · 64" LONG · 160" OF RUNNING TRACK

NO. K5469WT SET INCLUDES:

1-#477 Twin Motored Diesel "A" unit with headlight, remote control, knuckle couplers front and rear
1-#478 Diesel "B" unit with air chime whistle, knuckle couplers front and rear.
1-#708 Remote Controller for air chime whistle.
1-#960C Illuminated Streamlined Baggage & Club Car with 4 wheel double die-cast metal trucks, knuckle couplers. Satin Silver Finish.
1-#961C Illuminated Streamlined Coach with 4 wheel double die-cast metal trucks, knuckle couplers. Satin Silver Finish.
1-#963C Illuminated Streamlined Lounge & Observation Car with 4 wheel double die-cast trucks, knuckle couplers Satin silver finish.
12 pcs. #702 2 rail "T" formed flat top curved track, 10" long
4 pcs. #700 2 rail "T" formed flat top straight track, 10" long.
16-#693 Track Locks
1 —#708 Electric Uncoupler.
1 —#690 Lock-on Track Terminal.
1-#48 100 watt Transformer with Circuit Breaker.
1—Instruction Manual.
1—List of Authorized Service Stations.
Packed 1 to ctn., approx. wt. 16 lbs.

NO. K5469WT (w/Trans.).....EACH $69.50
QUANTITY ORDERED _____

No. K5374W "THE CHIEF"—10 UNIT A-B-A DIESEL FREIGHT TRAIN
WITH TWO WORM-DRIVE MOTORS, AIR CHIME WHISTLE AND REMOTE CONTROL—53 PIECE SET



No. K5374W "THE CHIEF" Diesel Freight

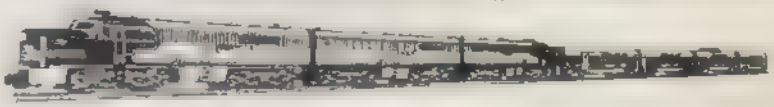
TRAIN SET INCLUDES

1 No. 47C Twin Motored "A" unit Diesel with Headlight and Remote Control
1 No. 478 "B" unit Diesel with Air Chime Whistle
1 No. 473 "A" unit Diesel with Headlight
1 No. 708 Air Chime Whistle Remote Control Unit
1 No. 934 Cement Car
1 No. 929 Stock Car
1 No. 947 Refrigerator Car
No. 917 Coal Car
No. 925 O Tank Car
No. 927 Box Car
1 No. 930 Illuminated Caboose
12 sections No. 702 "T" formed Two Rail Flat Top Curved Track
8 sections No. 700 "T" formed Two Rail Flat Top Straight Track
20 No. 693 Track Locks
1 No. 706 Remote Control Electric Car Uncoupler
1 No. 690 Lock on Track Terminal
1 Illustrated instruction Manual Author and Service Station List

"THE CHIEF" DIESEL FREIGHT TRAIN MEASURES 7 FT., 8 IN. LONG.
TRACK FORMS 200" OVAL

No. K5375W "THE CHIEF"—7 UNIT A-B-A DIESEL PASSENGER TRAIN
WITH TWO WORM-DRIVE MOTORS AIR CHIME WHISTLE AND REMOTE CONTROL—50 PIECE SET

"THE CHIEF" DIESEL PASSENGER TRAIN MEASURES 7½ FT LONG TRACK FORMS 200" OVAL



SET CONSISTS OF

No. 47 Twin Motored "A" unit Diesel with Headlight, Smoke Remote Control
No. 478 "B" unit Diesel with Smoke Whistle
1 No. 473 "A" unit Diesel with Headlight
1 No. 948 "A-A" Chime Whistle Remote Control Unit
1 No. 950 Illuminated Baggage & Club car
2 No. 56 Illuminated Pullman
1 No. 942 Illuminated Observation Car
1 No. 943 Illuminated Lounge Car
Construction Co.

12 sections No. 702 Two Rail "T" formed Flat Top Curved Track
8 sections No. 700 Two Rail "T" formed Flat Top Straight Track
20 No. 693 Track Locks
1 No. 706 Remote Control Electric Car Uncoupler
1 No. 690 Lock on Track Terminal
1 Illustrated Instruction Book Author and Service Station List

PLEASE SEE BACK COVER FOR AMERICAN FLYER ENGINES

Worm-Drive Motor

When you buy an American Flyer train EVERY locomotive has a powerful worm drive electric motor. Not just a few. Not just the higher-priced sets. ALL of them. American Flyer motors are so precisely made that tolerances of .003 of an inch, or 1/10 the diameter of a human hair, is standard practice!

REAL Knuckle Couplers

American Flyer Knuckle couplers not only look real in operation, no matter how slowly or fast they also LOOK right because they are scale size. A built-in spring opens the knuckle when the American Flyer No. 704 Manual or No. 706 Remote Control uncoupler is operated. American Flyer Authorized Service Stations are equipped to make the change over from your present American Flyer Link-type coupler to the new Knuckle Coupler for a nominal charge.

PULL-MOR Power

There's never been anything like it in the electric train business. Only American Flyer has it! With enough cars to fill a mile, American Flyer steam locomotives will pull up to FORTY freight or passenger cars on level grades, like a mountain goat! No other make can come even close to matching this amazing feature.

WOODBURY HARDWARE COMPANY

American Flyer "Safety-First" TRANSFORMERS

No. 30 B Transformer

No. 19B Transformer

No. 48 Transformer

No. 13B Transformer

No. 16B Transformer

No. 8 Transformer

No. 13A Circuit Breaker

No. 30B DUAL TRAIN POWER CONTROLLER, WITH DOUBLE CIRCUIT BREAKERS *(Not illustrated)*
OUTPUT 300 WATTS 110-120 VOLTS 60 CYCLES A. C

The finest electric train power controller you can buy! Has features never before incorporated in transformers and with its giant capacity you can run two trains at different speeds on separate loops of track, or FOUR trains (two running at same speed) on four separate layouts. Has full directional control; when train stops it will start up again without going into reverse first. Two panel meters indicate voltage—one for each control. Has green power-on light and two red warning lights that indicate a short circuit. Transformer has "Dead Man's Control"—a real railroad feature. When throttle is let go, train halts! Operation is guarded by two circuit breakers—one for each controller—which shut off power if over-load or short occurs. Case is high impact material.

No. 19B DUAL POWER CONTROLLER, WITH DOUBLE CIRCUIT BREAKERS *(Not illustrated)*
OUTPUT 190 WATTS, 110-120 VOLTS, 60 CYCLES, A. C

Same as 30B except is without voltmeters and has lower power capacity.

No. 19B TRAIN POWER CONTROLLER, WITH CIRCUIT BREAKER
OUTPUT 300 WATTS 110-120 VOLTS 60 CYCLES, A. C.

It's more than a transformer—it's a real model railroad power controller and there's never been anything quite like it before! It gives you full control of direction: when your train stops it starts again in same direction without jiggling into reverse first. Panel meters indicate voltage and amperage. Just like real railroads. It has exclusive "Dead Man's Control"—if throttle is let go, train halts. Built-in Circuit Breaker shuts off current if transformer is overloaded or if a "short" develops on track. High impact case. Has all-on switch. Packed 1 per carton. Shipping weight 10 lbs.

No. 16B TRAIN POWER CONTROLLER, WITH CIRCUIT BREAKER
(Not illustrated)
OUTPUT 190 WATTS, 110-120 VOLTS 60 CYCLES A. C

Same as No. 19B Transformer described above except has no off-on switch and has lower power output.

No. 48 TRANSFORMER
OUTPUT 100 WATTS, 110-120 VOLTS 60 CYCLES A. C

Powerful enough to operate a set of trains plus quantity of automatic and remote control accessories. Automatic Thermostatic Circuit Breaker, built-in, protects Transformer from burn-outs. Has three binding posts for simplified wiring. Case is heavy pressed steel. Boxed individually and packed 6 per carton. Shipping weight 30 lbs.

No. 13B TRAIN POWER CONTROLLER, WITH CIRCUIT BREAKER
OUTPUT 130 WATTS, 110-120 VOLTS, 60 CYCLES, A. C

Has ample output to operate a train set plus small quantity of remote control and automatic accessories. New features provide full directional control: when train stops, it will re-start without going into reverse first. Built-in Circuit Breaker prevents transformer burn-outs due to over-load or shorts. Green light indicates power-on; red light warns of a short circuit. Like real railroads it has exclusive "Dead Man's Control"—if throttle is released, train halts. Case is high impact molded material.

No. 13 CIRCUIT BREAKER

If your transformer does not now have a Circuit Breaker you can provide one quickly with this accessory. Especially suitable for American Flyer No. 14½ Transformer. Prevents transformer burn-outs and overloading.

TRACK EQUIPMENT

No. 710 Straight Track
No. 711 Curved Track

No. 721A R. C. Switches

No. 699 Track Terminal

No. 698 Reverse Loop Kit

No. 696 Pair Tracks

No. 709 Lock-out Eliminator

No. 706 Remote Uncoupler

No. 722A Manual Switches

No. 27 Track Cleaning Fluid

No. 27 TRACK CLEANING FLUID Every train owner will want at least one bottle of this special solution that scientifically removes dirt and oil from rails, provides better locomotive performance. Inhibits rust, is non-toxic and non-corrosive. Bottle stands 5½" high.

No. 725 Railroad Crossing

No. 725 RAILROAD CROSSING No model layout is complete without one of these crossings! Enables you to have one train pass in front of another or to intersect two main lines. 10" long. Packed 3 per carton. Shipping weight 3 lbs.

No. 700 STRAIGHT TRACK Two "T"-type running rails for true-to-life operation. Sections are made of extra gauge steel and measure 10". Full y insulated. Packed 144 per carton. Shipping weight 16 lbs.

No. 701 STRAIGHT TRACK HALF SECTION *(not illustrated)* Each section measures 5" long. Fully insulated. Packed same as above.

No. 702 CURVED TRACK Two rail sections, fully insulated. Real railroad "T" rail construction. 10" radius. Packed 48 per carton. Shipping weight 4 lbs.

No. 703 CURVED TRACK HALF SECTION *(not illustrated)* Measures 5" long. Fully insulated. Packed 12 per carton. Shipping weight 1 lb.

No. 706 REMOTE CONTROL ELECTRIC UNCOUPLER For remote control uncoupling of American Flyer cars. Clamps to any 10" straight or curve track section. Includes track section and remote control button. Packed 6 per carton. Shipping weight 4 lbs.

No. 710A REMOTE CONTROL SWITCHES Positive action electric switches with red and green position lights. Remote control box has two switch control levers. Lights remain illuminated even when train is not running. Packed 3 per carton. Shipping weight 11 lbs.

No. 678 LEFT SINGLE SWITCH Construction is similar to No. 721A Switches above but is sold as left hand switch only for track layouts where just one switch is required.

No. 679 RIGHT SINGLE SWITCH Similar to No. 678 above except is right hand switch.

No. 722A MANUAL PAIR SWITCHES Similar in construction to electric switches described at left except that operation is by hand. Control lever alters position of swivel rail. Not illuminated. Packed 3 per carton. Shipping weight 11 lbs.

No. 668 LEFT SINGLE SWITCH Same construction as 722A Switches described above, but is sold as left hand switch only instead of pair for track layouts where pair is not needed.

No. 669 RIGHT SINGLE SWITCH Similar to No. 668 above, except is right hand switch only.

No. 690 TRACK TERMINAL Designed to provide an ideal power lead connection from Transformer or accessories to track section. Packed 12 per carton. Shipping weight 1 lb.

(NOT ILLUSTRATED)
No. 691—12 Steel Track Pins.
No. 692—4 Fiber Track Pins.
No. 693—Track Lock (Prevents tracks from separating while trains are running).
No. 697—Automatic Track Trip. Makes your switches automatically non-derailing!

No. 694 AUTOMATIC COUPLERS, TRUCKS, WHEELS AND AXLES Made for converting rolling stock with old style American Flyer wheels and couplers to realistic automatic action type designed to fit 3/16" scale two-rail track. Sold in pairs only. Packed 6 per carton. Shipping weight 2 lbs.

No. 698 REVERSE LOOP KIT Enables you to construct loops and other track schemes with American Flyer 2-rail track. Consists of wire leads, fiber pins, terminals and double-pole double-throw switch mounted on control box.

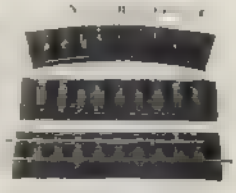
No. 709 LOCK-OUT ELIMINATOR Does away with the necessity of locking the remote control unit on the locomotive in a forward position when using such automatic accessories as the No. 761 Semaphore. Includes necessary power leads. Packed 24 per carton. Shipping weight 6 lbs.

AMERICAN FLYER RUBBER ROADBED An American Flyer exclusive! Makes track resemble real-life, two-rail right-of-way. Deadens sound of running trains. Wonderful for apartments, small homes etc. (Non-slip design.) American Flyer 3 1/16" ("S" Gauge) tracks slip into recessed slots.

No. 726 Roadbed, straight. Packed 48 per carton. Shipping weight 5 lbs.

No. 727 Roadbed, curved, 10". Packed same as above.

No. 730 BUMPER Every model pike needs several of these realistic bumpers for dead end sidings. Snaps on to track quickly and easily. Has authentic recoil spring and warning light. Complete with 10" track section. Packed 6 per carton. Shipping weight 2½ lbs.



No. 726 Rubber Roadbed Straight
No. 727 Rubber Roadbed Curved

No. 730 Bumper

No. 731 PIKE PLANNING KIT Lay out simple or complicated American Flyer track systems in a matter of minutes, where formerly it took hours! One of model railroading's greatest boons. Scaled one inch per foot. Big Pike Planning book lavishly illustrated, tells how to build and landscape a model railroad; how to make table mountains, rivers, trees, wiring and dozens of other projects.

WOODBURY HARDWARE COMPANY

American Flyer RAILROAD ACCESSORIES

No. 5300T Miners Work Train

No. 40 Hand Car

No. 741 Hand Car & Shed

No. 759 Bell Danger Signal

No. 769A Revolving Airplane Beacon

No. 772 Water Tower

No. 774 Floodlight Tower

No. 5300T MINERS WORK TRAIN

WITH 45 WATT TRANSFORMER

No matter how big or how small your American Flyer model pike you'll want one of these fascinating Miners Work Trains with its worm-drive electric-powered Hand Car and three Tipple Cars. It's complete and all ready to set up and run, with 12 sections of Curved Track and a 45 Watt Transformer. Cars can be loaded with coal ballast, or any ore-like material.

WORK TRAIN INCLUDES

1 No. 740 Hand Car, 4½" long.
12 sections No. 702 Two Rail Track
3 Tipple Cars
1 No. 690 Lock-on Track Terminal
1 Instruction Sheet
1 No. 1½ Underwriters' Approved 45-Watt Transformer

TRAIN IS 161½" LONG. TRACK FORMS 130" CIRCLE

No. 740 AMERICAN FLYER HAND CAR

Watch Mike and Ike pump this intriguing piece of rolling stock along the straightaway and around the bend! Powered by a Gilbert worm-drive electric motor, Hand Car will go fast or slow—and Mike and Ike pump accordingly. Colorfully finished in orange and black with red-white-and-blue emblem on the side. Measures [illegible]

No. 741 HAND CAR AND SHED

Real railroads keep their hand cars in sheds built especially for that purpose, handy to mainline tracks. Here's a complete such unit: Electric motored Hand Car, pressed steel House and half-track section. Car goes into Shed at night; in the morning wheel her out, lift onto mainline track and away she goes. Shed door slides open and shut, base is gray, trim is red and house white. 6⅜" long, 5¼" wide, 5" high. Hand Car 4½" long.

No. 759 BELL DANGER SIGNAL

Fascinating sound and action. Approaching train causes bell to set up a warning clang while red lights on Crossing stanchion flash on and off. Spot a couple of these at key grade crossings on your layout for the latest in railroad safety devices! Base and lamp housing are die cast, house is pressed steel. Track trips included. 5" long x 2⅛" wide x 5" high.

No. 769A REVOLVING AIRCRAFT BEACON

For that final, authentic touch place a couple of these colorful Water Towers, with automatic action, near factories in your industrial setting. Tank, with striking red-and-white checker pattern, sits atop all-steel girder type structure. Shack mounted on base, is pressed steel, finished in white with green roof. Approximately 12⅛" high. Base measures 5" x 6". Packed 6 per carton. Shipping weight 6 lbs.

No. 772 AUTOMATIC WATER TOWER

Realistic structure which provides warning for low-flying aircraft—and adds interest and fun to your model railroad. Beacon revolves automatically, slowly swinging alternate red and green rays. Girder structure is all-steel, base is molded. Watchman's Shanty is pressed steel, colorfully finished. Stands 12" high; base 5" x 6". Packed individually and 6 per carton. Shipping weight 6 lbs.

No. 774 FLOODLIGHT TOWER

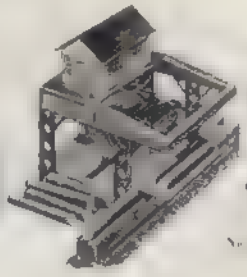
Wonderful for lighting up yard scene at night! Powerful new floodlights, mounted in double tier atop a steel girder-type structure, cast bright glow. Workman's Tool Shack at base is made of pressed steel. Approximately 11½" high; base is 5" x 6". Packed 6 per carton. Shipping weight 6 lbs.

No. 761 Semaphore

No. 583A Electric Crane

No. 758A "Sam, Semaphore Man"

No. 396 Water Tank



No. 751A Log Loader

No. 760 Flasher Sign

No. 761 AUTOMATIC SEMAPHORE

Safeguard your trains the way real railroads do! Semaphore can be wired to provide an automatic block system control of two trains: when train nears, blade rises and light turns green. After train passes, blade drops and bull's eye becomes red, automatically causing "dead block" to halt following trains. Stands 7⅛" high. Packed 6 per carton. Shipping weight 8 lbs.

No. 583A ELECTROMATIC CRANE

This big Crane will load and unload your open freight cars while you direct its movements by remote control. Powerful electro-magnet picks up steel scrap, hoists it into air and drops load into waiting car. Twin button control: one swings cab to left, other to right. Magnet, energized when button is held down, raises and lowers automatically. Heavy embossed steel accessory. 6" long x 4" wide x 11" high. Includes steel scrap, control unit and instructions. Car shown is NOT included. Packed 4 per carton. Shipping weight 12 lbs.

No. 758A SAM THE SEMAPHORE MAN

Here's tireless Sam, all set to guard against rail accidents on your American Flyer pike. Press operating button and, by remote control, Sam dashes out of shack, halting oncoming train. Press second button and Sam hustles back into house, enabling train to resume its trip. All-metal construction 7¼" high. Packed 6 per carton. Shipping weight 11 lbs.

No. 396 OPERATING WATER TANK

Set up this realistic accessory in your yards for colorful railroad action. Press remote control button and spout lowers over tender; release button and spout snaps back to vertical position. Aircraft warning light and direction arrows on roof. Supports are simulated concrete piling. 6" x 6½" x 11". Packed 6 per carton. Shipping weight 12 lbs.

No. 751A OPERATING LOG LOADER

Load your freight cars by remote control! Two push buttons direct operations. First button activates elevator which lifts log and attaches it to overhead carriage. Second button operates mechanism which carries log to end of conveyor, where it drops into waiting car. Die cast girders; heavy embossed steel superstructure. 11" long x 8⅛" wide x 11½" high. Cars shown NOT included. Packed 1 per carton. Shipping weight 7 lbs.

No. 760 AUTOMATIC HIGHWAY FLASHER

Warns motorists of approaching trains. As train nears, red lights flash on and off, cease only after last car has passed. Accessory has heavy die cast base and lamp housing; cross arms and stanchion are steel. Includes pair No. 697 Track Trips. Stands 4⅞" high; base is 2⅛" square. Packed 6 per carton. Shipping weight is 11 lbs.

No. 566 WHISTLING BILLBOARD

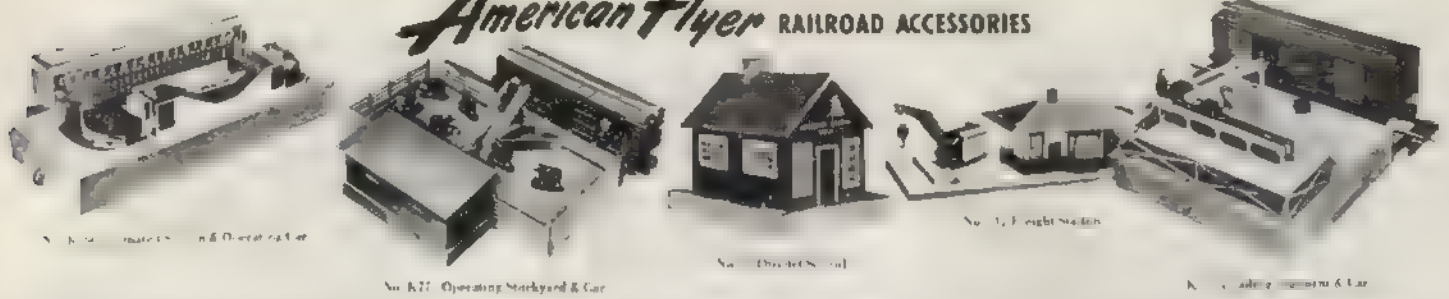
Just the ticket for your non-whistling locomotives. Sound true-to-life long blasts and short toots by remote control. Mechanism concealed in housing. 4" x 7½" x 4". Packed 4 per carton. Shipping weight 6 lbs.

No. 592A CROSSING GATE

A necessity for all highway crossings on your model pike! Completely automatic in action. When train approaches gate lowers and red light goes on. After last car passes gate rises and light is extinguished. Includes No. 697 Track Trip. Measures 8⅛" long x 2⅛" wide. Packed 4 per carton. Shipping weight 10 lbs.

WOODBURY HARDWARE COMPANY

American Flyer RAILROAD ACCESSORIES



No. K766 ANIMATED STATION AND OPERATING COACH
Just like getting a bird's-eye view of a real station! Here's how it works: as train pulls into station tiny passengers—beautifully hand painted—impatiently stride about platform. When coach halts before Station you open car door and swing back exit gate. Immediately passengers board train, which resumes its trip. When train enters station the second time, passengers file out the door and down station ramp. Action is continuous and automatic. Platform made of pressed steel, colorfully finished. Includes Coach, Station, Twin-button Control, four hand-painted figures, power leads. Coach equipped with new Knuckle Coupler. Illustrated instructions. 13" long x 7⅛" wide x 3½" high.

No. 766 ANIMATED STATION AND OPERATING COACH
Same as above except Coach has American Flyer link couplers instead of Knuckle Couplers. Packed 1 per shipping carton.

No. K771 OPERATING STOCKYARD AND CAR
One of the most extraordinary accessories ever created! After switch is turned action is entirely automatic. Steers in stock yard pens mill about and move continuously. When one of the two exit gates is opened, cattle troop up ramp and into car. Stock car unloads by remote control when exit door is lined up with corral ramp.

Accessory can be operated in a variety of ways. Cattle in one pen keep moving constantly while animals in other pen are filing either into or out of car! Includes Knuckle Coupler Car, Stock Yard, track contact unit, twin button control, cattle and instructions. Measures 11" long, 10½" wide, 2⅜" high. Car is 7-13/16" long.

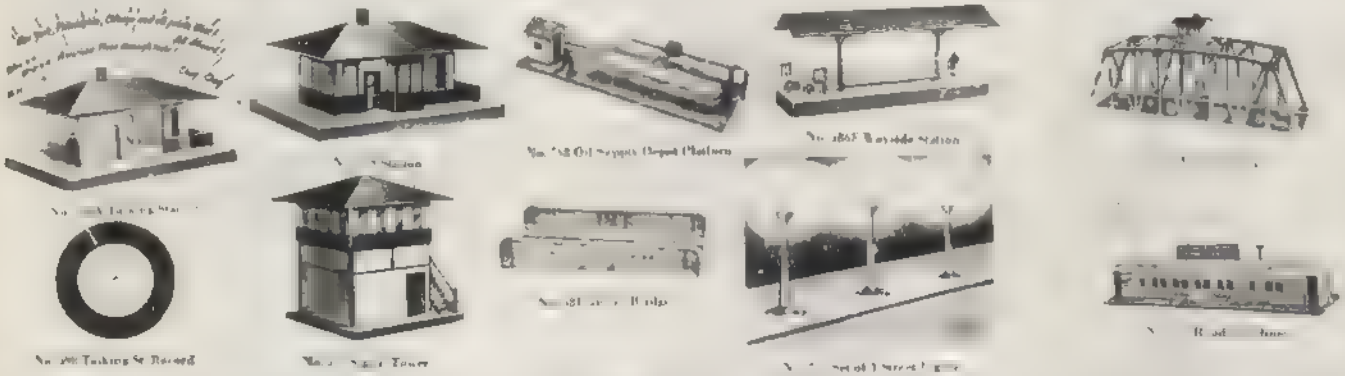
No. 771 OPERATING STOCKYARD AND CAR
Same as above except Car has American Flyer link couplers instead of railroad Knuckle Couplers. Packed 3 per carton. Shipping weight 12 lbs.

No. 50 DISTRICT SCHOOL
No rural scene is complete without an old fashioned little red schoolhouse. And here it is, with its familiar recess bell and multi-paned windows. Measures 6⅞" long x 5¼" wide x 5" high.

No. 612 FREIGHT AND PASSENGER STATION
With the freight crane included with this station you can unload Gondola and Box Car right at railside! Boom raises and lowers; cab makes full swing. Station is illuminated. 19" x 8" x 5¼".

No. K775 BAGGAGE LOADING PLATFORM AND CAR
Here's a thrilling accessory that's all set to handle your rush rail shipments with ease—and all at the touch of a button. Die cast Packing Boxes are placed on loading ramp. Each time control button is pressed, a box is fed singly to trainman who lowers chute extension and sends the miniature crate into the Knuckle Coupler Box Car. Beautifully finished in realistic colors. Measures 7" long x 8½" wide x 3¾" high. Packed 3 per carton. Shipping weight 6 lbs.

No. 775 BAGGAGE LOADING PLATFORM AND CAR
Same as above except that Car has American Flyer link couplers instead of new Knuckle type



No. 755A AUTOMATIC TALKING STATION
Don't confuse this remarkable American Flyer Talking Station with other kinds which do far, far less yet sell for the same price! When you press remote control button your train halts by itself in front of station. Then as it waits, sounds issue from station hissing steam, piston chugs, whistles, "all aboard for New York, Philadelphia, Chicago," etc. When sounds cease, train resumes trip – AUTOMATICALLY. Entire operation is electrical –no flashlight batteries required. Measures 6" x 12" x 8". Packed 1 per carton. Carton weight 8 lbs

No. 598 TALKING STATION RECORD
Good for approximately 1,000 playings. For replacement of record in 755A Talking Station. Diameter is 4¾". Packed 6 per carton.

No. 589 PASSENGER AND FREIGHT STATION
Modeled after the combination stations seen in rural areas and way stops. Baggage door slides open and shut; waiting room door swings on hinges. Realistic windows finished in bright trim. Station fully illuminated Measures 12" long x 8" wide x 6" high. Packed 3 per carton Shipping weight 12 lbs

No. 593 SIGNAL TOWER
The nerve center of every train yard: the busy two-story Signal Tower where trains are routed on the maze of track that services big cities. Your American Flyer layout should have at least one of these authentically-scaled accessories. Has interior lighting, colorful enamel finish. Measures 7⅝" high x 5½" sq. Packed 4 per carton. Shipping weight 7 lbs.

No. 768 OIL SUPPLY DEPOT
An oil storage center suitable for your big rail terminals. Two scale model tanks, complete with feed lines and hose, mount on heavy metal base. Pump house also made of metal. Tanks have authentic GULF markings. Measures 12" x 4½" x 3". Packed 6 per carton. Shipping weight 9 lbs

No. 581 GIRDER BRIDGE
Heavy die-cast bridge patterned after real railroad type. Slips under any straight track section. Can be used singly or in multiple Measures 10" x 1¾" x 4⅝"

No. 586F WAYSIDE STATION
Just like the stations seen along suburban and commuter rail lines. Brightly finished in red, green and yellow. Heavy steel base; die cast supporting girders. Wealth of detail throughout. Twin bulbs cascade light from underside of roof. Includes redcap and baggage operator with truck. 12" long x 3¾ wide x 5" high. Packed 6 per carton. Shipping weight 12 lbs

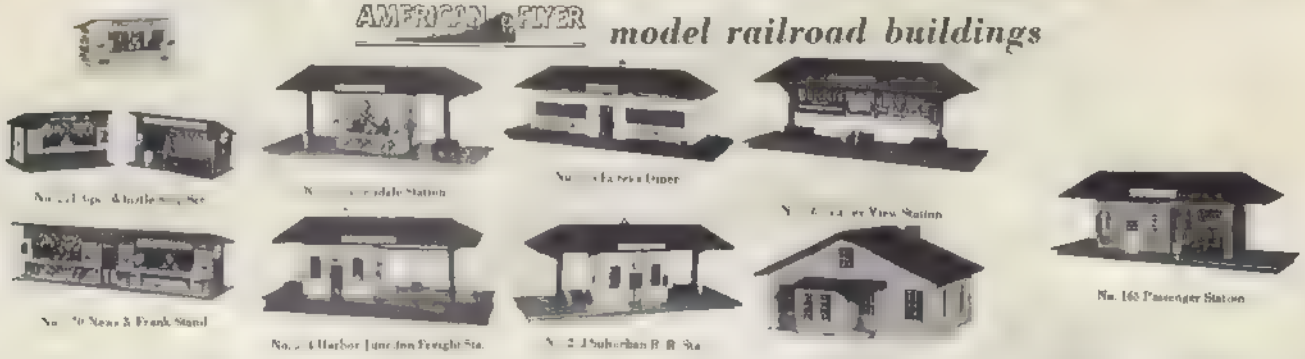
No. 778 STREET LAMP SET
Dress up your model pike with these realistic street lamps. One has mail box, another a fire alarm box. Create striking night scenes, just the thing for roads, boulevards, parkways, etc. Set of three. 5½" high.

No. 750 TRESTLE BRIDGE
Heavy, rolled-steel bridge designed to span rivers and gorges on your model railroad. Bridge Tender's house is illuminated inside 17¾" x 8¼" x 4¼"

No. 767 ROADSIDE DINER
No busy rail center is complete unless it has at least one of these familiar "bean wagons" where off-duty trainmen can gather. This colorful yellow and red accessory is fully illuminated and has inset windows and hinged doors. TV antenna adds up-to-date touch! 12 long x 3¼" wide x 5¼" high. Packed 6 per carton. Shipping weight 7½ lbs

WOODBURY HARDWARE COMPANY

AMERICAN FLYER *model railroad buildings*



No. 165 Passenger Station

No. 161 Bungalow

No. 271 3-PIECE "WHISTLE STOP" SET
Three units—Waiting Station, Newsstand and Refreshment Booth—will add life and appeal to any model train pike. Waiting Station even has tiny crumpled newspaper scattered carelessly on floor! Finished in realistic colors. Each piece measures 4½" long, 3" wide, 2½" high

No. 270 NEWS AND FRANK STAND
One look at this photograph tells the story of the minute detail of which it is made. Newsstand section at left is complete with miniature magazines, newspapers, posters and attendant. Hot Dog stand has miniature frankfurts, orangeade glass, cash register, etc. Colorfully finished in blue and yellow. 10¼" long, 3" wide, 2⅛" high.

No. 272 "GLENDALE" STATION AND NEWSSTAND
WITH ILLUMINATION
It even has a busy attendant all ready to sell his train passengers a glass of Cola, the latest paper or a magazine! Detail is scaled to perfection. Also has inside lighting, waiting bench, trash barrel and vending machine. Simulated planking and colorful finish. 11⅞" long, 3⅞" wide, 4½" high

No. 274 HARBOR JUNCTION FREIGHT STATION
WITH ILLUMINATION
Small, imaginative details create atmosphere of great realism: overhead bar-type hoist, flat crates stacked at random, sheets of plywood awaiting shipment, miniature freight scales and the busy station agent. Office has illumination inside. 12" long, 4" wide, 4½" high.

No. 275 ILLUMINATED "EUREKA" DINER
A masterpiece of detail and modeling! Diner has full interior lighting and is located on realistic grass plot. Scale model figure of man is emerging from door. Billboards on back and Cola emblems on front add to realism. 12" long, 4" wide, 4" high. Choice of blue, red or green roof.

No. 273 SUBURBAN RAILROAD STATION
WITH ILLUMINATION
Perfectly scaled and detailed. Complete with vending machine, transparent windows, clock, trash barrel and two benches, one of them occupied by shopper. Waiting room is illuminated. 11¾" long, 4" wide, 4¼" high. Choice of red, green or blue finish.

No. 160 ILLUMINATED STATION PLATFORM
You've seen stations like this along suburban and commuter rail lines. Now you can have this beautifully handcrafted model for your own pike. Platform is scribed to simulate planking; upright columns patterned after real wayside station type. Colorfully finished. 12" long x 4" wide x 4½" high.

No. 161 ILLUMINATED BUNGALOW
Add this scale model bungalow with its colorful blue roof to the suburban or rural areas of your American Flyer model railroad and see it take on new interest. House is illuminated inside (wonderful at night!) and has opaque paned windows. 8" long x 6" wide x 4" high.

No. 163 ILLUMINATED "FLYERVILLE" STATION
Typical rural railroad station, complete with weather shelter (even has crumpled newspaper on floor!), waiting bench, vending machine, trash barrel and train bulletin. Ticket office is illuminated and has opaque windows. Simulated planked platform. 11⅞" long x 4" wide x 4⅜" high.

No. 166 Church

No. 167 Town Hall

No. 164 Barn

No. 165 Grain Elevator

No. 162 Factory

No. 166 ILLUMINATED CHURCH
Winter or summer, spring or fall, country or city—no model pike setting is complete without a church. And this one, with interior lighting, is a fine example of minute craftsmanship, with its simulated stained glass windows and scale model bell tower. 9" long x 5½" wide x 8" high

No. 167 ILLUMINATED TOWN HALL
No American community is complete unless it has a Town Hall where selectmen meet, councils are held and voters register. And your model railroad is no exception. This Town Hall, with interior lighting, is beautifully made and will be a striking addition to your pike. 9¾" long x 6⅝" wide x 6⅞" high.

No. 164 RED BARN
Just the accessory for that farmland or dairy setting! Typical old fashioned red barn with authentic gambrel roof plus block and tackle for hoisting hay to the loft. Windows along the side are accurate cow-stall type. Note ventilators at top. 10¾" long x 6⅝" wide x 6⅞" high

No. 165 ILLUMINATED GRAIN ELEVATOR
Every Midwesterner will recognize the familiar Grain Elevator with its multi-roof design and elevated storage capacity. This American Flyer model, complete with lighting inside, will add much interest to your pike when it's spotted at railside for quick grain shipments. Approximately 9" high, 7" long and 5" wide.

No. 168 ILLUMINATED HOTEL
This intriguing country hotel has a porch on three sides that brings back the days of ladder-back rockers and swinging hammocks. With its interior lighting, the hotel is especially realistic when seen at night or twilight—created by extinguishing or dimming your overhead lights. Windows have simulated panes. 10" long x 6⅞" wide x 5⅞" high

No. 162 ILLUMINATED FACTORY
Here's an accessory you'll want to place among your railside industrial setting or near a busy terminal. It's typical of small manufacturing establishments with its "grew-like-Topsy" architecture. Has interior illumination. 9¾" long x 4¼" wide x 5¾" high

WOODBURY HARDWARE COMPANY

American Flyer RAILROAD ACCESSORIES

No. 780 R. R. Trestle

No. 781 R. R. Abutment Set

No. 21A Imitation Grass

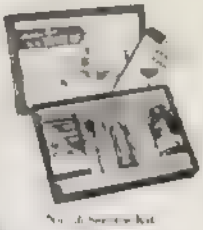
No. 22 Scenery Gravel

No. 23 Artificial Coal

No. 28A Track Ballast

No. 29A Imitation Snow

No. 25 Smoke Cartridges

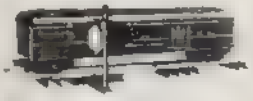


No. 26 Service Kit

No. 1 Figure Set

No. 460 Lamp Assortment

No. 924 Operating Box Car



No. 18 Mail Pick-up Car

No. 9 New Auto Dump Car

No. 780 RAILROAD TRESTLE SET – Makes model railroading twice the fun! Molded abutments resemble girder construction: American Flyer "S" Gauge curved or straight track sections recess into slots and lock into position with clips. Quick and easy to set up. Trestle rises to 5" at highest point. Can be arranged in Figure 8 and Oval (as above) or variations. Requires 26 track sections. Set consists of 24 abutments.

No. 781 RAILROAD ABUTMENT SET – Send your American Flyer freight and passenger trains climbing up and around this realistic Abutment set made of massive, stone-like material that resembles smooth concrete. Set includes 48 pieces, 30 large, 6 three-quarter size, 6 half size and 6 one-quarter size. Highest abutment is 3¾". Each one is 2½" long x 1" wide. Set requires 26 track sections.

No. 21A IMITATION GRASS – For making landscapes of great beauty and realism. Scatter loose over layout or sprinkle over tacky green paint. Approximately half pound. Packed 50 per carton. Shipping weight 25 lbs.

No. 22 SCENERY GRAVEL – Designed especially to create country roads, driveways, city park bridle lanes, etc., on your model pike. Packed 25 per carton. Shipping weight 35 lbs.

No. 23 ARTIFICIAL COAL – Clean and dustless. Ideal for use with hopper and gondola cars. Packed 25 per carton. Shipping weight 6 lbs.

No. 28A TRACK BALLAST – Adds realism to track. Ground finely, to scale. Realistic gray shade. Packed 24 per carton. Shipping weight 45 lbs.

No. 29A IMITATION SNOW – Make dazzling white snow scenes of breathtaking beauty! Clean, white, flaky. Large bag.

No. 25 SMOKE CARTRIDGES – Produces thick, clean, white Smoke in few seconds. Harmless if swallowed accidently. Cannot hurt walls, draperies, fabrics, etc. For all smoke-puffing locomotives shown in this catalog. Doz. cartridges in box. Packed 36 per carton. Shipping weight 6 lbs.

No. 26 SERVICE KIT – Indispensable kit for every model railroader. Contains can of track cleaning fluid, bottle of train motor oil, tube of gear-and-stud grease, cleaning brush, sanding sticks, commutator stick, tube cleaners, cloth and 12-page instruction manual. Packed 12 per carton.

No. 249 RAILROAD TUNNEL – Beautifully molded in many colors. Scene includes house, winding road, etc. 11½" long. Packed 6 per carton. Shipping weight 21 lbs.

No. 34 25-PIECE RAILROAD FIGURE SET – Locate these signs and miniature figures (they're scaled for "S" and "O" Gauge) around your model railroad and see how it adds to the interest! Includes trainmen, railroad track workers, passengers, station benches, mailbox, hydrant, trash can and yard signs. Figures are die cast and all are colorfully hand painted.

AMERICAN FLYER LAMPS (Complete assortment: No. 460) Lamps, which may be purchased separately from your American Flyer dealer, are used as follows: No. 440, all Locomotives, 592A Gate; 441 and 443, Switches; 442, 774 Tower; 444 Stations and Cars, 451, 579 Light; 452, 758A Semaphore; 453, 720A Switches; 454 Transformers; 455, 730 Bumper; 760 Flasher; 461, 769A Beacon.

INDIVIDUAL LAMPS

No.	Volts	Color	No.	Volts	Color
440	14	Clear	451	18	Frosted
441	18	Red	452	14	Clear
442	6-8	Clear	453	18	Clear
443	18	Green	454	6-8	Clear
444	18	Clear	455	14	Red
			461	14	Clear

No. 732 OPERATING BAGGAGE CAR
Entire action by remote control. Packing [illegible] through door at left as [illegible] to baggage man [illegible] pressed he [illegible] Ideal for use with No. [illegible] Boxed individually and packed [illegible] weight 5 lbs.

No. 914 LOG UNLOADING CAR
Here's the car you'll want for those logging [illegible] the "big timber" country. When [illegible] rol button the bottom tilts [illegible] spill the logs. Chassis is heavy [illegible] are pressed steel. Automatic [illegible] equipped with railroad type Knuckle Couplers. 7 [illegible] Boxed individually and packed 3 per carton. Shipping weight 5 lbs.

No. 714 LOG UNLOADING CAR Same as above except has American Flyer Link Couplers.

No. 974 OPERATING BOX CAR
Your rail terminals will have a the hustle and bustle of a real freight yard when this remote control car goes [illegible] action! Crates load through sliding door and are carried to trainman who comes out when you press button. Use separately or with 770 Platform Track included. Car is equipped with railroad type Knuckle Couplers. 7-13/16 [illegible] ing. Boxed individually and packed 3 per carton. Shipping weight 3¾ lbs.

No. 734 OPERATING BOX CAR Same [illegible] above except equipped with American Flyer Link Couplers.

No. 918 MAIL PICK UP CAR
Action all the way! Just [illegible] real railway post office cars do! Just imitate this American Flyer rolling stock takes aboard one sack [illegible] while it tosses out another. Works by remote control at all speeds. Track section, stanchion and two sacks included. 10¾" long. Boxed individually and packed 3 per carton. Shipping weight 7 lbs.

No. 718 MAIL PICK-UP CAR Same as above except has American Flyer Link Couplers.

No. 919 OPERATING DUMP CAR
Load coal, ballast, ore, slag, etc., and dump it by remote control! Body tilts, sides lower and contents slide out. Heavy die-cast chassis. Bin, artificial coal, control units, etc. included. Car is equipped with railroad type Knuckle Couplers. 6¾" long. Boxed individually and packed 3 per carton. Shipping weight 4 lbs.

No. 719 OPERATING DUMP CAR – Same as above except has American Flyer Link Couplers.

No. 915 UNLOADING CAR
You can have endless hours of fun with this action car. Even though the car is far away, you press the remote control button and the platform swings around, tilts up and the auto rolls down the incline. Heavy steel construction, beautifully finished. Includes automatic track section controls, etc. Car is equipped with railroad type Knuckle Couplers. 7¾" long. Boxed individually and packed 3 per carton. Shipping weight 4 lbs.

No. 715 UNLOADING CAR Same as above except has American Flyer Link Couplers.

WOODBURY HARDWARE COMPANY

American Flyer

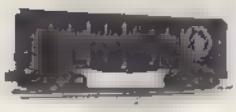
FREIGHT CARS

No. 632 Hopper Car

No. 920 Southern Gondola

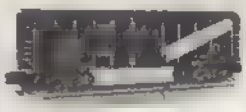
No. 925 Tank Car

No. 928 Log Car



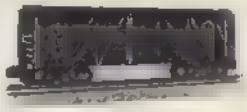
No. 913 Great Northern Box Car

No. 921 C.B.&Q. Hopper Car



No. 922 "GAEX" Box Car

No. 924 Cement Car



No. 929 Cattle Car

No. 632 HOPPER CAR
"Old Reliable" of the freight car fleet! Load 'er up with coal, ore, slag or crushed stone. Journal boxes nickel-plated. 6¼" long. Boxed individually and packed 6 per carton. Shipping weight 3 lbs.

No. 913 GREAT NORTHERN R.R. BOX CAR
All ready for shipments of anything from bolts to bicycles, from desks to dishwashers, this Great Northern Railway Box Car will be a real addition to your freight fleet. Complete detail. Note Knuckle Couplers and new truck sides. 7-13/16" long.

No. 613 GREAT NORTHERN R.R. BOX CAR *(Not illustrated)*—Same as above except has American Flyer Link Couplers.

No. 920 SOUTHERN R.R. GONDOLA
One of the most useful cars in any freight haul. This scale model gondola, with authentic Southern Railroad markings, has roomy loading area. Complete with Knuckle Couplers and new truck sides. 8" long.

No. 620 SOUTHERN R.R. GONDOLA *(Not illustrated)*—Same as above except has American Flyer Link Couplers.

No. 921 BURLINGTON R.R. HOPPER
Railroad fans from western Burlington R.R. routes will be familiar with this highly detailed CB & Q Hopper Car, complete with a load of realistic simulated coal. Car has Knuckle Couplers and new truck sides. 6⅛" long.

No. 922 "GAEX" BOX CAR
Scale model copy of the famous General American Evans Corporation box cars leased to railroads throughout the country. Wealth of detail. Finish is dark green with yellow lettering and striping. Note "DF" damage-free lettering which refers to interior construction. Car has Knuckle Couplers. 7-13/16" long.

No. 622 "GAEX" BOX CAR *(Not illustrated)*—Same as above except has American Flyer Link Couplers.

No. 924 CEMENT CAR
This is the type of car real railroads use to make bulk shipments of cement and this American Flyer model is a perfect scale model copy. Roof loading hatches, rivet heads, ladders and other detail are faithfully reproduced. Has Jersey Central R.R. markings. Complete with Knuckle Couplers. 6⅛" long.

No. 624 CEMENT CAR *(Not illustrated)*—Same as above except has American Flyer Link Couplers.

No. 925 TANK CAR
Just like the real-life tankers which carry oil to the refinery. Tank carries authentic GULF emblem, finished in color. Heavy chassis for low center of gravity; tank has molded rivet heads and other detail. Car has railroad type Knuckle Couplers. 7⅛" long. Boxed individually and packed 6 per carton. Shipping weight 4 lbs.

No. 625 TANK CAR *(Not illustrated)*—Same as above except has American Flyer Link Couplers.

No. 928 LOG CAR
Carries six realistic logs, similar to big timber milled in the Northwest. Car has heavy, minutely detailed chassis. Car has railroad type Knuckle Couplers. 8¼" long. Boxed individually and packed 6 per carton. Shipping weight 4 lbs.

No. 628 LOG CAR *(Not illustrated)*—Same as above except has American Flyer Link Couplers.

No. 929 CATTLE CAR
Accurate 3/16" scale model of the cattle car used to transport prime steer to stockyard centers. Doors slide open and shut. Car has railroad type Knuckle Couplers. 7-13/16" long. Boxed individually and packed 6 per carton. Shipping weight 3 lbs.

No. 629 CATTLE CAR *(Not illustrated)*—Same as above except has American Flyer Link Couplers.

No. 630 Caboose

No. 933 Box Car—white

No. 930 Wabash Hopper—black

No. 947 Refrigerator Car

No. 931 Gondola

No. 937 M.K.T. Box Car

No. 941 Frisco Gondola

No. 930 ILLUMINATED CABOOSE
There's no finer "shanty" made than this jaunty illuminated red caboose, all set to ride the rear of one of your freight trains. A replica in miniature of the kind used by major U. S. railroads. Car has railroad type Knuckle Couplers. 6" long. Boxed individually and packed 6 per carton. Shipping weight 4 lbs.

No. 630 ILLUMINATED CABOOSE *(Not illustrated)*—Same as above except has American Flyer Link Couplers.

No. 931 GONDOLA CAR
Carries heavy loads of scrap, coal, stone, etc., with ease. Beautifully molded detail, including exterior ribs, rivet heads, braces, steps and hand rails. Car has real railroad type Knuckle Couplers. 8" long. Boxed individually and packed 6 per carton. Shipping weight 4 lbs.

No. 631 GONDOLA CAR *(Not illustrated)*—Same as above except has American Flyer Link Couplers.

No. 933 BOX CAR
The versatile box car—backbone of your freight train! Here it is, made to 3/16" scale from real railroad blueprints. Sliding doors. Car has railroad type Knuckle Couplers. 7-13/16" long. Boxed individually and packed 6 per carton. Shipping weight 4 lbs.

No. 633 BOX CAR *(Not illustrated)*—Same as above except has American Flyer Link Couplers.

No. 937 M.K.T. BOX CAR
Exact replica, scaled down, of famous Missouri, Kansas, Texas R.R. box car. Doors slide open for loading. Car has railroad type Knuckle Couplers. 7-13/16" long. Boxed individually and packed 6 per carton. Shipping weight 4 lbs.

No. 637 M.K.T. BOX CAR *(Not illustrated)*—Same as above except has American Flyer Link Couplers.

No. 940 WABASH R.R. HOPPER
Your American Flyer Freight Division should have several of these big-capacity Hopper Cars, all ready to carry coal, ore or other material. Has wealth of detail and realistic markings. Car has railroad type Knuckle Couplers. 6⅜" long.

No. 640 WABASH R.R. HOPPER *(Not illustrated)*—Same as above except has American Flyer Link Couplers.

No. 941 FRISCO LINES GONDOLA
You may want to carry a shipment of generators, or possibly a load of girders, on a cross-country haul. Whatever it is, this rugged Frisco Gondola will do the job. Complete prototype detail, including Knuckle Couplers and sintered iron truck sides. 8" long.

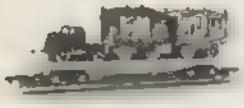
No. 641 FRISCO LINES GONDOLA *(Not illustrated)*—Same as above except has American Flyer Link Couplers.

No. 947 REFRIGERATOR CAR
Latest type refrigerator sliding doors open for cargo loading. Simulated icing hatches on roof are minutely detailed. Car body is finished in railroad orange, roof and dreadnaught ends are Tuscan red. Car has railroad type Knuckle Couplers. 7-13/16" long. Boxed individually and packed 6 per carton. Shipping weight 4 lbs.

No. 647 REFRIGERATOR CAR *(Not illustrated)*—Same as above except has American Flyer Link Cou-

WOODBURY HARDWARE COMPANY

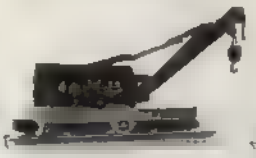
American Flyer SPECIAL PURPOSE CARS



No. 643 Circus Flat Car

No. 934 Floodlight Car

No. 946 Power Floodlight Car



No. 944 Wrecking Crane Car

No. 945 Comb. Boom & Work Car

No. 936 Depressed Center

No. 948 Track Cleaning Car

No. 643 CIRCUS FLAT CAR
Wagons have miniature animals inside. Chassis enameled circus yellow. Car has railroad type Knuckle Couplers. Boxed individually and packed 6 per carton. Shipping weight 4 lbs.

No. 934 FLOODLIGHT CAR
For night trackside projects or a tough after-dark derailing operation this flat car with its giant floodlight is indispensable. Light turns in almost 360° circle and swivels up or down. Has Knuckle Couplers and new truck sides. 8¼" long.

No. 634 FLOODLIGHT CAR *(Not illustrated)*—Same as above except has American Flyer Link Couplers.

No. 936 DEPRESSED CENTER FLAT CAR
Big, heavy highly-detailed flat car carries huge reel of simulated steel cable lashed to body. Car has railroad type Knuckle Couplers. 10½" long. Boxed individually and packed 6 per carton. Shipping weight 8 lbs.

No. 636 DEPRESSED CENTER FLAT CAR *(Not illustrated)*—Same as above except has American Flyer Link Couplers.

No. 946 POWER FLOODLIGHT CAR
Casts brilliant flood of light over unloading or other type of scene. Giant floodlight swivels in circle and tilts up or down. Car has railroad type Knuckle Couplers. 10½" long. Boxed individually and packed 6 per carton. Shipping weight 11 lbs.

No. 646 POWER FLOODLIGHT CAR *(Not illustrated)*—Same as above except has American Flyer Link Couplers.

No. 948—TRACK CLEANING CAR
Not only will it add to the appearance of your freight or work train but it keeps running rails clean. Has four felt track wipers, two leading wipers are saturated with cleaning fluid (No. 27 Track Cleaner recommended) to clean rails. Two trailing wipers then dry track. Car has railroad type Knuckle Couplers. 10½" long. Boxed individually and packed 6 per carton. Shipping weight 8 lbs.

No. 648 TRACK CLEANING CAR *(Not illustrated)*—Same as No. 948 except has American Flyer Link Couplers.

No. 944 OPERATING WRECKING CRANE
With its massive boom and double-paired block and tackle, this rugged Crane giant can actually lift up detailed locomotives and cars. Hook raises and lowers manually, another manual operation lifts or drops boom. Car has railroad type Knuckle Couplers. 13½" long. Boxed individually and packed 6 per carton.

No. 644 OPERATING WRECKING CRANE *(Not illustrated)*—Same as above except has American Flyer Link Couplers.

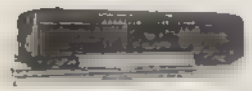
No. 945 WORK AND BOOM CAR
Ideal companion car for Wrecking Crane. Modeled after real railroad crane tenders. Side stakes removable. Lavish detail. Car has railroad type Knuckle Couplers. 8¾" long. Boxed individually and packed 6 per carton. Shipping weight 7 lbs.

No. 645A WORK AND BOOM CAR *(Not illustrated)*—Same as above except has American Flyer Link Couplers.

American Flyer PASSENGER CARS

No. 650 Coach

No. 952 Pullman



No. 951 Baggage

No. 953 Baggage & Club

No. 954 Observation

No. 948 Baggage & Pullman

No. 961 Streamline Coach

No. 962 Pullman with Vista dome

No. 963 St. Observation

No. 650 ILLUMINATED COACH
Scale model miniature of the coaches used on fast Boston-New York runs by the New York, New Haven & Hartford Railroad. Four-wheel trucks. Red or green finish. 10¾" long. Boxed individually and packed 3 per carton. Shipping weight 3 lbs.

No. 951 BAGGAGE CAR
Patterned after the famous Railway Express Agency cars. Roof detail includes ventilators, chassis rides on double sintered iron trucks. Red or green finish. Equipped with railroad type Knuckle Couplers. 10¾" long. Boxed individually and packed 3 per carton. Shipping weight 3 lbs.

No. 651 BAGGAGE CAR Same as above except has American Flyer Link Couplers. Red or Green finish. *(Not illustrated)*

No. 952 ILLUMINATED PULLMAN
A real masterpiece of scale modeling! Detail even includes imitation shades in inset windows! Lounge windows are opaque as on real cars. Fully lighted inside. Accurate 3/16" scale throughout. Double sintered iron trucks. Choice of either red or green finish. 12" long. Boxed individually and packed 3 per carton. Shipping weight 3 lbs.

No. 652 ILLUMINATED PULLMAN Same as above except has American Flyer Link Couplers. *(Not illustrated)*

No. 953 BAGGAGE AND CLUB CAR
Companion car to No. 952 and 954 Observation. Baggage door slides open to receive cargo, door at passenger end is hinged for opening and closing. Has railroad type Knuckle Couplers. Red or green finish. 12" long. Boxed individually and packed 3 per carton. Shipping weight 3 lbs.

No. 954 OBSERVATION CAR
Railing is brightly finished; steps, double inset windows, hinged open-and-close doors, imitation window shades and other details make this illuminated car a real buy. Sintered iron trucks. Has railroad type Knuckle Couplers. Red or green finish. 12" long. Boxed individually and packed 3 per carton. Shipping weight 3 lbs.

No. 948 BAGGAGE AND CLUB CAR
A real beauty. Aluminum finish body and heavy metal chassis features modern, up-to-date styling. Made to resemble the gleaming stainless steel baggage and club cars used by the New York Central, the New York, New Haven & Hartford and other railroads. Passengers are silhouetted in windows, interior lighting. Equipped with railroad type Knuckle Couplers. 12½" long. Boxed individually and packed 3 per carton. Shipping weight 3½ lbs.

No. 961 STREAMLINED COACH
Big wide picture windows where your passengers (they're silhouetted inside!) can relax and enjoy the scenery. Bright aluminum finish body on heavy chassis, resembles stainless steel de luxe coaches. Streamlined sides and top are corrugated. Illuminated inside. Die cast trucks beautifully detailed. Has railroad type Knuckle Couplers. 12½" long. Boxed individually and packed 3 per carton. Shipping weight 3½ lbs.

No. 962 VISTA DOME PULLMAN CAR
Intricately detailed model of the car which has created a sensation on real life railroads. Observation dome on roof enables passengers to view entire train and countryside. Body has bright aluminum finish with streamlined corrugated sides and top. Heavy chassis, die cast trucks. Silhouetted passengers. Full illumination. 12½" long. Boxed individually and packed 3 per carton. Shipping weight 3½ lbs.

No. 963 STREAMLINED OBSERVATION
Here's the finest, most luxurious lounge car ever made! Built to accurate 3/16" scale, it has the full sweep and length of real observations. "Boat-tail" end gracefully rounded, windows are extra size. Red warning light on rear is illuminated. Fully lighted inside. Silhouetted passengers. Die cast trucks minutely detailed. Has railroad type Knuckle Couplers. 12½" long. Boxed individually and packed 3 per carton. Shipping weight 3½ lbs.

WOODBURY HARDWARE COMPANY

PRICE LIST for American Flyer TRAINS

American Flyer Trains and Accessories, except those items marked *, are subject to Fair Trade Laws.

TRAIN PRICE LIST No. 17DW for Far West

Quantity Ordered	No.	Article	No. To Car	Appr. Car Wgt.	Schedule A Fair Trade Retail Price
	K5401T	Crusader Atl. Frt.-Pull-Mor w/Trans.	1	8	$18.95
	*5306T	Silver Bullet Pass.-CC&S-w/Trans.	3	29	23.50
	K5406T	Silver Bullet Pass.-CC&S-w/Trans.	1	9	23.95
	K5407T	Silver Bullet Frt.-CC&S-w/Trans.	1	9	23.95
	*5311T	Black Diamond Atl. Pass-CC&S-w/Trans.	3	31	25.95
	*5312T	Black Diamond Atl Frt.-CC&S-w/Trans.	3	29	25.95
	K5411T	Arrow Pac. Pass.-Pull-Mor-w/Trans.	1	10	28.95
	K5412T	Arrow Pac. Frt.-Pull-Mor-w/Trans.	1	10	28.95
	K5417T	G. M. Diesel Switcher-Pull-Mor-w/Trans.	1	9	30.95
	K5418T	Black Diamond Atl. Pass.-CC&S-Pull-Mor-w/Trans.	1	12	36.00
	K5419T	Black Diamond Atl. Frt. CC&S-w/Trans.	1	14	36.00
	*5322T	Mountaineer Pac. Pass.-CC&S-w/Trans.	3	42	36.50
	K5422T	Mountaineer Pac. Pass.-CC&S-Pull-Mor w/Trans.	1	13	38.75
	K5423T	Mountaineer Pac. Frt.-CC&S-Pull-Mor.w/Trans.	1	13	38.75
	K5434T	Silver Comet "A" Diesel Pass.-Pull-Mor-w/Trans.	1	13	41.50
	K5435T	Silver Comet "A" Diesel Frt.-Pull-Mor-w/Trans.	1	13	41.50
	K5436T	Meteor Pac. Pass.-CC&S-Pull-Mor-w/Trans.	1	15	46.75
	K5437T	Meteor Pac. Frt.-CC&S-Pull-Mor-w/Trans.	1	15	46.75
	K5440T	Yard King Switcher-CC&S-Pull-Mor-Whistle-w-Trans.	1	17	51.75
	K5345W	Trail Blazer K5 Pass.-CC&S-Whistle-Pull-Mor	1	13	54.50
	K5346W	Trail Blazer K5 Frt.-CC&S-Whistle-Pull-Mor	1	13	54.50
	K5351W	Pacemaker Hvd. Pass.-CC&S-Whistle-Pull-Mor	1	13	56.95
	K5352W	Pacemaker Hvd. Frt.-CC&S-Whistle-Pull-Mor	1	14	56.95
	K5357W	Challenger U P. Pass.-CC&S-Whistle-Pull-Mor	1	14	61.95
	K5358W	Challenger U.P. Frt.-CC&S Whistle-Pull-Mor	1	14	61.95
	K5363W	Silver Rocket Diesel A.A. Frt. Whistle-Pull-Mor	1	13	66.95
	K5364W	Silver Rocket Diesel A A. Pass. Whistle-Pull-Mor	1	12	66.95
	K5468WT	Silver Flash Diesel A-B Frt. Whistle-Pull-Mor-w/Trans.	1	15	69.50
	K5469WT	Silver Flash Diesel A-B Pass. Whistle-Pull-Mor-w/Trans.	1	16	69.50
	K5374W	Chief Diesel Frt. A-B-A-Whistle-Pull-Mor	1	14	77.95
	K5375W	Chief Diesel Pass. A-B-A-Whistle-Pull-Mor.	1	14	77.95
		LOCOMOTIVES AND TENDERS			
	293	Pac.-New Haven-CC&S-K.C.-Pull-Mor	1	4	28.50
	316	Pa. K5-CC&S-Whistle-K.C.-Pull-Mor	1	4	38.50
	326	Hudson-CC&S-Whistle-K C.-Pull-Mor	1	4	43.50
	336	U.P.-CC&S-Whistle-K.C.-Pull-Mor	1	5	48.50
	343	Switcher Nkl. Pl-CC&S-K.C.-Pull-Mor	1	5	33.50
	3745	GP-7 Twin Unit Diesel T & P	1	4	40.50
	466	Silver Comet Diesel A Unit	1	5	28.50
	4713	Chief Diesel A.B.A. Units-K.C.	1	6	58.95
	4745	Rocket Diesel A-A Units	1	5	48.95
	4778	Silver Flash Diesel A-B Units-K.C.	1	5	46.50
		TRANSFORMERS			
	48	Transformer — 100W	6	29	11.50
	158	Transformer — 110W	6	29	17.35
	168	Transformer — 175W	1	8	20.95
	*178	Transformer — 190W	1	8	24.50
	188	Transformer — 175W	1	12	27.50
	198	Transformer — 300W	1	10	30.95
	308	Transformer — 300W	1	14	36.50
	13	Circuit Breaker			1.85
		EQUIPMENT			
	21A	Imitation Grass	50	16	.50
	22	Scenery Gravel	25	35	.30
	23	Imitation Coal	25	10	.40
	24	Rainbow Wire — 25 ft.	36	18	3.10
	25	Smoke Cartridge	36	5	1.25
	26	Service Kit	12	11	1.85
	27	Track Cleaning Fluid	24	21	.50
	*50	District School	4	6	3.10
	249	Tunnel	6	22	3.65
	*160	Valley View Station	6	8	3.15
	*161	Bungalow	6	7	4.20
	*162	Factory	6	7	4.20
	*163	Comb Pass Sta & Outside Waiting Room	6	9	5.25
	*164	Barn	6	12	5.25
	*165	Grain Elevator	6	11	5.25
	*166	Church	6	9	6.25
	*167	Town Hall	6	11	6.25
	*168	Hotel	6	11	6.25
	*270	Comb. News & Frank Stand	6	5	3.15
	*271	3 pc. Whistle Stop Set	6	8	4.20
	*272	Sta. & News Stand	6	9	4.20
	*273	Suburban RR Sta.	6	8	4.20
	*274	Freight Station	6	10	5.25
	*275	Diner	6	8	5.75
	566	R.C. Whistle	4	7	7.30

WOODBURY HARDWARE COMPANY

Quantity Ordered	No.	Article	No. To Car	Appr. Car Wgt.	Schedule A Fair Trade Retail Price
	586F	Wayside Station	6	11	4.15
	589	Passenger Station	3	11	7.30
	*592A	Crossing Gate	6	6	8.35
	600	Crossing Gate with Bell	6	6	8.35
	593	Signal Tower	4	7	6.25
	596	Water Tank	6	17	6.30
	598	Talking Station Record	6	1	.85
	612	Freight Station	1	4	9.40
	740	Hand Car	12	10	8.35
	741	Hand Car & Shed	4	7	10.45
	*5300T	Miner's Work Train	3	18	14.95
	581	Girder Bridge	4	7	1.95
	750	Trestle Bridge-Lighted House	2	7	4.10
	758A	Sam the Semaphore Man	6	10	9.40
	759	Bell Danger Signal	12	9	5.20
	760	Flasher Signal	6	4	4.10
	761	Auto Semaphore	6	8	7.30
	*766	Anim. Sta. & Oper. Car	6	22	14.50
	K766	Anim Sta & Oper. Car	6	22	15.70
	*767	Roadside Diner	6	8	5.25
	769A	Rev. Airplane Beacon	6	8	4.10
	*771	Oper. Stock Yard & Car	3	13	14.50
	K771	Oper. Stock Yard & Car	3	13	15.70
	772	Water Tower	6	6	5.25
	*773	Oil Derrick	6	6	5.25
	774	Floodlight Tower	6	6	5.25
	K775	Loading Platform & Car	3	14	15.70
	778	Set of 3 Street Lights	12	5	3.15
	792	RR Terminal	3	13	10.45
	794	Union Station	1	4	10.45
	795	Union Station	1	10	18.35
	799	Talking Station	1	7	20.95

ACTION CARS

	*714	Auto. Log Unloading Car	3	5	5.75
	914	Auto. Log Unloading Car	3	5	6.85
	*715	Unloading Car	3	4	5.75
	915	Unloading Car	3	4	6.85
	*718	Mail Pick up Car	3	5	6.85
	918	Mail Pick up Car	3	5	7.95
	*719	New Auto Dump Car	3	4	7.95
	919	New Auto Dump Car	3	4	8.95
	*732	Auto Baggage Car	3	6	7.95
	*734	Oper Box Car	3	6	7.95
	974	Oper Box Car	3	6	8.95

3/16" ROLLING STOCK — KNUCKLE COUPLERS

	910	Chemical Car	6	3	5.25
	913	GN Box Car	6	4	4.65
	920	Southern Gondola Car	6	3	4.20
	921	CB&Q Hopper Car with Coal	6	4	5.20
	922	GAEX Box Car	6	4	4.65
	923	Refrigerator Car	6	4	4.65
	924	Cement Car	6	3	5.20
	925	Tank Car	6	4	4.65
	928	Log Car	6	7	4.65
	929	Cattle Car	6	4	5.00
	930	Caboose with light	6	4	4.65
	931	Gondola	6	3	4.20
	933	Box Car — White	6	4	4.65
	934	Floodlight Car	6	7	6.25
	936	Depressed Center Car	3	4	5.75
	937	MKT Car	6	4	4.65
	940	Wabash Hopper — Black	6	3	4.65
	941	Frisco Gondola	6	3	4.20
	942	Box Car — Silver Meteor	6	4	4.65
	944	Wrecking Crane Car	3	6	8.35
	945	Comb. Boom & Work Car	6	6	6.25
	946	Power Floodlight Car	3	4	7.95
	947	Refrigerator Car	6	4	5.00
	948	Track Cleaning Car	3	3	6.85

3/16" ROLLING STOCK — LINK COUPLERS

	*613	GN Box Car	6	4	3.65
	*620	Southern Gondola Car	6	3	3.15
	*622	GAEX Box Car	6	4	3.65
	*625	Tank Car	6	4	3.65
	*628	Log Car	6	5	3.65
	*629	Cattle Car	6	7	3.95
	*630	Caboose with Light	6	3	3.65
	*631	Gondola	6	9	3.15
	*632	Hopper Car	6	3	3.65
	*633	Box Car — White	6	4	3.65
	*636	Depressed Center Car	3	5	4.65
	*637	MKT Car	6	4	3.65
	*640	Wabash Hopper — Black	6	9	3.65
	*641	Frisco Gondola	6	3	3.15
	*643	Circus Flat Car	6	4	3.65
	*644	Wrecking Crane Car	3	6	7.30
	*645	Comb Boom & Work Car	6	6	5.20
	*646	Power Floodlight Car	3	4	6.85
	*647	Refrigerator Car	6	4	3.95
	*648	Track Cleaning Car	3	4	5.75

PASSENGER CARS — KNUCKLE COUPLERS

	951R	Baggage (Red)	6	5	5.00
	951G	Baggage (Green)	6	5	5.00
	952R	Pullman (Red)	3	3	8.35
	952G	Pullman (Green)	3	3	8.35
	953R	Baggage & Club (Red)	3	3	8.35
	953G	Baggage & Club (Green)	3	3	8.35
	954R	Observation (Red)	3	3	9.40
	954G	Observation Green)	3	3	9.40

PASSENGER CARS — LINK COUPLERS

	*650R	Coach (Red)	3	3	4.20
	*650G	Coach (Green)	3	3	4.20
	*651R	Baggage (Red)	3	3	3.95
	*651G	Baggage (Green)	3	3	3.95
	*652R	Pullman Red	3	3	6.25
	*652G	Pullman Green	3	3	6.25
	*653R	Baggage & Club (Red)	3	3	6.25

TRACK EQUIPMENT

	690	Track Terminal	12	1	.20
	691	Steel Track Pins	144	1	.15
	692	Fibre Pins	48	1	.15
	693	Track Locks	144	2	.30
	697	Auto. Track Trip	12	1	1.50
	698	Reverse Loop Kit	6	2	2.10
	700	Straight Track	144	18	.25
	701	½ Sec. Str. Track	48	3	.25
	702	Curved Track	48	6	.25
	703	½ Sec. Curved Track	48	3	.25
	706	R. C. Uncoupler	6	3	3.15
	709	Lockout Eliminator			1.50
	720A	R. C. Switches	3	10	16.75
	678	L. H. Single Switch	6	11	9.40
	679	R. H Single Switch	6	11	9.40
	722A	Manual Switches	6	16	9.40
	668	L. H. Single Manual Switch	6	9	5.75
	669	R. H Single Manual Switch	6	9	5.75
	725	RR Crossing	12	9	2.60
	726	Rubber Roadbed — Straight	48	9	.30
	727	Rubber Roadbed — Curved	48	9	.30
	730	Bumper	6	3	2.10
	731	Pike Planner	12	4	1.00
	780	RR Trestle	6	14	8.35
	783	Hi Trestle Sections	4	5	5.25
	*520	Knuckle Coupler Conv. Kit	48	3	.95
	*781	RR Abutment Set	1	8	8.35
	*790	3-D Trainorama	6	27	9.95

LAMPS

	460	Lamp Assortment (54)	4	3	13.50
	440	Clear (3)	12	1	.75
	441	Red (3)	12	1	.75
	442	Clear (3)	12	1	.75
	443	Green (3)	12	1	.75
	444	Clear (3)	12	1	.75
	451	Frosted (1)	12	1	.35
	452	Min. Clear (1)	12	1	.65
	453	Clear (3)	12	1	.85
	454	Bayonet Clear (1)	12	1	.25
	455	Red (3)	12	1	.75
	456	Bayonet Red (1)	12	1	.35
	457	Bayonet Green (1)	12	1	.35
	458	Bayonet Clear (3)	12	1	1.00
	461	Clear (3)	12	1	.75

They loved EEGEE dolls in '53

BIG NATIONAL ADS LIKE THESE IN LIFE

Month-after-month-after-month starring the doll that walks away with your heart...

SUSAN STROLLER

and they'll love 'em more in '54

EEGEE America's Doll Darlings—

featuring her favorite "walk-with-me" dolly...

- **SUSAN STROLLER**

prettier than ever in her brand new '54 outfits

- **ROOTED HAIR DOLLS**
- **ALL VINYL DOLLS**

...AND FEATURING EVERYTHING GIRLS ADORE FROM BABY TO TEEN AGE DOLLS

You'll love EEGEE'S '54 Promotion!

for '54 EVERYTHING IN SALES PROMOTION FROM SCOOPS TO MATS!

Bright new ideas for your newspaper ads! Dramatic displays —for window, floor, counter! Publicity, TV and radio scripts! Glossy photos.

for '54 ANOTHER BIG AD CAMPAIGN! to help presell your customers.

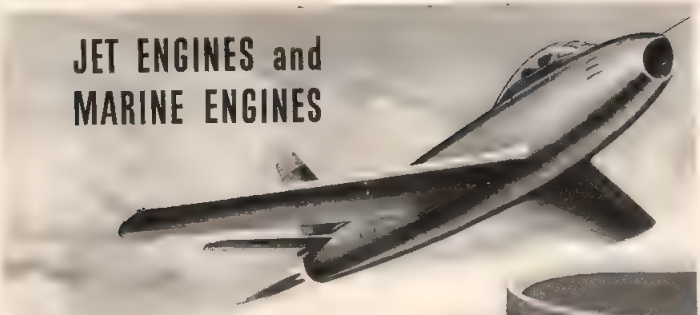
GOLDBERGER DOLL MFG. CO., Inc.

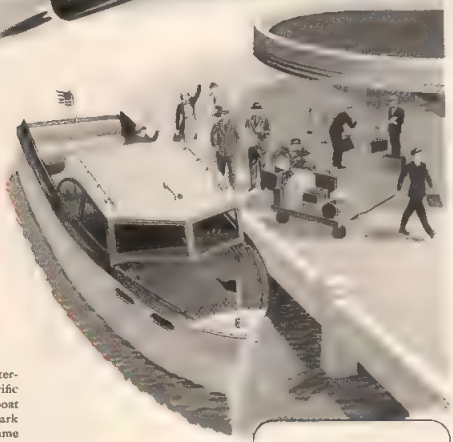
For over 30 years, little doll house of distinction

1107 Broadway, New York 10, N. Y.

Factory: 307 Richardson St., B'klyn, N. Y.

JET ENGINES and MARINE ENGINES





ACs with Patented *CORALOX* Insulator are Built for Both!

The *CORALOX* Insulator of the AC starter-plug used in jet planes must withstand terrific temperatures. This fact is important to boat owners because the insulator of the AC Spark Plugs used in marine engines is of the same composition as that used on the jet plug.

AC Spark Plugs are the only plugs with patented *CORALOX* Insulator, insuring faster starting—smoother firing throughout your engine's speed range. *CORALOX* keeps plugs cleaner—at any temperature—in any kind of weather, because *CORALOX* resists the formation of oxide and carbon coatings that fouled up earlier types of insulator material.

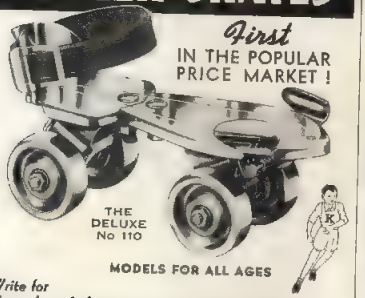
Remember, you must have peak plug performance to get peak engine performance.

AC SPARK PLUGS

THERE IS AN AC SPARK PLUG SPECIALLY DESIGNED FOR YOUR INBOARD OR OUTBOARD

AC SPARK PLUG DIVISION GENERAL MOTORS CORPORATION

KINGSTON ROLLER SKATES



First IN THE POPULAR PRICE MARKET!

THE DELUXE No 110

MODELS FOR ALL AGES

Write for Complete Information and Illustrated Literature

KINGSTON PRODUCTS CORPORATION

Hardware Division P 8

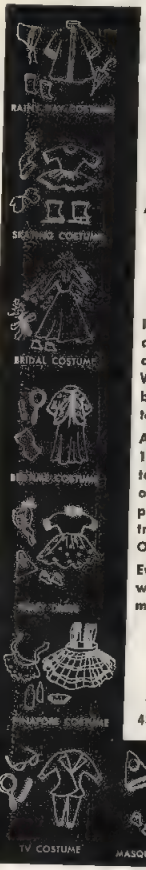
Kokomo, Indiana, U.S.A.

...A Complete Line...

Spec-toy-culars, Inc. MANUFACTURERS and CREATORS TOYS AND NOVELTIES

35-35 35th STREET, LONG ISLAND CITY 1, N. Y.

GARDENING COSTUME



I'm the NEW

MARCIE DAILY DOLLY

A FULL 9" WALKING DOLL

A BRAND NEW TERRIFIC SELLER!

I'm 9 in. tall, made of unbreakable plastic; my eyes open and close and I can SIT AND WALK! What's more, my SARAN hair can be combed and curled, yet I retail for just $1.98!

And here's the best yet. I have 16 different costumes, and more to come, all colorful for all daily occupations . . . individually packed in attractive transparent tray-box . . . each to retail for ONLY $1.00!

Everyone loves me . . . and you will, too, when you see how I make your DAILY sales JUMP!

Order today!

FREE catalog available.

A & H DOLL MFG. CORP.

43-12 50th St., Woodside 77, N.Y.

BMC DELUXE CHAIN DRIVE TRACTOR

AMF JUNIOR "JACK & JILL" SIDEWALK BIKE

this christmas do a land-office lay-away

AMF JUNIOR "SKY TRIKE"

BMC HOOK & LADDER

AMF JUNIOR "TOW TRIKE"

AMF JUNIOR "JACK & JILL" SIDEWALK BIKE No. 816. Convertible from boy's to girl's model! Puncture-proof tires. Knuckle guards, luggage rack. Chrome trim. 16" wheels.

BMC DELUXE CHAIN DRIVE TRACTOR Model B-1400. Wonderfully realistic. Knee-action fork. Power-tread tires. Adjustable "bucket" seat. Ball bearing front wheel, rear frame and sprocket assembly. Tows BMC pull type attachments.

BMC HOOK & LADDER Model B-1302. Rugged chain drive. Ball bearing front wheels, sprocket assembly and rear frame. 1¼" semi-pneumatic tires. Chrome plated head lamp, hood ornament and hub caps. Fire engine red baked enamel, white, black and silver trim.

THE GREAT NEW AMF JUNIOR "SKY TRIKE" Series 885. A real 'dream trike'. Delta-wing handlebar, sabre knuckle guards, streamers. Sparkling chrome trim. 12", 16" and 20" front wheel sizes.

THE PLAY-PACKED NEW AMF JUNIOR "TOW TRIKE" No. 808. A new, different kind of trike! Crank hoist lifts, tows. Trailer hitch for wagon or any BMC pull attachment. Tractor tires. Hoist bar removable, converts to standard trike. 16" front wheel.

job with

AMF Junior TRIKES & BIKES

AMF BMC CARS, TRACTORS, WAGONS

There are over fifty JUNIOR and BMC models. From pedal bikes and trikes to tractors and "two-wheelers"—there's a size and style for every child from 2 to 8. Display your Junior and BMC line early . . . talk Lay-Away to your customers early—and start those Christmas profits rolling in *now!*

LOOK AT THE HELP JUNIOR AND BMC DEALERS GET!

sales clicking

DEALER HELPS

There are separate Promotion Kits for JUNIOR and BMC. Each of the kits contains:

DISPLAY CARDS Really call attention to your wheel goods department. What's more, they help promote Lay-Away throughout your store!

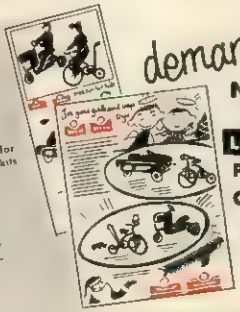
demand stirring

NATIONAL ADS

LIFE Full page—Full color

Parents' • Child Life

Children's Activities



Big ads in big time magazines mean BIG business! Colorful, exciting, sales-stimulating—these ads steer customers right into your store!

AD MATS Your own ads tell customers how easy it is to own any of the wonderful JUNIOR or BMC models.

FACT, LAY-AWAY TAGS Fully tested, they produce phenomenal results. Give selling facts on one side, complete store and customer lay-away records on the other

FREE PROMOTION KIT!

AMF WHEEL GOODS (TN9)

215 MARBLE STREET, HAMMOND, INDIANA

PLEASE SEND ME (check one)

☐ JUNIOR KIT ☐ BMC KIT ☐ BOTH KITS

NAME_____

STORE NAME_____

ADDRESS_____

CITY_____ ZONE____ STATE_____

HARDWARE JOBBERS—See us at the National Hardware Show—Booth 295

THE *FLYING FALCON* IDEA

is bound to get around . . .

because the sensational FLYING FALCON offers both Balloon-tire Comfort and Lightweight Pedaling Ease!

Last summer, AMF Roadmaster introduced an amazing new kind of bike ride . . . the "Glidemaster Ride" of the Flying Falcon. It combines the comfort of balloon-tire riding, the pedaling ease of a 3-speed gear shift and the stopping power of hand brakes.

Chances are good you'll see more and more attempts all through '54 to imitate this better bicycle ride.

But first on the market means first in popularity—that's the big sales advantage AMF Roadmaster offers you.

First is a Roadmaster habit. Roadmaster's famous quality plus AMF engineering brought you many great new advances in '53. This combination is constantly at work developing new products for the ever-changing bicycle market.

When you display and sell the complete AMF Roadmaster line—you *make sure* you'll be first with the newest—first with the finest.

The Flying Falcon has this Great Combination of Features!

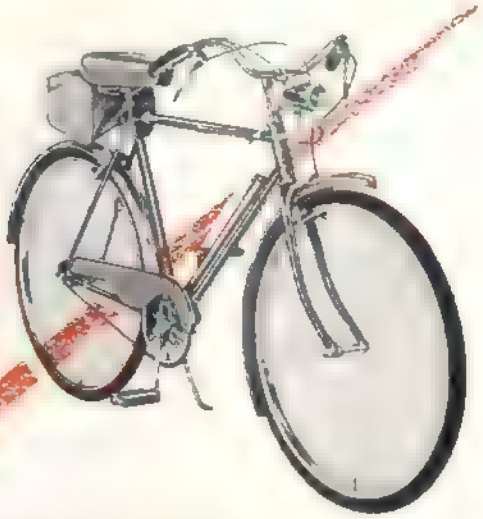
- **Three-speed gear shift**—easier pedaling
- **Long-coasting balloon tires**—more comfortable riding
- **Hand brakes**—quicker, surer stops
- **Electronically strengthened frame**—more rugged, longer lasting
- **Rocket Ray headlight**—long range "beamibility"
- **Chrome fenders and rims**—gleaming good looks

"the best of everything in bikes"

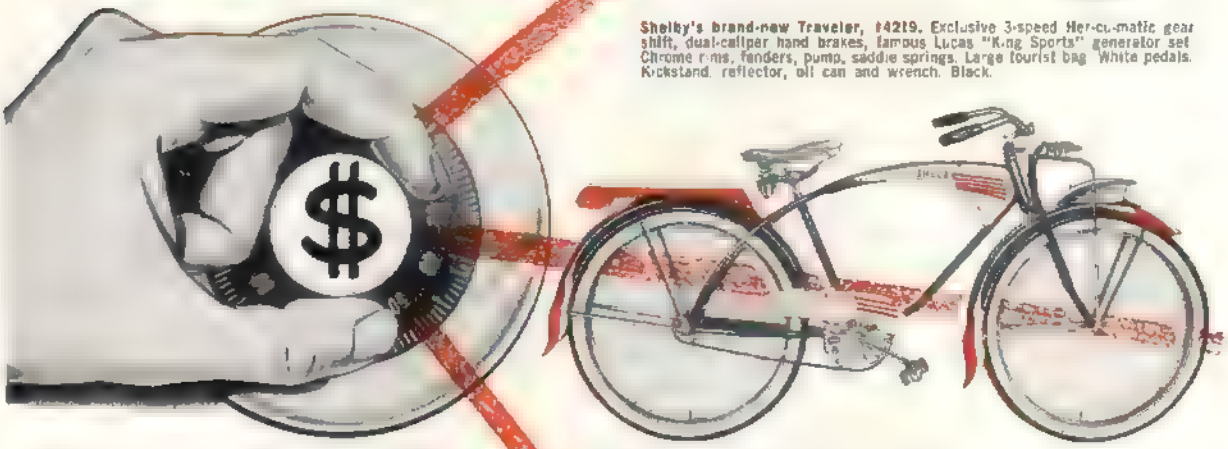
THE CLEVELAND WELDING COMPANY
West 117th St. and Berea Rd., Cleveland 7, Ohio
Subsidiary of
AMERICAN MACHINE & FOUNDRY COMPANY
New York, N. Y.

SHELBY

Gives you the NEW COMBINATION for MORE PROFITS!



Shelby's brand-new Traveler, #4219. Exclusive 3-speed Her-cu-matic gear shift, dual-caliper hand brakes, famous Lucas "King Sports" generator set. Chrome rims, fenders, pump, saddle springs. Large tourist bag. White pedals. Kickstand, reflector, oil can and wrench. Black.



Shelby's all-new balloon-tire line, #52, illustrated. Exclusive Airflo frame. Dual-action spring fork. Luggage carrier, powerful headlight. Chrome rims, flared fenders.

One, two, three... lightweight, standard balloon-tire, juvenile...Shelby has them all. And Shelby dealers get all the advantages, all the profits of covering the market. Now there's a Shelby bicycle for every customer regardless of age or preference. Look at this great new line up.

- **NEW, Shelby's lightweight Traveler line...** quality built...priced right for more sales!
- **NEW, Shelby's balloon-tire line.** Right off the drawing boards, chock full of super features every youngster wants!
- **PLUS, Shelby's complete juvenile line.** 16", 20", 24". Start them on Shelby for a lifetime of profit making sales!

Progressive dealers know Shelby's got the right combination. Why don't you look ahead...be ahead with Shelby, too?

Shelby's 20". #SX-2. Red and white with blue outline stripe. Chrome rims, chain guard, tail reflector. Also available in 24" and 26".

Look ahead... be ahead with SHELBY

PLATE!

SHELBY CYCLE COMPANY
2121 West 117th St.
Cleveland 7, Ohio

ANOTHER AMF PRODUCT

amt
ALUMINUM MODEL TOYS, INC.

Presents

4 NEW TWO TONE COLOR FLYWHEELS Plus

FORD CUSTOM SEDAN #133

BUICK ROADMASTER #136

PONTIAC CATALINA #135

STUDEBAKER STARLINER #134

TWO-TONE MODELS
List Price $1.50 Each

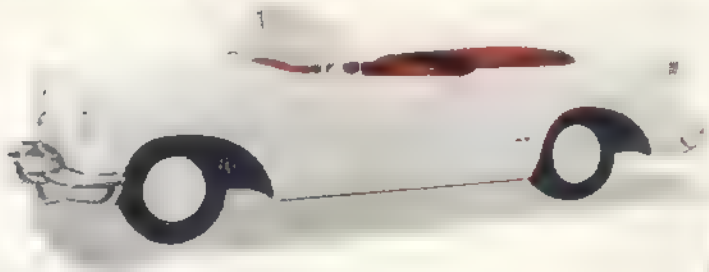
Fly Wheel models are 1/25th actual car size (approximately 8" long) . . . Injection molded of finest Tennessee Eastman Tenite plastic . . . Bright metal bumpers and grille gleam like the big car . . . Mounted on sturdy metal chassis with rubber tired disc wheels . . . Driven by Fly Wheel motor, actuated by hand.

SOLID COLOR MODELS

Buick	#129
Studebaker	#131
Ford	#130
Pontiac	#132

List Price $1.30 ea.

2 Convertibles



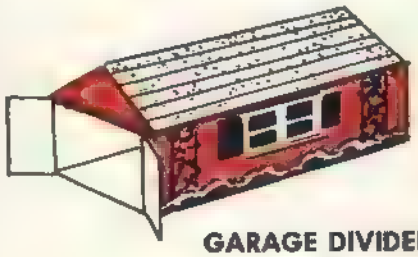
BUICK SKYLARK CONVERTIBLE #444

List Price $2.50 Each

These new additions to the growing AMT line are the most stylish models on four miniature wheels.

Made of tough resilient Tenite plastic with steering wheel, dashboard and molded two-tone color seats duplicated. Driven by Fly Wheel motor.

FORD SUNLINER CONVERTIBLE #333



GARAGE DIVIDEND

Individual boxes quickly and easily convert into attractive GARAGE for extra play value.

ALL FLY WHEEL MODELS packed one doz. to a shipping carton 12⅜ x 8¾ x 8½, weighing 8 lbs.

A BOXFULL OF CREATIVE and CONSTRUCTIVE PLAY VALUE

66 PIECES TO ASSEMBLE For Three Different 1954 Model Convertible Kits

Bradford Novelty Offers Tips on Picking and Trimming Xmas Trees

As a service to parents and other adults, in time for the Christmas holidays, Bradford Novelty Company, Cambridge, Mass., has issued the following advice for trimming:

"Your tree this Christmas will make you even happier if you know that the children will be protected, as well as made glorified by its brilliant beauty. Follow these instructions carefully with your Safety Christmas Tree. First, avoid any opportunity of toppling or tipping by purchasing a firm tree with a steady, weight-balanced and by using metal trunk grippers. Be sure to use string, not hooks, in tying on your unbreakable ornaments.

"Prevent any danger of fire, and save yourself money, too, by making this fire-preventive solution at home yourself. For a six-foot tree, mix a solution of one gallon of water, four ounces of boric acid powder and seven ounces of borax, and then spray on tree.

"And as the all-important finisher, trim the tree with unbreakable plastic Christmas ornaments. Look for the word unbreakable when you buy. Gay and brilliantly artistic ones are manufactured with toddlers' safety in mind by the Bradford Novelty Company, pioneers in this field. In both beauty and safety, these ornaments are incomparable. In beauty, they are as sparkling and radiantly bright as glass—even though they are unbreakable, and even more so, in the fact that many of the items that are made in this unbreakable plastic cannot be made in glass. They are shrewdly plated, or have high-gloss metallic finishes which give them a shining but the look of plastic. But in addition they possess one big advantage of plastic—the quality of being unbreakable. When glass ornaments are dropped, they break and shatter, but when unbreakables drop, they merely bounce, to the children's delight, and they also serve them as toys long after the Christmas season is but a lovely memory."

Eleven New Tru-Vue Subjects

Shown at right, Rex Allen, cowboy star of movies, radio and television, sees himself as the hero in "The Horse Thieves," new Tru-Vue 3-Dimension thriller. The story is filmed in True-Vue color.

"The Horse Thieves" is one of 11 new 3-dimension children's subjects in color announced by Tru-Vue Company, Beaverton, Oregon, manufacturers of the popular Tru-Vue 3-Dimension viewers and color film cards. Also being released are two new children's albums of three subjects each, and two travel subjects.

Each of the new film cards tells a complete story in seven 3-dimension color pictures. Story titles are printed right on the film itself.

New children's subjects are: Bear Cubs Raid a Picnic, Snow White and the Seven Dwarfs, Peter Pan, How's Doody and Clarabell the Clown, Rex Allen and Koko in "The Horse Thieves," Circus Clowns, Circus Parade, Circus Thrills, Kitten Capers, Playful Puppies, Baby Zoo Animals.

The new True Vue albums are a Circus

Album containing Circus Clowns, Circus Thrills and Circus Parade and Disney Album Number Two containing Snow White and the Seven Dwarfs, Peter Pan and Pinocchio.

New travel subjects are: Mardi Gras, and French Quarter, New Orleans.

HARRIE C. WHITE, FORMER TOY ASS'N PRESIDENT, DIES

PLAYTHINGS regrets to report the death of Harrie C. White, former president of the Toy Manufacturers of the U.S.A., Inc., on September 24 [illegible] in North Bennington, Vt.

Mr. White was actively interested in the association from its inception, serving as a director from 1917 through 1919, and again from 1924 through 1927. He was elected vice-president in 1926 and [illegible] 1927.

Harrie C. White

In 1933 Mr. White was again elected a director for a three-year term.

As president of the H. C. White Company, makers of the "Kiddie Kar," Mr. White was recognized throughout the industry as an outstanding personality with keen judgment and strict integrity.

He leaves his wife, Mrs. Sue L. Mattson White; three daughters, Mrs. Kendall Rich, Mrs. Arthur Farley and Mrs. Theodore H. Thomas; two brothers, Ray White of Yonkers, N. Y., and Clarence W. White; and two sisters, Mrs. Harry Riemann and Mrs. Hans Friedrich.

TOY WOMEN'S ASS'N PLANS RAFFLE DRAWING DEC. 14

At the October 19 meeting of the Toy Women's Association further details were discussed in the plan to raise money for toys for underprivileged children, a project that was first conceived and suggested last spring.

Part of the proceeds from the association's raffle, the drawing for which will be held on December 14, will be used to finance a Valentine's Day Party for a children's ward in one of the larger hospitals.

The fund-raising activities of the association, it is announced, are not intended, however, to preclude the donation of toys by toy manufacturers. All such donations will be gratefully received and acknowledged, states Irene Levy, president.

The association's membership drive is still under way. Women in executive capacities in the industry—in manufacturing, selling or buying—are eligible. Those wishing to apply should communicate with Irene Levy at the Marvin Kaplan offices at 200 Fifth Avenue, New York City, who will pass their applications on to the Membership Committee for [illegible].

NOMA OUTDOOR LAMP POSTS EXPRESS "SEASON'S GREETINGS"

The large (50") full-color lamp posts illustrated here carry a cheerful Christmas message. Products of Noma Lites, Inc., 55 West 13 Street, New York City, they are [illegible] illuminated with five C7½

candelabra base lamps in each post. A simulated snow-capped lantern top and base promise to lend an "old-fashioned" Christmas charm.

Suitable for use in the doorway or on the lawn, the posts come with a four-foot lead cord with an add-on plug and are easy to install, the manufacturer reports. A standard package contains one pair of posts.

Parker's Hollywood "Go" Given Window by Schwabacher-Frey

Hollywood "Go," newest game in the world-known Parker Brothers line, was featured recently in a window display by the retail store of Schwabacher-Frey Company, 735 Market Street, San Francisco. A novel board game, it is reported to appeal to all ages. Both skill and luck play a part.

Miniature Masterpieces Added to Revell's Line of Quick Construction Kits; 3-Kit Pack Offered

Miniature Masterpieces, the prize winning series of plastic 'Collectors' Editions in Hobby Kits," are now part of the Revell line of Quick Construction Kits, according to an announcement by Lewis H. Glaser, Revell president.

'Revell engineers and research experts, who checked the Miniature Masterpieces' series, report that the absolute authenticity of each detailed vehicle kit qualifies it for Revell's expanding group of authentic antique and modern autos, jet fighter planes, bombers, contemporary ships, sailing vessels and oldtime fire engines. Ben Lench, former president of Miniature Masterpieces, will continue in a supervisory capacity," Mr. Glaser revealed.

Under Revell management, plans are under way for the introduction of even more elaborate models, beginning with a new, more complete kit of the State Coach of England, followed by a Western Cruck Wagon and a separate kit of plastic Western figures made to the same scale. A cleverly designed three-kit gift pack has also been prepared for the series, now to be known as Revell Miniature Masterpieces.

Inspired by the success of Miniature Masterpieces' initial model last year—an exact replica of the gold and scarlet State Coach most recently used at the Coronation of Queen Elizabeth II—Revell will have ready this month a kit of the same Coach augmented with eight royal Windsor gray horses, four officially uniformed postilions, and seated figures of Queen Elizabeth and Philip, Duke of Edinburgh. Packaged in the same colorful style that won Miniature Masterpieces the Model Industry Association First Prize for Vehicle Packaging this year, the new State Coach will carry the Revell Authentic Kit trademark and retail at $1.29. Made-up models of the coach, figures and horses are also available.

Included with the easy-to-handle plastic parts are step-by-step instructions for assembly and decoration of the Coach, and a printed account of Queen Elizabeth's coronation and the vehicle's historical role.

Revell's new Miniature Masterpieces gift package includes the Western kits in addition to a kit of paints, thinner, brush and cement for finishing the models. Now being shipped for Christmas sales, the attractive combination package retails at $3.95.

BLACK HEADS MERCHANDISING DEPT AT RAND McNALLY

Hurd Whitney, who has resigned his position as head of Rand McNally's Merchandising Department, will be replaced by Wallace B. Black, formerly head of the company's low price book department. The two departments—low price book and mer-

Wallace B. Black

chandising—are to be merged into a single merchandising department with Mr. Black as manager.

In his new capacity Mr. Black will continue to direct publication and distribution of Rand McNally's various lines of inexpensive books. At the same time he will take over Mr. Whitney's duties of expanding distribution of all Rand McNally products in the various mass markets.

CONVERTIBLE TENT-WADING POOL PLACED ON MARKET BY SNYDER

A versatile outdoor number is currently being offered by Snyder Manufacturing Company, Inc., New Philadelphia, Ohio. The item, a $5.95 (suggested) retailer, converts from a carnival tent to a wading pool "in a matter of minutes."

The small tent, shown here, can be hung

from a tree, a clothes line, or from basement rafters, or laid over a card table. To make the conversion to a wading pool, all that's necessary is to fold under the side walls

Fabricated of heavy-gauge Ultron vinyl film, the combination wading pool and tent includes a rope, pennants and a repair kit.

Storage, the manufacturer states, represents no problem. After the youngster's finished with it, the unit can be stored in a carton or box approximately 10" by 10" by 3". Weight of the item is two pounds.

22-Foot, 9,950-Gallon Pool Tops Doughboy's 1955 Line

Survival-suited swimmers test Doughboy's family pool.

Spurred on by the growing interest in the new type of portable, inflatable plastic swimming pool which Doughboy Industries introduced just two years ago, the plastics division of Doughboy plans to go into 1955 with a pace-setting summer line.

This was disclosed when Doughboy unveiled its 1955 line of toys and pools at the company's fall sales meeting November 1 at the Edgewater Beach hotel in Chicago. Heading the list is a new king-sized family pool—22 feet in diameter, three-and-a-half feet deep and with a capacity of 9,950 gallons. The pool will retail for $350.

Some of the other newcomers in the 1955 summer line, all with a lifetime factory guarantee, include: Rigid frame pools with corner seats and showers, new swim vests for children from 1 to 16, forti-plyed plastic covers for all family pools, welded tubular steel ladders for the family pool, swim paddles for children, and a new water toy named "Aqua-Pup."

A. J. Miller, Jr., vice-president of Doughboy's plastics division, and his associates from the company, introduced the new line to the firm's sales representatives.

Speaking of the new lifetime factory guarantee, Doughboy officials stated: "Each Doughboy toy and pool is fabricated of the finest materials available and is thoroughly inspected and tested before it leaves the factory.

"Each is guaranteed against any defects of workmanship and materials. Should any repairable damage occur any time during the lifetime of the product, it will be repaired without cost at the factory." Doughboy spokesman pointed out that this guarantee protects a store's reputation for selling quality products.

Speakers at the sales meeting included E. J. Cashman, president of Doughboy Industries; R. C. Drury, executive vice-president; Joseph A. Ferris, vice-president, public relations; and John Lamb of the Batten, Barton, Durstine and Osborn, advertising agency. Presentation of toys was handled by LeRoy Olson and Walter Fraipont.

Doughboy's line of family swimming pools has three other models besides the 22-foot number. One is 18 feet in diameter, another 12 feet and a third 8½ feet; the prices are $200, $100, and $50 respectively.

There are four new rigid frame pools and they are priced at $35, $20, $15 and $14. These pools are of an all-new design and construction, and the frame is made of 1⅛ inch, 20 gauge tubular steel, which gives 30 per cent additional strength without adding shipping weight. It has an exclusive interlocking sleeve construction which eliminates need for bolts and nuts. This is said to make the pools easy to assemble and store

Each pool is equipped with heavy gauge metal corner seats which clip to the frame of the pool. The liner is made of vinyl impregnated heavy duty canvas which offers high resistance to wear, abrasion, puncture and deterioration, the manufacturer asserts

The liners are gaily decorated. Each has a drain plug of molded vinyl which accommodates a standard sized garden hose. The pools come with a complete kit including a repair kit, assembly instructions and a die cast aluminum shower designed for use with the hose

TELL SELL'S LUNENFELD AUTHORING TOY ARTICLES

Norman A. Lunenfeld, president of Tell Sell Corporation, 200 Fifth Avenue, N.Y.C., advises that in addition to selling toys to chain stores, he has an annual contract with United Features Syndicate to write a series of five articles on toys for their subscribers. Since United Features subscribers include some 71 major newspapers throughout the United States, this series represents important publicity for the toy industry, Mr. Lunenfeld states.

The articles this year, which will appear on five consecutive days during December, include the following titles: "Dolls Can Do Anything You Can Do—Better," "Housekeeping Toys," "Young Scientists," "Games for Young and Old," and "Young America On Wheels."

EASY WAY TO HIKE

Sightseeing by bicycle is becoming a big weekend diversion across the country. A group of Wisconsin cyclists have come up with a new twist. They pack their bikes in automobile trailers, drive to a selected spot and with that as headquarters, spend a leisurely weekend pedalling around the country.

HUETTNER OF SELCHOW & RIGHTER HONORED; 25 YEARS WITH FIRM

A testimonial luncheon was tendered by the board of directors of Selchow & Righter Company on Saturday, October 30, to Frederick A. Huettner, vice-president in charge of production, in celebration of his 25th anniversary with this well-known firm. All present unanimously agreed that "Jimmy Shaw's" charming inn, located amid the rolling hills of Pound Ridge, N. Y., fully justified its selection as the scene for the luncheon.

At the conclusion of the appetizing repast, Miss H. T. Righter, president of the company, in her usual and charming manner, expressed on behalf of the officers and directors, the firm's sincere appreciation of Mr. Huettner's devotion to his duties as well as its gratitude for his many contributions to improved manufacturing methods at the Selchow & Righter plant during the past quarter century. Special mention was made of his efficient handling of the unprecedented demand for Scrabble, a demand which is still unabated.

Miss Righter then presented him with a

Frederick A. Huettner

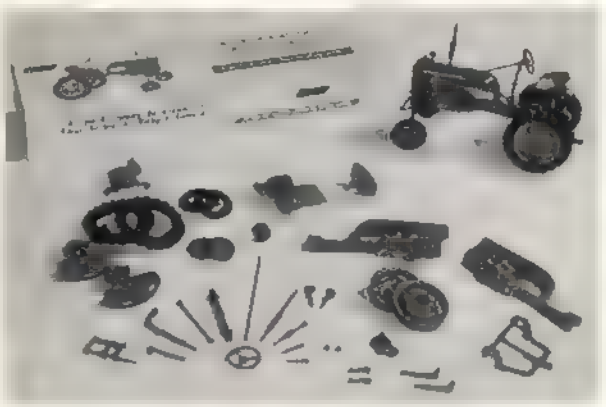
beautiful Tiffany wristwatch bearing the inscription: "To Frederick A. Huettner from Selchow & Righter Co. 1929-1954." Following Miss Righter's warmly applauded presentation, all of Mr. Huettner's business associates in turn paid him tribute for his excellent work over the years.

Mr. Huettner, obviously moved by the many tributes, responded in his usual modest manner by expressing his heartfelt thanks and deep appreciation for the kindnesses shown him, and added the hope that the next quarter century of the Selchow & Righter Company would prove to be as happy for all present as had the last.

It is interesting to note that Mr. Huettner joined the Selchow & Righter Company 25 years ago as a cost clerk. Soon thereafter, his aptitude for the game manufacturing business was recognized by the top management, and over the years a series of promotions followed that finally resulted in his winning a reputation as an outstanding production manager.

Present at the luncheon were Mrs. Frederick A. Huettner, Miss Harriet T. Righter, pres., S & R, Mr. and Mrs. L. K. Anderson, Miss Jessie A. Righter, Mr. and Mrs. Irving A. Wills, Paul H. Selchow, C. Ellsworth Tobias, Miss Marion E. Stringer and R. A. Jackman.

Authentic Scale-Model Tractor New in Saunders-Swadar Line



A put-together and take-apart farm tractor kit, which can be assembled without glue or cement, is the newest addition to the popular hobby craft line manufactured by Saunders-Swadar, Aurora, Ill. Consisting of 30 colorful red plastic parts, the interesting feature of this new tractor is that once assembled it can be taken apart and put together again with the process being repeated at the model builder's will.

In designing the tractor, identified in the line as TK-150, there has been incorporated in the item the principle which has resulted in enthusiastic reception for Saunders-Swadar kits; and that is that it is "fun to make and fun to play with." All kits are designed to provide not only time-consuming interest in the building, but have actual play value when completed.

Made to retail for around $1, the kit is packed in a colorful illustrated box from which the lid removes to reveal the contents. Each set comes with an illustrated, simply worded direction sheet, the tractor when assembled is ⅛ actual size, or 5½" high, 6½" long and 3" wide.

Saunders-Swadar are also making available in connection with their farm tractor, assembled models mounted on easels for display purposes.

Vogue Doll Wins Mass. Award for Ginny's Walking Mechanism

Above, Lt. Governor Sumner Whittier of Massachusetts congratulates Mrs. Jenne Graves, president of Vogue Dolls, Inc., on winning an Associated Industries of Massachusetts Court of Merit Award at the opening ceremonies held at the State House in Boston.

Left to right are: Roy F. Williams, executive vice-president, Associated Industries of Massachusetts; Lt. Governor Whittier; Mrs. Graves, Richard Preston, Commissioner of Commerce; and Seabury Stanton, president of AIM.

This award was made to Vogue Dolls, Inc., for its development of an exclusive type of walking mechanism for Ginny which patents have been granted. This exclusive walking feature is termed sturdy, long-lasting and fool-proof. It is stated that it has been proved "overwhelmingly successful" in actual use by consumers.

The Vogue Doll Merit Award display, along with those of other prize winners, is now on exhibition at the State House in Boston.

"LET IT SNOW"

With new bicycle snow tires now on the market, the bike-riding worker can cycle to his job even during the winter months.

Leo White, president, Knickerbocker Plastic, chats with Jack Webb.

Charles Resnick, secretary-treasurer of Carnell, and Dragnet's Mr. Webb.

"Dragnet," Prize TV and Radio Property, Licenses Carnell, Knickerbocker Plastic

SHERRY TV, INC., 9370 Santa Monica Boulevard, Beverly Hills, California, owners of "Dragnet," one of the nation's top-rated television and radio programs, have entered into licensing arrangements with Carnell Manufacturing Company, Inc., and Knickerbocker Plastic Company, Inc., for the exclusive manufacture and marketing by these firms of certain items to be produced under the "Dragnet" label.

A spokesman for Sherry TV, Inc., stated that the contracts entered into with Knickerbocker and Carnell gave to these firms the exclusive right to the use of the "Dragnet" name, as well as exclusive rights to the use of other important names associated with the program, such as Jack Webb, Sergeant Joe Friday and "Badge 714," in conjunction with the products to be manufactured by them, as a further means of product promotion and identification.

OUT OF 100 APPLICANTS . . .

The selection of Carnell to manufacture "Dragnet" gun and holster sets and Knickerbocker to manufacture "Dragnet" plastic and metal water and cap guns as well as cork and dart target sets, followed almost a solid year of market research and study, together with the consideration of the more than 100 major toy companies that applied for the "Dragnet" license.

"Our concern as to the selection of the right licensees was made even more important because of the immense prestige and character of the program," the Sherry TV, Inc., announcement said. "This program is tops on the air waves and with its triple impact of radio, network television and syndicated television programs it is seen and heard by one of the largest audiences of any program in the United States."

The announcement added that "Dragnet" plays to a weekly audience of over 45 million people on its primary national network. An audience of over 55 million sees "Dragnet" on local TV each week where it is presented as "Badge 714." The latter and "Dragnet" are in a total of over 200 different, major television markets.

It was also pointed out that "Dragnet," as a motion picture, had become one of the smash hits of the current movie season and will be one of the all-time box office greats.

OBLIGATION TO FANS

That announcement went on to say that 'a program of the size and importance of 'Dragnet' is not only a property of immense financial importance, but it entails, as well, an obligation not to misuse the public trust that has been given us. These factors made it imperative that we scan applicants from every standpoint before a decision could be made.

"Negotiations are under way for licensing of games, toys, and a limited number of other items. From time to time, Sherry TV, Inc., will announce its new licensees. It is our intention not to water or dilute our licenses by attaching the "Dragnet" name to more than a handful of different items.'

Leo White, president of Knickerbocker Plastics, stated that his company would market plastic and metal cap guns and water pistols modeled after the gun carried by Jack Webb, as well as cork and dart target games, all to retail at less than $1.98. He added that their gun was fashioned so that it would be almost identical in appearance with the Smith & Wesson pistol customarily carried by police officers. Among its many features will be a device that causes the gun barrel to smoke after firing and a cartridge clip that can be inserted into the gun.

Stanley Breslow, president of Carnell, explained that his firm is planning to market a police gun and holster set that would be a facsimile of the gun and holster worn by Jack Webb and already known to millions of children throughout the country.

"We intend to produce a full line of gun and holster sets in this series," Mr. Breslow stated. "They will retail within a price range that begins at $1.98 and goes to $5."

A surprise addition to the Carnell line will be a series of complete police sets, containing handcuffs, police whistles, a night stick and badge, in addition to a gun and holster. These sets will be priced to sell at retail from $3 to $6.

Knickerbocker and Carnell plan to introduce their "Dragnet" lines in time for the Toy Fair in March, 1955. Both firms are planning to support the products with large advertising schedules, a broad program of publicity and promotion, and through the medium of direct tie-ins with the program itself.

FULL BACKING PROMISED

The Sherry announcement concluded by stating, "Sherry TV, Inc., intends to back Knickerbocker and Carnell, and such others as it may license from time to time, in every possible way. We intend to throw the full weight and prestige of 'Dragnet' behind the selling efforts of our licensees. Furthermore, we will do everything in our power, as owners of the 'Dragnet' name, to protect our licensees against spurious or unfair competition, and Sherry will take whatever action it deems warranted against any manufacturer, now or in the future, who seeks to capitalize on the importance of 'Dragnet' without proper authorization."

Retailers and jobbers will soon receive a letter from the "Dragnet" management advising them of Sherry's exclusive authorization and warning against unauthorized substitutes.

TOY news and new TOYS

"SMILING BILL" SCHAIER ADDS TWO NEW TOY LINES

"Smiling Bill" Schaier, widely-known Pacific Coast sales representative, has announced that he has recently added to the lines which he represents those of Expert Doll & Toy Company, New York City, manufacturers of stuffed toys; and Plasti-

Bill Schaier

craft Manufacturing Company, Arlington, N. J., makers of plastic items.

In addition to the above-mentioned lines, Bill also represents Broadway Favor & Novelty Company, paper hats and horns; U. S. Metal Toy Manufacturing Company, noisemakers, horns, metal novelties and so forth; Royal Doll Manufacturing Company, vinyl dolls; and Miscot Manufacturing Company, Bronx, N. Y., tom-tom drums and Indian headdresses.

'55 MODEL-HOBBIES CATALOG PUBLISHED BY E & H STORES

The Electronic and Hobbycraft Stores, Inc., 130 W. Chelten Avenue, Philadelphia 44, have issued the 1955 edition of their E and H Model-Hobbies Catalog. This 140-page catalog and handbook covers every phase of models, hobbies and crafts, and gives generous space to toys, games, stamps, photography equipment, and tools. The model railroad section is exceptionally complete and includes many pages of information including charts, data, etc. There are also helpful charts and data on model airplanes. The price of this carefully planned and well-executed catalog is 50c, refundable on a purchase of $5 or more.

As an innovation for this year, E and H has set up a separate department for mail order gifts and issued a 16-page catalog showing gifts for various occasions such as Christmas, birthdays, anniversaries, weddings, etc. It is sent free on request.

Gong Bell Adding 3 New Toys to Its Spring Line for 1955

#909 Flower Wagon

The Gong Bell Manufacturing Company of East Hampton, Conn., has recently added three new colorful Spring toys to its line for 1955. These sidewalk toys, while created for the warm weather days, are nonetheless eligible for year around promotion because they lend themselves to both outdoor and indoor play.

First of these is Gong Bell's #260 Garden Cart (see illustration), a sturdy toy

#260 Garden Cart

realistically lithographed with cute garden characters, flowers and garden implements. Measuring 12" long by 10" wide, with a long tubular steel handle, the toy is big enough to hold a doll or miniature garden tools. Packing is six to a carton.

Second of the group is the company's #909 Flower Wagon, a musical toy 15¼" long brightly lithographed in a flower garden theme. Illustrated herein, the wagon has strong steel wheels and shiny ringing gongs. The Flower Wagons are packed in ½-dozen quantities.

Third is the #310 Junior Fire Scooter, a real scooter with 3" wheels equipped with plated gongs that sound musically as the youngster rides along. The rugged wooden platform is realistically litho-

#310 Jr. Fire Scooter

graphed to resemble a fire-chief's car. With a 20" high handle, the scooter's a good bet for boys or girls. Like the Cart and Wagon, the Junior Fire Scooter is also packed six to the carton.

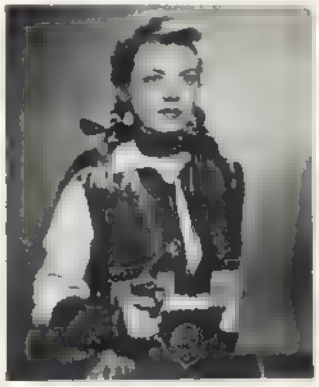
TOP OF THE LIST

The popularity of the American-made bike as a Christmas present for boys and girls has had confirmation for years. A check of any of the "Letters to Santa Claus" columns in the newspapers will show that a "new bicycle" dominates the list of requests. The Bicycle Institute of America, trade association of the industry, reveals in a special survey of bike dealers that over 40 per cent of the many bicycles given as gifts throughout the year are given at Christmas time.

Iskin Licensed to Make Hartline, Oakley Outfits

Herman Iskin, president of Herman Iskin and Company, Telford, Pa., announces that they have recently received exclusive rights to manufacture a complete new line of Mary Hartline Drum Majorette Costumes and Annie Oakley Cow Girl Outfits.

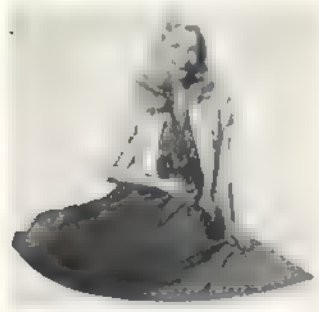
"The addition of these two new highly-publicized character tie-in lines will add greatly to the promotional possibilities of-



fered every alert dealer by our wide assortment of Pla-Master play suits," said Mr. Iskin.

Mr. Iskin pointed out that Mary Hartline has become a national favorite to millions of youngsters who see her constantly on television and he forecasts a strong consumer acceptance for their new realistically styled Mary Hartline Drum Majorette Costumes.

He continued: "Our new Annie Oakley



Cow Girl Outfits will, in our opinion, open up an enlarged new field of merchandising opportunities in the field of play clothes, since they are so closely tied in with the increasingly popular young cowgirl star who is so rapidly coming to the forefront.

Abe Iskin, sales manager of the firm, is looking forward to showing their new Mary Hartline and Annie Oakley lines to his buyer friends who are planning to visit the Fifth Avenue Building during the coming summer months. He says, "Our Hopalong Cassidy western outfits continue to occupy a prominent place on best seller lists everywhere and now, with the addition of two new highly publicized lines, we feel we have ample reason to view the forthcoming fall and holiday sales season with optimism.

"We are telling our customers that the Mary Hartline Drum Majorette Costume, in particular, has excellent promotional possibilities for Hallowe'en, and I am sure buyers will agree that we have succeeded in presenting them with some real values at popular prices when they see the high standard of quality materials and detailed workmanship we have built into the line. Our new plant at Telford, Pennsylvania, is nearing completion and its greatly enlarged manufacturing facilities will shortly enable us to render better and more dependable service than ever."

KUSAN'S 8-KEYED KARIMBA IN LIFE CHRISTMAS AD

The Karimba, a $1.98 retailer, has been placed on the market by Kusan, Inc., 2710 Franklin Road, Nashville, Tenn. It will be featured in the 20th Christmas ad.

Described as a musical toy every mem-

ber of the family will enjoy, the Karimba measures 16" by 5" by 2½" and consists of eight beautifully tuned bells mounted in an ebony plastic console. Bells and console combine to produce full, rich tones when the former are tapped with the two 8" mallets included with each Karimba. Played in sequence, the fingering chimes full octave notes of the octave: "Do, Re, Mi, Fa, Sol, La, Ti, Do."

Six favorite children's songs are included with the toy instrument and are color-keyed to the eight colored bells for easy playing. A "built-in" music rack holds the music card at just the right angle during play.

STEELMAN APPOINTS REPS IN DETROIT AND INDIANA

Steelman Phonograph and Radio Corporation, 2-30 Anderson Avenue, Mount Vernon, N. Y., has appointed two new factory distributors, according to an announcement by Paul E. Featherstone, general sales manager.

J. M. Oberc, Inc., of Highland Park, Mich., will cover the Detroit trading area. Wabash Distributing Company of Terre Haute, Ind., will handle the Steelman line in that territory.

TEN-INCH BLUNDERBUSS LATEST FROM MULTIPLE

Yet another pirate item has been added to the long line of such numbers manufactured by Multiple Products, 55 West 13 Street, New York City. It is a handsome reproduction of Captain Renegade's Bl-

derbuss, with a decorated barrel, a bridge and an easy grip. The pistol is made of high-impact plastic to withstand strenuous wear and tear and features smooth trigger and hammer action.

[illegible] inches long, the gun is mounted on a strikingly colored card with a cut-out pirate hat and eye patch. Packed three dozen to a carton, weight eight pounds, the Blunderbusses retail at 29¢.

GLAD TOY COMPANY NAMES FOUR SALES REPRESENTATIVES

Four sales representatives have been appointed by Glad Toy Company, 500 5th Avenue, New York City, manufacturers of Flexy, "The Dog in the Window"; the Dennis the Menace doll; and "Dachsie," the Scribble Hound.

Named to handle territorial sales [illegible] toms along with all others in the Glad Toy line were on the west coast, Vic Stetton Associates, San Francisco; in the southwest, Sid Jaros, Dallas; in the south, Perkins & Shoup, Atlanta; and in Indiana, Harold Beyer, Walnut, Muncie, Ind.

"Dachsie," a 2"-long, stuffed, plush dachshund, is [illegible] as the Scribble Hound because his surface can be autographed or otherwise written on with either pen or pencil.

Flexy, who, Glad Toy announces, is available as a color spaniel, terrier, Scottie or hound, sits, stands and goes on walks with his little master. [illegible] from quality [illegible] fabrics, Flexy is guaranteed washable—in fact, he was awarded the Lux Laboratories' Seal for washability.

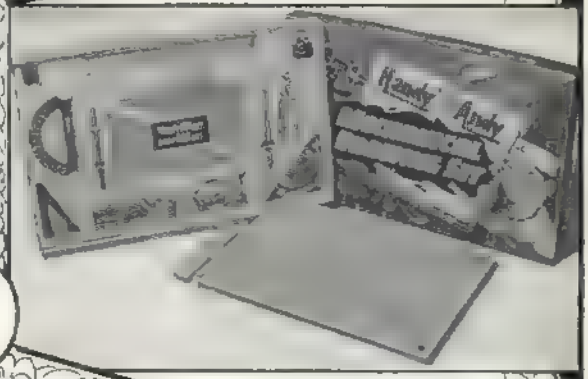
Dennis the Menace, a $3.98 17" doll with a vinyl head and latex body, comes dressed in his prototype's now famous denim overalls and striped T-shirt. Created in the image of the cartoon character familiar to over 42 million newspaper readers, the doll is packaged individually in a white box covered with Dennis cartoons.

another
Handy Andy
masterpiece

ADVERTISED IN LIFE

MECHANICAL DRAWING SETS

Newly created "Junior" Drafting Set "by number" . . . complete with genuine Drafting Board and precision "T" square including compass, triangles, protractor, etc. Teaches youngsters to draw cartoons, 3-D, free hand, etc.



NO MD2

SKIL-CRAFT CORPORATION

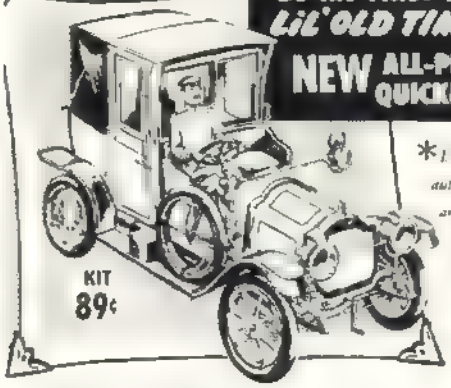
Write for catalog and prices.

Makers of Famous "HANDY-ANDY" Products 500-522 So. Clinton St. Chicago 7, Ill.

Announcing the 1912 Packard Landaulet*

Be the FIRST to Sell LIL' OLD TIMERS

NEW ALL-PLASTIC QUICKIE KIT



KIT 89¢

*LANDAULET: An automobile body with an enclosed rear section containing one cross seat the roof being collapsible and the driver's seat open

. . . first in Series II of LIL' OLD TIMERS

Collectors will flock to buy this uniquely different LIL OLD TIMER . . . a fine example of the Landaulet body style on Packard chassis . . . complete with chauffeur in elegant attire! Here is LIL OLD TIMERS faithfully detailed, true to scale, all plastic Quickie Kit made of rugged, durable, distinguished quality cars . . . available soon in new and colorful packages. Dealers . . . place your order now with your favorite jobber!

And watch for announcement of others in Series II. The 1910 White 'Opera Coupe', 1903 Autocar 'Surrey', 1914 Chevrolet 'Royal Mail' Roadster

HUDSON MINIATURES LIL' OLD TIMERS 329-331 ADAMS AVE., SCRANTON 10, PA

FLYING SAUCERS

EXCITING ACTION TOY!

NEW!

The Flying Saucer soars high and far, and so will your sales if you include it in your line. No strings to wind and the vinylite saucer is completely harmless. Beautifully boxed and popularly priced. Write for details.

Exclusive Distributor

GEO. BORGFELDT CORPORATION

44-60 EAST 23rd St., GR. 7-0400, NEW YORK 10, N. Y.

44 York St., Toronto, Ontario, Canada

LOS ANGELES MERCHANDISE MART

712 South Olive Street, Los Angeles, Calif.

news of the PACIFIC COAST

By MARTHA FULLER

ALBERT ELLIS, founder of the jobbing firm of Ellis-Klatscher Co., Los Angeles, died on July 25. He leaves a wife, Rose; his son, Stanley A. Ellis, vice-president; and a sister.

D. H. Abrahams, 364 N. Martel, Los Angeles, returned to the West Coast early in August from a trip through the East. While there, he was appointed California representative for Glenmore Doll Co., and for the S & P Doll Co., both of New York City. He has been on the West Coast since 1935, during which time he has been selling in another field. He is interested in securing other lines in the toy and novelty field.

Specialty Mfg. Co., Inc., formerly located in Hollywood, has moved into San Fernando valley territory, and is located at 11331 Penrose St., Sun Valley, Calif. M. J. Hilton, owner of the company, has been in the toy wholesaling business since during the war, and this move to much larger quarters was made necessary by the growth of the company.

Jordan-Marsh Co. is the new San Diego, Calif., Allied store on the West Coast. It is a 3-story building located at 6th and C streets. The Christmas toy department will be handled by Robert Stokes, housewares buyer, who was formerly with Laubach's in Easton, Pa., and is known to many in the toy trade.

Another new store going in for Allied this year, is the new Bon Marche at Eugene, Oregon. It is planned that the buyers in the Portland Bon Marche will buy for the Eugene store also.

Lionel headquarters for the West Coast, located in Western Merchandise Mart, San Francisco, has been enlarged, and a section is shown in the photo. Mary Lou Sibert, secretary, is in the office. Mack R. Mostman is western sales manager. Hank Seiss, covering the northern territory was absent when picture was taken. Jim Stewart, who covers southern California and makes his home in Los Angeles, is also shown . . . The new showroom is double its former size; has new wall fixtures which display the complete line, including a new accessories board which shows all numbers in action and makes selection easy for buyers.

Lionel's western organization

Vic Goldberg, of De Luxe Game Corp., Kingston, Pa., was visiting on the West Coast in July, and spent some time in Los Angeles and San Francisco with Leo Scherrer, the firm's western representative.

Mr. Scherrer, manufacturer's agent, who makes his headquarters in Seattle, was recently appointed representative in the 11 western states for the phonograph line of The Wal-Feld Co. of New York.

John A. Drageset, for over 45 years a business man of Pasadena, Calif., passed away at his home the middle of July. He had been owner of John's Bicycle and Wheel Goods Shop, and was very highly regarded by all who knew him. His sons, Arthur, Norman and Iver, were associated with him from the time they were youngsters, and this fine cooperative family was seen at all bicycling events. The business has been carried on by the family since Mr. Drageset retired a couple of years ago.

◇

Arthur Zadek, Jr., sales manager of Zadek-Feldstein Co., New York City manufacturer of *San-I-Toy* baby toys, was in San Francisco in July on his semi-annual trip to the west.

Charles C. Gadsby, advertising and public relations man, has joined the firm of Jean Scott Frickelton Advertising Agency, Western Merchandise Mart, San Francisco.

◇

John Dickenson, Western Merchandise Mart, San Francisco, has been appointed representative in Oregon, Washington and California for Palomino Pal, a bouncing horse made by Tremax Industries, Inc., Chicago,

Posing happily together are Jackie Silverman and "Sandy Squaw," child and brainchild of Leonard Silverman, president of California Doll Corp.

Mommie *and* Dollie FASHION PROMOTION

CALIFORNIA DOLL CORPORATION announces a new *"mommie and dollie fashion promotion,"* featuring *Sandy Squaw,* the pig-tailed walking doll in the new squaw dress. Keynote of the promotion, originated by Leonard Silverman, new president of the corporation, is the slogan, "Every little girl is a Living Doll."

According to Silverman, "In Sandy Squaw, we have a beautiful doll with fashion-appeal, timeliness and sensational tie-in offer. Every customer who buys Sandy at $10.98 receives a coupon in the box, on which to indicate the child's dress size and return to the manufacturer. California Doll at no extra cost to the purchaser, sends a squaw dress styled exactly like the doll's outfit, as a gift to the doll's new 'mommie.'

"In addition to being up-to-the-minute in apparel news, Sandy offers the excitement and glamour of 'something new from California'," Silverman states. Genuine crinkled squaw cloth, in fashion-right hot orange, is gathered into the saucy skirt, trimmed in bright white rickrack, and the same fabric in new Indian turquoise is the material for the one-button blouse with its perky collar and puffed sleeves.

Sandy is 19 inches tall, turns her head from side to side as she walks, has a lustrous saran wig, and carries a card of doll curlers for her washable hair.

Store banners printed in the appealing hot orange and Indian turquoise combination, picturing a six-year-old "mommie and dollie" dressed alike, are available free from California Doll Corporation, 3916 South Broadway, Los Angeles 36, California.

♦

"Museum Toy Shop Crammed with Old-Time Toys"
See page 118

HARMLESS NEW ENAMEL FOR TOYS

Children's Furniture and Toys May Be Painted at Home With New, Non-Toxic Paints

"Crib 'n Toy Enamel,' a new, non-toxic enamel for children's furniture and toys is now being marketed by McDougall-Butler Co., Inc., of Buffalo, New York paint manufacturer since 1887.

This high gloss enamel is being sold in a self-service display carton, containing 20 half-pints; four cans each of white, red, yellow, pink and blue. This unusual display carton is lithographed in full color; has chips showing the actual paint colors on the front in a novel toy train arrangement.

The display box is shipped complete and prepaid anywhere in the U. S. for $12; the suggested retail price is given at $1 per half-pint or $20 per display. Smaller "refill" cartons contain four half-pints of any one color also shipped prepaid anywhere in the U. S.

Crib 'n Toy Enamel is said to be completely safe and non-toxic when dry, and has been accepted for advertising in publications of the American Medical Association. The special formula contains no lead in pigment, vehicle or driers. All pigments are among those "usually considered harmless" by the U. S. Children's Bureau.

Dealers and jobbers may obtain additional information by writing to McDougall-Butler Co., Inc., Dept. 112, Buffalo 14, New York.

♦

Gilbert Official is Director of Controllers Institute

Benjamin F. Jones, controller, A. C. Gilbert Company, New Haven, has been elected a director of the Bridgeport Control of the Controllers Institute of America.

Established in 1931, the Institute is a non-profit organization of controllers and finance officers from all lines of business: banking, manufacturing, distribution, utilities, transportation, etc. The total membership exceeds 4,300.

♦

Homas Named Export Agent For Product Miniature Co.

• Product Miniature Co., Milwaukee, has appointed the Homas Company, 332 West 21st Street, New York, as its export agent, according to Vern Hanson, sales manager for Product Miniature, who suggests that correspondence be addressed to J. James Plessener, president of the Homas Company.

Hamilton-Monroe Offering New Toy Wagon, Tiny-Tote

Offered for spring and summer sale are two new eye-catching numbers in the line of the Hamilton-Monroe Manufacturing Company, 2214 Commonwealth Avenue, North Chicago, Ill. Both are illustrated here.

The first is the #480 Red Flyer Toy Wagon, a ruggedly built toy wagon brilliantly colored in red and silver. It's a

sturdy, easy-to-steer companion for youngsters with a penchant for rough riding and heavy-hauling operations. And, adds the manufacturer, the #480's tough, baked finish and one piece (no seams, joints or welds) all-steel bed are guarantees the wagon will stand up under the overloads and twistings so routine in a child's play.

The bed of the Red Flyer is 19" long, 8¼" wide and 5" high; panel beading reinforces the bottom. Channels in the front and rear and the steering yoke are all stamped of heavy gauge steel and are aluminum colored. Wheels are all metal and measure 3½", while the axle, a curved steel tube, has a "D" grip.

Packing is 12 wagons, K. D., per shipping carton, with easy-to-follow instructions enclosed. Weight: 34 pounds.

Second of the two new Hamilton-Monroe numbers is the #530 Tiny-Tote, a scaled-down version of the garden cart children see their parents using. Finished in contrasting green body and red wheels and handles, the Tiny Tote is 8¼" high excluding the handle, 9½" wide, and 12¾" across the opening at the top.

Built entirely of metal, the Tiny-Tote is described as a safe, good-looking cart that will readily withstand the knocks and bangs given it during energetic play. Useful inside the home, or outdoors for carting 'sticks 'n' stones," leaves, and so forth, the Tiny Tote has rounded corners on top (wire-bound for strength) to guard against scratches.

Six carts are packed to a corrugated carton; weight of same is 18 pounds.

Both the Red Flyer and the Tiny-Tote may be seen in the New York showrooms of Max E. Brafman at 200 Fifth Avenue and in the Chicago showrooms of Henry H. Ellis, Inc., in the Merchandise Mart.

HEAVY NATIONAL AD CAMPAIGN BEHIND UNEEDA'S BABY-TRIX

A full-scale national advertising campaign has been launched by Uneeda Doll Company, Inc., 425 Broome Street, New York City, to introduce Baby Trix, called 'the only doll of its kind in the world.'

Baby Trix is being promoted as the 'Life-Action doll that moves exactly like an honest-to-goodness infant — without winding." The doll earns the "Life-Action" title by virtue of her unusual flexibility of movement; this new-style play companion wiggles her arms, legs, and head at only the touch of a hand. In addition, she moves her limbs when she is being rocked to and fro, or when she is held in a number of positions in which babies are customarily held by grown-ups.

The "Life-Action" doll was introduced to the trade via a cocktail party held in New York's Hotel McAlpin. The public will read about her in such national magazines as *Life*, *Good Housekeeping*, *Parents'*, and *Look*. In addition, Uneeda reports the doll has met with such enthusiasm at the retail level that many stores are running large space ads of their own.

COLORFUL CLOTHES PEGS FROM PEG-PAL CREATIONS

Peg-Pal Creations, 2326 S. Michigan Avenue, Chicago 16, has introduced a set of 13" Animal Hardboard cut-outs for use as children's clothes pegs. Known as Peg-Pals, they are sold complete with screws, hooks, spacers and colorful knobs for installation anywhere on the wall or closet in a jiffy. Finished in long-lasting

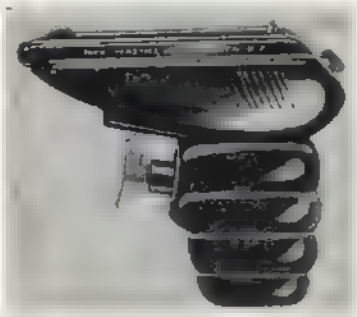
scratch-resistant lacquer, the Peg-Pals retail at $1 apiece and come in the forms of "Paddy Pig," "Peppy the Pup," or "Freddy Teddybear." They are packaged in reusable, individual polyethylene bags.

The manufacturer states that these Peg Pals, in their attractive three-tone color combinations and colored protected wooden peg hooks, actually add to the decoration of a room. And with Peg-Pals on the wall, the company adds, children take a hearty willing attitude toward keeping a room tidy, even to the extent of making a game out of hanging up items like apparel, dolls' clothes, towels, dresses or other playthings.

FUTURISTIC MIDGET WATER GUN LEADS LINE AT PARK PLASTICS

A highlight item in Park Plastics' water gun line for '54 has been and is the midget water gun shown here. Minutely and carefully designed, the gun is 2⅞" long by 2¾" deep and is called the Wee-Gee (Midget) Water Gun.

Jet black in color, the pump-action Wee-



Gee is futuristically designed—to appeal to space-minded youngsters—and embodies the mechanical details for which Park Plastics is well-known.

The gun is easily cleaned, has a removable brass nozzle and is guaranteed leakproof. It will shoot a stream of water 30 feet and has a capacity of approximately 100 shots.

NEW WOODEN CONSTRUCTION SET FROM INDUSTRIAL TRENDS, INC.

"Space Builder," a new, scientifically-engineered wooden construction set, has just been announced by Industrial Trends Inc., 331 W. Washington Boulevard, Chicago 6. It retails for $3.95.

Designed to furnish fun and excitement for boys and girls in all age brackets "Space Builder" consists of 138 pieces comprising the following: 24 1¼" cubes; 54 dowels, 18" in length x ¾" in diameter; 30 dowels, 8" in length x ⅜" in diameter; 24 dowels, 1" in length x ⅜" in diameter; package of rubber bands; an easy-to-follow

illustrated instruction booklet. The dowels are made of tough, hard maple in natural finish; the cubes of selected soft maple in brilliant non-toxic colors.

Special attention has been called to the clever hole-arrangement of the cubes and the ingenious slot in the ends of each dowel which provide a simple but effective means for locking. These holes are on the cube edges, centered, 12 in all, permitting multi-dimensional design possibilities.

In use, a child effortlessly inserts a dowel into any hole. Because of the slot at the dowel end, a spring action is set up, thereby holding the dowel in place. However, a slight pull will release it. Other dowels are then inserted and other cubes attached thus creating immediately an intriguing design to delight the youngster from the very start.

This stimulates the urge to build, the desire to create different designs; i.e., interesting geometrical designs, scientifically correct, may be built, adding educational advantages no other construction set can offer.

NAVS ANNOUNCES SPRING DATES FOR TRADE SHOWS IN 4 CITIES

The National Association of Variety Stores has announced the following places and dates for their spring shows next year: Dallas, Texas, Baker Hotel, January 16-18; Charlotte, N. C., Radio Center, January 23-25; Chicago LaSalle Hotel, January 30-February 3; and Atlanta, Ga., Municipal Auditorium, February 13-15.

Registration is free at all shows, according to the association, and all interested retailers are welcome to attend.

The Chicago show will be the 41st NAVS trade show there and will coincide with the annual meeting of the association. Highlight of the affair will be the President's Banquet, January 31.

Howdy Doody's Peanut Gallery Fans Don Masquerade Suits

Chief Thunderbud, Bison Bill and the Indian Papoose, stars of the Howdy Doody Show, are shown posing with the Howdy Doody masquerade costumes worn by every member of the show's Peanut Gallery. The costumes, exact replicas of those worn by Howdy himself, Clarabell the Clown and the Princess, were given to each child in the Peanut Gallery as a special Hallowe'en promotion.

Since the children were being seen on television coast to coast on 90 NBC-TV stations, the masks that usually accompany these $2.98 retailers were not worn. According to Harry Panzer, president of Bland Charnas Company, Inc., in Stamford, Conn., manufacturer of the Howdy Doody masquerade costumes, "There is no doubt that the showing of the costumes on the Howdy Doody TV Show helped a great deal in stirring up increased buying interest."

"Easy-to-Assemble" Rigid Pool in Chandlers' Line for 1955

"No nuts, screws, bolts, or even clamps" is the way in which Chandler Plastics, 40 Bleecker Street, New York City, is dramatizing the trouble-free assembly of their new 1955 rigid-frame pool.

According to a statement released by the company, it's only a matter of minutes for a youngster, parent, or even one of the grandparents, to set the pool up or take it down.

Designed by Chandler after two years of strenuous testing, the new pool is also said to have numerous other "plus" features. For one, the pool is made of rugged heavy canvas coated with vinyl—and there are no bottom seams, the company emphasizes. Capacity is a full 12" of water.

Greater pool strength is also reported by virtue of the Chandler model's double-support legs. Construction is such that all parts interlock in a simple manner, the four metal safety corner seats snapping into place. It is also stressed that the pool has directed drainage via a coupling drain which facilitates watering of the lawn or gardens.

Coo-Coo the Clown, a self-supported metal shower attachment, and an aluminum slide are available for use with the pool.

Chandler reports that advance acceptance on the pool has been excellent and that buyers have expressed extreme satisfaction with the selling power inherent in the "easy-to-assemble" feature.

New Licensing, Promotion Program by Terrytoons, Inc.

Paul Terry, surrounded by some Mighty Mouse fans.

A new franchising promotion for the familiar Terrytoons movie, TV and comic strip characters has been announced by Paul Terry, president of Terrytoons, Inc. The Terrytoons organization now offers exclusive merchandise licenses in a number of previously unopened toy fields.

Manufacturers securing the new licenses will receive the advantage of a strong program of retail support. Terrytoons characters are seen daily by motion picture audiences (adult and children), on network TV programs, in newspaper syndicated comic strips, children's books, comic books, and heard on phonograph records.

Adding promotion fuel to the fire will be the annual Macy's Thanksgiving Day Parade, where the giant Mighty Mouse Balloon will again dominate this year's line of march for the fourth consecutive season—both on Broadway and on NBC-TV coast-to-coast.

"People raise their eyebrows when we say our characters enjoy over 200,000,000 consumer impressions a week," says Paul Terry, "but that's what it adds up to. The latest audience rating indicates that over 12,500,000 kids are now watching Mighty Mouse on our weekly Barker Bill TV cartoon show—sponsored by General Mills over 79 CBS video stations.

"Over 170,000,000 adults and children every week are reading the Barker Bill syndicated comic strip in the daily and Sunday editions of 75 newspapers across the United States. Add to them the 20,000,000 or more folks each week who view Terrytoon cartoon films in their local movie theatres, the 3,000,000 boys and girls who buy Terrytoons Comic Books each month, and the children who buy Terrytoons story books and listen to Terrytoons phonograph records."

"All that adds up to millions of dollars in unique promotional benefits for a licensee—by any man's arithmetic."

Terrytoons has offered a limited number of licenses to toy manufacturers since 1951. Now franchises are being offered on all characters to the entire market. Mr. Terry lists several reasons for this new move.

"For one thing," says the veteran cartoonist, "we know the public is ready. But there's more here than just profits for licensees. Ever since 1915, when I put together one of the first animated cartoons, I've been involved in making children happier in a busy, dizzy world.

"Since all our Terrytoon characters—Mighty Mouse, Heckle and Jeckle, Barker Bill, Dinky and the rest—have become such real friends to millions of kids, they have received a terrific reception when they've been associated with toys and games. Like our characters, wholesome and happy toys for kids play an indispensable part in American life. Today, more and more youngsters are even choosing their own toys, thanks to modern, up-to-date self-service merchandising."

The franchising of Terrytoon characters is being conducted by Bill Weiss at Terrytoons, Inc., 38 Centre Street, New Rochelle, N. Y. Inquiries are invited. Current licensees include: Bar Zim Toy Mfg. Company, Bayshore Industries, Bland Charnas Company, Arthur Brown & Bros., Dexter Mfg. Company, Ed-U-Cards, Inc., E. E. Fairchild Corporation, Grosset & Dunlap, Samuel Lowe Company, St. John Publishing Company, Bernard Scherel Spec-Toy-Culars, Inc., and others.

CANCER DETECTION CENTERS

Three cancer detection centers are supported by the New York City Cancer Committee for persons in good health who want a thorough physical checkup. Call Plaza 9-3500 for information.

ANTIQUE PISTOLS MODEL KIT ANNOUNCED BY PYRO PLASTICS

William Lester, president of Pyro Plastics Corporation, Lincoln, N. J., announces a new model kit line of Pyro's American Antique Pistols which, when assembled have such exactness of detail

that they can hardly be distinguished from their originals."

Made of durable plastic, they are authentic, replicas of the gunsmith's art of early colonial and American Revolutionary days.

Four models are now being produced each individually packaged as a hobby construction kit. The pistols are from original museum pieces and bear the titles of the Buccaneer, the Privateer, the Yorktown and the Bunkerhill. Each pistol is made to sell for $1.69 retail.

Full-color, full-size illustrations of these antique pistols are reproduced on the box cover and are suitable for framing.

"SUPER HALF-PINT RACER" BY SCIENTIFIC MODEL CO.

Illustrated here is the new "Super Half-Pint" Racer, a new and improved version of this popular, powered racing car. The kit retails for 2.95 complete, less engine.

According to the manufacturer, Scientific Model Airplane Company, 113 Monroe Street, Newark 5, N. J., the "Super Half-Pint" races on any smooth surface and can

achieve speeds up to 40 mph. Smartly styled, the body of the model has been molded in one piece of sturdy balsawood and is finished in two colors. Other features include: four realistic racing type rubber wheels (new); a precision machined brass flywheel, brass bushings and new lock-type push nuts for the axle.

The model, nine inches long, can be powered by any of the conventional small-bore gas engines. It utilizes "direct drive," with one wheel being attached directly to the engine. No complicated gear mechanism is required.

All parts in the "Super Half-Pint" kit are completely prefabricated and finished for easy assembly, the manufacturer adds.

POCKET LIGHTERS

Distinctively styled and built for a lifetime of service.

A·S·R Ascot®

CHROME Wonderfully compact lighter. A gift that will receive a warm welcome from any man or woman. Neat vertical design.

401 Standard
Retail $6.95*
List: 8.34

601 Midget
Retail $6.95*
List: 8.34

BROWN ALLIGATOR
Fashionable, durable, choice genuine Cuban leather.

404 Standard
Retail $11.50*
List: 13.80

603 Midget
Retail $11.50*
List: 13.80

Also available in

405 Standard Black Pinseal
Retail $11.50*
List: 13.80

604 Midget Black Pinseal
Retail $11.50*
List: 13.80

MOTHER-OF-PEARL
Genuine iridescent Tahitian Mother-of-Pearl. A smart fashion accessory.

408 Standard
Retail $12.50*
List: 15.00

611 Midget
Retail $12.50*
List: 15.00

TAN OSTRICH Made of finest grade Ostrich leather.

407 Standard
Retail $11.50*
List: 13.80

606 Midget
Retail $11.50*
List: 13.80

RED COBRA Made of genuine Indian Red Cobra leather.

406 Standard
Retail $11.50*
List: 13.80

605 Midget Red Alligator
Retail $11.50*
List: 13.80

VOGUE Richly gold-plated midget pocket lighter, with soft padded, red or green satin-lined calfskin slip case.

607 — Retail $12.50
Plus 20% Fed. Tax
List: 15.00

*Mfrs. Tax Incl.

STERLING SILVER Beautifully hand engraved.

415 Floral

414 Sunburst
Retail $22.50
Plus 20% Fed. Tax
List: 27.00

PRECISION A·S·R PRODUCTS

Lighter Division, A.S.R. Corp., Brooklyn 1, N. Y.

A·S·R Ascot®

Demi Tasse

TABLE LIGHTER and Cigarette Service

New, modern table lighter and three matching ash trays in gleaming non-tarnish Rhodium finish, designed to be part of your table setting. A wonderful gift. Trays may be monogrammed.

920 Set - **Retail $14.95*** List: 17.94
850 Lighter – **Retail $12.50*** List: 15.00

L-1 Lithe in U.S.A. 53

*Mfrs. Tax Incl.

Thank you for giving us...

and so many others...

A MERRY CHRISTMAS

We hope that your great acceptance of Tonka Toys this year shows that we make toys that you are proud to sell... and others are happy to give... in the true spirit of the Holiday Season. We sincerely believe that you and we have worked together to give children (and adults) a happier Christmas to remember. We could never have done it without you.
We wish you the happiest of Holidays!

Tonka Toys by MOUND METALCRAFT, INC. Mound, Minnesota
TRADE MARK

Mound Metalcraft, Inc.

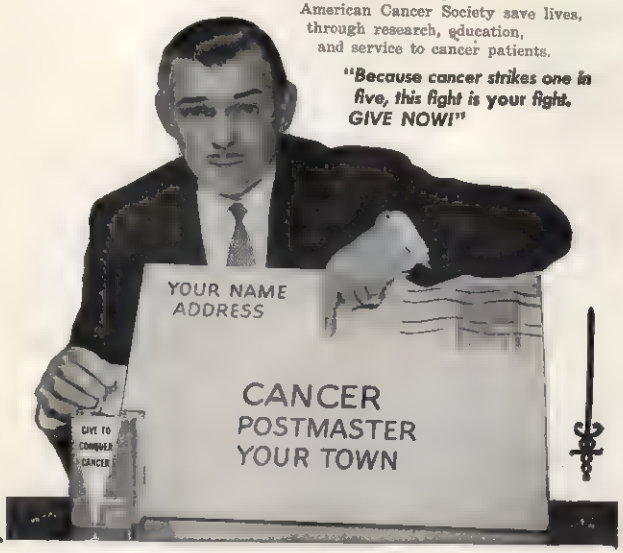
Mound, Minnesota

CLARK GABLE says— "I gave, and you should, too

"It's easy to do it this way, by mail, in an envelope addressed to 'Cancer,' care of the postmaster in your town.

"Every dollar will help the American Cancer Society save lives, through research, education, and service to cancer patients.

"Because cancer strikes one in five, this fight is your fight. GIVE NOW!"



Airlane

has something new for you!

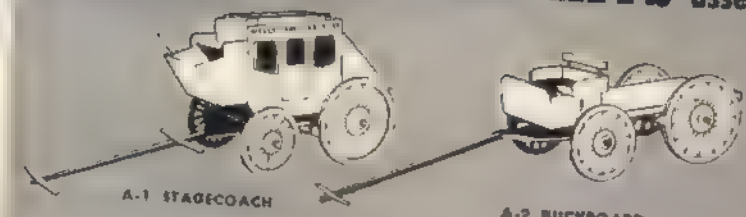
completely pre-fabricated

WESTERN WAGONS & "CHRIS-CRAFT" BOATS

• these kits are so chock-full of value that every kid in America will go for them in a big way!

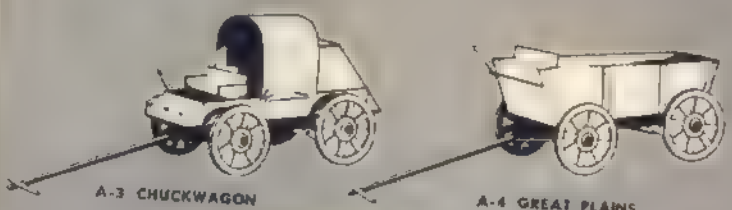
completely pre-fabricated—scale model

WESTERN WAGON KITS ready to assemble!



A-1 STAGECOACH

A-2 BUCKBOARD



A-3 CHUCKWAGON

A-4 GREAT PLAINS FREIGHTER

A-5 COVERED WAGON

each kit individually packed in attractive, 2 color set-up box,

50¢ PER KIT RETAIL

completely pre-fabricated—ready to assemble

Chris-Craft BOAT KITS

• individually packed in attractive 2 color set-up box!

50¢ RETAILERS

F-1 SUPER ENCLOSED CABIN CRUISER

F-2 EXPRESS CRUISER

F-3 POLICE PATROL BOAT

$1.00 RETAILERS

W-1 46' FLYING BRIDGE CRUISER

W-3 36' SALON CRUISER

W-2 36' QUARTER DECK CRUISER

W-4 28' HOLIDAY

W-5 25' SPORTSMAN

W-6 30' RIVIERA RUNABOUT

SEE AIRLANE ROOM 828 HOTEL McALPIN DURING TOY FAIR

Permanent Sales Office: S. M. COPLON & SON—Room 269
200 Fifth Ave. Bldg.—New York

• all items in STOCK—ready for immediate delivery! Order NOW!

Airlane MODEL COMPANY

313 W. 29th St. Chicago 16

SAM A. GOLDENBERG, President

Gay as life!

a complete new line

of unique squeeze toys by Alan Jay of which these are the first 3 entries. Made of a new type of very finest plastic, they have a soft, velvety, skin-like texture that will appeal to mothers and children alike. All are hand decorated in safe, washable colors. Permanently rose-scented too! Packed in individual "clear-view" plastic bags. See the complete line!

retail 59c

See us at the "NEW YORKER" Rooms 1052, 1053

Produced by J ALAN Y

the makers of famous "Crib Circus" "Peewee Circus", and "Little Pug" ... like all Alan Jay toys!

AMERICAN TOYS

COMMENDED by the PARENTS MAGAZINE

ALAN-JAY PLASTICS, Inc.
2822 Park Avenue
New York 51, N. Y.

Permanent Showroom: • **At the TOY FAIR, HOTEL McAlpin, Rooms 945, 947200 Fifth Ave., Room 317**

THE ALVIN SILVERSMITHS GORHAM MFG. CO.

Sterling Silver Flatware Service

CHAPEL BELLS
Soft Butler Finish

925/1000 Fine—
Standard Weight

Chapel Bells

SOLID STERLING SILVER

Introduces not only a striking design of classical origin, but a pleasing departure from the conventional proportions of other patterns. Women say, "It's the kind of pattern that goes well with all dishes." Just enough length has been added to the knife handles to make a more graceful weight which makes silver durable has not been sacrificed. A practical length for all tables. A lovely pattern that offers the advantage of style. Soft butler finish.

PLACE SETTING ITEMS

	Retail	List
Tea Spoons, Regular	$46.00 Doz	$45.60 Doz.
Dessert Forks, (7⅛" Long, Over All)	78.00 Doz	74.10 Doz.
Butter Spreaders F. H.	54.00 Doz	51.30 Doz.
Cream Soup Spoons	66.00 Doz	62.70 Doz.
Salad, Pastry or Fish Forks, Ind.	69.00 Doz	65.55 Doz.
Dessert Knives, Hollow Handle Mirror Finish Stainless Steel Blades, 8⅜" Long Over All.	78.00 Doz.	74.10 Doz.

PLACE SETTINGS

	Retail	List
One Six Piece Place Setting	$ 32.75	$ 31.12
Four Six Piece Place Settings	131 00	124.48
Six Six Piece Place Settings	196.50	186.72
Eight Six Piece Place Settings	262.00	248.96

ADDITIONAL ITEMS SUPPLIED TO ABOVE FLATWARE SERVICE

	Retail	List
Cocktail or Oyster Forks	$48.00 Doz.	$45.60 Doz.
Coffee Spoons, A. D.	30.00 Doz.	28.50 Doz.
Iced Tea Spoons	66.00 Doz	62.70 Doz.
Bon Bon Spoon	5.50 Ea.	5.22 Ea.
Butter Knife	8.75 Ea.	8.32 Ea.
Cheese Server, H. H. Mirror Finish Stainless Steel Blade	6.50 Ea.	5.15 Ea.
Cold Meat Fork	11.00 Ea.	10.46 Ea.
Cream or Sauce Ladle	6.75 Ea.	6.42 Ea.
Gravy Ladle	12.75 Ea.	12.12 Ea.
Jelly Server	6.75 Ea.	6.42 Ea.
Lemon Fork	4.50 Ea.	4.28 Ea.
Olive or Pickle Fork	5.25 Ea.	4.98 Ea.
Pie Server, H. H. W. B. Mirror Finish Stainless Steel Blade	10.75 Ea.	10.22 Ea.
Salad Fork, Large Serving.	16.75 Ea.	15.92 Ea.
Salad Spoon, Large, Serving or Berry	16.75 Ea.	15.92 Ea.
Sugar Spoon	6.50 Ea.	6.18 Ea.
Sugar Tongs	8.25 Ea.	7.84 Ea.
Table or Serving Spoon	10.50 Ea.	9.98 Ea.
Tomato Server	15.00 Ea.	14.25 Ea.
Steak Set, Two-Piece, H. H. Stainless Steel Blade and Tines	22.50 Set	21.38 Set
Meat Roast Carving Set, Fork and Knife, H. H. Stainless Steel Blade and Tines.	40.00 Set	38.00 Set
Baby Set, 2-Piece	5.50 Set	5.22 Set

For other Baby items, see page 167

Della Robbia

SOLID STERLING SILVER

The creative genius of Della Robbia furnished the inspiration for this supremely artistic pattern in Sterling Silver. Its finely modeled decorative motif is a true adaptation of the purity of line and harmonious design that have been brought down from the Renaissance.

The excellence of design is accentuated by its beautiful gray finish.

PRICES SUBJECT TO CHANGE WITHOUT NOTICE—RETAIL PRICES FEDERAL TAX INCLUDED

DELLA ROBBIA
Gray Finish, Oxidized Handles

PRINCE EUGENE—Soft Butler Finish, Oxidized Handles
925/1000 Fine—Heavy Weight

PLACE SETTING ITEMS	Retail	List
Tea Spoons	$46.00 Doz.	$62.70 Doz.
Dessert Forks (5⅞" Long Over All)	105.00 Doz.	99.76 Doz.
Butter Spreaders, F. H.	60.00 Doz.	57.00 Doz.
Cream Soup Spoons	78.00 Doz.	74.10 Doz.
Salad Forks, Pastry or Fish, Ind.	84.00 Doz.	79.80 Doz.
Dessert Knives, Hollow Handle, Mirror Finish, Stainless Steel Blades, 8⅝" Long Over All	84.00 Doz.	79.80 Doz.

PLACE SETTINGS	Retail	List
One Six Piece Setting	$39.75	$37.75
Eight Six Piece Place Settings	159.00	151.00
Six Six Piece Place Settings	238.50	226.50
Eight Six Piece Place Settings	318.00	302.00

ADDITIONAL ITEMS SUPPLIED TO ABOVE FLATWARE SERVICE

	Retail	List
Cocktail or Oyster Forks	$60.00 Doz	$57.00 Doz
Coffee Spoons, A. D	33.00 Doz	31.36 Doz
Iced Tea Spoons	78.00 Doz	74.10 Doz
Butter Knife	9.50 Ea.	9.02 Ea.
Bon Bon Spoon	6.50 Ea.	6.18 Ea.
Cheese Server, H. H., Mirror Finish, S. S. Blade	7.00 Ea.	6.66 Ea.
Cold Meat Fork	15.00 Ea.	14.26 Ea.
Cream or Sauce Ladle	8.50 Ea.	8.08 Ea.
Gravy Ladle	14.50 Ea.	13.78 Ea.
Jelly Server	8.00 Ea.	7.60 Ea.
Lemon Fork	5.25 Ea.	4.98 Ea.
Olive or Pickle Fork	6.00 Ea.	5.70 Ea.
Pie Server, H. H., W. B. Mirror Finish, Stainless Steel Blade	11.50 Ea.	10.92 Ea.
Salad Fork, Large, Serving	$20.00 Ea.	$19.00 Ea.
Salad Spoon, Large Serving or Berry	20.00 Ea.	19.00 Ea.
Sugar Spoon	8.00 Ea.	7.60 Ea.
Sugar Tong	9.50 Ea.	9.02 Ea.
Table Serving Spoon	13.75 Ea.	13.06 Ea.
Steak Server	17.50 Ea.	16.62 Ea.
Steak Set, Six Piece H. H. Stainless Steel Blade and Fork	23.50 Set	22.32 Set
Meat Roast Carving Set, Fork and Knife H. H. Stainless Steel Blade, Round Tines	42.50 Set	40.36 Set
Baby Set, 2-Piece	5.50 Set	5.22 Set
Baby, Long 5½ inch Feeding Spoon	4.25 Ea.	4.04 Ea.
Baby Rattle With Teething Ring	5.50 Ea.	5.22 Ea.

PRICES SUBJECT TO CHANGE WITHOUT NOTICE—RETAIL PRICES FEDERAL TAX INCLUDED

*Chateau Rose**

SOLID STERLING SILVER

The romantic beauty of yesteryear becomes the fashion of today. The revival of elegance in home decoration reaches back to the Regency and Louis XIV eras, with a touch of Victorian to add zest to the ensemble.

"Chateau Rose" is a happy blending of the traditional beauty of these time-favored motifs. As they have lived in the past . . . "Chateau Rose" will live in the future, to become one of your cherished heirlooms of tomorrow. Substantial in weight throughout.

Its beautiful highlights are softened to a silvery lustre by its smooth butler finish.

**Trade Marks*

CHATEAU ROSE—Smooth Butler Finish, Oxidized Handles—925/1000 Fine—Standard Weight

PLACE SETTING ITEMS

	Retail	List
Tea Spoons, Regular	$48.00 Doz.	$45.60 Doz.
Dessert Forks (6⅞" Long Over All)	78.00 Doz.	74.10 Doz.
Butter Spreaders, F H	54.00 Doz.	51.30 Doz.
Cream Soup Spoons	66.00 Doz.	62.70 Doz.
Salad, Pastry or Fish Forks, Ind.	69.00 Doz.	65.55 Doz.
Dessert Knives, H H with Handle Mirror Finish, Stainless Steel Blades 8⅝" Long Over All	78.00 Doz.	74.10 Doz.

PLACE SETTINGS

	Retail	List
One Six Piece Place Setting	$32.75	$31.12
Four Six Piece Place Settings	131.00	124.45
Six Six Piece Place Settings	196.50	186.72
Eight Six Piece Place Settings	262.00	248.96

ADDITIONAL ITEMS SUPPLIED TO ABOVE FLATWARE SERVICE

	Retail	List
Cocktail or Oyster Forks	$48.00 Doz.	$45.60 Doz.
Coffee Spoons, A D	30.00 Doz.	28.50 Doz.
Iced Tea Spoons	66.00 Doz.	62.70 Doz.
Bon Bon Spoon	5.50 Ea.	5.22 Ea.
Butter Knife	8.75 Ea.	8.32 Ea.
Cheese Server, H H Mirror Finish Stainless Steel Blade	6.50 Ea.	6.18 Ea.
Cold Meat Fork	11.00 Ea.	10.45 Ea.
Cream or Sauce Ladle	6.75 Ea.	6.42 Ea.
Gravy Ladle	12.75 Ea.	12.12 Ea.
Jelly Server	6.75 Ea.	6.42 Ea.
Lemon Fork	4.50 Ea.	4.28 Ea.
Olive or Pickle Fork	$ 5.25 Ea.	$4.98 Ea.
Pie Server, H H W B Mirror Finish Stainless Steel Blade	10.75 Ea.	10.22 Ea.
Salad Fork, Large, Serving	16.75 Ea.	15.92 Ea.
Salad Spoon, Large, Serving or Berry	16.75 Ea.	15.92 Ea.
Sugar Spoon	6.50 Ea.	6.18 Ea.
Sugar Tongs	8.25 Ea.	7.84 Ea.
Table or Serving Spoon	10.50 Ea.	9.98 Ea.
Tomato Server	15.00 Ea.	14.25 Ea.
Steak Set Two Piece H H Stainless Steel Blade and Tines	22.50 Set	21.38 Set
Meat Roast Carving Set, Fork and Knife H H Stainless Steel Blade and Tines	40.00 Set	38.00 Set
Baby Set, 2-Pieces	5.50 Set	5.22 Set
Baby, Long 5½ Inch Feeding Spoon	4.25 Ea.	4.04 Ea.
Baby Rattle with Teething Ring	5.50 Ea.	5.22 Ea.

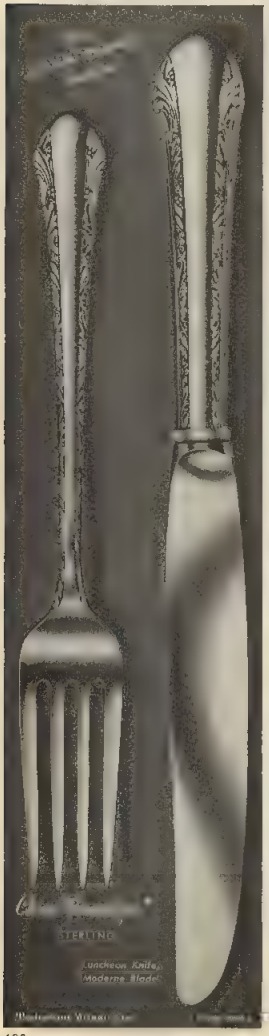
PRICES SUBJECT TO CHANGE WITHOUT NOTICE—RETAIL PRICES FEDERAL TAX INCLUDED

Sterling Silver Flatware and Hollow Ware Service

925/1000 Fine

Chased Romantique

CHASED ROMANTIQUE
Bright Butler Finish



A pattern richly endowed with the beautifully chased scroll and flower effects of the romantic Louis XV Period, that again becomes the mode of the day.

Its slender, flute-like panels lend a touch of feminine dignity, the deep-cut chased effects being emblematic of the pomp and splendor of the period from which it was inspired.

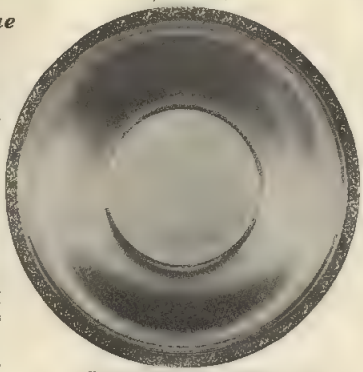
The excellence of design is accentuated by its beautiful, bright butler finish.

PLACE SETTING ITEMS

	Retail	List
Tea Spoons, Regular	$48.00 Doz.	$45.60 Doz.
Dessert Forks, (7⅛" Long, Over All)	78.00 Doz.	74.10 Doz.
Butter Spreaders, F H	54.00 Doz.	51.30 Doz.
Cream Soup Spoons	66 00 Doz.	62.70 Doz.
Salad, Pastry or Fish Forks Hol	69.00 Doz.	65.55 Doz.
Dessert Knives, Hollow Handle, Mirror Finish Stainless Steel Blades, 8⅜" Long, Over All	78.00 Doz.	74.10 Doz.
	Retail	List
One Six Piece Place Setting	$ 32.75	$ 31.12
Four Six Piece Place Settings	131.00	124.48
Six Six Piece Place Settings	196.50	186.72
Eight Six Piece Place Settings	262.00	248.98

ADDITIONAL ITEMS SUPPLIED TO ABOVE FLATWARE SERVICE

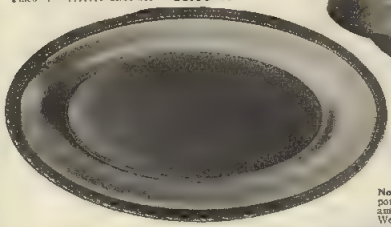
	Retail	List
Cocktail or Oyster Forks	$48.00 Doz.	$45.60 Doz.
Coffee Spoons, A. D.	30.00 Doz.	28.50 Doz.
Iced Tea Spoons	66.00 Doz.	62.70 Doz.
Bon Bon Spoon	5.50 Ea.	5.22 Ea.
Butter Knife	8.75 Ea.	8.32 Ea.
Cheese Server, H. H Mirror Finish, Stainless Steel Blade	6.50 Ea.	6.18 Ea.
Cold Meat Fork	11.00 Ea.	10.45 Ea.
Cream or Sauce Ladle	6.75 Ea.	6.42 Ea.
Gravy Ladle	12.75 Ea.	12.12 Ea.
Jelly Server	6.75 Ea.	6.42 Ea.
Lemon Fork	4.50 Ea.	4.28 Ea.
Olive or Pickle Fork	5.25 Ea.	4.98 Ea.
Pie Server, H H, W B Mirror Finish, Stainless Steel Blade	10.75 Ea.	10.22 Ea.
Salad Fork, Large, Serving	16.75 Ea.	15.92 Ea.
Salad Spoon, Large, Serving or Berry	16.75 Ea.	15.92 Ea.
Sugar Spoon	6.50 Ea.	6.18 Ea.
Sugar Tongs	8.25 Ea.	7.84 Ea.
Table or Serving Spoon	10.50 Ea.	9.98 Ea.
Tomato Server	15.00 Ea.	14.25 Ea.
Steak Set, Two Piece H H Stainless Steel Blade and Tines	22.50 Set	21.38 Set
Meat Roast Carving Set, Fork and Knife, H H Stainless Steel Blade and Tines	40.00 Set	38.00 Set



No. 5127. "Chased Romantique" Sandwich Plate Sterling Silver, Butler Finish, Embossed Border. Diameter, 9 inches. Each $23.30

No. 5129. Same Diameter, 9½ Inches. Each $27.30

No. 5108. "Chased Romantique" Bon Bon or Nut Dish. Sterling Silver Embossed Border. Diameter, 5¾ Inches. Each $10.60



No. 5126. "Chased Romantique" Bread, Roll or Celery Tray. Butler Finish. Embossed Border. Length, 11¼ inches. Each $38.00

No. 5125. "Chased Romantique" Compote. Sterling Silver. Embossed Border. Diameter, 5¾ Inches. Height, 3¾ Inches. Plain, Weighted Base. Each $19.70

No. 5109. "Chased Romantique" Bowl Sterling Silver, Butler Finish, Embossed Border. Diameter, 9 inches. Each $27.30

No. 5111. Same Diameter, 9½ Inches. Each $32.40

PRICES SUBJECT TO CHANGE WITHOUT NOTICE—RETAIL PRICES FEDERAL TAX INCLUDED

FRENCH SCROLL—Smooth Butler Finish, 925/1000 Fine—Standard Weight

PLACE SETTING ITEMS

	Retail	List
Tea Spoons, Regular	$48.00 Doz.	$45.60 Doz.
Dessert Knives, Hollow Handle, Long Over All	78.00 Doz.	74.10 Doz.
Dinner Spoons, Bowl	54.00 Doz.	51.30 Doz.
Cream Soup Spoons	66.00 Doz.	62.70 Doz.
Salad Forks, Cream Size, Regular	69.00 Doz.	65.55 Doz.
Dessert Knives, Hollow Handle, Mirror Finish, Stainless Steel Blades 8⅝" Long Over All	78.00 Doz.	74.10 Doz.

PLACE SETTINGS

	Retail	List
One Six Piece Place Setting	$ 32.75	$ 31.12
Four Six Piece Place Settings	131.00	124.48
Six Six Piece Place Settings	196.50	186.72
Eight Six Piece Place Settings	262.00	248.90

ADDITIONAL ITEMS SUPPLIED TO ABOVE FLATWARE SERVICE

	Retail	List
Cocktail or Oyster Forks	$48.00 Doz.	$45.60 Doz.
Coffee Spoons, A. D.	30.00 Doz.	28.50 Doz.
Iced Tea Spoons	66.00 Doz.	62.70 Doz.
Bon Bon Spoon	8.50 Ea.	8.22 Ea.
Butter Knife	6.75 Ea.	6.32 Ea.
Cheese Server, H. H. Mirror Finish, Stainless Steel Blade	6.50 Ea.	6.18 Ea.
Cold Meat Fork	11.00 Ea.	10.45 Ea.
Cream or Sauce Ladle	6.75 Ea.	6.42 Ea.
Gravy Ladle	12.75 Ea.	12.12 Ea.
Jelly Server	6.75 Ea.	6.42 Ea.
Lemon Fork	4.50 Ea.	4.28 Ea.
Olive or Pickle Fork	$ 5.25 Ea.	$ 4.98 Ea.
Pie Server, H. H., W. B. Mirror Finish, Stainless Steel Blade	10.75 Ea.	10.22 Ea.
Salad Fork, Large, Serving	16.75 Ea.	15.92 Ea.
Salad Spoon, Large, Serving or Berry	16.75 Ea.	15.92 Ea.
Sugar Spoon	6.50 Ea.	6.18 Ea.
Sugar Tongs	8.25 Ea.	7.84 Ea.
Table or Serving Spoon	10.50 Ea.	9.98 Ea.
Tomato Server	15.00 Ea.	14.25 Ea.
Steak Set, Two Pieced, H. Stainless Steel Blade and Tines	22.50 Set	21.38 Set
Meat Roast Carving Set, Fork and Knife, H. H. Stainless Steel Blade and Tines	40.00 Set	38.00 Set

PRICES SUBJECT TO CHANGE WITHOUT NOTICE—RETAIL PRICES FEDERAL TAX INCLUDED

ALVIN GORHAM

BRIDAL BOUQUET REPOUSSE
Bright Finish

Sterling Silver Flatware Service

925/1000 Fine—
Standard Weight

*Bridal Bouquet**

SOLID STERLING SILVER

All the beauty and charm of flowers, from the delicate forget-me-not in the shank of the handle to the wild rose of late summer and autumn's chrysanthemum, are brought out in bold relief giving it a special kind of lovliness not found in any other pattern.

Each piece is custom made for the discriminating by artists long skilled in the age-old art of silversmithing. It is of substantial weight, yet delicately balanced for hand comfort in use. It will serve you with distinction and dignity through all of your years. **Trade Marks*

PLACE SETTING ITEMS

	Retail	List
Tea Spoons, Regular	$46.00 Doz.	$45.60 Doz
Dessert Forks (6¼" Long, Over All)	78.00 Doz	74.10 Doz.
Butter Spreaders, F. H.	54.00 Doz	51.30 Doz.
Cream Soup Spoons	66.00 Doz	62.70 Doz
Salad, Pastry or Pie Forks Ind	69.00 Doz.	65.55 Doz
Dessert Knives, Hollow Handle, Mirror Finish, Stainless Steel Blades, 8⅝" Long Over All	78.00 Doz.	74.10 Doz.

PLACE SETTINGS

	Retail	List
One Six Piece Place Setting	$ 32.75	$ 31.12
Four Six Piece Place Settings	131.00	124.48
Six Six Piece Place Settings	196.50	186.72
Eight Six Piece Place Settings	262.00	248.96

ADDITIONAL ITEMS SUPPLIED TO ABOVE FLATWARE SERVICE

	Retail	List
Cocktail or Oyster Forks	$48.60 Doz.	$45.60 Doz.
Coffee Spoons, A. D.	30.00 Doz	28.50 Doz.
Iced Tea Spoons	66.00 Doz.	62.70 Doz.
Bon Bon Spoon	5.50 Ea.	5.22 Ea.
Butter Knife	6.75 Ea.	6.32 Ea.
Cheese Serv., H. H. Mirror Finish, Stainless Steel Blade	6.50 Ea.	6.18 Ea.
Cold Meat Fork	11.00 Ea.	10.48 Ea.
Cream Sauce Ladle	6.75 Ea.	6.42 Ea.
Gravy Ladle	12.75 Ea.	12.12 Ea.
Jelly Server	6.75 Ea.	6.42 Ea.
Lemon Fork	4.50 Ea.	4.28 Ea.
Olive or Pickle Fork	5.25 Ea.	4.98 Ea.
Pie Server, H. H. W. B. Mirror Finish, Stainless Steel Blade	10.75 Ea.	10.22 Ea.
Salad Fork, Large, Serving	16.75 Ea.	15.92 Ea.
Salad Spoon, Large, Serving or Berry	16.75 Ea.	15.92 Ea.
Sugar Spoon	6.50 Ea.	6.18 Ea.
Sugar Tongs	8.25 Ea.	7.84 Ea.
Table or Serving Spoon	10.50 Ea.	9.98 Ea.
Tomato Server	15.00 Ea.	14.25 Ea.
Steak Set, Two-Piece H. H. Stainless Steel Blade and Tines	22.50 Set	21.38 Set
Meat Roast Carving Set, Fork and Knife, H. H. Stainless Steel Blade and Tines	40.00 Set	38.00 Set
Baby Set, 2-Piece	5.50 Set	5.22 Set
Baby, Long 5½ Inch Feeding Spoon	4.25 Ea.	4.04 Ea.
Baby Rattle with Teething Ring	5.50 Ea.	5.22 Ea.

Southern Charm

SOLID STERLING SILVER

Introducing a smart pattern of time-honored motifs, so much in demand by the discriminating hostess because of their acknowledged beauty and enduring charm.

Its concaved surfaces beautifully reflect the highlights and shadows that gracefully dance amid reflections of soft lights from the lovely crystals and china that complete the table ensemble.

It is made in "service" weights . . . strong and durable, to insure a lifetime of use with pride and satisfaction to its owner. Soft, lustrous finish.

PRICES SUBJECT TO CHANGE WITHOUT NOTICE—RETAIL PRICES FEDERAL TAXES INCLUDED

SOUTHERN CHARM
Butler Finish

Are you seeking a first-class salesman?

Felix The Cat

Favorite Friend of Millions —
Will Promote Your Merchandise.
For Licensing Information, Write or Wire —

FELIX the CAT PRODUCTIONS, Inc.
114 East 40th Street,
New York 16, New York.

KING FEATURES SYNDICATE, Inc.,
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New York 17, New York.

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OUT OF THE BLACK EMPTINESS OF SPACE STEPS

ROD BROWN

OF THE ROCKET RANGERS

WITH HIS SENSATIONAL NEW

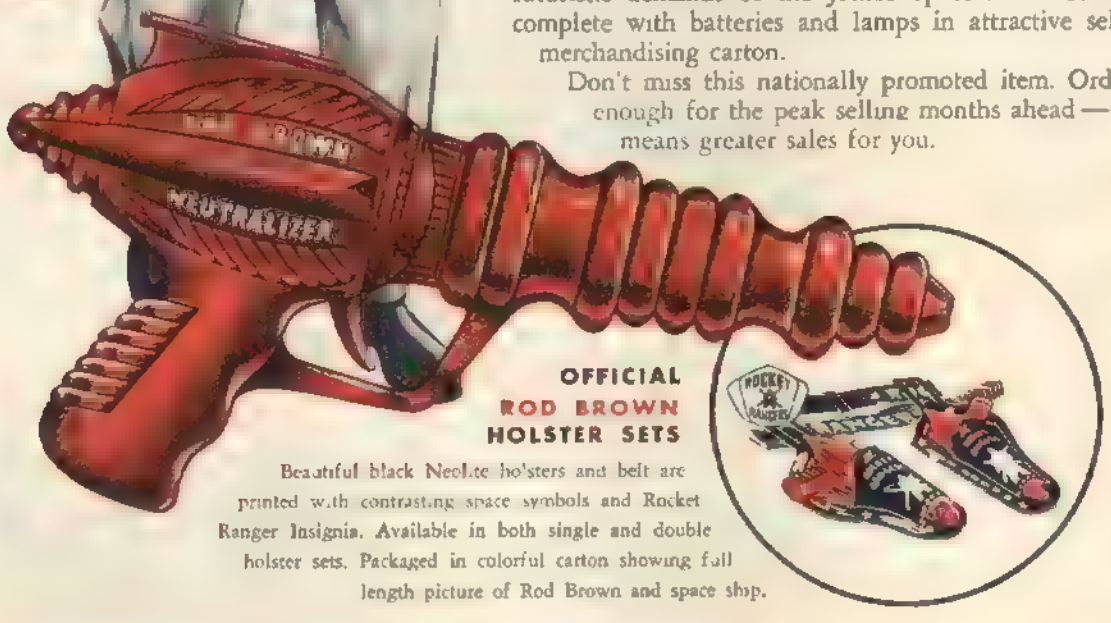
NEUTRALIZER GUN

. . and every boy and girl, in the vast audience of this nationally televised CBS space adventure, is your potential customer — a waiting market for both the gun and holster sets.

The Official Rod Brown Rocket Ranger Neutralizer Gun delights every child that sees it. Three lights in the translucent barrel are arranged to flash in series — — creating an illusion of energy in motion.

Built of sturdy plastic, it is styled in keeping with the futuristic demands of the Junior Space Man. Comes complete with batteries and lamps in attractive self-merchandising carton.

Don't miss this nationally promoted item. Order enough for the peak selling months ahead — It means greater sales for you.



OFFICIAL ROD BROWN HOLSTER SETS

Beautiful black Neolite holsters and belt are printed with contrasting space symbols and Rocket Ranger Insignia. Available in both single and double holster sets. Packaged in colorful carton showing full length picture of Rod Brown and space ship.

AMERICAN ARTS AND CRAFTS, INC. • COLUMBUS, OHIO

DISPLAY ROOM 1006 HOTEL NEW YORKER

NOW – *both*

Tiny Tears and **Sweet Sue**

will be on the famous Ding Dong school on nationwide **T. V. –** two wonderful playmates for Miss Frances on the program that 2,739,000 children will watch every day in 1954

AMERICAN CHARACTER DOLL CO., 200 Fifth Ave., New York 10

AMERICAN CHARACTER DOLL

Miss Frances
on famous
Ding Dong
T.V. Show
on N.B.C.

millions of children will see these featured American Character Dolls on Ding Dong School—coast to coast on N. B. C. Television network.

AMERICAN CHARACTER DOLL

AMERICAN CHARACTER DOLL CO., 200 Fifth Ave., New York

PRECIOUS, TRUE-TO-LIFE DOLLS That Look and Act Like Real Little Girls, Real Babies!

(D)

(A) SWEET SUZANNE—The most magnificent doll ever made . . . a fairy tale come true! 31" tall, as big as a 3 year old child. Wondrously perfect in every detail. Walks, sits, kneels, and stands. Saran hair can be washed, combed, and curled. Dressed in the height of fashion.

76048A2335 Sunday best dress (illustrated), vinyl head..... **Retail $34.95**

76047A2335 Pinafore dress, vinyl head **Retail $34.95**

76046A2000 Birthday party dress, plastic head..... **Retail $29.95**

(B) ROXANNE—Shown on television by the glamorous Roxanne after whom she is named. 18" tall, all plastic walking doll turns her head from side to side as she walks, sits. Platinum blonde Saran wig can be curled, combed. Green and white cricky dress. Plastic flashlight in shape of camera with battery and bulb.

7602A800 . **Retail $11.95**

(E)

(C) RICKY, JR.—Unbreakable 21" baby doll of soft pliable vinyl plastic. Drinks, wets, bathes, blows bubbles, cries. Dressed in shirt, diapers, rompers, shoes, socks.

76043A1000.....**Retail $14.98**

RICKY, JR. SUNDAY SUIT — Striped blouse, pique shorts, bottle nipple, soap, washcloth, sponge, clothespins, booties and bubble pipe.

76044A267.....**Retail $3.98**

(D) TINY TEARS — The life-like baby that weeps real tears, cries, drinks, wets, blows bubbles, sleeps and can be bathed. Hair wig. Molded rubber, plastic head. Dressed in knit pants and shirt. Layette includes organdy dress and bonnet, bathrobe, slip, shoes, socks, diaper, Kleenex, sponge, soap, wash cloth, clothespins, pacifier, bottle, nipple, bubble pipe.

76081A663—11½" size **Retail $ 9.95**

76082A800—13½" size.....**Retail 11.95**

76083A1000—16" size .....**Retail 14.95**

(E) TINY TEARS—Dressed in knit panties and shirt. Gift boxed layette includes lace trimmed organdy dress and bonnet, slips, knitted booties, bottle and nipple. Kleenex, extra diaper, sponge, soap, bubble pipe, wash cloth, pacifier.

7603A400—11½" size **Retail $5.95**

7600A530—13½" size .**Retail 7.95**

7601A665—16" size . . **Retail 9.95**

don't cry darling,
he CAN'T scalp an
American Character Doll

"ACD"

ROOTED HAIR
ON HARD PLASTIC HEADS
is the doll retailers
BEST FRIEND

MODERN SELLING demands MODERN MERCHANDISE.
You can't do TO-DAY'S doll business with yesterdays by-passed ideas. **ROOTED HAIR** on hard, plastic heads, is the dynamic NEW idea that makes yesterdays wig dolls obsolete.

It means a doll's hair that can REALLY be washed, combed, curled and set, with hair that CAN'T PULL OUT—that stays put for the life of the doll.

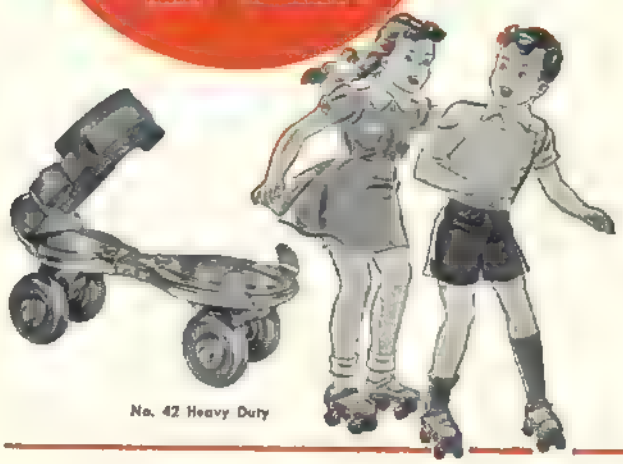
EVERY 1954 AMERICAN CHARACTER DOLL HAS ROOTED HAIR
a selling point that is a sure SALES BUILDER FOR YOU.

can be washed, combed, curled, set—CAN'T PULL OUT.

AMERICAN CHARACTER DOLL CO. • 200 FIFTH AVE., NEW YORK 10, N. Y

Watch these "Silent Salesmen" boost your profits!

New pre-tested packages stop the shoppers... sell GLOBE roller skates!



No. 42 Heavy Duty

America's most complete line of Roller Skates!

Skate sales come easy when you feature Globe skates in these exciting new eye-catching packages. Display them in a window and you'll increase store traffic. Set them upon a counter and they'll sell themselves. And tests have proved it! Parents and children alike know the *quality* of Globe roller skates . . . and these bright new packages remind them to buy now. To cash in, order today!

GLOBE ROLLER SKATES!

GLOBE-UNION INC.

MILWAUKEE 1, WISCONSIN

Eastern Display Office: The New York Toy Center
Sollmann & Whitcomb, 200 5th Ave., New York 10, N.Y.

NOW – *both*

Tiny Tears and **Sweet Sue**

will be on the famous Ding Dong

school on nationwide **T. V. –**

two wonderful playmates for

Miss Frances on the program that

2,739,000 children will watch every

day in 1954

AMERICAN CHARACTER DOLL

AMERICAN CHARACTER DOLL CO., 200 Fifth Ave., New York 10

Miss Frances
on famous
Ding Dong
T.V. Show
on N B C.

STAR PUPILS OF THE

DING DONG SCHOOL

Tiny Tears
the doll that CRIES REAL TEARS

Sweet Sue
the beautiful doll that WALKS
has ROOTED hair

m lions of ch dren wil see these
featured American Character Dolls
on Ding Dong School—coast to coast
on N. B. C. Television network.

AMERICAN CHARACTER DOLL

AMERICAN CHARACTER DOLL CO., 200 Fifth Ave., New York

what's new in metaltone

The unrivalled supremacy of our Metaltone . . . the result of your acceptance and your demand has inspired these unique designs.

▲ No. 1296 KITCHEN CUTLERY. 24 pcs. Two-piece plated tableware with brightly colored handles. Box size: 16 x 11½ x 11.

◀ No. 4200 HOPE CHEST. 48 pcs. in a sturdy chest with metal hardware. Plastic dinnerware for 4; woodgrain tray; Metaltone tableware, tea service, candelabra and jewelry. Chest size: 18 x 10½ x 7. Each in corrugated shipper.

◀ No. 950 CARVING SET WITH PLASTIC CHEST. 4 pcs. Blades and tips finished in Metaltone. Handles of sturdy plastic simulated real stag. Chest size: 8½ x 6 x 1.

No. 1025 RURAL COMMUTER. 4 pcs. finished in Metaltone. Assorted colors. Plastic wheels. Animated figure inserts. Overall length: ▼17".

Banner PLASTICS CORPORATION

86 Beckwith Ave., Paterson 3, N. J. • Permanent N. Y. Showroom: 200 Fifth Ave., Rm. 513

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Southern: Brown-Eddy, Inc., M & M Building, Memphis 3, Tenn.
Brown-Eddy, Asso., Merchandise Mart, Suite 332, Dallas, Tex.
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Banner Export Company: Walter Kramer, New York City, N. Y

COMMENDED BY THE CONSUMER SERVICE BUREAU OF PARENTS MAGAZINE

Miss Frances
on famous
Ding Dong
T.V. Show
on N.B.C

millions of children will see these featured American Character Dolls on Ding Dong School—coast to coast on N. B. C. Television network.

AMERICAN CHARACTER DOLL

AMERICAN CHARACTER DOLL CO., 200 Fifth Ave., New York

Wonderful

NANCY ANN STORYBOOK DOLLS

with **MUFFIE** the "add-a-costume" doll...

SHE WALKS!

'Storybook Series'

BRIDAL
RELIGIOUS
SEASONS
COMMENCEMENT
MOTHER GOOSE
FAIRYTALE
FAIRYLAND
NURSERY RHYME
DOLLS OF THE DAY
DOLLS OF THE MONTH
OPERETTA

AND 8" MUFFIE PLAYTIME SERIES • 18" STYLE SHOW SERIES

NANCY ANN *Storybook* DOLLS, INC.

MANUFACTURERS OF THE ORIGINAL 'STORYBOOK DOLLS'

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Canada: H. F. Hooker Agencies, Room 110, 319 West Pender Street, Vancouver 1, B. C.

WOODBURY HARDWARE COMPANY

Headquarters for *American Flyer* TRAINS

No. 293

AMERICAN FLYER amazing "Pull-mor"—the greatest advance in model railroading. With this exclusive feature your American Flyer steam-type locomotives can pull as many as FORTY cars or climb steep grades hitherto considered impossible! Ask your dealer for a demonstration. All steam locos in this page are equipped with "Pull-mor."

No. 293 "PACIFIC" 4-6-2 LOCOMOTIVE AND TENDER
WITH RED GLOWING SMOKE, CHOO-CHOO SOUND AND "PULL-MOR"

Remarkable new "Pull-mor" plus set big driving wheels give this hefty die-cast American Flyer locomotive capacity for rugged mountain climbing or freight and passenger hauls of up to 40 cars. New Red Glowing Smoke combined with realistic choo-choo-choo-choos that come from the boiler provide utmost in model railroading. Tender is equipped with real railroad Knuckle Couplers and has New York, New Haven & Hartford R.R. markings. Loco and Tender measure 17¾".

No. 316

No. 316 "PENNSYLVANIA R.R." 4-6-2 LOCOMOTIVE AND TENDER
WITH RED GLOWING SMOKE, CHOO-CHOO SOUND, WHISTLE AND "PULL MOR"

Watch this mighty die-cast Pennsylvania K 5 "Pull mor" equipped Locomotive make a freight drag of 40 cars or steam up a rugged mountain grade and you'll know you're seeing a real loco in action. Red Glowing Smoke puffs out of the stack and right from the boiler you hear the steady choo-choo-choo-choo sounds. Now press the remote control button and hear the thrilling Air Chime Whistle blast for a grade crossing! Tender has Knuckle Couplers. Loco and Tender measure 17¾ long.

No. 326

No. 326 "HUDSON" 4-6-4 LOCOMOTIVE AND TENDER
WITH RED GLOWING SMOKE, CHOO-CHOO SOUND, WHISTLE AND "PULL MOR"

Massiveness and power are suggested in the lines of this hefty die-cast 4-6-4 "Hudson" type locomotive the prototype of which was made famous by the New York Central. And that's just what this American Flyer scale model loco has, too, with its "Pull-mor" feature that permits long car hauls and steep grade climbing. Choo-Choo sounds keep time with the puffs of Red Glowing Smoke, while the built-in Air Chime Whistle blows by remote control. Tender has Knuckle Couplers. Loco and Tender measure 19" long.

No. 336

No. 336 "UNION PACIFIC" 4-8-4 LOCOMOTIVE AND TENDER
WITH RED GLOWING SMOKE, CHOO-CHOO SOUND, WHISTLE AND "PULL MOR"

Just see the sweeping length of this gigantic 8-wheel drive die-cast "smoker," patterned after one of the biggest American locomotives ever made! A full 21½ inches—the mightiest steam locomotive in the American Flyer roundhouse—and with its big, new and more powerful worm-drive motor plus sensational "Pull-mor" it's a beast for performance. Watch it puff Red Glowing Smoke and hear it sound off with choo-choos—and then blow the remote control Air Chime Whistle, newest real railroading feature! This big "Northern" type loco is a dual purpose job, equally at home with a freight drag or passenger haul. Couplers on Tender are Knuckle type. Loco and Tender measure 21½" long.

No. 343

No. 343 "NICKEL PLATE R.R." 0-8-0 SWITCHER
WITH RED GLOWING SMOKE, CHOO CHOO SOUND AND "PULL MOR"

Look at the detail piled upon detail of this magnificent die-cast 0-8-0 "yard goat" and you'll understand why model experts and railroadmen alike consider it one of the finest steam switchers ever made. Now, with Red Glowing Smoke, Choo-Choo sound, power-packed "Pull-mor" that means longer hauls and steeper grade climbing, the reliable switcher is better than before. When you see her in action in the yards, shuttling cars to sidings, pushing strings of reefers and doing other chores, you'll agree there's no finer railroading sight. Tender has Knuckle Couplers. Loco and Tender measure 14¾."

NO. 3745 GP 7 UNIT DIESEL WITH AIR CHIME HORN
Two unit diesel switcher with authentic orange-and-black Texas & Pacific R.R. markings. Has powerful worm drive motor. 21⅜" long.

No. 466

No. 466 "SILVER COMET" DIESEL LOCOMOTIVE
WITH REAL RAILROAD KNUCKLE COUPLERS

Here's a single "A" unit "prowler" that will handle your long freight drags with dispatch or make a speedy on-time passenger run. Powerful worm-drive motor assures realistic starting and stopping. Full remote control operation. Locomotive is beautifully designed with gleaming silver finish and rich Arctic blue-green stripes. Lettering and Comet design are yellow. Locomotive measures 12¾" long.

No. 4713

No. 4713 THREE-UNIT AMERICAN FLYER DIESEL—"THE CHIEF"
WITH TWO WORM DRIVE MOTORS AND AIR CHIME WHISTLE

The ultimate in Diesel railroading—a mammoth three-unit Locomotive ("A", "B" and "A") which measures over THIRTY SIX inches long and which will give your model road the last word in authenticity. The mighty "Chief," with its double worm-drive motors, will haul almost anything you care to couple to it, and as she comes streaking down the track, Air Chime Whistle blasing, she's a sight to see and a joy to hear. Color scheme is red nose and striping, yellow letters and a background of bright silver finish. Locomotive measures 36¾" long.

No. 4745

No. 4745 "SILVER ROCKET" DIESEL LOCOMOTIVE
WITH TWO WORM DRIVE MOTORS AND AIR CHIME WHISTLE

The all-purpose Diesel workhorse you've been looking for—a double "A" unit American Flyer scale model of the famous Alco Diesel, with TWO worm-drive motors, built-in Air Chime Whistle and operating Knuckle Couplers. Made to travel at super speeds, it will also pull a heavy freight or passenger load. Color design features Forest Green and Gold on a background of bright silver finish. Locomotive measures 24" long.

No. 4778

No. 4778 "SILVER FLASH" TWO-UNIT DIESEL LOCOMOTIVE
WITH TWO WORM DRIVE MOTORS AND AIR CHIME WHISTLE

Couple this big Diesel powerplant to any string of cars in your freight or passenger division and see how it walks away with ease. Mighty "A" unit has not one but TWO worm-drive motors for added speed and power; "B" unit has built-in Air Chime Whistle which can be blown by remote control. Color scheme is chocolate brown against a silver finish background, with orange lettering. "State of Maine" plate tree on nose is green. Two units measure 24 inches long.

Famous AMERICAN LIMOGES

NATIONALLY KNOWN DINNERWARE

American Limoges is one of America's oldest names in pottery. The dinnerware carrying this label reflects the quality made possible only by the famous Sebring craftsmen and artists who for generations have been masters of their trade. All patterns are permanent and glaze is guaranteed against cracking.

Thistle... Attractive, dainty thistles on gracefully shaped dinnerware. Flowers are smartly spaced around the border to complete a glamorous pattern that will add a decorative note to all dining occasions.

122-13D1015	32-Pc. Set	Retail	$16.90
122-14D1795	53-Pc. Set	Retail	29.90
122-15D2950	93-Pc. Set	Retail	49.10

Chateau France... A replica of a beautiful French scene with artist's signature on every plate. This extremely popular pattern has a filigree lace effect on the border in 22 K gold and is sure to be the favorite of any hostess.

122-10D1090	32-Pc. Set	Retail	$18.10
122-11D1935	53-Pc. Set	Retail	32.20
122-12D3235	93-Pc. Set	Retail	53.90

Important: Note that every 32 piece set includes full sized 10" plate

SERVICE FOR 6—32 PIECE SET:
Shipping wt. 20 lbs.

6 cups, 6 saucers, 6-10" plates, 6-7" plates, 6 desserts, 1-11" platter, 1 nappy (open vegetable dish)

SERVICE FOR 8—53 PIECE SET
Shipping wt 36 lbs

8 cups, 8 saucers, 8-10" plates, 8-8" plates, 8 coupe soups, 8 desserts, 1 covered sugar, 1 creamer, 1-11" platter, 1 nappy (open vegetable dish)

SERVICE FOR 12—93 PIECE SET:
Shipping wt 65 lbs

12 cups, 12 saucers, 12-10" plates, 12-8" plates, 12 coupe soups, 12 salad plates, 12 desserts, 1-11" platter, 1-13" platter, 1 nappy (open vegetable dish), 1 gravy boat, 1 covered sugar, 1 creamer, 1 covered vegetable

All shipments F.O.B. Ohio. Allow 2 to 3 weeks for delivery.

Wheatfield.... A graceful wheat pattern on famous, luxurious looking Trojan shaped dinnerware—a truly pleasing design surrounded with a distinctive looking feather edge in warranted 22 K. gold border.

122-16D990	32-Pc. Set	Retail	$16.50
122-17D1735	53-Pc. Set	Retail	29.50
122-18D2900	93-Pc. Set	Retail	48.35

OVINGTON'S *Fifth Avenue*

SUPERB QUALITY DINNERWARE

Ovington is a name that has become famous among quality shoppers. For generations discriminating hostesses have come to depend upon Ovington Dinnerware to add warmth and beauty to their table on all occasions. Nationally advertised in prestige publications, the Ovington label has become synonomous with good taste and luxurious quality. All patterns are permanent and glaze is guaranteed against cracking.

Gardenia... Beautiful, colorful Gardenia pattern, tinged with bright half-open buds, nestled in a wreath of rich green leaves. A truly magnificent pattern to grace any home on either formal or regular occasions. Each piece trimmed with luxurious 22 K. gold line.

122-1D1255	32-Pc Set	Retail	$21.00
122-2D2240	53 Pc Set	Retail	37.50
122-3D3780	93-Pc Set	Retail	63.00

Violet... A new glamorous modern shape, warmly colored with violet pattern decorations. Here is dinnerware that will enhance any table setting with its vibrant, cheerful colors. A pattern of beauty to please the most discriminating for every possible occasion.

122-4D1110	32-Pc Set	Retail	$18.50
122-5D1975	53 Pc Set	Retail	32.90
122-6D3300	93-Pc Set	Retail	53.00

Currier & Ives... Authentic Currier & Ives patterns brought to life in natural, warm colors. Every piece carries a different Currier & Ives scene and a light bluish gray border that will prove most decorative for any home. This pattern is new and is destined to be a leader in popularity

122-7D1090	32 Pc Set	Retail	$18.10
122-8D1935	53 Pc Set	Retail	32.20
122-9D3235	93-Pc Set	Retail	53.90

Important Note that every 32 piece set includes full sized 10" plate

SERVICE FOR 6—32 PIECE SET:
Shipping wt. 20 lbs.

6 cups, 6 saucers, 6-10" plates, 6 6" plates, 6 desserts, 1-11" platter, 1 nappy (open vegetable dish)

SERVICE FOR 8—53 PIECE SET:
Shipping wt 36 lbs.

8 cups, 8 saucers, 8-10" plates, 8-6" plates, 8 cups, soups, 8 desserts, 1 covered sugar, 1 creamer, 1-11" platter, 1 nappy (open vegetable dish)

SERVICE FOR 12—93 PIECE SET:
Shipping wt 65 lbs.

12 cups, 12 saucers, 12-10" plates, 12-6" plates, 12 coupe soups, 12 salad plates, 12 desserts, 1-13" platter, 1 gravy boat, 1 nappy (open vegetable dish), 1 covered sugar, 1 creamer, 1 covered casserole

All shipments F.O.B. Ohio.
Allow 2 to 3 weeks for delivery.

MILWAY OF MILWAUKEE

ANCHOR-HOCKING CAPE COD GLASSWARE

Cape Cod Glassware has been received so well during the past year that we have added the many new items shown on this page. Homemakers all over America are intrigued with this type of glassware, doubtless because of their knowledge of the early American product in this pattern. Original Cape Cod glassware has been sought and bought by collectors all over the nation for years. Now all of the charm and universal appeal of this original pattern is available at popular prices. The entire line is in gift packed sets which enable you to sell for the consumer's own use or for gift giving. Sets suggest a sizeable purchase easily carried home, thus increasing your unit of sale

N214 6026—16 Pc. Luncheon Set. Pressed Cape Cod design. Consisting of 4 each 8½ oz. tumblers, cups, saucers and 9 inch dinner plates . . . . . **Per set $2.80**

N214 6056—Water Jug. Cape Cod pressed design. 72 oz capacity. Individually boxed. . . . **Each $0.90**

N214/6023—Cookie Jar, height 8¼ inches. Pressed Cape Cod design. . . . . **Each $1.00**

N214/6025—8 Pc. Dessert Set. Pressed Cape Cod design. 4 footed sherbets and four 7-inch salad plates **Per set $1.50**

N214 6064 — 9 Piece Refreshment Set. Cape Cod pressed design. 80 oz pitcher and eight 9 oz. tumblers. Packed 1 set. . . . . **Per set $1.80**

N214/6053—8 Piece Cape Cod Serving Dishes. Ideal for serving fruit, cereal etc. Clear glass with Cape Cod pressed design. Packed 1 set. . **Per set $1.00**

N214 6024—6 Pc. Table Set. Consisting of 1 covered sugar, 1 covered preserve jar, creamer and 1 oval relish dish, in pressed Cape Cod design . . . . **Per set $1.50**

N214 6052—8 Piece Cape Cod Tumbler Set. Eight 9 oz. clear glass tumblers with Cape Cod pressed design. Packed 1 set. . . . . **Per set $1.00**

N214/6055—9 Piece Dessert or Berry Set. Cape Cod pressed design. 1 large bowl and 8 individual dessert dishes. Packed 1 set. . **Per set $1.50**

N214/X7745—8 Pc. Goblet Set. 10 oz. Packed 1 set to carton. Per set $2.20

N214/X7746—8 Pc. Juice Set. 5 oz. Packed 1 set to carton. Per set $2.20

Simplicity Pattern

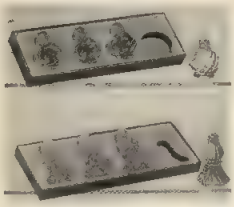
Black and white decoration in shape of leaf. Each set individually boxed.

N214 6160—Hi-Ball 8 Piece Set, 12 oz. Per set $2.70

N214 6161—Hi Ball 8 Piece Set, 10 oz. Per set $2.60

N214 6162—Old Fashion 8 Piece Set, 7 oz. Per set $2.40

N214 6163—Juice 8 Piece Set, 5 oz. Per set $2.00

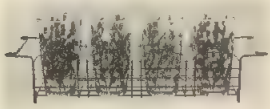


N214/X7823 — Boxed Salt and Pepper Shakers. Consisting of four individual or two pair of crystal swirl shape shakers. Packed 2 pair in gift box. Per dozen boxes $12.00

N214/X7822 — Boxed Salt and Pepper Shakers. Consisting of four individual or two pair of crystal bell shape shakers. Packed 2 pair in gift box. Per dozen boxes $12.00

N214 X7747—8 Pc. Cocktail Set. 3½ oz. Packed 1 set to carton. Per set $2.20

N214 6050 — 8 Piece Coupette Set. Clear glass footed 4½ inch diameter bowl, overall height 3¾ inches. Ideal for serving shrimp, fruit cocktail and desserts. Packed 1 set. Per set $2.80



N214/6179 — "Pussywillow" Hostess 17 Piece Set. Eight 11½ ounce tumblers and 8 plastic spoons 14x8¾ inch metal tray. Tumblers decorated with Pussywillows and gray decorated in pussywillow colors. Set individually boxed. Per set $3.00

REFRIGERATOR BOTTLES WITH SELF-OPENING AND SELF-CLOSING TOPS

B214/6350—E-Z Por Glass Juice Bottle. 32 oz. capacity. Decorated in colors red, green and yellow. E-Z-Por plastic cap is self-opening and self-closing. Use it and pour. Seals out refrigerator odors, is rust free and keeps threads of bottle clean. Packed 1 dozen, weight 15 lbs. D.B. Per dozen $9.20

B214 6351 — E-Z Por Glass Refrigerator Bottle. Rectangular, 48 oz. capacity. Otherwise the same as juice bottle above. Packed 1 dozen, weight 21 lbs. D.B. Per dozen $12.24

N214/6037—Range 4 Piece Set. Tulip decoration. Matches the "Non-Splash" Bowl set. Composition one salt shaker one pepper shaker and one range jar and cover. Individually boxed 1 set. Per set $1.30

N214/6043—Beer Glass 8 Piece Set. 15 oz. capacity, clear glass, hollow stem. Packed 1 set of 8 pieces. Per set $2.80

N214/6036—"Non-Splash" Mixing Bowl 4 Piece Set. Tulip decoration. Composition—1 quart, 2 quart, 3 quart and 4 quart bowls. This is a new deep "Non Splash" bowl set. Most efficient. Individually boxed 1 set. Per set $3.50

N214/6049—Mixing Bowl 4 Piece Set. Set consists of one each 6, 7, 8 and 9 inch Mixing Bowl. Packed one set. Per set $1.80

N214/6038—Glass Mixing Bowl 4 Piece Set. Assorted color bowls to one set — orange, blue, yellow and green 4¾, 6, 7¾ and 8¾ inch bowls. Packed 1 set. Per set $2.50

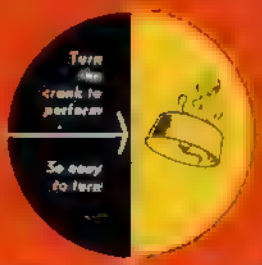
LOVED

by over

160,228,000 PEOPLE*

Those wonderful Warner Bros. Cartoon Characters Bugs Bunny, Tweety and Elmer Fudd are the darlings of the movie-going toy buying public . . . which includes just about everybody in the U.S

Now ready to make profits for you!



Warner Bros. characters individually packaged. Cello Pack with colorful card backing. Packed 2 dozen per carton assorted to your order. Suggested retail 40¢

Warner Bros. characters packed 4 each to Dozen Display Box as illustrated or assorted to your order. Suggested Retail 40¢.

ORDER TODAY!

Manufactured and copyrighted by

CENTAUR PRODUCTIONS INC.

BURBANK, CALIF.

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CENTAUR LINE

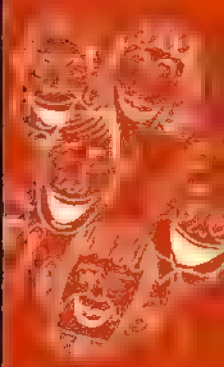
HOTEL NEW YORKER **ROOM 617**

WARNER BROS. CARTOONS, INC.

ACTUAL SIZE

ACTUAL SIZE

ACTUAL SIZE



Bugs Bunny

and wiggles his long ears . . . s ts with an impish expression . . . painted in grey, white, pink . . .

Tweety

. . . saying, "I thot I saw . . . feet and bill orange . . .

Elmer Fudd

popular little gentleman—a real movie personality. He tips his derby hat . . . accordingly. He wears . . . his face . . . s flesh color. On red . . .

*1954 U.S. Census

cutest little MONEY MAKERS!

Turn the crank to perform

So easy to turn

Cute, lovable

ANIMATED BABIES

(Contour Animated Creations — Patents Pending)

Another Centaur sensation in playable, pliable plastic created by popular demand!

The hungry little blue-eyed blond darling lifts his bottle to his mouth and rocks his head back and forth

Proves a baby is cute even when crying. This little rascal wiggles and shakes his head to gain attention

Our happy little brown haired baby shakes his rattle and rolls with mirth. Lifelike to sight and touch mounted on colorful base.

Assortment #85 . . . *Animated Babies mounted on pink and blue base packed 4 each to Dozen Display Box as illustrated. (suggested 49c retail)*

Assortment #85-C . . . *Animated Babies individually packaged in Cello Pack with colorful card backing. Stripped 2 dozen per carton.*

YOUR NEWEST AND GREATEST SALES VOLUME GETTER—ORDER NOW!

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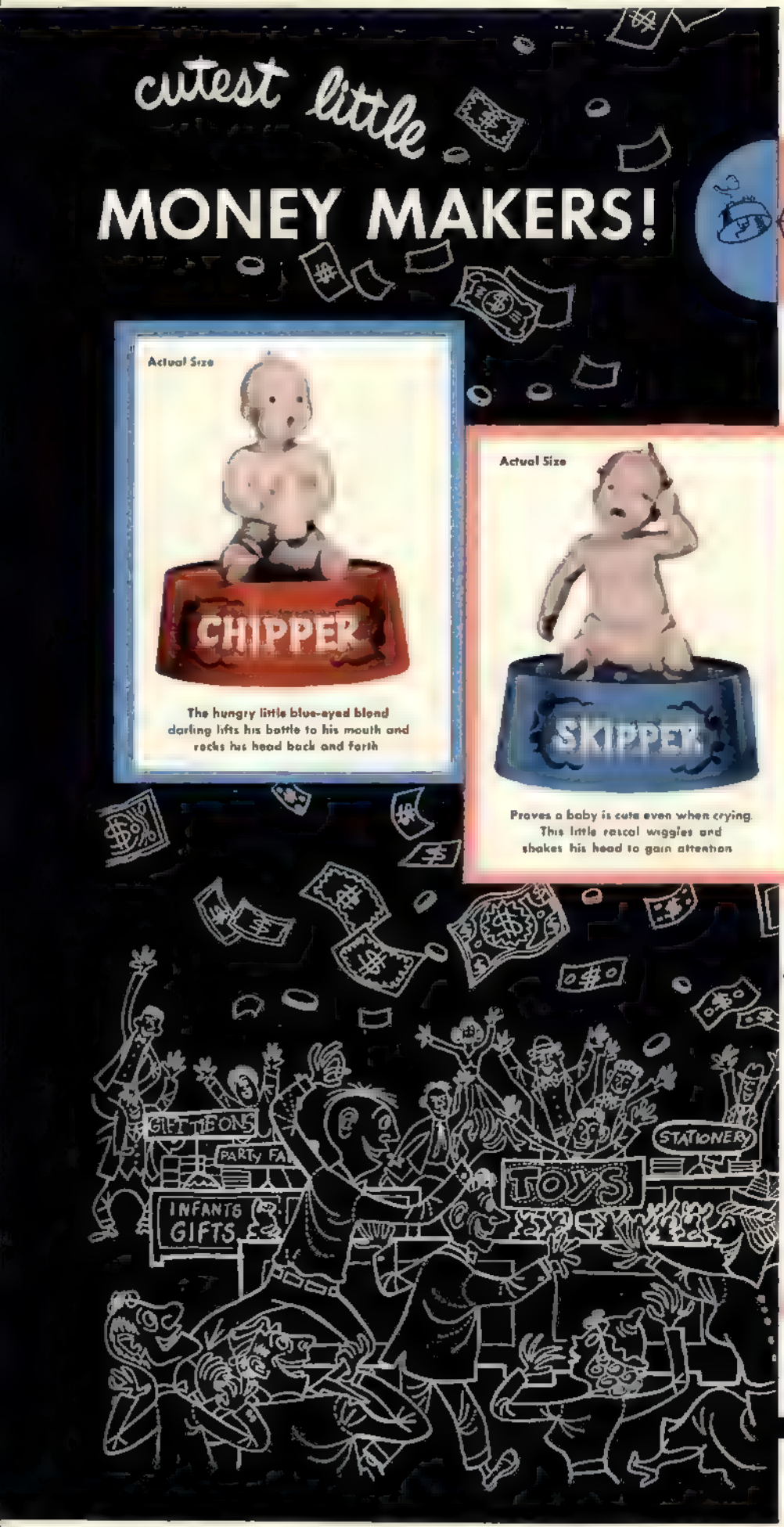
SEE THE FULL **CENTAUR LINE**

HOTEL NEW YORKER **ROOM 617**



Ansco f/2 0 Karomat . . . 35mm

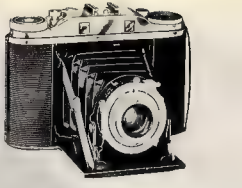
A beautifully engineered precision instrument of utmost flexibility. Six-element f/2.8 lens precision-ground, hardcoated for maximum transmission. World renowned Synchro Compur Rapid shutter with nine speeds, one second to 1/500, time and bulb . . synchronized for type M flash bulbs and electronic tubes. Self-erecting lens panel coupled with split image rangefinder focusing from 3 feet. Rapid film transport lever. Automatic film counter. Depth of field calculator up to 36 color or B/W shots.

223-024 A13450 Ansco Karomat f/2.0 . . . $164.10
223-032 A985 Eveready Carrying Case . . 12.50

Ansco Regent—35mm Camera

Fast f/3.5 Agfa Apotar lens, hardcoated for sharper negatives and brighter color shots. Dependable shutter with speeds to 1/300 second, synchronized for all flashlamps and strobe lights. Automatic exposure counter, double-exposure preventer. Built-in self-timer and depth-of-field scale. Self-erecting front, optical finder, built-in accessory clip. Genuine leather covered metal with chrome trim. Takes standard 20 and 36 exposure 35mm magazines—in black-and-white or color

223-040 A4450 Ansco Regent 35mm Camera $54.50
223-172 A525 Eveready Carrying Case . . 6.95



Ansco f/4.5 Speedex

Ansco's best 2¼"x2¼" folding camera! Similar in construction, they differ in lens and shutter. Hardcoated f/4.5 anastigmat lenses: Apotar in "Special", Agnar in "Speedex". Shutters: "Special" has Prontor with 8 speeds from 1 to 1/300 second, delayed action release, double-exposure prevention. "Speedex" has Vario (1/25 to 1/200 sec), both flash synchronized. Use 120 film for 12 pictures in B&W, 8 in color

223-057 A3995 f/4.5 Speedex Special $48.65
223-065 A3995 f/4.5 Speedex 36.50
223-461 A4675 f/4.5 Speedex Special 'R' 57.50
223-073 A495 Eveready Carrying Case. 7.50

Ansco Flash Clipper Outfit

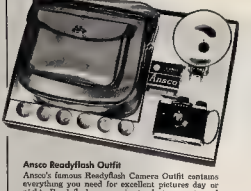
All metal Flash Clipper camera with pull-out front, special f/11 lens and built-in yellow filter. Black grained water-proof covering with chrome trim, and easy-carry handle. Takes 16 pictures 2¼x2¼" on 616 film. Outfit includes a sturdy Eveready carrying case, flash attachment, 6 flash bulbs and one roll of 616 film—guaranteed to take pictures that satisfy—plus a shoulder gadget bag of brown leather-look plastic that has zip top and film compartment.

223-081 A2060 Flash Clipper Outfit. $24.95

Ansco

Precision Cameras

You'll be proud to own an ANSCO Camera—each is distinctively beautiful, compact, easy to carry, and gives you pictures that are a joy forever! Here are the latest models—for the beginner and for the professional—each outstanding in its price class. For film, see opposite page



Ansco Readyflash Outfit

Ansco's famous Readyflash Camera Outfit contains everything you need for excellent pictures day or night. Readyflash camera is simple to operate and load. All metal and sturdy plastic, with easy to use eye-level finder and handy carry handle. Outfit also includes a handsome shoulder strap bag of leather-look plastic with zipper closing, 6 flash bulbs, flash attachment, plus 3 rolls of "all weather" film that takes 24 fine pictures 2¼x2¼" on 620 film.

223-099 A1150 Readyflash Outfit $13.95

Ansco Viking

Cameras to delight both serious and occasional picture takers. Coated f/4.5 or f/6.3 Agnar Anastigmatic lens for sharp definition. Flash synchronized Pronto shutter with 4 speeds (1/25 to 1/200 sec.) plus bulb. Built-in delayed action shutter release (only in f/4.5). Eye-level view finder, swing-out loading spool, flashgun clip. Uses 120 film for 8 black-and-white 2¼x2¼" pictures, 6 in color

223-107 A3995 Ansco f/4.5 Viking Camera $48.45
223-115 A3895 Ansco f/6.3 Viking 34.95

A new economy model for easy, effortless picture-taking. With 2 position diaphragm and focus control

223-438 A1595 Ansco Viking Readyset . $19.95
223-123 A525 Eveready Carrying Case. 7.95

New Ansco Flash Unit

A popular priced flash unit for a variety of cameras. Complete with two tips for synchro-shutters with standard American ASA bayonet or 3mm European type contact. Outlet for auxiliary lighting, improved bulb-ejector socket. Moisture-resistant plastic case, quick action locking device. Sturdy metal bracket for extra rigidity. Uses standard bayonet socket bulbs and batteries or battery capacitor cartridge

223-164 A795 Ansco Flash Unit with Fittings $9.95

Films for all still cameras in this book are listed on the opposite page

Complete Home Developing Outfit by Ansco

Contact-Printer with exposing switch, constant-burning red safelight, hinged platen. SensiTonal new developing tank with self-loading sprug grip wheel. Self-threading . . it loads in seconds. No scratching, buckling or binding of film. Includes:

3 bakelite developing trays and glass graduate
2-way safelight for film and paper
Thermometer-stirring rod
4 stainless steel film clips, 2 lead weights
Printing paper, 2 packets Viridol paper developer
1 quart size Normadol Film Developer and
1 quart Acid Fixer with hardener

223-446 A1195 Home Developing Outfit $14.95
223-453 A395 Developing Tank only. . . 4.95

(E) Argus C3 Flash Camera . . . 35mm

Built-in, factory adjusted synchronized flash for pictures anywhere, anytime; coupled sextant-type rangefinder eliminates out of focus shots, hard-coated color-corrected Cintar f/3.5 lens for color or black and white, indoor or out, in all weather. High speed shutter (1/300 second). Complete range of shutter speeds 1/10 to 1/300 with bulb setting. Optical eye-level view finder. Takes up to 36 pictures (size 1x1½ in.)

222-018 A5585 Argus C3 with Flash and Case..**$69.50**

(G) Argus C-3 Tele Sandmar Lens

NOW, you can take close-ups and portraits! It's easy . . . just screw this 180mm Tele Sandmar lens (4") into front plate of your Argus C-3—it automatically couples to the rangefinder and cuts distance in half! Precision machined mount, 4 hard-coated elements; six click stops from f/4.5 to f/22, complete with lens caps, built-in Series V sunshade-filter holder; viewfinder mask.

222-042 A4785 100mm Tele Lens & Case **$89.95**

(H) Argus C-3 Wide Angle Lens

Takes in 87½° greater picture area. Focuses from 3 ft. to infinity. Color-corrected, coated 35mm f/4.5 lens. Depth of field scale on lense barrel. With top-gram saddle leather carrying case.

222-059 A4785 Argus C3 Wide Angle Lens & Case **$59.95**

(F) Argus Argoflex 40

Large reflex-type finder shows subject as it will appear in the finished picture. Red markings show correct setting for average pictures. Plug-in flash for indoors; double exposure prevention, but provision for double exposures. Coated, color corrected f/4.5, 3½ feet to infinity Shutter speeds 1/25 to 1/150 second. Takes 12 black and white pictures or 8 pictures in color, 2¼x2¼ inches, on 620 roll film. Moulded case with metal hinged back, measures 4⅝x3¼x3¼ inches.

223-026 A3195 Argus Argoflex 40 Camera . **$39.95**
222-034 A395 Eveready Case for Camera .. **5.95**

(L) Argus Argoflex 75

Shows you the picture before you take it, and incorporates built-in flash and double exposure prevention

Lumar f/13 taking lens, universal focus Large, brilliant, reflex-type viewfinder Instantaneous and time settings, body shutter release, built-in flash synchronization. Takes 12 pictures, 2¼x2¼ inches, on 620 size roll film 4⅝x3¼x3¼ inches With carrying strap

222-067 A1265 Argus Argoflex 75 Camera. **$15.95**
222-075 A345 Flash Unit for Argus Argoflex **4.25**
222-083 A350 Eveready Case for Argus Argoflex **5.25**

(K) New! Argus A-Four 35mm Camera

The most exciting 35mm camera value in years! Color-corrected Cintar f/3.5 lens, fastest in its price class; precision shutter with speeds from 1/25 to 1/200 second; focusing from 2½ ft. to infinity, picture window viewfinder; depth of field scale; double exposure prevention, built-in flash synchronization. 35mm cartridge loads 20 or 36 pictures, negative 1x1½" enlarges to any size. With leather case and flash gun.

222-000 A4050 Argus A-Four **$49.50**

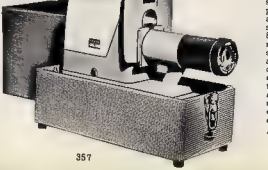
(M) Argus C4 . . . 35mm

One of the finest made in America, for critical color work or black-and-white Ultra-fast Cintar f/2.8 lens, coated to eliminate reflection and glare; stops down to f/22, focuses from 3 feet to infinity

Lens coupled, super-imposed image type rangefinder combined with viewfinder focuses and composes simultaneously Shutter speeds: 1/10 to 1/300 second, plus bulb Double exposure prevention. Exposure counter. Sockets for tripod and cable release. Takes up to 36 exposures, 1x1½", on 35mm film. Metal body, chrome trim, leather cover

ARGUS FLASH UNIT (listed below) For all type flash lamps and all shutter speeds, slides into clip on top of camera

222-091 A7995 Argus C4 Camera. Leather Eveready Case . . . . . **.$97.00**
222-109 A796 Flash Unit for Argus C4. . . . **10.00**



Argus 300 Watt Projector

America's favorite way to look at color slides Projects brilliant picture approximately 16x24" at 6 feet, 32x48" at 12 feet, 48x72" at 18 feet, from 35mm slides . . . slightly larger pictures from 828 slides. Slide carrier is exclusive rotary type—permits insertion "right side up"—no shifting from one side to another. Lens is 4" Argus f/3.5 coated, color-corrected anastigmat, especially designed for projection of clear pictures, sharp right to the corners. Standard 300 watt 115 volt T-8½C 13 filament lamp for greater brilliance Efficient blower is built-in Made of die cast metal, measures 12x8x11, in case

491-001 83995 Argus 300 Watt **$49.95**

APOLLO TROMBONES–CORNETS–TRUMPETS

FINEST CRAFTSMANSHIP

A combination of the most artistic craftsmanship and the highest quality brass make these truly professional instruments, unequaled in tone, intonation and ease of blowing. Excellent response and complete pitch accuracy with every note in the scale. Precision valves (on cornets and trumpets) and self-tuned runs — completely hand-tempered, polished, engraved and lacquered for lasting beauty.

(A) B-FLAT TROMBONE

Economy-priced with the school musician in mind. Completely professional in tone quality and intonation. Ease of playing provides excellent response. Made in America by the finest craftsmen. Slides are of pure nickel silver ground and lapped by precision methods. Sturdy construction with lacquer finish for long lasting beauty. FOB N. Y. 8 lbs. (#290)
No. 5M-290. Index 1-5870. LIST **89.50**

(B) B-FLAT TROMBONE

Professional model made in America. Accurately calibrated for absolute level and straight action throughout. Extra-long slide cups drawn to accurate degree of hardness that is perfect. Slides lapped on by special equipment after mounting and in playing position, eliminating breaking in period. Invisible slide lock. Comfortable hand hold. FOB N. Y. 9 lbs. (#90)
No. 5M-90. Index 1-8238. LIST **125.00**

(C) TROMBONE CASE

Perfectly shaped to fit above trombones. Wood veneer shell covered with finest quality black keratol. Luxurious silk plush lining. Polished hardware. FOB New York. 7 lbs. (#824).
No. 5M-824. Index 1-2251. LIST **33.75**

(D) B-FLAT CORNET

Artfully made in America to meet exacting standards. Can be handled with ease by professional or amateur. Valves are precision ground and fitted. Bore is medium in size. Excellent tone and intonation. Perfected tonal resonance. Sturdily constructed with positive balance. High-grade lacquer over polished brass. FOB New York. 7 lbs. (#200)
No. 5M-200
Index 1-5303 LIST **94.50**

(E) B-FLAT TRUMPET

Same as above cornet (D) except trumpet styling. FOB N. Y. 7 lbs. (#205)
No. 5M-205. Index 1-6300. LIST **94.50**

(F) STANDARD CORNET

Hand crafted in America for superior performance. Finest professional quality providing the utmost in tone intonation and ease of blowing. Precision accurate valves give smooth leakproof action. Overall modern styling—top and bottom caps, fingerbuttons and braces are polygon sided. Heavy mouthpiece receiver. Nickel silver rings. Red-bronze bell. Lacquer finish for long life. FOB N. Y. 7 lbs. (#10).
No. 5M-10. Index 1-8005. LIST **135.00**

(G) STANDARD TRUMPET

Same as above cornet (F) except trumpet styling. FOB N. Y. 7 lbs. (#15)
No. 5M-15. Index 1-8005. LIST **135.00**

(H) TRUMPET OR CORNET CASE

Beautifully styled Gladstone type case for the professional or amateur. Attractively covered with luggage type 2-tone alligator grained leatherette. Luxurious silk plush lining. Has full accessory compartment for extra mouth pieces, valves and sheet music. Polished hardware with double lock. Post handle. FOB N. Y. 6 lbs. (#814).
No. 5M-814. Index 1-1000. LIST **15.00**

(J) TRUMPET OR CORNET CASE

Deluxe Gladstone luggage type case that is the true mark of a professional musician. Covered with extra heavy simulated alligator. All edges bound with extra wide hand-sewn Gladstone type genuine leather. Heavily padded and lined with fine silk plush. 2 large accessory compartments. Recessed brass locks. Double post handles. FOB N. Y. 8 lbs. (#385)
No. 5M-385. Index 1-2134. LIST **32.00**

We can also Supply

- **French Horns**
- **Mellophones**
- **Sousaphones**

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FREE . . . Write for "DOLL CLOTHES" WINDOW STREAMERS

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FASHIONS for DOLLS

TO FIT DOLLS FROM 8" TO 23"

TO RETAIL FROM 49¢ TO $1.98

dresses on hangers
layettes • underwear
boxed sets
plastic shoes • stockings
knitted novelties
packaged wardrobes
accessories

Write for Catalog

also featuring sally seamstress

THE ARDEE CO · 386 Wythe Ave Brooklyn 11, New York

17 MODELS FOR EVERY PURPOSE AND PURSE

PORTAGER
New! Light weight 12' semi-V hull. Easy to handle and haul on car top.

FISHERMAN'S DREAM
12' and 14' flat bottom, square bow. Also a deeper 14' 5 seat river model. Livewell and carriers available.

BIG FISHERMAN
New 46 roomy wide beam husky for 6 to 8 people. Taken up to 25 H.P. motor on the pontoon square bow. Excellent for outboard fishing. Have boats are a work boat.

SMALL FRY
12' flat bottom, pointed bow. Weighs only 60 lbs. An easy-to-handle car top boat.

ANGLER
12' and 14' flat bottom, pointed bow. Also 14' Resort Angler with 54" beam. Livewell available.

UTILITY
12', 14' and 16' semi-V hulls. Also 14' and 16' heavy duty models for motors up to 25 H.P. Mid-deck crash throttle, steering wheel and rigging available.

SPORTSMAN
12', 14' and new 16' semi-V hulls. Tops for beauty and speed. Windshield, crash throttle, steering wheel and rigging available.

Here's everything any boat buyer would want—performance . . . beauty . . . strength . . . durability . . . safety . . . comfort . . . reasonable first cost . . . and minimum upkeep.

The famous Cushion-Aire Glide hulls are smoother . . . more quiet . . . roomier . . . faster . . . lighter . . . easier to handle . . . instantly responsive . . . unbelievably stable at any speed on any kind of water. They're corrosion-resistant to withstand constant salt water use with normal care. Fine wood seats and gunwales add to beauty, strength and comfort. Heavy duty models, for use with 25 H.P. motors, are built of super-strength aluminum.

By every comparison no boats can equal the values in these great Arkansas Travelers... *the year's best buy in boats!*

See Them at These
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NEW YORK Jan. 15-23 — CHICAGO Feb. 5-14
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FOR CHILDREN AND ADULTS

ONLY SCHWINN HAS THESE EXCLUSIVE QUALITY FEATURES:

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The spectacular design recognized as the Schwinn mark of quality

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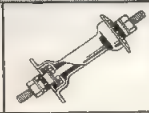
Exclusive frame construction—specially designed head, hanger

DUR-A-ROLL BEARINGS
Triple heat treated for extra wear and strength. Only on Schwinn.

TUBULAR RIMS
5 times stronger by laboratory test —because Schwinn builds them



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Exclusive Schwinn front hub design with replaceable cups and cones

ARNOLD, SCHWINN & CO., Chicago 39, Illinois

NOW...AND PERMANENTLY ON DISPLAY AT JULIUS LEVENSON, INC., 7 EAST 17th ST., N.Y.C.

Be sure to see our Showroom at the Toy Fair, Room 1451 — 200 Fifth Ave., New York 10, N. Y.

ARRANBEE DOLL

ADDS NEW SIZZLE

TO ITS LINE!

Arranbee Doll to Unveil 3 New Promotional Numbers at Toy Fair

All we can tell you now is that Arranbee's top seller last year, "Little Angel" all-plastic Toddler, sellout promotional number coast-to-coast, features new clothes, new fashions, new styles and color combinations.

To be unveiled at the Toy Fair, too, will be a new doll designed to become an important educational tool. A doll that represents an entirely new conception in the doll's place in education.

The third, and most important promotional number by Arranbee at the Toy Fair will prove a pleasant surprise to toy buyers.

Certainly a visit to Arranbee's Showroom, Room 1451, 200 Fifth Avenue, is a must for buyers visiting the Toy Fair.

ARRANBEE R&B DOLL COMPANY, Inc.

Showroom: Room 1451, 200 Fifth Avenue, New York 10, New York
San Francisco 3, Calif.—Western Merchandise Mart, Space 989

ARRANBEE DOLLS: Nanette • Nancy • Nancy Jane • Nancy Lee • Angel Face • Dream Baby • Little Angel • Angel Skin • Bootsie • Baby Bunting • Taffy • WARDROBE TRUNKS • *plus* hot new top secrets to be unveiled at the Toy Fair.

SEE HUBLEY

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KIDDIE TOYS
CAP PISTOLS & RIFLES

JOHN McCONNOR
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BUD BOYAN
BOB LAUGHTON
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ERNIE KAHN
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Be sure to see our Showroom at the Toy Fair, Room 1451 200 Fifth Ave., New York 10, N. Y.

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LAND OF THE MIGHTY

Mixed-Up Forest

AN appealing mixture of fantasy, humor, and imagination characterizes the newest hit children's television show over the ABC network, *"The Adventures of Blinkey,"* seen 15 minutes a week around the country.

This fresh approach to children's programming features a new twist on an old idea: the central character, *"Blinkey,"* starts out the show as a living boy (the only "live" character on the show) and winds up as a puppet after he is transported through space into the "land of the Mighty Mixed-Up Forest."

"Blinkey" appeals to youngsters in the audience as the prototype of the average kid, and the children can easily project themselves into the role as he encounters fantastic adventures in the enchanted forest.

"Blinkey," an Engaging Puppet

Headed by "Blinkey" himself, who is an engaging puppet with tousled blond hair, a snub nose, a disarming grin and big round eyes, the cast of puppet characters includes *"Bookworm,"* a pedantic and learned professor who operates a magic "Book-O-Mat," which produces books of all kinds; *"Gargoyle,"* assistant to the "What Not Tree" and superintendent of the "Mighty Mixed-Up Forest," and the *"What Not Tree,"* which is the symbol of democratic authority in this magic land; *"Foggy the Bullfrog,"* and the nemesis of these characters, *"Harpy the Witch."*

The show has a "Wizard of Oz" type of atmosphere and story, with the live "Blinkey" transported from the world of reality into the realm of fantasy and in the process, changing into a puppet. Once there, his adventures concern the efforts of the inhabitants of the "Mighty Mixed-Up Forest" to suppress "Harpy the Witch" and her plots to rule the land.

Much interest has already been engendered in merchandising this popular show, and in answer to the many inquiries about licensing some of the characters for toy items, Blinkey Enterprises has said that it will be happy to cooperate with manufacturers in every way. The firm has worked out a dynamic merchandising program and offers its aid in designing and marketing the items.

Reason for Success

One of the reasons for "Blinkey's" great success is the original creator and writer of the show, Dr. Lucille Emerick, youthful author, educator, lecturer, and child pyschologist, who not only has a fertile imagination and the sure knowledge of what appeals to children, but who maintains close contact with child welfare and the problems that constantly confront the parents of today. Dr. Emerick stresses the "back to normal" approach to the modern child in her popular lectures to Parent-Teacher Associations, civic and church groups, and in her writings. She holds a bachelor of music, bachelor of science, master of arts and doctor's degrees, and is also a former professor at Guilford College, North Carolina. While there, Dr. Emerick supplemented her campus activities by supervising education on the elementary and high school levels in Guilford county schools and conducted seminars for teachers in remedial procedures.

The show is directed by Murray King.

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Fibre Box Association Competition and Exhibit

The second annual Fibre Box Association box competition and exhibit will be held concurrent with the association's spring meeting on April 13-14 at the Edgewater Beach Hotel, Chicago. Purpose of the competition and exhibit is to "give recognition to fibre box manufacturers who have taken the lead in developing new uses for fibreboard and in making improvements in existing products."

First, second and honorable mention awards in ten end use classes and seven specialty classes will be announced and on display at this meeting. Entries will reflect the latest advances in design, construction and low cost packaging that have been made since January, 1953.

Fibre Box Association is located in Suite 415, 315 N. Seventh St., St. Louis 1, Mo.

♦

William W. Rogers Dies

• Services for William W. Rogers, 91, retired toy manufacturer, were conducted last month in Hollywood, Calif. A native of Freehold, N. J., he went to Los Angeles 27 years ago. He left a widow, Louise; a daughter, Mrs. Eleanor Dillon; and two granddaughters.

Terrific Values!
"Airlane"
PRE-FABRICATED
AIRPLANES and BOATS
TO RETAIL AT
10c–25c–50c–$1.00
AIRLANE MODEL COMPANY
318 W. 29th St., Chicago 16

SHIP MODELS
FINISHED MODELS TO SELL YOUR KITS—"Pre-fab kits, machined, fin-ished, painted, superb guest Universal kits 50c MARITIME deluxe kits $.50 SELECT kits from $5.00. Also HISTORIC FIREARM kits 12 models 2.50-2.95 Your jobber or write
Constructo 1185 BROADWAY N.Y.1, N.Y.

Hobbyline HO TRAINS
Display Themselves
Sell Themselves
John A. English & Co., Morrisville, Pa.

THE PAINT THAT COMPLETES EVERY HOBBY KIT SALE!
'NAMEL COLOR KIT #69
FOR ALL PLASTIC HOBBY KITS
PACTRA Chemical Co. 1213 N. Highland Ave. Los Angeles 38, Calif.

Tiger Shark 10¢ Retail
EACH IN CLEAR CELLOPHANE BAG
12" WING SPAN
ALL BALSA STUNT GLIDER
TIGER SHARK 18" WING SPAN
Catapult Launched
Individually Boxed
25¢ RETAIL
5¢ gliders—model cements—color dopes
LERCON HOBBY PRODUCTS
1185 RANDALL AVENUE, BRONX 59, N. Y.

"0" Gauge Model Trains for Scale and Tinplate operation.
1954 Catalog showing complete line 25 cents.
Write for information and free literature, Dept T
THOMAS INDUSTRIES
SHAWNEE, OKLA.

New, Easily-Assembled Auto Kit

The most talked about auto in the nation is being introduced in model form by Ace Products Co., Pasadena, Calif., veteran producers of scale model autos in wood.

The Corvette will retail for $1.00. It is 7 inches long and 2½ inches wide, and comes complete with rubber tires. Headlights, radiator, front bumper and steering wheel are plastic. All necessary insignia are included in decal form.

The Chevrolet Corvette is the most easily assembled kit yet made by Ace, according to company president Gordon A. Babb.

"All the difficult work is done for the modeler—in plastic," Babb explained. "However, we

retained enough work with balsa to assure the builder of a feeling of real accomplishment."

Publicity Promises Sales

Ace expects this new plastic, European-type sports car to result in large sales in model form. While Chevrolet is making only a thousand of the cars a month, Ace will make them by the thousands each week—to meet anticipated consumer demands.

Wholesalers already have placed advance orders.

"We feel that the publicity surrounding the auto makes its sales potential tremendous in models," Ace said. "The eyes of the nation will be on the Corvette—which is clearly the car of the future. The autos are cheaper to make than steel cars, are more adaptable to design changes, and are easier to mold."

While the prototype is now produced only in white, model builders may anticipate future colors and paint their balsa miniatures accordingly.

The FIRST Kits Designed for the Toy Trade
JIGTIME MODELS
FU 130
TOP FLITE MODELS INC.
2635 South Wabash, Chicago 16, Ill.

x-acto HOBBYCRAFT SETS
X-acto Hobby Tools and Craft Kits have been long-time favorites with both children and their parents. Retail from 60¢ to $30. Some for free. 28 page catalog.
X-ACTO, INC.—48-41 Van Dam St., Long Island City 1, N. Y.

Ride The "TRAINS" To Greater Profits
Mechanical Action Toys with Year 'Round Sales Appeal
The Atomic Train of the Future
Action packed to give Volume Sales and Profits today.
Suggested Retail—$1.98
Packing: 2 dozen to a Shipping Carton
Weight approx. 30 lbs.
The Chattanooga Choo-Choo
The old timer, which will give Volume Sales and Profits all year 'round.
Suggested Retail—$1.00
Packing: 6 dozen to a Shipping Carton
Weight approx. 45 lbs.
Individually packed in beautiful multi-colored boxes.
YAKO INC.
BLOOMFIELD, N. J.
SALES OFFICE:
200 Fifth Avenue, Room 1460, New York

DEALERS WRITE
FOR THE COMPLETE
TROST A to Z LIST
Our complete A to Z list of "TROST LINES" includes most of the best known brands, plus many lesser known parts and supply items you never know just where to buy. This list will help you keep your stock complete. Write for it now.
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PLANES-TRAINS-SHIPS-PARTS-SUPPLIES

Toy Guidance Names Expanded Educational Panel

SIX nationally prominent educators, representing each major section of the country, have been appointed by Melvin Freud, president of Toy Guidance Council, to serve as educational consultants to the Council's new program for 1954.

The panel of educators met in New York on March 3 to examine toys selected by the wholesale, retail and consumer committee. According to Mr. Freud, the panel of educators was particularly concerned with the

PROF. EMMA SHEEHY

safety, durability and play purposes of each toy. "Their recommendations are accepted unconditionally," said Mr. Freud.

During the year, the educators will be available for research work on toys, guest appearances on television and radio programs, and lectures before PTA's, women's clubs and other parent groups.

Emma Dickson Sheehy Chairman

The educators will be under the chairmanship of Professor Emma Dickson Sheehy, associate professor of childhood education, Teachers College, Columbia University. Mrs. Sheehy is one of the most famous child guidance specialists in the country. She recently starred in her own chil-

DR. PHILIP LEWIS

dren's television show, which originated in Chicago during the latter part of 1953. She is the author of several books on child play activities, a monthly columnist for *Parent's Magazine,* and has been educational consultant to Toy Guidance Council since 1946.

Serving her second year on the panel is Dr. Mary Moffitt, assistant professor of education, Queens College, Flushing, N. Y. Dr. Moffitt, a specialist in nursery school education, is a favorite guest for top TV shows. She recently appeared on the Dave Garroway show over NBC-TV, acted as moderator on one of the New York City Department of Education's *"On The Carousel"* programs over CBS-TV and appeared with Herb Sheldon on NBC-TV.

Knows Play Equipment

Dr. Philip Lewis, chairman of the department of education for Chicago Teachers' College, has also had considerable experience with children's play equipment. For two years, over a major Chicago television station, he conducted his own hobby show. In addition, he is TV editor for the *Educational Screen Magazine,* periodicals editor for *Chicago Schools Journal,* and frequent contributor to such specialized magazines as *Radio-TV Journal, Phi Delta Kappa* and *Advertising Age.*

Other members of the Toy Guidance Council educational panel include Dr. Doris Gregory, co-director of the child development center, Long Beach Public Schools, Long Beach, California; Dwight Teel, coordinator of elementary education, Corpus Christi Public Schools, Corpus, Christi, Texas; and Alma Williams, associate professor in the school of education, University of Miami, Coral Gables, Florida.

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Arranbee Dolls to Unveil 3 New Numbers at Toy Fair

Three new promotional numbers will be introduced by Arranbee Doll Company, Inc., at the Toy Fair, it was announced recently by Mike Emerson, vice president of the company, at its showroom, Room 1451, 200 Fifth Avenue, New York 10.

Although the "hottest" of these new promotional numbers will be under wraps until the Fair, Mike Emerson revealed that Arranbee's top seller last year, *"Little Angel,"* all-plastic toddler, a sellout promotional number coast to coast, now has new clothes featuring new fashions, styles, and color combinations.

Working with leading progressive educators, teachers, nurseries, and mothers, Arranbee Doll Company, Inc., has evolved a new doll designed to become an important educational tool. Although Mr. Emerson would say nothing more about this doll at this time, it is said to represent an entirely new conception of the doll's place in education. Certainly, this new doll development will be of prime interest to doll buyers.

The third and most important promotional number to be introduced by Arranbee at the Toy Fair, is literally "top secret." Mike Emerson gave no inkling except to assure that in his company's 35 years in the doll business, such major doll innovations have been few and far between.

A visit to the Arranbee showroom, Room 1451, 200 Fifth Avenue, should be an advantage to buyers visiting the Toy Fair.

New Toys on Parade

Picture Carving Set

"3-D Picture Carving in Wood," a modernized and simplified version of the ancient art of carving, has been introduced by X-ACTO, INC., 48-41 Van Dam St., Long Island City 1, N.Y.

The kit contains three pre-sketched, precoded wood panels, an X-acto universal knife handle with interchangeable knife and gouge blades, six bottles of enamel paints, wood sealer, thinner, two paint brushes, and complete instructions. The pictures are an 8" x 10" farm scene, and two 5" x 8" scenes, one of an animal and the other of a sail boat.

The combination of two projects in one, carving and painting, results in good-looking pictures with the third dimension of depth.

Picture Carving will retail at $3.95.

New Hudson Series

Series Two in its Lil' Old Timers line has been announced by HUDSON MINIATURES, Scranton, Pa. The plastic "quickie kits" are now available in a 1902 Packard "Landaulet," a 1910 White "Opera Coupe," a 1903 Autocar "Surrey," and a 1914 Chevrolet "Royal Mail Roadster."

Newest of the Hudson Old Timers autos is a 1904 Stevens-Duryea, with Stanhope body, folding front seat and Victoria top.

"Quack, Quack, Said the Duck"

The newest cloth book being produced by PEGGY CLOTH-BOOKS, INC., 108 Worth St., New York 13, N. Y., has a little duck companion to go along. The foam-rubber-stuffed duck has a voice which will withstand tub dunkings and, after drying, go right on quacking as often as he is squeezed.

The book alone, entitled "Quack, Quack, Said the Duck," sells for $1.25; the book with stuffed noisy duckling retails at $1.59.

One free cloth bookmark is given by the firm with each new title ordered. Suggested use is as a give-away to older children customers.

"Royal Easels"

A complete line of easels has just been introduced by LORD & FREBER, INC., 6356 De Longpre Ave., Hollywood, Calif. Called Royal Easels, the line includes both table and floor models for painting and sketching use. They are especially suited for paint by-number painting sets, convalescents who paint in bed, etc.

The easels are of rigid hardwood construction, are easy to assemble and adjust, fit any size painting, and have an adjustable tilt feature. The four Royal Easel models currently being manufactured by Lord & Freber, Inc., are: "The Jester," 15" table model, $2.50 list; "The Queen," 22" table model, $2.95 list; "The Duke," 36" table model, $3.95 list; "The King," 60" floor model, $8.95 list. Deluxe models are available with lamp attachment.

"Kiddie Tractor"

BMC MANUFACTURING CORP., of Binghamton, N. Y., has announced a new model in its line of juvenile tractors.

The new Kiddie Tractor, already in production, is designed to sell in the low price field. This model is chain driven with ball bearings in the sprocket assembly and rear frame. Large semi-pneumatic tractor type tires are mounted on sturdy double disc wheels and the free turning front wheel has self-lubricating nylon bearings. The large bucket type seat is adjustable and a trailer hitch is provided.

This model will take any of the five BMC attachments—Trailer, Dump Cart, Scoop-Shovel, Bulldozer, and Fire Fighter. The Kiddie Tractor is finished in brilliant red baked enamel with black and white trim. Self-locking cap nuts are on pedal rod and axle ends.

"Toters"

HORTON HANDICRAFT CO., Farmington, Conn., has added impetus to the make-it-yourself movement with two "tote" bags to be assembled.

Both bags are cut from fine full-grain tooling cowhide with solid brass hardware attached. All parts are furnished complete with lacing holes pre-punched. Full, illustrated instructions for assembling are furnished, along with tooling instructions to personalize each handbag. Both include a monogram sheet of Old English lettering.

T-3 Tote Bag for Tots is in lipstick-red, with saddle tan-red lacing. It will retail at $2.98, and comes packed 12 to a carton. T-5 Tote Bag for Teens is in saddle-tan and will retail for $4.98. It is packed six to a carton.

BIG BOY DICE, NEVADA CRAPS INTRODUCED BY E. S. LOWE

Two recent additions to the E. S. Lowe Company line that have aroused interest in the trade are the Big Boy Dice Set and the Nevada Craps game, both illustrated herein.

"Jumbo" in size, the Big Boy Dice are

1¼" cubes made of highly polished Catalin and packaged in a distinctive gold and brown box. Included is a folder, entitled "What Every Player Should Know About Dice," that will amuse both players and non-players. The dice, states the company, may be used as paperweights, gifts or souvenirs.

Nevada Craps, described as identical with the game played in the famous casinos of Las Vegas and other such resorts, comprises a 24 by 36" genuine cloth layout, screened in three colors; and a pair of

regulation ⅝" dice. Included too is a book explaining in detail how to play the game, what rules to follow, and how to calculate the odds.

Packed in a colorful, illustrated box, size 12¾ by 9½ by 1", Nevada Craps has a suggested retail price of $2.98.

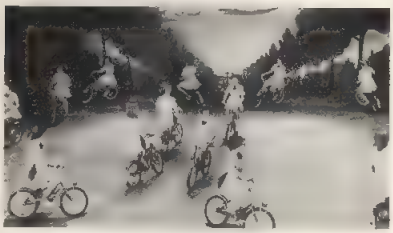
More detailed information concerning either or both items is available direct from the manufacturer, who is located at 200 Fifth Avenue, New York City.

GIL ROSE OF POLK'S TO GIVE MIA TALK ON RADIO CONTROL

Gil Rose, merchandise manager of Polk's Model Craft Hobbies, Inc. 314 Fifth Avenue, New York City, will make one of the important talks at the Model Industry Association Convention Dealer's Clinic.

Mr. Rose, one of the outstanding authorities on the subject, will talk on "How to Sell Radio Control Equipment." This rapidly growing modelling activity has reportedly been a mystery to most dealers because of its comparative complexity and newness.

Huffy-Convertibles Star on TV



Huffy-Convertibles were star performers on the Jackie Gleason coast to coast CBS-TV network show, Saturday, January 30, 1954. This picture shows the June Taylor Dancers using the bikes to present a unique ballet.

Foam Rubber Bend-Me-Toys Include Disney Characters

Competitiveness, variety, new products and packaging are announced as the keynotes of the 1954 line of Bayshore Industries, Inc., Elkton, Md. Most conspicuous of the many items displayed in Bayshore's showroom (Parlor G of the New Yorker) at the coming Toy Fair will be a new selection of rubber mask characters painted in a wide range of color combinations. To complement this line, Bayshore will introduce an appealing new series of gauze masks.

Walt Disney will be amusingly represented by Bayshore's foam rubber Bend-Me-Toys of Pluto, Mickey Mouse and Donald Duck (see cut). In this connection Parlor G visitors will be invited to enter the lucky number drawing, sponsored by Walt Disney Character Merchandise, for an RCA Victor color television set.

For outdoor play, Bayshore will show its full line of 29c, 59c and 98c rubber beach balls as well as its lightweight latex swim fins retailing at $1.59.

In addition to last year's popular 49c rubber squeeze toys, Bayshore will market three new groups of squeeze toys at 39c, 98c and $1.98 retail. Realizing the importance of maximum "impulse" sales appeal, this firm has paid close attention to the molding, coloring and packaging of its entire squeeze toy line. This fundamental consideration is also evident in Bayshore's new, eye-catching balloon display boxes and packages. The Lone Ranger and Prince Valiant, two comic strip heroes of proven sales power, are featured in new balloon packages and assortments.

Bayshore Industries, Inc., cordially invites Toy Fair visitors to see all these and other attractions in its New Yorker Parlor G.

New Toys on Parade

"Kiddee Drivette"

The new Kiddee Drivette, for child safety in cars, is now available. In addition to its seat with a steering wheel and standard shifting gear, the manufacturer has added two exclusive features this year—"Directo-Lite Signals" and "Kid-A-Matic" shift (for which a patent is pending)

The Directo-Lite signals operate like turn signals in standard automobiles, flashing left or right according to how the lever is pushed. Kid-A-Matic shift, says the GEORGE C. KNIGHT CO., 19720 W. Eight Mile Rd., Detroit 35, simulates shifting. Realistic gear shift lever moves indicator to N, D, L or R positions. Other features of the "Custom" model, pictured here, are the same as those of the "De Luxe" model sturdy flat frame, strong safety belt, large wheel horn, and strong metal seat. Kiddie Drivette folds back and is easily carried. The "Custom" Drivette retails at $5.98, slightly higher west of the Rockies and in the far South

"Big Congo" Gun

PALMER PLASTICS INC., 31 Stone Ave., Brooklyn, N. Y., has issued a new toy rifle in its line of guns. It's called The Big Congo Hunter Rifle, and fires a cap and burst of water with one pull of the trigger. The cap chamber holds a full roll of caps, and the water compartment holds hundreds of shots. Each rifle is packed in a colorful window box. The suggested retail price is $1.49.

Fashion Doll

"Beatrice," a deluxe 17" all-vinyl doll, is to be introduced at the New York Toy Fair by her manufacturer, Mrs. James Drury She is a fashion doll, beautifully modeled and dressed in exquisite costumes such as a young lady would love to wear

She has moving eyes, real human hair rooted in the scalp, and all joints are movable. In her hat box she carries cosmetics and accessories to change her basic dress to meet many occasions, just as a fashion wise young lady does. Beatrice has an assortment of bathing suits, sports outfits, glamorous gowns and even a wedding dress

The new doll is a product of Mrs. Drury's firm, the Beatrice Co., 220 Sunset Ave., Venice, Calif., which also manufactures a smaller doll.

Changeable Coloring Blocks

"Doodle Face" is the name of a new set of changeable coloring blocks that is said to delight children for hours as they color the fanciful faces and change the blocks to form hundreds of different expressions.

Mother, as well as the capricious child, will welcome the washable crayons used for coloring. Made with a soap base, the crayon coloring won't harm woodwork or anything else washable, and can be wiped from the face of the blocks over and over again

There are nine blocks, lithographed on all four sides with outlines of clown faces Hand and finger coordination can be stimulated by manipulation of the crayons and blocks.

The package holding "Doodle Faces" doubles as a container for the blocks and crayons while the youngster colors. The toy is made by GASTON MFG. CO., Cincinnati, Ohio, to retail at about $1.50

Clown and Wife Turn Out Clown Doll Counterparts

The Cee Cee Clown Doll made by Cee Cee Enterprises, 3873 California St., San Diego, Calif., needs no introduction. He is the counterpart of Claude C. Pitts, *Cee Cee the clown*, who during the past 15 years has made many appearances before servicemen's groups, and who in professional life is a chief photographer's mate of the United States Navy. Pitts also has appeared on benefit programs with luminaries such as Bob Hope, Red Skelton, Hopalong Cassidy, Pat O'Brien, Abbott and Costello, and Duke Kahanamoku. He is an active member of the Al Bahr Shrine

Clown Corps in San Diego and gets practice aplenty playing children's benefits and encouraging hospitalized youngsters. He was past Chief Clown of the Aloha Clown Corps in Honolulu.

Here's How

Cee Cee and his wife made up some dolls to go along with his acts. Demand for these exact replicas grew and grew, so a year ago they purchased a factory to turn out the dolls commercially.

Cee Cee Clown doll is 24 inches long and is very well made of heavy muslin, dressed in striped, polka dot and other clown patterned cottons. The zippered suit and its fluffy white ruff are easily removed for washing. Feet and hands are of felt, and a felt hat is perched on his swivel head. Retail price is $3.98.

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If you want an established organization to handle your products in any or all territories, check us. We have an excellent following. The lines we accept will be assured of sales volume. We have 27 Sales Offices and desire to handle only Top-Notch manufacturers. Inquiries held strictly confidential

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Each Kit Complete with Precut Plywood, Copper Leather Laces, Copper Tool, Patterns, and Instructions. Retails from $2 to $8

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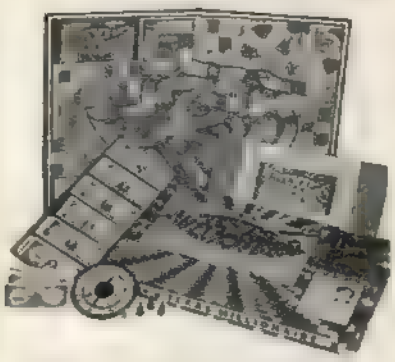
3 FOR THE MONEY ...in '54



1 Be a Texas Millionaire Game
Two-marketed monopoly game. Smart success. Many dealers re-ordered. Beautiful game with $(23) million play money. Over 200 business transactions. Fun for young and old alike

2 Razzle-Dazzle Football Game
Exciting new Dad vs Son game. Action packed strategy comes involving all the plays and penalties of a real college football game. You "quarterback" on offense and counter with strategy on defense.

3 Cross-Bo Kit
Real shooting toy easily assembled. Shoots right where you look" so Dad colors it too

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New attractive art pattern, in five colors. Suggested retail, 29c.

Order NOW for EASTER and SPRING

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1358-1360 W. Randolph St.
CHICAGO, ILL.

APRIL, 1954, ANNOUNCED AS NAT'L HOBBY MONTH

The 19th Annual celebration of National Hobby Month will again be sponsored in April, 1954, by The Hobby Guild of America, 550 Fifth Avenue, New York City

The four weekly observances will be National Arts and Crafts Week, April 1-7; National Model Building Week, April 8-15; National Gardening Week, April 16-23; and National Photography Week, April 24-30.

Keynoting the active development of the "Do It Yourself" trend that is sweeping the country, the slogan for the over-all pro-

motion of National Hobby Month will be "Have Fun With a Do It Yourself Hobby."

Each weekly observance will also campaign for more hobby interest and more devotees with separate slogans as follows: National Arts and Crafts Week, "Do It Yourself.—With a Handy Craft." National Model Building Week: "For a Model Hobby—Build a Model." National Gardening Week, "Plant a Hobby—Watch It Grow." National Photography Week "Focus Your Fun on Photography."

Because of the demand from the model building and photography industries, The National Hobby Month Committee has prevailed upon The Hobby Guild to set aside the second and fourth weeks of April especially for these hobbies.

In coordinating the interest of hobbyists, hobby merchandise dealers and manufacturers, The Guild is endeavoring to increase hobby activity and hobby business generally. It is felt that greater constructive leisure time activity will tend to combat crime and juvenile delinquency.

Magazines in the field of arts and crafts, photography, gardening and model building are planning special features during the celebration. Retail hobby outlets, department stores, libraries, schools and hobby clubs throughout the nation will participate with organized hobby exhibits, store displays and hobby contests.

National Hobby Month will feature the announcement of new members of The Hobby Hall of Fame, The Guild's highest annual award.

Among those already elected to this honor is President Dwight D. Eisenhower for his hobbies of oil painting, golf and fishing.

Cooper's Walt Disney Costume Line Enlarged

Shown here in a section of the remodeled Drelich showroom are Sam Drelich, Herbert H. Drelich, Ben Cooper and Nat Cooper.

The new 1954 Walt Disney costume line will be presented this year in the new enlarged and redecorated showrooms (see above) of Sam & Herbert Drelich, Room 323, 200 Fifth Avenue, New York City.

It is announced, too, that this Walt Disney line of Halloween Costumes manufactured by Ben Cooper Inc., 18 West 20 Street, New York City, has been enlarged and improved.

The lovable Walt Disney characters will lead the parade of novel and traditional Halloween costumes. Pinocchio, Dumbo, Bambi and Dopey will be added to the line of Walt Disney characters that already include Mickey, Donald, Peter Pan and Tinker Bell.

From the Fairy Princess to the 3-D Monster, the entire line has been redesigned in gleaming rayon and other fabrics. Some of the characters have been given "Voices," specifically, Mickey Mouse, Minnie Mouse and Donald Duck. Others are decorated with Jingle Bells. Many have third-dimensional effects.

New characters such as "Spider Man," "Napoleon," "Jet Man" and the "Space Man" join the traditional Black Cat, Devil and Witch to make the Ben Cooper Spotlite 1954 presentation a new concept in Halloween costumes.

Jack Shapiro and Maury Axelrod from the firm's Chicago office, and Harley Cook, west coast representative, will join Sam and Herbert Drelich to greet their many friends at the Toy Fair.

The complete Ben Cooper Spotlite Costume line will be on display in Room 441-443, Hotel McAlpin, during the Toy Fair, as well as in the 5th Avenue Building.

Baby Barry Appointment

Ted Field, president of Baby Barry Toy Company and B. & B. Toy Company, manufacturers of popular-priced Promotional and Carnival Dolls and Stuffed Animals, recently announced that Edward Vogt has become affiliated with their organization as midwestern sales representative for 1954.

Mr. Vogt, or "Eddie," as he is familiarly known throughout the toy trade, was recently connected with the Imperial Crown Toy Corporation and previous to that had spent 17 years with the old American Flyer Mfg. Company of Chicago.

Both the Baby Barry Toy Company and B. & B. Toy Company are located at 38 W. 21st St., New York City, and will show their lines during the Toy Fair in Room 1169, Hotel McAlpin. Eddie and his new associates will be on hand to greet Toy Fair visitors, and Eddie is looking forward to welcoming his old friends at

Eddie Vogt

that time. Following the Toy Fair, Eddie will take to the road to show the lines in all the principal cities of the middle west.

Dynamic Merchandising Program for "Blinkey" Television Show

Described as one of the most engaging children's TV shows to come along in some time, "The Adventures of Blinkey" is the story of a little boy who can turn himself into a puppet for adventures in the "Mighty Mixed-Up Forest."

In answer to the many inquiries about licensing some of the characters for toy items, Ben Horowitz, executive manager of Blinkey Enterprises, 106 West End Avenue, New York City, has said they

Dr. Lucille Emerick

will be happy to cooperate with manufacturers in every way. The firm has worked out a dynamic merchandising program and offers its aid in designing and marketing items. The show has a "Wizard of Oz" atmosphere and script author, Dr. Lucille Emerick, has peopled her script with a host of imaginative characters including the What-Not Tree, the Gargoyle, Bull Frog Drummond, the Weaver and the traditional Witch, tagged Harpy. The last named sports a jet-propelled vacuum cleaner in place of a broom.

Produced by Murray King, of Blinkey Productions, Inc., the program is sponsored by the American Maize Products for Amazo Instant Dessert and can be viewed over WABC-TV coast to coast on Saturday mornings, 11:30 to 11:45 EST.

Dr. Emerick, well known novelist, educator, lecturer and child psychologist, has combined her warm understanding of children and the benefits of her broad education in scripting the show. As a teacher and educator, Dr. Emerick maintains a close contact with child welfare and the problems that constantly confront parents of today. As professor of Guilford College, North Carolina, Dr. Emerick supplemented her campus activities by supervising education on the elementary and high school levels in Guilford County public schools and conducted seminars for teachers in remedial procedures.

In her lectures to Parent Teachers Associations, civic and church groups, Dr. Emerick highlights the back-to-normal approach to the modern child.

MACON EXPECTS "GOOD '54" FOR THEIR JUVENILE ROCKERS

The Macon Mfg. Company, Thomasville, N. C., states they are entering their fourth year as manufacturers of juvenile upholstered rockers with optimistic expectations of exceeding their record production of 1953. Two years ago the firm located in a new plant, but the constantly increasing demand for their line necessitated another move to larger quarters and they have been forced to seek still greater production facilities. On June 1 they are planning to expand their operations in a new two-story building of 12,000 square feet of floor space which is now under construction.

Says Mr. Macon, "We feel that the principal reason for the continued growth of our line is the fact that we put into it the best possible workmanship and endeavor to keep our prices in line with the public demand for genuine values."

Sales on the Macon line are capably handled by Irwin A. Morganstern of the Sheldon Company, Greensboro, N. C., who has long experience in the merchandising of juvenile rockers and other juvenile specialties. Mr. Morganstern will be on hand to greet his many friends during the Toy Fair in Room 902, Hotel McAlpin.

HAMILTON AND KALTMAN APPPOINTED BY NOMA LITES

Joseph H. Ward, president of Noma Lites, Inc., 55 West 13 Street, New York City, has announced the appointments of William R. Hamilton as a vice-president and director of the corporation; and David I. Kaltman, president of D. Kaltman and Company, Inc., as a director of Noma Lites, Inc.

Prior to his affiliation with Noma, Mr. Hamilton was employed by the Watson Flagg Machine Company, of Paterson, N.J.

William R. Hamilton

From 1948-1950, he was works manager of the Refrigeration Division with plants in Newark and Perth Amboy, N. J. From 1950-1952, he was an assistant to the president of Noma Electric as an advisor on manufacturing problems. For the past year, he has been responsible for all manufacturing as well as engineering, and design and development work of Noma Lites, Inc.

Mr. Kaltman has been president and general manager of D. Kaltman and Company, Inc., wholesale druggists in Jersey City, since its inception. He is a trustee on the advisory committee of the College of Pharmacy of Rutgers College and is a director of the New Jersey State Heart Association.

David L. Kaltman

D. Kaltman and Company, Inc., was recently purchased by Noma Lites, Inc., and has extensive wholesale drug operations in metropolitan New York, and New Jersey areas, Mr. Ward explained in the course of his announcement.

Garry Moore Carves Brinley Circus Toys

Garry Moore noted for his cut-ups on television, cuts up the first miniature horse from the new Brinley Miniature Circus carve-it-yourself kits under the guidance of Bill Brinley, left, and Jay Gabriel Bumberg. Brinley, the young man who whittled his own 100,000-piece authentic five-ring circus, is now introducing hobby-and-craft kits that enable anyone to carve his own miniature circus. The new product development and merchandising program, under the guidance of agencyman Bumberg, proceeded from the success of the country-wide tour of major department stores plus network TV appearances of the 1/16 scale model circus known as "The Biggest Little Show On Earth."

The Brinley Miniature Circus will continue its program of bookings in department stores as well as resorts such as the recent Hotel Sahara-Las Vegas appearance, according to Mr. Bumberg. The new do-it-yourself kits will be in the $2.98 to $5.98 price range, with supplements from 39c to 98c and will be distributed through regular jobber and retail channels.

Mr. Bumberg also stated that subsequently other manufacturers of allied and categoric hobby-craft-and-toy items will have the opportunity to tie-in with the merchandising of the Brinley products name under special licensing agreements

Blake Cuts Retail Price on "Jo-Bo" and "Po-Po"

Blake Industries, Inc., 120 Tremont Street, Boston 8, Mass., makers of latex animated toys, announced recently that a new wing has been added to the plant and additional machinery installed.

"This makes it possible," states Harold Mooz, sales manager, "to turn out more toys in less time at less cost. Consequently, we are notifying the trade that the popular 'Jo-Bo' has been cut in price from 79 to 69c retail and that a retail price cut of from 89 to 79c has been effected on our clown, 'Po-Po.'

"Our toys have won popularity, deservedly, because they're unbreakable, light, washable and safe for youngsters to play with and handle," Mr. Mooz commented. "We have reason to expect that, with the prices now even lower, the toys will have an even broader appeal than what has been already demonstrated."

The entire Blake line—containing some new items yet to be announced—will be on view at the Toy Fair in Room 745 of the Hotel McAlpin. Arthur Blake, Henry Blake, Mr. Mooz, and Kay Mooz will be on hand, as a team, to represent the company

PLAYMORE FEATURES TWO-UNIT INTER-COM TELEPHONE SET

Jules Kushner of Playmore, Inc., 200 Fifth Avenue, New York City, is featuring a two-unit telephone set, suitable for home, play or office. This inter-com telephone set, which had been priced at $10 retail, has now been reduced to $7.95. The telephone is made of high impact, lightweight black plastic and is three-fourths the size of a standard desk-type telephone.

Mr. Kushner points out that the telephones are of sturdy, tested construction and that telephone conversations can be carried on with top clarity.

Each set consists of two complete telephones with 50-foot, two-conductor wire all ready for operation. This interesting telephone set works on flashlight batteries up to a distance of 100 feet—over 100 feet the set can be connected with a six volt battery.

In addition to its play purposes, this telephone set is actually useful to adults too, for communication in the home from room to room, house to house, home to workshop, and so forth.

Playmore is also making a radio-telegraph signal set composed of three types of apparatus in one. This signal set buzzes like a wireless outfit, flashes like a night signalling set and clicks in the manner of telegraphic transmission. In addition to serving as a toy that supplies fun and play value for the youngsters, this simple-to-use set encourages them to explore the electrical field in general, providing an educational feature which parents will be quick to appreciate.

Made of durable plastic, this radio-telegraph-signal set is popularly priced and comes complete with wires and battery. All of the Playmore items are colorfully packed and suitable for counter display purposes. The firm's entire line is on display in the Fifth Avenue Building showrooms of the firm, Room 653, in the 200 Fifth Avenue Building.

NEW YORK TOY AND GAME APPOINTS HAROLD DORGAN

Herbert Rubin, president of the New York Toy & Game Mfg Corporation, recently announced that Harold V. Dorgan has been appointed to the newly created post of sales manager.

Mr. Dorgan brings to his new association with this well-known firm a long background of experience as former fishing tackle and gun buyer for Firestone Tire & Rubber Company. Prior to that position, he was associated with J. J. Riedel as a toy buyer for Firestone.

Mr. Dorgan is looking forward to welcoming Toy Fair visitors at the firm's permanent showroom in 200 Fifth Avenue, New York City.

FROM EVERYWHERE

Registrants from 20 states and Canada were among the more than five hundred members of the Bicycle Institute of America and their wives who attended the 36th annual convention of the organization at the Boca Raton Hotel, Boca Raton, Fla.

The Pancordion paint sets feature 4 three-D plaques.

This acetate football helmet is made by Kusan, Inc.

Beemak s helmet and pump gun are of sturdy acetate.

A play-safe toy describes the Plakie floating lobster

"Plastic Toys Can Be Heirlooms"

By
E. W. WARD
General Sales Manager, Celanese Corp. of America

A BROKEN, jagged-edged plastic toy poses problems for others beside its youthful owner –parents, manufacturers, toy buyers, retailers, as well as the plastics industry itself.

But an analogy might be drawn between those who are currently dissat isfied with some plastic toys and the man who burned down his entire fac tory because some of the shoes manufactured in it were not perfect! Undoubtedly some have been shortsighted in selecting the materials for toys and sometimes the design is to blame. As a result some plastic toys on the market today do not meet the hard test and wear at the hands of the soda set.

THE POSITIVE SIDE

But what about the thousands and thousands of good plastic toys which provide sales as well as satisfaction year in and year out? What about the Daisy play guns, the Toni Doll, the Saunders Hot Rod and Jaguar cars, the Plakie and Tinkie infants toys, the 3D color plaques to name a few which have and are providing millions of youngsters with countless hours of pleasure.

What about these and many other well designed, tough plastic toys which have met every test over a long period of time? Toys costing as little as 20c or as much as $20, des.gned well and of the right material can last

Celanese Corporation of America which supplies the major portion of the acetate plastics used by the toy industry, reports that recently an ace tate toy bus arrived in New York having travelled more than a thousand miles in an open-end box. Not only did the bus run after this somewhat phenomenal journey but there was not a dent nor a scratch on it. It is doubtful that the most energetic youngster could match this kind of endurance test.

By providing good materials, by working with toy manufacturers, by developing special formulae for plastics to be used in toys, the American plastics industry has contributed far beyond its size to the growth of the toy industry during the past 12 years. The dollar sales volume of toys has increased more than 400 per cent since 1940, and in the past three years alone sales have gone from an estimated 350 million dollars to about 450 million dollars Manufacturers and sellers alike contend that plastics have played the major role in heralding this age of tough but attractive toys . . . of fast, low cost production . . . of colors and textures, shapes and sizes, never before known in toys. Plastic toys won't splinter, rust or dent—plastic toys require a minimum of painting.

Ideal's Toni Doll started a tradition "that will last." She s made of acetate

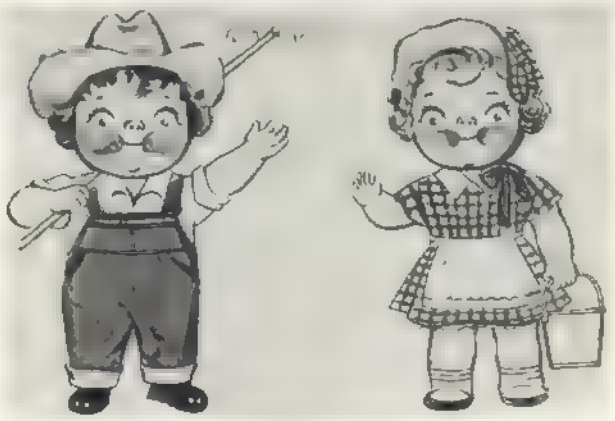
From the famed Kewpie doll of years gone by today's life-like Toni doll which will be an heirloom, is a long jump indeed. Ideal Toy Corporation, manufacturers of the Toni doll, did not use plastics until 1946, but now, only eight years later, plastics account for approximately half of Ideal's line. For 70 years the Daisy rifle has ranked with the best in toys and again this year Daisy chose acetate plastic because, according to their own statement, "nothing gives the toughness and long life of molded acetate."

TELLING THE STORY

Celanese is currently carrying this story to the trade in a series of advertisements entitled "Some plastics talk tough—Acetate is tough." Thus far the reaction to the series has been favorable. The answer to complaints about plastic toys seems to lie in a greater effort at mating the right plastic with the right design, with the choice based on a realistic appraisal of the end use of the toy. The toy and plastics industries together have chalked up such a record in the past decade that the next ten years should produce an even more mutually successful partnership to make better and more durable toys, in every price range, available for the "young ry.

Some say the ultimate consumer is the final judge For most commodities the retail buyer must assume the responsibility for both sides of the counter. They can displace Caveat Emptor. Toy buyers *are* trying

Character Licensing Open on the Well-Known Campbell Kids



The Campbell Kids, the Campbell Soup Company's enormously popular figures and two of the most widely promoted characters in advertising history, will make news at the Toy Fair in an entirely new role—as star attractions in leading doll, puppet, toy, creative play kits and children's book lines.

Impressed by the persistently large volume of consumer mail from children and mothers who are pasting up Campbell Kid scrap books and want to locate Campbell Kid toys, the Campbell Soup Company recently decided to license the use of the Kids, without royalties, to a select number of leading firms catering to the juvenile market. Manufacturers' enthusiam reportedly quickly broadened the initial program to include Campbell Kid licensing agreements with makers of cotton and plastic fabrics, wall paper, decals, pottery, stationery, paper napkins and many other products.

Campbell Soup Company is planning initially a multi-page promotion of all types of merchandise using the Campbell Kids in the November 1st issue of *Life Magazine* backed by dramatic point-of-sale material and advertising in local markets and an extensive publicity program. Wholesaling direct mail to department store, variety store, hardware and supermarket outlets is planned, along with a heavy schedule of trade advertising to sell retailers on the profit advantages of staging major Campbell Kid merchandise promotions.

In the toy field, American Metal Specialties Corporation, Milton Bradley Company, Fisher-Price Toys, Inc., Gersten Brothers, Ideal Toy Corporation, Kusan Inc., Miracle Bowl Company, Oak Rubber Company, Ohio Art Company, Plastic Innovations, Inc., Rand McNally & Company and Zany Toys are among the firms planning to feature Campbell Kid merchandise.

A birthday theme will be used for this introductory advertising push for Campbell Kid merchandise with a complete package program for store-wide promotions. This is expected to be the first of a long-range program of promotions designed to build retail sales on Campbell Kid merchandise.

A few additional licensees will be acceptable for inclusion in the initial advertising program scheduled for the November 1st issue of *Life Magazine*. Inquiries should be directed to Carl Broman, advertising department, Campbell Soup Company, Camden, New Jersey.

NEW "TERRY PLAYFOAM TOYS" INTRODUCED BY ALTA AT FAIR

The new Alta Products line of "Terry Playfoam Toys," to be introduced for the first time to the toy trade at the forthcoming toy show, already scored a tremendous success when previewed in the Alta showrooms, spokesmen for the firm assert.

At present the line consists of "Harvey the Rabbit," "Paddy the Panda," "Brunie the Bear," and "Playboy the Dog." All the toys are completely washable, filled with genuine rubber covered with superior quality terry cloth and have permo-set eyes. They are 10½" tall and priced to retail at $1.98.

Acceptance has reportedly been so gratifying that, already, additions to the line are being contemplated. Clowns, Santa Claus, and other toys of varying sizes are in the offing, to retail from $1 to $1.98.

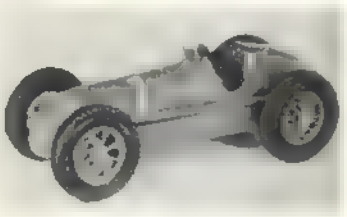
Long recognized as a leading manufacturer of foam rubber pillows and slippers, Alta has increased its production facilities more than two-fold to handle the upsurge in orders on the "Playfoam" line.

Originally introduced to the notion departments last year, the toys registered exceptionally well with buyers, country wide, the company states. However, because of limited production Alta was hesitant about "invading" the toy field. In December, when a fire devastated their Pennsylvania plant, it was decided to rebuild with sufficient capacity to service the demands of the toy market. Thus a completely modern set-up was established and the toy line became an actuality.

Present plans call for increased aid to the retailers in the form of advertising mats, copy service, counter displays, and dealer aids.

"INDIANAPOLIS CHAMPIONS" KITS FROM BEST PLASTICS CORP.

Best Plastics Corporation of 945 39th Street, Brooklyn 19, N. Y., manufacturers of party baskets and toys, have announced a complete series of Hobby Construction Kits of all the Indianapolis 500-mile race winners. Trademarked as the "Indianapolis 500-mile champions," each kit contains



authentic scale models of the actual winners of this famous classic made of strong, smooth, high impact plastic. They will retail at 79c each.

All the parts are precision made and the wheels have rubber tires. The first of the series, the Maserati is now ready for distribution. Other kits will follow shortly. J. J. Lattuca, president of Best Plastics Corporation, has advised that the hobby industry has been sending in volume orders and that a greater demand is expected of the toy industry. An attractive full view dealer counter display, with built-up model, is said to be available at a nominal cost.

The company will exhibit at the Toy Fair in Room 852, Hotel New Yorker.

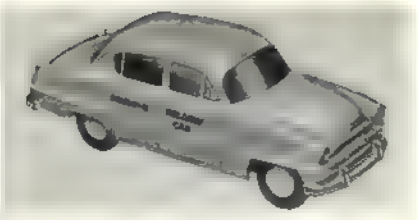
LEO UNGAR & CO. APPOINTS RESIDENT SALESMAN IN K.C.

Leo Ungar & Company, St. Louis, announces the appointment of Robert J. Curran, as resident sales representative at

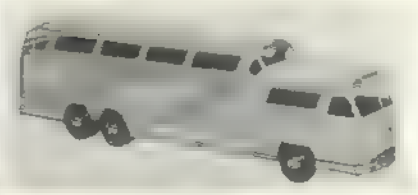
Robert J. Curran

Kansas City, Mo. Mr. Curran was formerly toy buyer for the Ware Paper & Cordage Company of Kansas City, and also was formerly with the Jones Department Store of the same city. Mr. Curran will cover Missouri, Kansas and Nebraska for Ungar.

The Ungar organization announces, too, the addition of two new toy lines, Childhood Interests and The Turco Line of Gym Sets.



The Plymouth Cab and Trailways Bus.



Product Miniature Doubles Capacity

To provide additional assembly line and office space, the Product Miniature Company recently doubled the size of their Milwaukee, Wisconsin, plant.

The new facilities include a drafting room, office quarters, and an assembly line for the Tru-Miniature electric crawler tractor. This arrangement will take pressure off other assembly lines and make room for new products.

Nearly a dozen new items have been added to the 1954 line of mechanized Tru-Miniatures. Outstanding additions include the Trailways Thru-Liner Bus, Oscar Mayer Wienermobile and the yellow cab.

The new bus is a miniature copy of the latest idea in cross-country transportation —double-decking. It's 18 inches long and comes in four color finish: silver, red, cream and white. It is said to offer exceptional play value. The destination sign can be turned to 16 different cities; wheels are demountable and interchangeable; four pieces of miniature luggage and a spare wheel are in the luggage compartment. The bus has a high-impact plastic body with a Tak-a-part motor in the rear and a Spin-Torque motor to propel it. It has nine heavy-duty white wheels, chrome hub caps, and black vinyl tires; and the front wheels turn either left or right. The steel chassis is interlocking. The box can be used as a bus depot.

The wienermobile is a new idea in toys. It's a scale model of the famous Oscar Mayer car. It also is propelled by a Spin-Torque motor, and as it moves along "Oscar the Chef" moves up and down in the top of the wiener.

Paul (left) and Bill Ford, owners of Product Miniature.

The yellow cab is a 1954 model Plymouth with a Spin Torque motor, yellow cab decals, a trunk billboard and a taxi sign on top. It has tinted windows, a steel chassis, black vinyl tires, a silver-lacquered grille, bumpers and lights. It is 1/25th scale of the real taxi.

The deluxe model No. 353 electric crawler tractor with transformer now includes two electric headlights, an 18-inch log chain, three logs, a new remote control panel, a wagon with rear hitch, a metal drawbar hitch and a bulldozer blade assembly that snaps on or off.

In addition, the remote-controlled electric crawler tractor is now offered with the control panel, but without a transformer for customers who wish to use the transformer they already have on hand as part of their electric train set-up.

This standard model No. 355, without transformer, has headlights, a log chain and logs, the new remote control panel, a metal drawbar hitch and snap-on bulldozer blade assembly.

In addition to their Farmall tractor kit, Product Miniature now offers both the Plymouth sedan and the suburban in unassembled kits. The car kits include all the parts necessary to assemble the complete item plus paints and brush.

Bill and Paul Ford, owners of the Product Miniature Company, point out that the Tru-Miniature lines for 1954 have been almost completely motorized for additional play value and increased sales appeal.

Sales manager Vern Hanson says he feels sure that realism plus down-on-the-floor toy action is the kind of wholesome, educational entertainment mothers want for their children and that all these new features will help make the Tru-Miniature line "more popular than ever."

"Campbell Kid" TOYS to Make Their Appearance

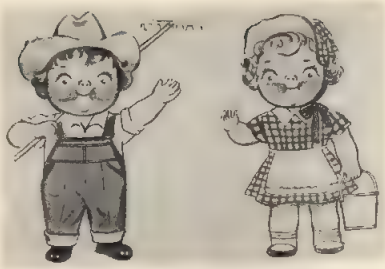
THE *Campbell Kids*, the Campbell Soup Company's enormously popular figures, among the most widely-promoted characters in advertising history, will make news at the American Toy Fair in an entirely new role —as star attractions in leading doll, puppet, toy, creative play kits and children's book lines.

Impressed by the persistently large volume of consumer mail from children and mothers who are pasting up Campbell Kid scrap books and want to locate Campbell Kid toys, the Campbell Soup Company recently decided to license the use of the Campbell Kids, without royalties, to a number of leading firms catering to the juvenile market. Manufacturers' enthusiasm quickly broadened the initial program to include Campbell Kid licensing agreements.

Campbell Soup Company initially is planning a multi-page promotion of all types of merchandise, using the Campbell Kids, in the November 1 issue of *Life* magazine, backed by dramatic point-of-sale material and advertising in local markets, and an aggressive publicity program. A barrage of direct mail to department store, variety store, hardware and supermarket outlets is planned, along with a heavy schedule of trade advertising to sell retailers on the profit advantages of staging major Campbell Kid merchandise promotions.

Fast Growing List of Campbell Kid Licensees

In the toy field, American Metal Specialties Corporation, Milton Bradley Company, Fisher-Price Toys, Inc., Gersten Brothers, Ideal Toy Corporation, Kusan, Inc., Miracle Bowl Company, Oak Rubber Company, Ohio Art Company, Plastic Innovations, Inc., Rand McNally & Company and Zany Toys are among the firms planning to feature Campbell Kid merchandise.



The Campbell Kids, Campbell Soup Co.'s highly popular trade characters, have been licensed to leading manufacturers of toys, dolls, puppets, activity kits, children's books, etc., for use in Campbell Kid merchandise.

Other Campbell Kid licensees include Dennison Manufacturing Company for decorative paper; Eaton Paper Company for juvenile stationery; The Meyercord Company for decals; and others.

Broad Merchandising and Public Relations Program

Ruth Millard, 200 Fifth Avenue, is handling the public relations program on Campbell Kid Activities. Miss Millard has directed the American Toy Institute and toy industry public relations programs for many years, and also has carried out a wide variety of promotional programs for trade associations and corporations. Before organizing her own public relations firm, she was director of Women's Activities in Public Relations for Young and Rubicam, Inc., advertising agency.

Birthday Theme Planned for Initial Campaign

A birthday theme will be used for this introductory advertising push for Campbell Kid merchandise, with a complete package program for store-wide promotions. This is expected to be the first of a long-range program of promotions designed to build retail sales on various Campbell Kid merchandise.

Campbell Soup Company is drawing all licensing agreements without royalty provision; but reserves the right to approve the article before marketing.

A few additional licensees will be accepted for inclusion in the initial advertising program scheduled for the November 1 issue of *Life* magazine. Inquiries should be directed to Carl Broman, Advertising Department, Campbell Soup Company, Camden, New Jersey.

Long-Range Program

According to Campbell executives, the Campbell Kid merchandising promotion is a long-range project.

The celebrated Campbell Kids were created fifty years ago, for the Campbell Soup Company, by Grace Drayton, distinguished Philadelphia artist. The cherubic little figures have starred in Campbell's multi-million dollar advertising programs ever since, and are believed to have appeared in more advertising than any other trade characters. The Campbell Kids now are featured in animated cartoons on Campbell's TV network programs, as well as in Campbell's full-page color ads, point-of-sale material etc.

These characters have been receiving nation-wide acclaim.

"Campbell Kid" TOYS to Make Their Appearance

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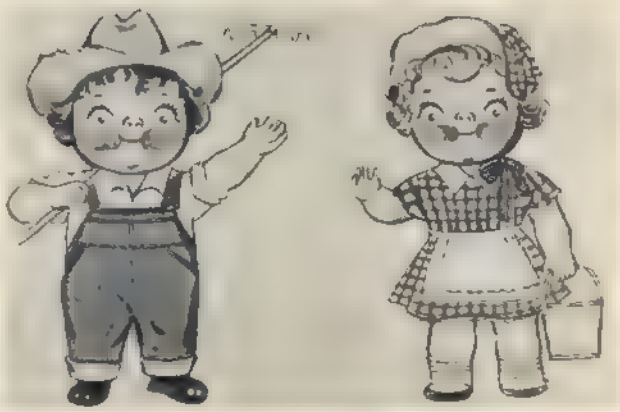

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Campbell Kid dolls are produced by Ideal Toy Corp. $5 retail.

Campbell Kid Decals produced by The Meyercord Co., Chicago, Ill.

"The Campbell Kids Sew a Hat" kit by Milton Bradley Co.

"The Campbell Kids Eat-O-Mats," by Milton Bradley, teaching good manners and etiquette.

INITIAL CAMPBELL KID PROMOTION; MAJOR RETAIL TIE-INS PLANNED

ENTHUSIASTIC buyer reaction greeted the *Campbell Kid* dolls, puppets, creative play kits, toys and children's books introduced in March at the American Toy Fair. In a fortnight, the Campbell Kids will be star attractions on such items as plastic and cotton fabrics, decalcomanias, wall paper, pottery and stationery. The Campbell Kid characters also will be featured on paper napkins, lunchboxes, vacuum bottles, children's hats, dresses and pajamas, decorative paper, balloons and other merchandise.

Most of the licensees plan to participate in the multi-page advertising kickoff promotion for the Campbell Kid merchandise which the Campbell Soup Company is planning in the November 1 issue of *Life* magazine. This advertising will be backed by advertising in local markets, point of sale displays and an all-out publicity program. A heavy schedule of trade advertising is being used to inform retailers of the profit possibilities of storewide Campbell Kid merchandise promotions in department stores, variety stores, and hardware, drug and supermarket outlets.

Campbell Kid Merchandise Showroom

A display of merchandise licensed to use the Campbell Kid characters is being set up in the offices of Ruth Millard Associates, 50 East 42nd St., New York, N. Y.

The following is a partial list of Campbell Kid Licensees in the toy field

American Metal Specialties Corp. Hatboro, Pa. —*Campbell Kids Cooking Set and Campbell Kids Cookbook.*

Milton Bradley Co., Springfield, Mass. *The Campbell Kids Eat-O-Mats The Campbell Kids Sew-A-Hat Kit Campbell Kids Make-It Box.*

Fisher Price Toys Inc., East Aurora, N. Y.—*Farm Wagon with "To Market, To Market" booklet with cut-outs*

Gersten Brothers, New York City *Toy Supermarket with Campbell Kid poster*

Lionel Corp. —*Campbell Kid station poster.*

Ideal Toy Corporation, New York City—*Campbell Kid dolls, packed with chef's hat and apron and party book*

Kusan Inc., Nashville, Tenn.—*Campbell Kid Jack-in-the-box toy.*

Miracle Bowl Co., Omaha, Neb. - *Campbell Kid Miracle Bowl*

Oak Rubber Co., Ravenna, O.—*Campbell Kid squeeze doll and balloons*

Ohio Art Co., Bryan, O. *Campbell Kid Tea Set and sand pail*

Plastic Innovations, Yonkers, N. Y - *Campbell Kid TV Balls.*

Rand McNally Co., Skokie, Ill. - - *Campbell Kids story books*

Zany Puppets, St. Louis, Mo.— *Campbell Kid hand puppets*

***Fisher-Price Toys, Inc.*, East Aurora, N. Y., is producing this Campbell Kids Farm Truck, which contains a full-color "Campbell Kids" folder with vegetable cut-outs, providing absorbing play. Driver sways to and fro when truck "putt-putts" along. For 2- to 5-year olds. Priced at $1.25 east and $1.39 west. Child can make own "vegetables" for loading into truck.**

Above, Clarke's doll display cases and wood toys. Left are the trikes, boxed items and metal toys.

Clarke's Toyland Growing

THE PICTURES on this page are of Clarke's Toyland, Waukesha, Wisconsin, a separate-premises operation of the Clarke Walgreen agency. Bill Skedda is buyer and merchandise manager for both and John G. Hasker, formerly with the People's Store in Roseland, Chicago, is assistant manager of Toyland.

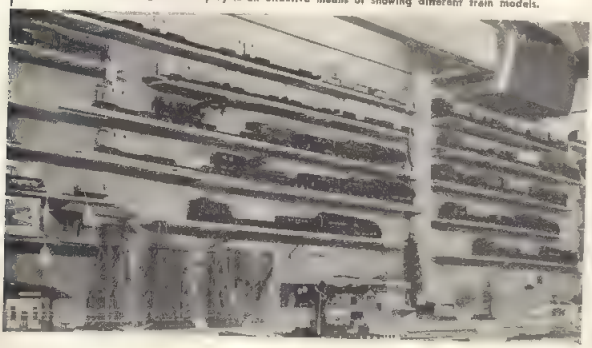
Toys carried by Clarke's had, prior to three years ago, been restricted to a small corner in the drugstore. Mr. Skedda, convinced that trade would make the move profitable, then engineered the opening of an exclusive toy store, 30 by 60 feet.

In September of last year, according to Mr. Hasker, another expansion became necessary and Toyland was moved to its present quarters, which has 4,800 square feet of floor area. Confirming Mr. Skedda's and Mr. Hasker's faith in the business volume jumped, totaling for '53 over $85,000.

"We figure a great deal of our success," states Mr. Skedda, "was due to our layaway program begun 1st September 15th. By December 24th there were more than 800 layaways which were handled right in the store. In every case, within five minutes after the customer called for his layaway the transaction was completed.

"Our immediate market here is Waukesha itself, of course," continues Mr. Skedda, "a community of some 30,000—but the word's gotten around that our selection and service are first-rate and we find that we're drawing people from miles away in every direction, even Milwaukee."

This attractive pegboard display is an effective means of showing different train models.



LIGHT SIGNALS, NEW SHIFT FEATURE '54 KIDDIE DRIVETTE

The Kiddee Drivette, a new idea for child safety in cars is now available. In addition to the seat with a play steering wheel and standard shifting gear, the George C. Knight Company, 19720 W. 8 Mile Road, Detroit 35, Michigan, has added two exclusive, outstanding features this year. These are Directo Lite Signals and Kid-A-Matic Shift (Patent Pending).

The new Directo-Lite Signals operate exactly like turn signals in standard automobiles. If the lever is pushed up, a light flashes to the right; if the lever is

pulled down, a light flashes to the left. Kid-A-Matic Shift, simulates shifting. The realistic gear shift lever moves indicator to N, D, L or R postitions.

Kiddee Drivette's outstanding features are its sturdy flat frame, strong safety belt, large wheel, beep-beep horn and sturdy metal seat. The whole unit folds back out of the way when not in use, is light in weight and easy to carry. The "Custom" model retails for $5.98, the price being slightly higher West of the Rockies and extreme South.

The Kiddee Drivette "DeLuxe" model, retailing for $4.98, is the same size as the "Custom" model and has the same advantages and safety features. However, in place of Kid-A-Matic Sneft, it features a conventional gear shift lever and does not have Directo-Lite Signals.

The Drivette, says the manufacturer, is especially designed for children, not babies It keeps them busy during the nursery stage of their growth and aids in child development, the company adds.

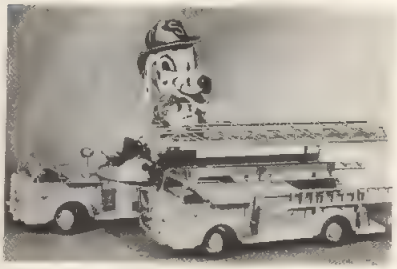
HAROLD FINN APPOINTED N. E. REP BY LIDO

Lido Toy Company, 321 Rider Avenue, New York City 51, manufacturers of popular-priced plastic toys, announces the appointment of Harold Finn as exclusive sales representative for the New England area, covering Connecticut, Rhode Island, New Hampshire, Vermont and Maine.

Harold Finn was formerly associated with A. O "Gus" Peverelly, who was the sales representative for Lido in the New England territory Mr. Peverelly resigned from Lido Toy on February 1

All of Gus' many friends and acquaintances can meet with Harold Finn at the Lido Toy Showroom, 200 Fifth Avenue, New York, Room 206; and at the Hotel McAlpin, Rooms 551, 577 and 579 during the Toy Fair.

Sparky Teams Up On Television with Doepke Fire Engines

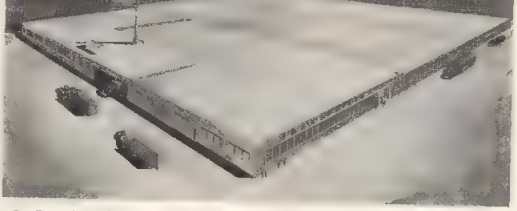


Scale model fire trucks made by Charles William Doepke Mfg Company, of Rossmoyne, Ohio, have teamed up with Sparky, the fire-preventing dog on television shows in Los Angeles to aid in reducing fires around homes.

Sparky is the national symbol of home fire prevention established by the National Fire Protection Association. The actual puppet used in the shows is made by Marion Bartoo of Los Angeles Miss Bartoo writes and produces the shows in cooperation with the Los Angeles Fire Department

The rugged steel fire engines were supplied by the company to aid Miss Bartoo in dramatizing the home prevention lessons taught by Sparky Besides the regularly scheduled programs, Sparky and the fire engines have appeared on other programs. In December, they were on hand when dangers of untreated Christmas trees were pinpointed on a special "Operation Safety" program Sparky has also appeared in schools to help children understand the menace of fire.

Added Manufacturing Facilities for Tootsietoys Available Soon



In December of last year, the Dowst Manufacturing Company, Chicago, broke ground for the construction of a new, thoroughly modern factory and warehouse. As depicted in the accompanying architect's sketch, the new Tootsietoys plant will be a spacious, one-story factory with 80,000 square feet of floor space and will embody all the latest advances in efficient mass production facilities.

The new structure is being built on a plot covering 175,000 square feet, adjacent to a railroad siding and located at 600 North Pulaski Road, Chicago. The building is expected to be ready for occupancy in the fall of 1954 and the greatly augmented manufacturing facilities afforded, in addition to the present Toosietoy plant, will enable Dowst to adequately take care of the constantly increasing demand for their popular and long-established line of die cast metal toys.

HOWDY DOODY:

Salesman on Strings

WHEN the Howdy Doody show was first presented to the kids in 1947, it came on the air with a comparative handful of viewers. Today it is rated one of leading daytime television shows with 15 million viewers each day. It is said to consistently top such weekly shows as Perry Como's and Dinah Shore's, and Arthur Godfrey's morning TV program.

The Kagran Corporation, which owns the Howdy Doody television package, has licensed some 70 current manufacturers producing items with a combined annual retail sales figure running into many millions of dollars.

Among the firms participating in the show's sponsorship are: Blue Bonnet Margarine, Royal Puddings and Desserts, Kellogg's Cereals, Colgate Toothpaste, Hostess Cupcakes, Wonder Bread, Luden's Candy and Coughdrops, Poll Parrot Shoes, Welch's Grape Juice –and the latest addition: Campbell Soups.

In many cases, the sponsor has signed an agreement with Kagran for the use of Howdy's name and face on the cover, on the boxtop, inside and outside the package, at point of sale, trade broadsides, etc. On this basis alone, the number of impressions made is truly staggering.

AMONG THE LICENSEES

Among the well-known firms in the toy industry who star Howdy Doody in their line are Ideal Toy Corporation, with Howdy Doody and Clarabell dolls, plastic sandforms, plastic paint and shovel set, beach balls, swim rings, wading pools and a peg bench set; Lido Toy Company with a toy TV set; Milton Bradley Company with crayon sets, paint sets, sewing kits, embroidery sets and boxed puzzles; Parker Brothers, with a bowling game, boxed jig saw puzzle and beanbag game; Peter Puppet Playthings with marionettes and hand puppets; Rushton Company, with stuffed plush dolls of the two cherished animals on the show, Zippy the Chimp and Windy the Dog; Shura Tone Corporation, with phonographs; Tigrett Enterprises with a Howdy Doody gravity toy; Bernhard-Ulmann with terry cloth towels, wash mittens and bibs.

Allan Stone, designer.

In addition, the Dell Publishing Company sells six million Howdy Doody comic books a year; RCA Victor has had Howdy records on the best-seller lists for years; Simon & Schuster's features Howdy in its Golden Books; and in an unprecedented departure Howdy Doody is now seen on film in theatres. The first film, a color cartoon produced by United Productions of America, has already been booked into the Paris Theatre in New York.

HARD-WORKING STONES

Allan Stone, Kagran Corporation's vice-president in charge of merchandising, has been given credit for a large measure for the tremendous success of Howdy in the toy field.

His brother, Martin Stone, worked out details for the initial show with Bob Smith. Martin today is president of the Kagran Corporation and his long experience in television has proved invaluable in advancing Kagran to its present position of leadership in the merchandising field.

Allan has designed most of the packages as well as the items themselves, toiling for many long hours with Kagran's own art department working on and redoing the items until they were satisfactory. In all cases, it is Allan Stone who approves final artwork for the hundreds of Howdy Doody products.

Before the Christmas season of 1953, Amsco purchased time on the Howdy Doody TV show and has asked, through its advertising agency, for an option for 13 weeks prior to Christmas 1954 for sponsorship again.

There are many ways the Kagran licensees have benefitted from their identification with Howdy Doody. Of foremost importance is that from time to time the products are plugged on the TV show itself, and thus are seen by the millions of kids and their parents across the country.

In addition, contests are introduced on a national and local level in which Howdy toys are used as prizes. Two examples are the following:

(1) A Blue Bonnet Margarine contest recently showed the Howdy Doody wrist watch, Acro-Doodle and crazy ball on 12 million Blue Bonnet boxes on the entry blanks, at the point of sale, in 25,000 food stores, as part of the TV commercial for six weeks, in 400-line newspaper ads and mentioned in hundreds of radio spots. The benefits reaped by the manufacturers involved are reported still being felt. (2) A TV Guide coloring contest showed photos of the Howdy Doody rocker, the Ideal

Clarabell doll, Shura-Tone's Phonodoodle and Russell Mfg. Company's Howdy card game. Here again a great many inquiries were received asking where these could be purchased.

From time to time sponsors have asked for various toys as premiums and here also a handsome profit has resulted for all concerned.

Among the new items coming out this year are:

COMING UP

A new set of masks and costumes of Howdy Doody, Clarabell and the Princess made by Bland Charnas; new beanbag games by Parker Brothers; electric doodler by Harett-Gilmar; a new miniature card game by Russell Mfg. Company; a new numbered paint set by D & R Industries (Tom Donofrio, head of McKay-Davis Chemical Corporation and John Roosevelt, son of the late FDR their first venture into the toy field); a new crayon set by Milton Bradley; a new set of vinyl plastic squeeze toys distributed through Peter Puppet Playthings and made by Pixie Products; a suction cup, rattle toys and roly-poly toys by Stahlwood; a smaller version of the Clarabell and Howdy dolls and the plastic pail and shovel set by Ideal; and a large version of the doodle slate with more play value, individually boxed, by Stickless Corporation. These, with Tigrett's gravity toy and Rushton's plush dolls, comprise a major portion of the new items Kagran has licensed in the past few months.

In February, Howdy became the first television show to be televised in color for a full week. This was done because network executives are said to have felt that Howdy Doody lent itself naturally to the color medium.

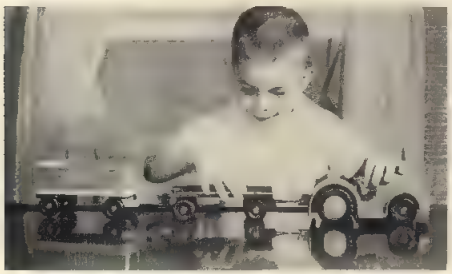
Howdy Doody is currently seen on 83 TV stations from coast to coast Monday through Friday on the NBC-TV network from 5:30 to 6:00. With new TV stations going up, more TV sets being bought, and color TV opening up a new wonderland for Doodyville dialers, the sales impact of this fabulous puppet in the toy industry is expected to be even greater than ever.

New Scale Model Toy

Hauling air freight and baggage around make-believe airports is the job of a new steel scale *Model Toy* made by Charles William Doepke Mfg. Co., Rossmoyne, Ohio.

The new three-unit toy is an accurate reproduction of a *Clarktor CT-120 tractor* made by Clark Equipment Company, Buchanan, Michigan. It consists of the tow tractor and two freight trailers with self-locking couplings.

Designed for youngsters in the two to ten-year age group, the new toy can be used as a pull toy by younger children, or as a companion to other Model Toys by older children.



The heavy duty red die cast tractor retains all the major features of the Clarktor in one-sixteenth scale. Fenders, seat, motor housing, steering wheel, tires, and wheels have all been reproduced so a youngster can recognize the real equipment on his next visit to his hometown airport. The front of the tractor has simulated recessed headlights, the cross-hatch design of the radiator grille and the trademark, "Clark." A rectangular opening near the bottom is included for attaching cord to make the new item a pull toy. The two large rear wheels and two smaller front wheels are made of heavy rubber.

Made of 18-Gauge Steel

Each of the two freight and baggage trailers is made of 18-gauge welded steel. The self-locking couplings let the trailers "track" as the tow tractor is pushed or pulled. To hold baggage, there is a one-piece, interchangeable aluminum body. This body fits tightly into either of the two trailers and is easily changed from one to the other. Adding another authentic note is the decal of a major airline. Six scheduled passenger-carrying airlines have authorized the use of their trademarks on the new toy. Wheels are made of hard rubber. Each trailer is finished in brightly colored baked enamel. One trailer is yellow and the other is green.

In announcing the new toy, Frederick W. Doepke, vice-president in charge of sales, said: "This is our first new toy for 1954. To meet the needs of our wholesalers and retailers, production of this Clarktor will begin in January. This new toy will meet the needs of those youngsters in the lower age group whose parents have requested realistic, simple, and durable toys. Boys and girls in the group from six to ten years old will find the same accurate reproduction they have in their other Model Toys. Our entire present line will be continued in 1954, thus providing nine different toys for retailers. This is the most complete line we have ever offered to the public. Our prices remain unchanged, as they have been since 1946, thus making Model Toys a better buy than ever for the general public."

Lowest Priced "Model Toy"

Doepke pointed out that the new Clarktor is the lowest priced authentic Model Toy ever offered. It will retail for $9.95. "Despite this relatively low price, none of the quality and construction that mark Model Toys has been sacrificed," he said. "Our continually expanding production facilities, coupled with a stepped-up program of engineering development, enables us to produce this toy in a price bracket that will not only meet public demand, but will aid the sale of our other toys."

Doepke also announced that, in 1953, the firm produced hundreds of thousands of toys, breaking all previous records. By the first of January, 1954, total production of all Model Toys since their inception in 1946, passed the 1,500,000 mark. Each is a steel scale reproduction authorized by the original manufacturer and equipped with major operating features of the real machines.

◆

Week-Long Toy Sale

Sciandra's Toyland, Buffalo, N. Y., pulled good action during the early part of February with a week-long, store-wide sale of $100,000 worth of toys at 40 per cent off.

The sale was handled on a cash and carry basis, with no mail or phone orders. Sciandra's launched the promotion with a large newspaper ad, which featured ten typical specials, including a 25-piece American Flyer train at $9.98, regularly $17.50, and a desk blackboard at 49 cents, regularly $2.98.

The store was open until 9 p.m. each evening of the sale—GT.

◆

A Department Store Toybuyer Speaks of Merchandising—Page 459

"Do-It-Yourself" MG Kit for $10.95 from Doepke

Recognizing the desire of many sports car owners, older boys, and father and son teams, for an accurate, metal model of a famous imported automobile, the Charles William Doepke Mfg Company of Dayton, Ohio, has created an interesting "do it yourself" kit that is simple to assemble

Styled after the MG automobile, the new kit can reportedly be put together in an evening with a screwdriver. Its fine detail plus assembly ease provides a creative outlet for boys 10 years and older, who will probably find that Dad wants to help a

little too much. Sports car enthusiasts figure to welcome the new kit as a small 1/16 scale model that can decorate their homes, club rooms, or club shops

The kit is the first of its type produced by the company, which has made over 1,500,000 Model Toys that are accurate steel scale models of construction machines and fire engines. All essential details have been retained in the sturdy, durable 14-inch long operating model. From radiator grille to spare tire, the major lines and parts have been faithfully followed. Ninety per cent of the parts are metal

Typifying the completeness of the model is the detail of the underbody. A steel chassis supports the body while a base plate running three quarters of the length between axles has a simulated transmission housing and forms the car's floor.

Each rear wheel has its own leaf spring attached to the axle which is mounted on special supports connected to the chassis The springs permit the rear wheels to move up and down exactly as does its big counterpart and the front wheels steer authentically

Assembly is a cinch if you know which end of a screwdriver to use. The body is one-piece, die-cast metal. Thus the major part is complete with a base prime finish Here self-expression has a free rein in final finishing. Screws are used to attach approximately 50 other parts to the body With this method, the car can be built and re-built as many times as desired, multiplying the pleasure gained from small scale reproduction

All major "top of the car" parts are plated for chrome appearance plus protection of the base metal. This includes bumpers, wheels, windshield, radiator, lights and steering post. The seats are plastic while the simulated cover for the top is made of leather-textured aluminum

Chassis parts, axles, springs, and base plate are finished in a black matte color that prevents rusting Wheels are made of aluminum while the solid rubber tires accurately reflect realism in design

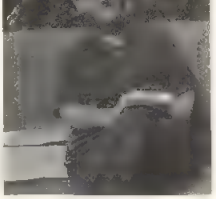
The new model can be motorized using standard small scale motors now available These motors, however, are not supplied by the company. Enough space is above the rear axle for the motor and direct power transmission to the rear wheels. The motor can be attached any time since the car can be taken apart by simply removing screws. Here the owner's personal ideas can be fully applied.

The New MT kit will retail for $10.95 It will be available in retail stores by midsummer

"PROFESSOR" DANK BELIEVES "CHILDREN KNOW BEST"

Carlton Dank, head of Handcraft Creators, Inc., Schenectady Avenue, Brooklyn N. Y., has devoted the last 25 years to popularizing hobby craft items for the toy industry. The many toys he has designed have been created by working with and assisting youngsters, learning what projects are best suited for them in the development of their hands and minds

"Professor" Dank, (as he is called by his colleagues) in addition to his toy creations, has written such books as "Creative Crafts In Wood" (Chas. A. Bennett Company, publishers) and "Adventures In Scrap Crafts" (Greenberg Publishers). Mr. Dank announces he will continue to work directly with children, with the ultimate aim of manufacturing new products which will offer a maximum contribution to the development of creative instincts and the building up of lifelong hobbies for their young users.

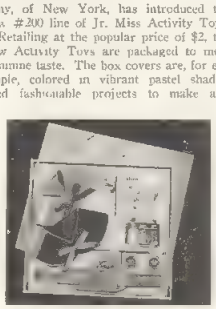


Carlton Dank

HERNE INTRODUCES NEW LINE OF JR. MISS ACTIVITY TOYS

Catering to the junior miss' "make-it and wear-it" trend, Walter Herne Company, of New York, has introduced the new #200 line of Jr. Miss Activity Toys.

Retailing at the popular price of $2, the new Activity Toys are packaged to meet feminine taste. The box covers are, for example, colored in vibrant pastel shades And fashionable projects to make and



wear are delighting the young misses for whom these toys have been created, the company adds.

Capitalizing on the current rage for collar and belt combinations, Herne presents a "Make it & Wear it Belt and Collar Set" containing all the necessary materials to make wearable, hand-painted and metal-studded, matching collars and belts. Pretty bows and stencils of delightful hearts, flowers, butterflies and horseshoes to assist the young designer in her painting complete the set.

With the "Paint Your Own Scarf Set," the Jr. Miss creates hand painted silk scarfs sparkling with multicolored sequins. Scarf Painting sets proved to be one of the most popular numbers in the Herne 1953 line and the company is geared for a very great demand in 1954

The very latest in earrings, pins and bracelets can be made with the pearls, shells, coins and real jewelry findings covered in the "Make Your Own Jewelry Set," to mention another Herne item.

Deluxe editions of the Scarf Painting Set and Jewelry Set will continue to list at $3 and $5, and a new $3 version of the Collar and Belt set has been added to the line

Presented to be merchandised and displayed as a group, Herne Activity Toys for the Jr Miss may be ordered as an assortment or individually. National advertising, point of sale display, local newspaper campaigns and cooperative demonstrations are planned

MILLIONS SEE IT

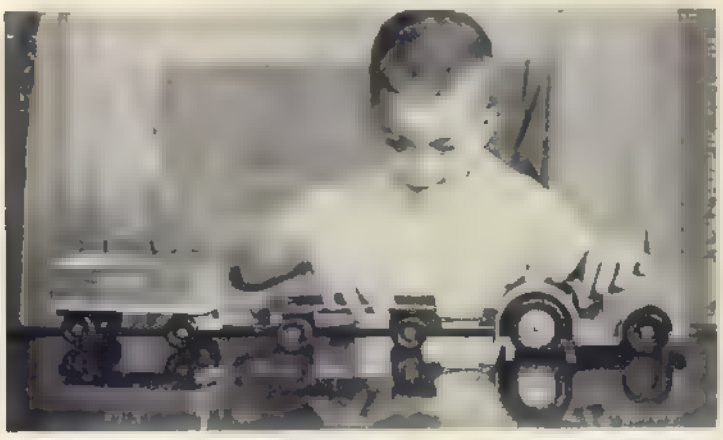
The "Bikes to Bikinis" fashion show and beauty contest staged at the 36th annual convention of the Bicycle Institute of America at Boca Raton, Florida, was seen by millions of people on television and theater screens a few days afterwards The show was televised on the popular Dave Garroway "Today" program over the NBC television network and shown on the nation's theater screens through the medium of Paramount newsreel

New Scale Model Toy

Hauling air freight and baggage around make-believe airports is the job of a new steel scale *Model Toy* made by Charles William Doepke Mfg. Co., Rossmoyne, Ohio.

The new three-unit toy is an accurate reproduction of a *Clarktor CT-120 tractor* made by Clark Equipment Company, Buchanan, Michigan. It consists of the tow tractor and two freight trailers with self-locking couplings.

Designed for youngsters in the two to ten-year age group, the new toy can be used as a pull toy by younger children, or as a companion to other Model Toys by older children.



The heavy duty red die cast tractor retains all the major features of the Clarktor in one-sixteenth scale. Fenders, seat, motor housing, steering wheel, tires, and wheels have all been reproduced so a youngster can recognize the real equipment on his next visit to his hometown airport. The front of the tractor has simulated recessed headlights, the cross-hatch design of the radiator grille and the trademark, "Clark." A rectangular opening near the bottom is included for attaching cord to make the new item a pull toy. The two large rear wheels and two smaller front wheels are made of heavy rubber.

Made of 18-Gauge Steel

Each of the two freight and baggage trailers is made of 18-gauge welded steel. The self-locking couplings let the trailers "track" as the tow tractor is pushed or pulled. To hold baggage, there is a one-piece, interchangeable aluminum body. This body fits tightly into either of the two trailers and is easily changed from one to the other. Adding another authentic note is the decal of a major airline. Six scheduled passenger-carrying airlines have authorized the use of their trademarks on the new toy. Wheels are made of hard rubber. Each trailer is finished in brightly colored baked enamel. One trailer is yellow and the other is green.

In announcing the new toy, Frederick W. Doepke, vice-president in charge of sales, said: "This is our first new toy for 1954. To meet the needs of our wholesalers and retailers, production of this Clarktor will begin in January. This new toy will meet the needs of those youngsters in the lower age group whose parents have requested realistic, simple, and durable toys. Boys and girls in the group from six to ten years old will find the same accurate reproduction they have in their other Model Toys. Our entire present line will be continued in 1954, thus providing nine different toys for retailers. This is the most complete line we have ever offered to the public. Our prices remain unchanged, as they have been since 1946, thus making Model Toys a better buy than ever for the general public."

Lowest Priced "Model Toy"

Doepke pointed out that the new Clarktor is the lowest priced authentic Model Toy ever offered. It will retail for $9.95. "Despite this relatively low price, none of the quality and construction that mark Model Toys has been sacrificed," he said. "Our continually expanding production facilities, coupled with a stepped-up program of engineering development, enables us to produce this toy in a price bracket that will not only meet public demand, but will aid the sale of our other toys."

Doepke also announced that, in 1953, the firm produced hundreds of thousands of toys, breaking all previous records. By the first of January, 1954, total production of all Model Toys since their inception in 1946, passed the 1,500,000 mark. Each is a steel scale reproduction authorized by the original manufacturer and equipped with major operating features of the real machines.

■

Week-Long Toy Sale

Sciandra's Toyland, Buffalo, N. Y., pulled good action during the early part of February with a week-long, store-wide sale of $100,000 worth of toys at 40 per cent off.

The sale was handled on a cash and carry basis, with no mail or phone orders. Sciandra's launched the promotion with a large newspaper ad, which featured ten typical specials, including a 25-piece American Flyer train at $9.98, regularly $17.50, and a desk blackboard at 49 cents, regularly $2.98.

The store was open until 9 p.m. each evening of the sale—GT.

♦

A Department Store Toybuyer Speaks of Merchandising—Page 459

LIDO SALES MEETING. Members of Lido Toy Co.'s sales force attending recent sales conference at the Copacabana, New York, left to right: George Spitzer, general manager; A. C. ("Gus") Peverelly, New England; Stanley Shapiro, midwest; Seymour Renstein, Bill Parasine, Texas and Oklahoma; Glenn Riley, mid-south; Fred Ingersoll, south; "Smiling" Bill Schaier, west coast; Arnold A. Pollak, chain stores and in charge of New York office; Effrem Arenstein and Ira M. Lieberman, eastern area; and Harold Finn, New England.

New Lido Line Greatly Enlarged

THE Lido Toy Company, 321 Rider Avenue, New York, held a preview of its 1954 line at the annual sales conference in New York's Copacabana, on December 28, 1953. Lido's sales representatives from every section of the country saw such new items in the line as: binoculars, telescopes, baseball players, puzzle key chains, a new series of Howdy Doody television film strips in color, newly-styled automobiles and trucks in unbreakable polyethylene, and many others. Among the staple items in the Lido line to be continued this year are: the chuck wagon, covered wagon, stage coach and western frontier "assemble yourself kits"; Captain Video space sets, the china closet, dart gun sets, knitting spool sets, A-B-C sets, stencil sets, and others.

The Lido line is available in a wide price structure, ranging from five cents and up, in packages, cellophane bags and in bulk. It was announced at the meeting that expanded advertising and promotion have been planned, and for the convenience of buyers, a complete, colorful catalog, illustrating and describing a large assortment of items, has just been released and is available upon request.

The Lido sales force will welcome Toy Fair visitors at the Hotel McAlpin, Rooms 551, 577 and 579, as well as in the Lido permanent showrooms, Suite 206, 200 Fifth Avenue. A new line of toys under the Walt Disney name will be displayed for the first time, both at the Hotel McAlpin and at 200 Fifth Avenue, during the Toy Fair.

There's a Big IF in Gift-Wrapping!

"Add G and T to IF and you've got GIFT," says George A. Taffel, president of Taffel Bros., Inc., gift-wrap ribbon house. "As a matter of fact, stores need a lot of 'GIT' these days to 'git' their share of today's expanding gift-wrap volume. It can be had, but you must know how."

According to Mr. Taffel, the IF in gIFt-wrapping is uncovered when it comes to knowing how to set up a gift-wrap department, knowing where to place it, knowing how to train clerks to wrap economically as well as beautifully, knowing how gift-wrap ribbons can be atuned to gift seasons (Easter, Mother's Day, Father's Day, Graduation, Bridal, Back-To-School, Christmas and Hallowe'en, plus such year-'round occasions as birthdays, weddings, anniversaries, baby births, and so on) as well as the "personality" of the store.

Mr. Taffel offers free advice and counsel to stores which feel they're missing something *(and they are—profits!)* without a properly set-up gift-wrap department. Write him at 95 Madison Ave., New York 16, N. Y.

New Fisher-Price Representative

Now observing first-hand what makes the toy business "tick" in the thriving Midwest, is Lewis T. Smith, new sales representative for Fisher-Price Toys, Inc., East Aurora, N. Y.

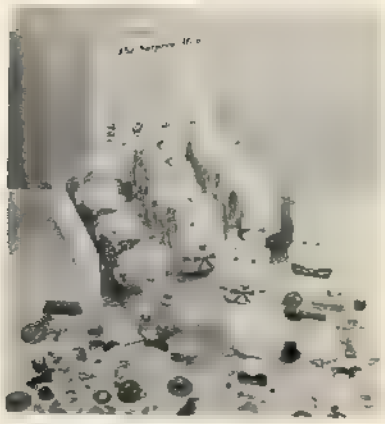
"Lew," formerly a district sales manager for the Permutit Co., resides in Indianapolis, Ind., and is contacting toybuyers in the states of Indiana, Illinois, Wisconsin, Minnesota, Iowa, Nebraska, Kansas, Missouri and Louisville, Ky., on Fisher-Price's line of wood action pull and push toys.

LEWIS SMITH

As pictured above, Fisher-Price's "*Timmy Turtle*" must have particularly endeared himself to "Lew" after he went through his musical paces for Lew's wife and two children.

• Air Champ Mfg. Co., Inc., manufacturer of walkie-talkies, toy radios and other novelties, announces the removal of its offices and factory to 577 E. 156th St., New York 55, N. Y.

New Toys on Parade



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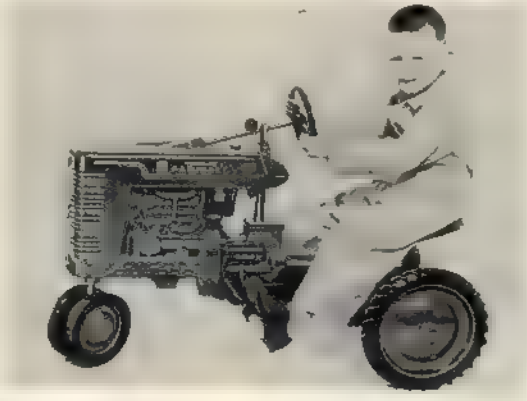

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ACME BRAND Roll and Single Shot Caps with Improved Fire Power are the best caps manufactured. Compare our Caps with those of any other make and prove our claims are justified.

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See our display at the Toy Fair, March 8th to 17th
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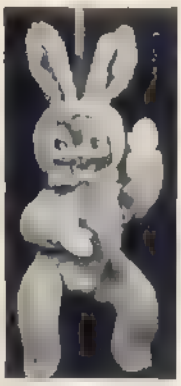

ELKA DELIVERS ONE SMASH HIT AFTER ANOTHER

Following the wake of Monkey Doodle, Daniel & Mon's the money maker of the year in stuffed [illegible]

BOUNCY BUNNY
(THE JUMPING JACK RABBIT)

[illegible] at the [illegible] at 32"

Elka TOY & NOVELTY MFG. CORP.

Factory
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Showroom
206 Fifth Ave New York 10 N Y
1384 Broadway New York 18 N Y

Make it a must to see Elka's sell-on-sight Easter 1954 line

* BOUNCY BUNNY
No 200
* ©1953 Elka Toy

SEND FOR THE NEW ELKA 1954 EASTER CATALOG

THE ROOM IS
1056
HOTEL McALPIN
MANNY GLANTZ IRVING GLANTZ

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EXPERT STUFFED TOYS
attractive toys
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Stuffed Toy Specialists Since 1926

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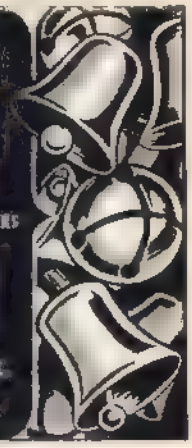
New York Office: 10 WEST 33rd STREET
FACTORY: WEST CHESHIRE, CONN.



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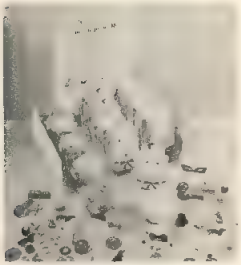
EYE IT! TRY IT! BUY IT!

A SELF SELLER AT 29¢

ARCHER PLASTICS INC.
ELMHURST 73, NEW YORK

New Toys on Parade



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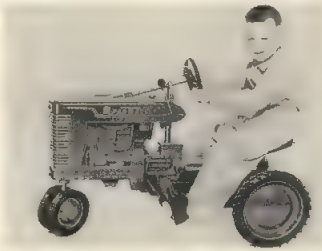

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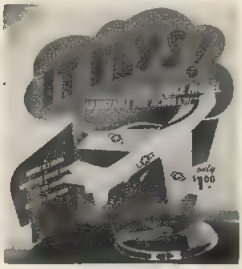

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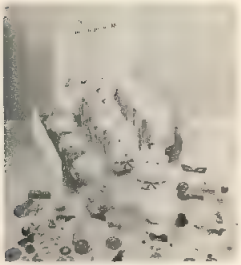

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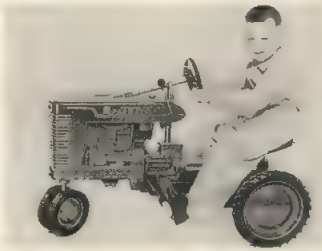

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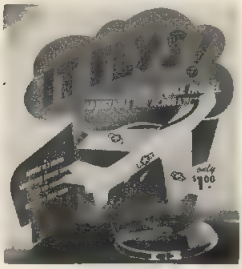

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New Toys on Parade

D-34-17.1

"See-B-Low Wata" Sled

Designed to capture children's imagination, a new water sled has a novel window on the water world that makes it possible for every child to be a marine explorer.

Manufactured by KESTRAL CORP., Springfield, Mass., the See-B-Low Wata sled floats like a cork, and is made of heavy vinyl. Each air cell inflates separately for safety. The sled is available in three sizes—17" x 37"; 21" x 47", and 23" x 64".

Hartman's 1954 Line

HARTMAN MFG. CO., 1300 S. 13th St., St. Louis, Mo., has announced that its new carriages and strollers are stronger than previous models, but 18 per cent lighter in weight. Model 1800 carriage, illustrated, is six pounds lighter than its predecessor.

The entire chassis and handle of each model is constructed of tubular steel. Another innovation is the tailoring in U. S. Naugalite Royal Weave embossing.

According to Hartman, the decrease in weight of the new design saves on shipping costs.

"Fix-It Convertible"

Newest in the line of fix-it toys created by IDEAL TOY CORP., 184-10 Jamaica Ave., Hollis, N. Y., is a sleek XP-600 Fix-It Convertible. A plastic version of the latest experimental sport car, the XP-600 features headlights that work on batteries and a horn that blows by means of a wind-up motor.

A luggage compartment contains jack, emergency gas can, spare vinyl tire, four-way tire wrench, diecast hammer, wrench, and screw driver. All four tires can be removed and replaced in the manner of a real automobile. Other features are a one-piece clear windshield, simulated steering wheel, upholstery, bumpers, parking lights and signal lights.

The toy car measures 15½" x 6" x 4", and is priced at $6.00 retail. Each car is packed in a box, six to a carton. Shipping weight is 23 pounds.

"Honey Bun" Manicure Kit

"Little Ladies" will enjoy playing "manicurist" with the Honey Bun manicure set featured by MULTIPLE PRODUCTS CORP., 55 W. 13th St., New York 11, N. Y.

The set contains six safe-to-play-with manicure implements, plus two emery boards, and a nail-white pencil.

Each kit is displayed on an attractive card in a cellophane bag. The items are packed six dozen to a carton weighing five pounds. Each set retails for 39c.

DeLuxe "Doll-E-Sweeper"

For little girls who long to participate in household chores, a new child-size carpet sweeper that really cleans has just been announced by AMERICAN METAL SPECIALTIES CORP., Hatboro, Pa. The DeLuxe Doll E-Sweeper was designed as an efficient and low-cost cleaning tool so little girls can actually help their mothers clean.

With a long-fibre Plasteen brush and rubber driving mechanism, the sweeper is made to pick up dirt, dust and fuzz. The one-piece case is of durable Styrene, in a natural walnut-grained finish. A rubber bumper around the case protects furniture, and rubber wheels prevent scratches to floors.

The handle is made of hardwood, and all metal parts of the sweeper are bright plated. Retail price of the DeLuxe Doll-E-Sweeper is $1.98.

Esther Williams Book

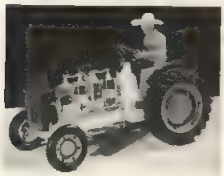
New in the line produced by MERRILL CO. PUBLISHERS, 444 N. Lake Shore Dr., Chicago, is an Esther Williams paper doll and coloring book.

A 60-page book, No. 2553 is 10⅜" x 14¼", and contains eight pages of clothes in color and 48 pages of outline pictures to color. Two large size dolls look like the famous swimming star of motion pictures. The book is slanted to the 4- to 12-year-old.

NOSCO'S "BIG HANK" TRACTOR AVAILABLE IN THREE VERSIONS

Available in three different forms at varying retail prices is the "Big Hank" Farm Tractor, one of the latest products to be introduced by Nosco Plastics, 17th and Cascade Streets, Erie, Pa.

First is the #6655 Big Hank Farm



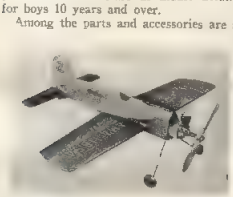
Tractor, a number that is a colorful replica of an authentic farm tractor and one that has visible moving piston action and a strong gyro spring motor. A realistic farmhand figure in place behind the wheel and large rubber tires add to its play appeal. With the motor this number retails for $3.49. Without the motor, as style #6657 the tractor retails at $2.98.

In its third and final form, the tractor is sold as a kit package, the #6656 U-Build It Tractor Kit. The latter consists of 53 multicolored parts that are assembled easily to make the authentic tractor with gyro-spring motor. The kit retails for $2.98.

GAS POWERED "SPACE BUGGY" ANNOUNCED BY ENTERPRISE

Ready to assemble and fly in an hour, Enterprise's new engine-powered control line "Space Buggy" is described as the perfect low-cost start in model aviation for boys 10 years and over.

Among the parts and accessories are an



easy guide hand control, wing wires, holdons, a metal control mount, self aligning controls and wing positioners, self locking wheel holders, and a pushrod and a ply wood elevator.

All balsa parts are pre-shaped. Its L. M. Cox engine is instant-starting and long-flying with attached fuel tank and needle valve. The "Space Buggy" also comes with a shock-proof plastic propeller, an engine wrench, engine manual, and complete assembly and flying instructions. It retails for $6.95. For further information, write Enterprise Model Aircraft & Supply Company, 234 East Second Street Mineola, N. Y.

Evans' Bicycle Salesmen Pose with Top Models

Pictured here with the two luxury models in the firm's bicycle and velocipede lines are the Evans Products Company's Wheeled Goods Division sales staff, headed by John Huggins.

The Evans company, located in Plymouth, Mich., recently acquired the Colson Corporation's Cycle Division, Elyria, Ohio, and has moved all manufacturing and headquarters operations to Plymouth. The Evans company is now starting production of a complete line of bicycles and velocipedes.

The bicycle pictured here is the top luxury bike in the new Evans line. It is finished in emerald green "flam" finish, has hand-caliper brakes and a three-speed rear axle. One of the most distinctive features of the bicycle is the use of the "Evanair" front suspension. Engineered along the principle of torsion bar and trailing link suspension found in many sports cars, the design permits the front wheel to ride freely in a flexible cradle. Road shocks transmitted directly to the front fork and frame of the conventional bicycle are absorbed by the "Evanair" front suspension.

The velocipede in the photo is also the top model in the three-wheeled vehicle line. It, too, is finished in the deluxe "flam," in this case an iridescent blue with chrome finder trim and scuff plates. In addition, the Evans company has been licensed to manufacture a line of children's vehicles under the "Ding Dong School" name. Velocipedes in this line will occasionally be featured on the nationwide pre-school children's television program, presided over by Miss Frances on the NBC net work.

The Evans Wheeled Goods Division sales staff pictured here are, left to right: I. H. Herman—Maryland, Delaware, District of Columbia, North Carolina, Virginia, southern New Jersey, eastern Pennsylvania and West Virginia (two counties); L. G. Barrow—Connecticut, Rhode Island, Maine, Massachusetts, New Hampshire, Vermont and New York State (eastern half, Westchester up); R. H. Kelly—Indiana (three counties), North Dakota, Minnesota, South Dakota, Wisconsin and northern Illinois (north of Peoria); T. H. Hoefer—Alabama, Florida, Georgia, Mississippi, South Carolina and Tennessee; Abe Linicki—entire New York City, Long Island and counties of New York State and northern New Jersey; John Huggins—sales manager of the division; J. M. Gilmore—Missouri, Kansas, Iowa, Nebraska and part of southern Illinois; T. R. Hershey—Maryland, West Virginia, western Pennsylvania, New York, eastern Ohio and Kentucky (three counties); and R. R. Tilgren—Indiana, Kentucky, Michigan and western Ohio. Messrs. Barrow, Kelly and Tilgren are newcomers to the sales staff. The others had represented Colson's sales staff for many years.

MG ROADSTER ANNOUNCED BY SMITH-BENNY SALES

The latest in foreign cars in assorted color plastic describes the newest addition to the Wannatoy line sold nationally by Smith-Benny Sales, 11 West 42nd Street,

New York City 18.

Four and a half inches long, the plastic car is known as the #W-128 MG Roadster. It has metal axles for its wheels and comes with a transparent windshield, and spare tire.

The MG retails for 10c.

New Toys on Parade

Jumbo Anagrams

A unique educational game for children, Jumbo Anagrams, has been introduced to the market by ED-U-CARDS, INC., 184 Duane St., New York City.

Consisting of large, colorful, plastic-

coated letter blocks with lower case letters imprinted in the same style as is accepted in the primary school system, Jumbo Anagrams is a simple word game which calls for the creation of words by trading and picking letters from other players. The reverse sides of the blocks have bright interlocking colors which, when joined with other blocks, form interesting and colorful mosaic designs.

The game also has a draw-string bag for keeping the parts when not in use. Jumbo Anagrams retails at $1.50.

The game, with two other new Ed-U-Card products, was tested recently by groups of "advisory counselors" between the ages of 5 and 9 who indicated a high percentage of "learning" reaction as well as a "pleasure" reaction. The other two games are "Piggy Bank" and "Rootie Kazootie," both of which are card games retailing at 25c each.

"Babeez"

E-Z PRODUCTS, 23 E. 22nd St., New York City 10, has a new, patented, all-rubber combination pacifier and teething ring.

The nipple and shield are all in one piece, made of pure gum amber rubber. The teething ring is of rubber, in pink or blue with matching color cord attached. The Babeez combination pacifiers and teethers are packed individually, in attractive display boxes, with an unbreakable acetate window.

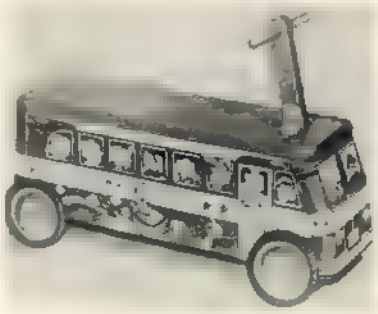
There are one dozen to a counter display, in an assortment of six pink and six blue to a container.

School Bus

One of the new Gong Bell items is brightly and realistically lithographed to look just like a real school bus. It can be pushed, pulled, or ridden.

The toy is 20" long, with rubber tires, a removable top for loading, and gongs in all four wheels to provide plenty of music, and play appeal. Each School Bus is packed in a corrugated box. A standard carton containing four toys weighs approximately 27 pounds.

School Bus is manufactured by GONG BELL MANUFACTURING CO., East Hampton, Conn.

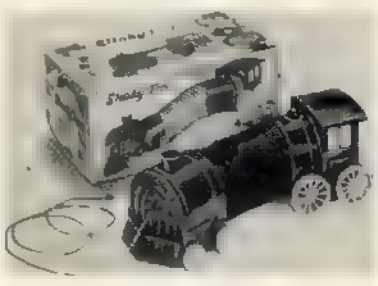


"Slinky Train"

JAMES INDUSTRIES, INC., originators of Slinky, the walking spring toy, has introduced the Slinky Train, a cleverly-designed pull toy.

The train is an old-time locomotive, made of strong three-color plastic in two pieces. Between the front of the locomotive and the cab, a full-size Slinky is substituted for the "boiler" of the little engine. As a child pulls the Slinky Train it expands, then comes together with a wiggle and a "whoosh." The motion of the toy is said to match its fascination for youngsters the Slinky toy.

The Slinky Train is packed in a colorful display box, and will retail in the $1.98 range.



Felix the Cat

The IRWIN CORP., 200 Fifth Ave., New York City, has brought out the latest in its line of "semi-flex squeeze-squeek" toys, a 'Felix-the-Cat' in washable vinylite. The popular comic strip character is realistically copied in vinyl with gay decorations and safe, non-removable, squeeze-squeek voice. The toy is 6" tall, and each one is packaged in a cellophane bag, one dozen to a carton. The item retails for 49c.

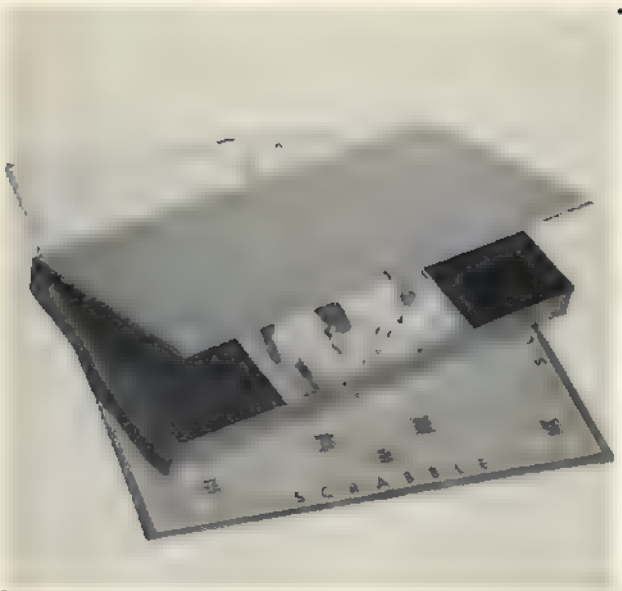
Aircraft Carrier Set

LIDO TOY CO., 321 Rider Ave., New York 51, N. Y., has introduced its No. 80 Aircraft Carrier that catapults, floats, and runs on dry land.

The carrier, made of durable colored plastic, is equipped with five catapulting jets that zoom off the runway with the flick of the finger, to please children of all ages.

The carrier is packaged in a multi-colored box usable for window or counter display. It retails at 59c east of the Rockies.

Lido has a new catalog, in full color, describing the company's entire line. It is available from the address above or the Lido showrooms at Room 206, 200 Fifth Ave., New York City.



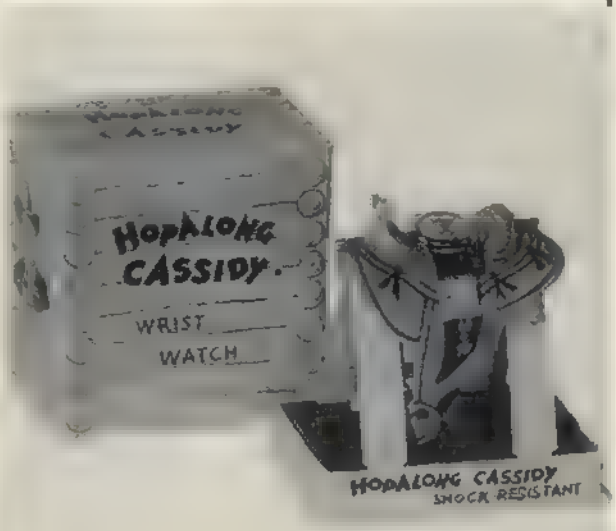
BOXES created for three toys and games manufacturers have won awards in the fourth annual Set-Up Paper Box Competition, sponsored by the National Paper Box Manufacturers Assn. First awards in the Toys and Games Division went to The Box Shop, Inc., New Haven, Conn., for its deluxe Scrabble package, an instant eye-catcher. Wrapped in a fire-engine red leather grain pyroxylin-coated material, the box can be washed, will not discolor, and will wear long. The padded, hinged cover has a luxurious feel, in keeping with the deluxe version of the game. A plastic coated snap fastener is used.

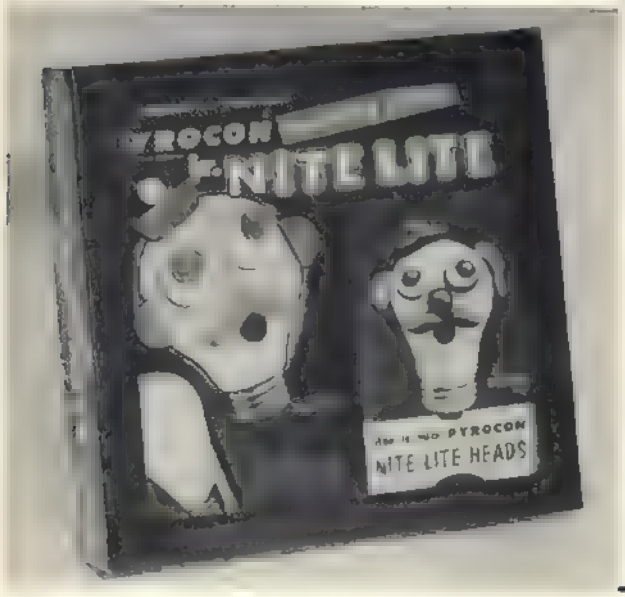
A novel display box cleverly built to highlight the western theme of the product merited two awards for Heminway Corp., Waterbury, Conn. The package, designed for the Hopalong Cassidy wrist watch manufactured by The U. S. Time Corp., won second award in the "best display box" classification, and second award in the toys and games division.

The box has a die-cut saddle and carpenter's horse which lock into a platform insert. An inexpensive wrist watch strapped to the saddle creates a real impact on the youngsters.

Honorable mention in toys and games went to L. Gordon & Son, Inc., Baltimore, Md., for the package it manufactured for General Glaze Corp.'s Jr. Nite Lite. The novelty lamp is appealingly displayed through a wide acetate window. Colorful mounted plastic pieces and printing on the platform insert are sharply framed by a dense black window frame. The product is completely in view. A sales message is printed in two colors on all sides of the box and then repeated on the platform insert.

The competition was participated in by one-third more of the membership than in previous contests held by NPBMA, and there was said to be marked improvement in construction and sales appeal appearance of the entries.





Winning boxes were selected in March at the Association's headquarters in Philadelphia by a panel of designers, users and makers of set-up boxes, who judged them for a score of End Uses, based on such qualities as protection of product, appropriateness of the package, display value, brand identification, convenience in packing and in inspection by customer, and sales appeal. Entries were also judged for Best Surface Design and Execution, Superiority of Construction, and Best Display.

All entries were exhibited at the 36th annual convention of the Association, May 16 to 19 at the Drake Hotel, Chicago, where prize winners were announced and awards distributed to the respective paper box manufacturers—one for them and one for each customer. The boxes will also be exhibited at divisional meetings of the National, including the Pacific coast conference this month.

Games with Creative Skill Feature Harett-Gilmar '54 Line

A line of "quality games with maximum creative skill" has been introduced to the 1954 market by Harett-Gilmar, Inc., 34-11 Far Rockaway Blvd., Far Rockaway, L. I., N. Y.

Topping the Harett-Gilmar 98-cent line of colorful activity games, puzzles, quizzes, and mazes is Howdy Doody Electric Doodler. Following this game is a series of "games with imagination" based on popular children's classics such as "Tom Sawyer," "Treasure Island," and "Pinocchio." An unusual board game is "Traffic Jam," based on auto driving operations.

Six Years Old

Harett-Gilmar is headed by Sy Blum, Gil Felsenthal, and Marty Lewis, a youthful hard-hitting trio which began operations six years ago in Felsenthal's basement. Their first item was a line of novelty nite-lites, their production department was the top of a ping pong table and their capital investment totalled $27!

The big break for the three men came when a major department store ran a full page four-color advertisement of the Harett-Gilmar items, and resulted in a sell-out.

According to Marty Lewis, "when that happened, what was more or less a hobby became a full-fledged business."

"I like Jackson's showmanship in selling. He never confines his sales to just the juvenile trade."

After they introduced a line of illuminated Christmas specialties in 1951, Harett-Gilmar jumped its volume to a point beyond the capacity of the small loft. As a result, they moved to the 10,000 square foot plant they now occupy, in June, 1952.

The first "Wiry Dan" electric game was brought out in October, 1952, in the shape of "Know America," and by Toy Fair time in '53 a full line of 98-cent electric games was in production.

The three men bring to the toy field considerable experience in engineering, and a sound knowledge of the technical background. Their games are all pretested by youngsters of all age levels.

Representatives

Harett-Gilmar is represented throughout the country by the following: Bill Berman and Bob Davin in Boston; Jack Chartoff, New York; Jack Robbins, Philadelphia; Ray Martineau, Florida; Harry Ichiyasu, Chicago; Mike Connor, Cincinnati; Bill Starr, Dallas; Elliott Magraw, Minneapolis; Art Engel, Kansas City; Dave Altshuler, Los Angeles; Harry Gould, Louisville, Ky.; and D. D. Feldman, Montreal.

Howdy Doody Electric Doodler tops Harett-Gilmar 98-cent line.

FOR
"News of Chicago," page 106
"News of New York," page 108

Milton Bradley's New Quiz Game, "SWAYZE"

MILTON BRADLEY Company's new 1954 game line will fulfill dramatically the company trademark, "key to fun and learning."

"Swayze," the only news quiz game that's always as new as today's headlines, authored by topflight newscaster John Cameron Swayze, will lead off the Milton Bradley hit parade of 26 new game and educational toy items which will be previewed for the American Toy Fair.

Mr. Swayze, one of the most popular of the news commentators, with an estimated listening audience of 40 million weekly, has developed a unique news quiz board game that's ideal for sophisticated parties or family competition. "Swayze" makes it exciting fun for a twosome or a crowd to hopscotch the world of headlines in sports, economics, diplomacy and society.

JOHN CAMERON SWAYZE, top-flight tele-newscaster, with an estimated listening audience of 40 million weekly, has authored Milton Bradley's newest game, "Swayze." The game provides exciting fun for parties or family competition, and retails at $3.

Played on World Map

"Swayze" is played on a 2½ foot map of the world board with clocks indicating international time zones. Swayze's News Almanac, listing 500 major news items, is provided for quiz masters who prefer to vary the competition with past news events as well as today's headlines. The game also includes a *Spinner News Clock,* two geographical locators, and a question counter. Swayze will retail at $3.00.

Another unique, wit-challenging new Bradley game is *"Pathfinder,"* which introduces a new technique of play that exercises players' sense of logic but does not involve vocabulary. This easy-to-learn, easy-to-play game of maneuver will intrigue older children as well as adults. Ivory plastic tiles, with red and black line decorations, are the playing pieces. These are routed toward high point scoring areas while players attempt to block opponents. "Pathfinder" contains 164 ivory-colored plastic tiles in a cellophane-wrapped tray and a smartly styled playing board. "Pathfinder" will retail for $3.00.

Pop-Up Store Game

A third new game member of the "Milton Bradley key to learning" group is the *"Pop Up Store Game,"* based on a completely new, patented game principle. This new Milton Bradley game teaches children how to get the most for their money. The board pops up into two colorful modern stores, a candy store with a soda fountain, and a toy store. Unique construction permits players to move about freely inside the store. Temptations are great—to buy candy, soda, ice cream and toys. The winner is the one who keeps within his budget and finishes his shopping list first. A large supply of play money, including five and one dollar bills, nickels, dimes, quarters and half-dollars, is included. There are four playing pieces, 16 shopping cards, a colorful spinner, and an 18½-inch-square folding board with the exclusive double pop-up feature. "Pop Up Store" will retail for $2.50.

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Stilts and Pogo Sticks

The Jet Jumper Mfg. Co., 1209 Broadway, New York, is promoting the sale of its *Hi-Walker* stilts, which are engineered for both eye-appeal and long and satisfactory operation. The stilts have a polished aluminum pole and foot-rest, with solid rubber, non-skid tips and foot pads. The stilts are adjustable to four heights. Assembled, they are 72" long. Shipping length is 40", and the retail price is $5.95.

Produced by the same company is the *Jet Jumper* "pogo" stick. It is built entirely of sturdy aluminum, and engineered for safety. It is smartly designed for eye and sales-appeal. Foot pads are safe and made of non-skid rubber. Suggested retail is $7.95.

Keyston Bets Half-Million Cowboy's Here to Stay

THAT RIDER of the purple sage—that dungaree-clad hero with his thumbs looped through his belt links,—the American cowboy, will permanently, or for the next few decades anyway continue to enjoy a romantic appeal amongst the nation's children. So believe Keyston Brothers, outfitters for his imitators, the riders of the backyard corral. And they believe it strongly enough to wager what will probably amount to over half a million dollars during 1954

Keyston has just put up some $400,000 for a new 44,000 square-foot factory in Santa Clara, California, devoted almost exclusively to the manufacture of cowboy and cowgirl equipment, junior grade. The remainder of the wager will be entered in ledger books under such headings as "moving," "operational expenses," purchases of raw materials, and promotion and advertising

The tradition of the American cowboy, believe the Keystons, will remain alive because he is an integral part of American history. His romantic appeal means the chance to develop the child in three ways socially, by encouraging group play; physically, by stimulating activity; and, mentally, by creating opportunities for healthful competition

The manufacture of the entire line of Lasso 'Em Bill cowboy-cowgirl outfits has been moved from San Francisco to the new plant, some 55 miles south. The greater area has also permitted the introduction of a new line called "Junior Agent," consisting of four junior police officer outfits. The only other items manufactured in the Santa Clara plant are leather belts

No manufacturing is now being done in San Francisco, which will continue as the main headquarters of Keyston, with show rooms and warehouse space only. The production of Keyston's leather products for full-grown cowboys and other adults is being carried on in the Denver, Colorado, plant of the Herman Heiser Company, a wholly-owned Keyston subsidiary

The new plant is expected to increase the capacity of Keyston by about one-third. Since some 600,000 junior cowboys are now rounding up the dogies with 200,000 of their sisters, as a result of purchases made in 1953, it is expected that production will go well over a million during the current year

The area devoted to manufacturing has increased from 32,000 square feet in San Francisco, but the factory is located on a single floor instead of three, and so permits greater operating efficiency. Movement in the plant is generally from west to east. Deliveries are received at the rear of the west end of the plant. Fabric for the cowboy outfits is brought to the front or south side of the plant, where are located the sewing, ornamentation, riveting and spotting operations. Leather goods move in a parallel direction down the center for processing, and belts are prepared at the rear or north side

The boxing section is located about two-thirds of the way toward the eastern end of the plant. Finished goods are stored near the east end, where is located the shipping dock. Unfinished products and boxes are stored along the north wall. Offices, the maintenance room, sales room, and others are located at the south end or front of the plant

Several new machines have been purchased by Keyston to increase the output, and the employee-staff will be increased. A number of spotting machines, formerly powered by foot, have been replaced by electrically powered machines. These are the machines that put the shiny silver-like dots on the holsters, chaps, or vests.

David Keyston, nephew of president Fred Keyston and grandson of one of Keyston Brothers' two founders, has been appointed manager of the new Santa Clara plant. He has been in training for this position for four years, having served in various capacities in the San Francisco plant. Factory superintendent is Charles Segali, veteran of 20 years with Keyston, who held the same title in San Francisco.

The factory building was completed in December, but Keyston did not make its move until the slack season in February. By April the plant was in full production

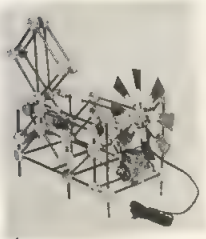
Visiting Keyston salesmen receive a demonstration of how shipments are prepared

Factory superintendent Charles Segali, left, and plant manager Dave Keyston.

Two girls stamping out leather holsters.

Concentration's needed in making patterns.

Toy Tinkers Brings Back Three Pre-War Numbers



At the Toy Fair in New York, The Toy Tinkers Division of A. G. Spalding, Evanston, Ill., re-introduced three items which were part of their line prior to World War II and which had been discontinued only because materials were critical at that time. They are being remade, it is announced, because of the many requests in the trade.

The first of these items is Master "Tinkertoy," a large set with a real two speed electric motor which gives a child the opportunity to build models with exciting action. The name "Master" is new and the item is newly packaged in a set up box

with an attractive display card inside the lid. The motor is of entirely new design, safe construction, and carries the U. L. seal of approval. The box measures 16¼" long and 9" wide by 2½' deep. The set is designed to retail at $9.95.

The other two items are a pair of wooden bead dolls, "Tom and Belle Tinker." These cute carriage or crib toys will be remembered, the company states, by many of today's parents as some of their most cherished playthings. They are of unbreakable construction and finished in pastel colors that are thoroughly waterproof and safe. They have the *Parents'* seal of approval. Each toy comes attractively packaged in a window display box 7½"x4"x1¾" and retails at $1.

The Toy Tinkers Division of A. G. Spalding have illustrated these new items in a new full-color four page catalog which also includes their standard line of construction sets—Junior, Wonder, Special, Senior and Deluxe. The company offers these catalogs as advertising aids and invites requests for their use as inserts.

SCHNEIDER NAMED DIRECTOR OF ENGINEERING BY THOMAS

The recent appointment of Joseph Schneider as director of engineering for Thomas Manufacturing Corporation, 80 Clinton Street, Newark, N. J., has been announced by Islyn Thomas, president of the firm.

Mr. Schneider, who attended the Institute of Technology and University College, Toronto, and completed a number of

Joseph Schneider

additional technical courses, has had an exceptionally noteworthy background of technical education and experience as well as accomplishment in positions of importance and responsibility. A member and past officer of the Society of Plastics Engineers, Mr. Schneider is especially well qualified in the specialized fields of plastics engineering, mechanical engineering, production methods and materials engineering, and mold, die and tool design.

In announcing the appointment, Mr. Thomas also declared that the high degree of efficiency, skill and performance Mr. Schneider brings to his new post will greatly implement the continuing advance of Thomas Manufacturing Corporation as a ranking molder-producer-distributor of quality plastic toys, novelties and household items.

WOODY WOODPECKER ITEMS

Alfred Kingston of Hampton & Company, located in the Empire State Building, New York City, advises that the firm is handling the character merchandising rights on Woody Woodpecker and his Fanciful Friends.

CHIP-O-MATIC POKER RACK NOW CAN BE HAD IN COLORS

In response to a growing demand, the E. S. Lowe Company, Inc., of 200 Fifth Avenue, New York City, is now marketing their well-known Chip-O-Matic Poker Rack in a variety of attractive colors.

The addition of color is expected to increase further the sales of this automatic

poker rack, which is described as one of the most popular numbers in the E. S. Lowe line.

The Chip-O-Matic Poker Rack, made of ribbed plastic, is now available in mottled brown, mottled jade and mottled wine in addition to black. Packing is two of each color in a carton of six. The black color is packed six to a carton.

The rack holds 250 chips (100 white, 50 red, 50 yellow, 50 blue) and releases units of five chips at the pull of a handle, dispensing one color at a time. There is a handle for each color chip. The rack revolves so that the player using it can move the handle to the proper position for releasing chips.

AMF COMPLETES PURCHASE OF BMC MFG. CORPORATION

American Machine & Foundry Company's purchase of all the capital stock and debentures of BMC Manufacturing Corporation, Binghamton, N. Y., manufacturer of juvenile wheel goods, was recently consummated in New York.

AMF will exchange a maximum of 39 102 shares of its common stock for all of BMC's capital stock and debentures, the exact number of AMF shares subject to adjustment depending upon the net worth of BMC as determined by the final audit, AMF President Morehead Patterson said.

The Binghamton firm, which now becomes an AMF subsidiary and increases the total of AMF plants to 21, makes juvenile tractors, automobiles, trucks, wagons, attachments and accessories. It also produces pressure lock wrenches. The company becomes a member of AMF's General Products Group which includes among other operations Cleveland Welding Company, manufacturer of Roadmaster bicycles; and Junior Toy Corporation, one of the nation's largest manufacturers of velocipedes.

BMC occupies plants with a combined floor area of approximately 115,000 square feet.

LAND OF THE MIGHTY
Mixed-Up Forest

AN appealing mixture of fantasy, humor, and imagination characterizes the newest hit children's television show over the ABC network, *"The Adventures of Blinkey,"* seen 15 minutes a week around the country.

This fresh approach to children's programming features a new twist on an old idea: the central character, *"Blinkey,"* starts out the show as a living boy (the only "live" character on the show) and winds up as a puppet after he is transported through space into the "land of the Mighty Mixed-Up Forest."

"Blinkey" appeals to youngsters in the audience as the prototype of the average kid, and the children can easily project themselves into the role as he encounters fantastic adventures in the enchanted forest.

"Blinkey," an Engaging Puppet

Headed by "Blinkey" himself, who is an engaging puppet with tousled blond hair, a snub nose, a disarming grin and big round eyes, the cast of puppet characters includes *"Bookworm,"* a pedantic and learned professor who operates a magic "Book-O-Mat," which produces books of all kinds; *"Gargoyle,"* assistant to the "What Not Tree" and superintendent of the "Mighty Mixed-Up Forest," and the *"What Not Tree,"* which is the symbol of democratic authority in this magic land; *"Foggy the Bullfrog,"* and the nemesis of these characters, *"Harpy the Witch."*

The show has a "Wizard of Oz" type of atmosphere and story, with the live "Blinkey" transported from the world of reality into the realm of fantasy and in the process, changing into a puppet. Once there, his adventures concern the efforts of the inhabitants of the "Mighty Mixed-Up Forest" to suppress "Harpy the Witch" and her plots to rule the land.

Much interest has already been engendered in merchandising this popular show, and in answer to the many inquiries about licensing some of the characters for toy items, Blinkey Enterprises has said that it will be happy to cooperate with manufacturers in every way. The firm has worked out a dynamic merchandising program and offers its aid in designing and marketing the items.

Reason for Success

One of the reasons for "Blinkey's" great success is the original creator and writer of the show, Dr. Lucille Emerick, youthful author, educator, lecturer, and child pyschologist, who not only has a fertile imagination and the sure knowledge of what appeals to children, but who maintains close contact with child welfare and the problems that constantly confront the parents of today. Dr. Emerick stresses the "back to normal" approach to the modern child in her popular lectures to Parent-Teacher Associations, civic and church groups, and in her writings. She holds a bachelor of music, bachelor of science, master of arts and doctor's degrees, and is also a former professor at Guilford College, North Carolina. While there, Dr. Emerick supplemented her campus activities by supervising education on the elementary and high school levels in Guilford county schools and conducted seminars for teachers in remedial procedures.

The show is directed by Murray King.

■

Fibre Box Association Competition and Exhibit

The second annual Fibre Box Association box competition and exhibit will be held concurrent with the association's spring meeting on April 13-14 at the Edgewater Beach Hotel, Chicago. Purpose of the competition and exhibit is to "give recognition to fibre box manufacturers who have taken the lead in developing new uses for fibreboard and in making improvements in existing products."

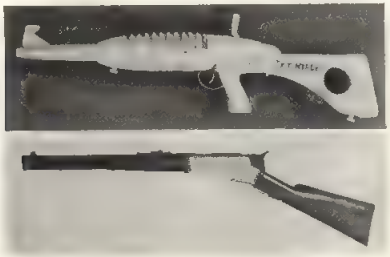
First, second and honorable mention awards in ten end use classes and seven specialty classes will be announced and on display at this meeting. Entries will reflect the latest advances in design, construction and low cost packaging that have been made since January, 1953.

Fibre Box Association is located in Suite 415, 315 N. Seventh St., St. Louis 1, Mo.

◆

William W. Rogers Dies

• Services for William W. Rogers, 91, retired toy manufacturer, were conducted last month in Hollywood, Calif. A native of Freehold, N. J., he went to Los Angeles 27 years ago. He left a widow, Louise; a daughter, Mrs. Eleanor Dillon; and two granddaughters.



The Jet and Flying A Ranch rifle numbers.

Enlarged Line, New Plant Announced by Leslie-Henry

Milton A Henry president of Leslie-Henry Company, announces that production is now under way at their newly built plant in Mount Vernon. Covering an impressive area, the new plant adds 50,000 feet to their present space

In this announcement it was disclosed, too, that the new plant was another step forward in the progress and expansion planned by Leslie Henry. It will provide additional production facilities for manufacturing guns, holster sets, rifles and die cast toys and will enable Leslie-Henry to better meet the increased demand for their products. Extra floor space has been provided for carrying floor stock to assure prompt delivery on reorders. It was also stressed that the new plant, modern both on the inside and out, is designed so as to make possible the manufacture of all items under one roof

The company also announced the acquisition of a new steel plant in which they plan to manufacture steel parts and sewing machines, a new addition to the Leslie Henry line. The company is manufacturing a smaller machine at $2.98 retail as well as a larger model at $5.98. Both machines are made of sturdy steel: the $2.98 model is 8" long x 8" high x 4" wide; the larger model is 10" long x 7¾" high x 4½" wide. Made in attractive colors both machines are already being well received in the trade. In referring to this expansion program, Milton A. Henry commented that while 1954 promised great things in the toy industry, it was up to the individual manufacturer to provide even better services as well as new, attractive and saleable items

Toy buyers from all over the country will also have a chance to see many other new items being introduced at the Toy Fair next month. Foremost of these is a new, jet, cap-shooting 50-shot repeater rifle which will be featured in the *Life* Spring Toy Promotion This big, rugged rifle has a two-color barrel and stock; an automatic, lever-action loading mechanism of unbreakable metal, a streamlined sighting device and cooling fins. The secret ammunition compartment in the butt holds 1,000 extra shots of standard roll caps This rifle will sell at $2.49

The $2.98 Sewing Machine

The company is also introducing a new Gene Autry Cap shooting repeater rifle to sell for $1.98. Wood-grained and made of high impact material, this rifle has realistic front and rear sights, metal lever automatic repeating action, and a secret ammunition compartment to hold extra shots of standard caps. Deeply engraved metal side plates add to its appearance. And, as an added feature, Leslie-Henry will present this rifle in all ivory with gold side plates for cow girls It will be known as the Annie Oakley rifle and also sell for $1.98.

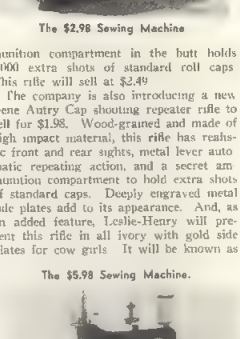
Both rifles, now in production, will be ready for delivery March 15, it is promised.

Climaxing their Toy Fair preview, Leslie-Henry also plans to unveil their largest, most complete line of holsters and guns featuring new colors, stylings and other innovations. It will comprise such well-known and important names as Wild Bill Hickok, Jingles, Gene Autry, Annie Oakley, Texas Star Ranger, Lone Rider, The Range Rider and Dick West, with special emphasis given to the specific decorations associated with each of these western characters. Every little "cowpoke" who has his favorite figure on TV, the company feels, can now buy a holster and/or gun of the same name

In the die cast metal toy line, toy buyers will see also a complete assortment of colorful trucks and cars, both friction-motorized and non-motorized, ranging from Tankers and Coupes to Engines and Cabooses. These units will be sold in bulk, with attractive boxed sets featured as well.

The company announces, too, that in line with their 1954 activities they have appointed Alan B. Howard Associates of Mount Vernon, N. Y., to act as their advertising agents

The $5.98 Sewing Machine.



ARRANBEE DOLLS TO UNVEIL THREE PROMOTIONAL NUMBERS

Three new promotional numbers will be introduced by Arranbee Doll Company, Inc., at the Toy Fair, it was announced recently by Mike Emerson, vice-president of the company, at their showroom, Room 1451, 200 Fifth Avenue, New York City.

"Although the hottest of these new promotional numbers will be under-wraps until the show," Mr Emerson stated, "Arranbee's top seller last year, the 'Little Angel' all-plastic Toddler now has new clothes featuring new fashions, styles, and color combinations.

Working with leading progressive educators, teachers, nurseries, and mothers, Arranbee Doll Company, Inc., has evolved a new doll which it believes is designed to become an important educational tool. Although Mr Emerson would give no more details about this doll at this time, he did say he believes that it represents an entirely new conception in the doll's place in education and would be of prime interest to doll buyers.

"The third, and most important promotional number to be introduced by Arranbee at the toy show is literally 'top secret,' Mike Emerson stated He gave no inkling except to assure that in his company's 35 years in the doll business, such major doll innovations have been "few and far between

ONLY HERE THREE MONTHS

Miss Siv Olofsson, lovely blonde of Fort Lauderdale, Fla., who won the title of "Miss Bicycle of 1954" over ten other contestants in a special beauty contest staged at the 36th annual convention of the Bicycle Institute of America at Boca Raton, Fla, came to this country from her native Sweden only three months ago.

"Littlest Angel," 10½" Toddler

EXCITING news for toybuyers is the introduction by the Arranbee Doll Company of *"Littlest Angel,"* a 10½ inch toddler doll that walks, sits, stands, turns her head, and has sleeping eyes and a lustrous Saran wig, to retail at only $2.98.

This is a companion doll to last year's sell-out promotional number, *"Little Angel,"* the 12½ inch walking toddler about which Mildred Orr Hirth, of the F. G. Orr Company, Wichita, Kansas, said, "We sincerely believe 'Little Angel' is the best $3.98 doll we have ever had." H. Shlion, manager of the toy department of G. Fox & Co. in Hartford, Connecticut, reported: " 'Little Angel' proved to be our outstanding doll and sold as fast as we were able to stock it." I. E. Carlson, toybuyer of Schuster's, Milwaukee, said, "We believe that 'Little Angel' will be a terrific doll item again this year." Equally enthusiastic have been hundreds of other toybuyers who stocked 'Little Angel' last year, about the tremendous potential of the 12½ inch toddler at $3.98, and 10½ inch at $2.98.

Dollars for Dresses

Buyers particularly liked the additional dress dollar sales that "Little Angel" and "Littlest Angel" pull to their department. Both dolls are bundles of extra sales values. That's because once they've left the toy dealer's shelf, customers return again and again for additional garments, starting from 98 cents. "Littlest Angel" takes little display space, as orders are filled from dress stocks and the undressed doll stock beneath the counter.

Future sales are practically assured. For instance, when "Littlest Angel" sees her first robin, it's time to buy her a gardening outfit, consisting of brightly-checkered sun hat and overalls. When hot weather comes, it's time for bathing suits, and when it's raining outside, "Littlest Angel" can relax in her three-piece lounging outfit. Each and every costume is created in perfect detail, a miniature of the clothes actually seen along Fifth Avenue. But, "Littlest Angel" is no namby-pamby. She takes lots of good, hard play without the slightest wear and tear.

Arranbee has available to toybuyers everywhere a complete promotional kit on "Little Angel" and "Littlest Angel," including displays, newspaper mats, and radio scripts.

Other Arranbee Dolls

Along with an ever-expanding line of newly-designed doll garments—from ski wear to nurses' uniforms — Arranbee is going ahead with a full-scale promotional plan on its other new dolls for 1954. On July 19, *"Rock-Me Baby"* will make her debut in *Life;* she's the sensational baby doll who slowly closes her eyes as she's rocked gently to sleep in her own cradle-box. "Rock-Me Baby" is available in two sizes, two styles; in all vinyl; 17-inch at $9.98, 22-inch at $12.98, and with latex body, 17-inch at $7.98, 22-inch at $9.98.

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The Arranbee Doll Company maintains permanent showrooms at 200 Fifth Avenue, New York 10, New York.

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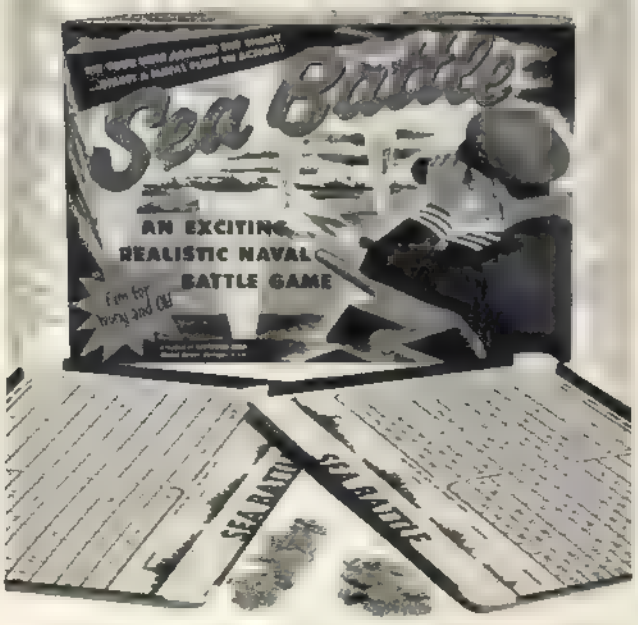

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1. 3-Color Box.
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Retail for Only $2.95

PACKED IN EYE-CATCHING 3-COLOR PACKAGE

POPULAR PRICED WITH TOP PROFITS

PROVE IT YOURSELF... SEND AN ORDER TODAY!

SALES REPRESENTATIVES NOTE:

Kaywood Corp. has a few exclusive territories still available. Write today for complete information.

KAYWOOD CORPORATION

Milton Street, Benton Harbor, Mich.

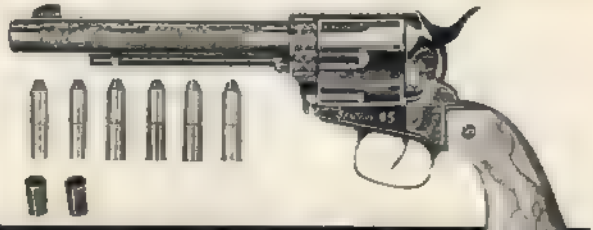
Only Stallion

CAP PISTOLS made by Nichols of Texas

have CARTRIDGE LOADING, Authentic Western Design and Quality that Sells Itself!

the Stallion .45

still the most authentic Western cap pistol ever made



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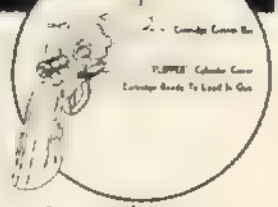

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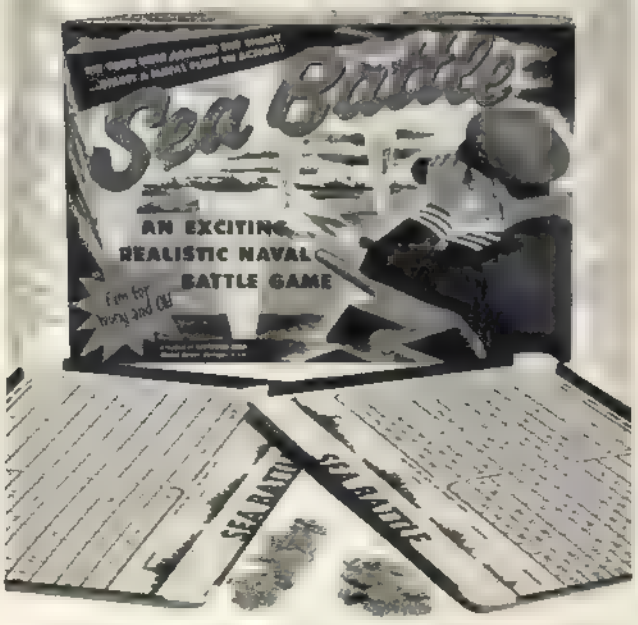

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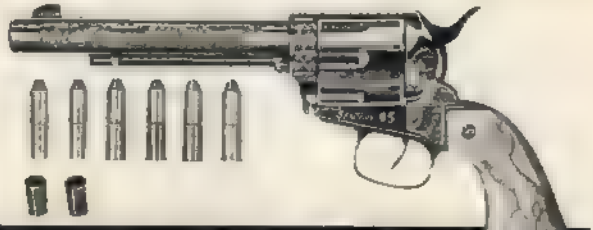

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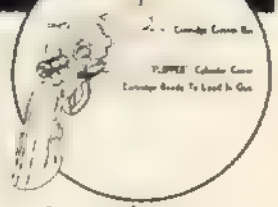

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a fluorescent light strip; the ceiling height, plus a sprinkler system, makes it impossible to install the *baffle* up over these side wall fixtures that we usually indicate.

(WA) 3, 4, and 5. These counter wall sections can be installed along this side wall section or, if it be considered impracticable, as they might obstruct the (C) aisle leading into the rear offices, side walls can be faced off with sheets of *perforated masonite*. These panels have machine-punched holes set on 1" centers, and many metal self-supports, price clips, merchandise holders and displayers can now be bought to insert in any of the holes to make trimming the wall sections an easy job.

Note the section marked, "Area for Santa Xmas promotions." This is the area used each Christmas selling season for the installation of a *Santa Booth*, etc., and all counters in this section can easily be moved to allow space for this important installation.

IF YOU plan to open a new store, or to remodel your present one, TOYS & NOVELTIES has arranged with the writer of these articles to work up a custom-designed scale fixture lay-out and to include actual construction detail blueprints for subscribers to our magazine.

This service is offered for a token fee of $25. We must have written permission to use the lay-out in some future issue of TOYS & NOVELTIES.

Make all checks out to James Kiley and mail to this office. Include a rough sketch of your store, giving measurements. Allow about two weeks for the plans to be worked up. Remember, the blueprints of these self-service type of fixtures will make it possible to build them locally at great savings.

Another good idea for the column sections over the counters is the perforated panels mentioned in a previous paragraph, with kiddie-appeal cut-outs attached to lend the necessary atmosphere to the entire toy department.

"Little Homemaker" Doll House

A NEW idea in doll houses was brought out recently by the Plastic Art Toy Corporation of America. Called the *"Little Homemaker"* doll house, it measures 38 by 18 inches. The roof is removable and made of impregnated polyester resin, coated with gravel and finished in bright yellow, to simulate a Bermuda-type roof. The edges of the roof are trimmed with clear pine painted white, to simulate the roof gutters. The walls of the house are made of high impact styrene and are designed in great detail. For example, two sides are molded to simulate clapboard, and two sides are molded to simulate stucco. Such details as an outdoor lamp, shutters, window boxes, workable doors, and trellises overlooking the patio, simulate realism. The base of the house is printed in four colors on 150-point Upson board to vary the effect of the different room floors. For example, the patio has a fieldstone effect. The house itself is easily assembled by means of corner clips which snap in place.

Outstanding Feature

One of the outstanding features of the item is the use of 14 polyethylene buttons which support the house. This prevents any scratching of table surfaces which the item may be on during play time. The house contains seven rooms of furniture, including: a kitchen, dining room, living room, bathroom, nursery, bedroom, and a patio. Many of the pieces have added play-value in that they have moving components. These consist of a crib, in the nursery, whose sides move up and down; the drawers of the highboy are removable; the bathinette is collapsible; the hamper top opens in the bathroom, the water closet seat can be lifted up and down; and the television set in the living room has a movable dial which shows colored pictures. The complete unit comes knocked down with an individual 200-pound test corrugated container with full instructions for easy assembly. Suggested retail price is $9.95.

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Another good idea for the column sections over the counters is the perforated panels mentioned in a previous paragraph, with kiddie-appeal cut-outs attached to lend the necessary atmosphere to the entire toy department.

"Little Homemaker" Doll House

A NEW idea in doll houses was brought out recently by the Plastic Art Toy Corporation of America. Called the *"Little Homemaker"* doll house, it measures 38 by 18 inches. The roof is removable and made of impregnated polyester resin, coated with gravel and finished in bright yellow, to simulate a Bermuda-type roof. The edges of the roof are trimmed with clear pine painted white, to simulate the roof gutters. The walls of the house are made of high impact styrene and are designed in great detail. For example, two sides are molded to simulate clapboard, and two sides are molded to simulate stucco. Such details as an outdoor lamp, shutters, window boxes, workable doors, and trellises overlooking the patio, simulate realism. The base of the house is printed in four colors on 150-point Upson board to vary the effect of the different room floors. For example, the patio has a fieldstone effect. The house itself is easily assembled by means of corner clips which snap in place.

Outstanding Feature

One of the outstanding features of the item is the use of 14 polyethylene buttons which support the house. This prevents any scratching of table surfaces which the item may be on during play time. The house contains seven rooms of furniture, including: a kitchen, dining room, living room, bathroom, nursery, bedroom, and a patio. Many of the pieces have added play-value in that they have moving components. These consist of a crib, in the nursery, whose sides move up and down; the drawers of the highboy are removable; the bathinette is collapsible; the hamper top opens in the bathroom, the water closet seat can be lifted up and down; and the television set in the living room has a movable dial which shows colored pictures. The complete unit comes knocked down with an individual 200-pound test corrugated container with full instructions for easy assembly. Suggested retail price is $9.95.

WBAL-TV's "Romper Room" Reported "Hit" in Baltimore

By TOM WHITE

ONE day in Baltimore last month a five-year-old youngster begged her parents to let her say grace at the family meal and this is what came out:

"God is great, God is good, let us thank Him for our food; open your eyes, open your ears and here we go. Amen."

Somewhat dazed, her mother and father asked the girl where she learned that one.

Actually, any one of thousands of Baltimore children could have told them their daughter was confused and had linked the usual "grace" with a film cue used on one of the most successful television programs in the nation—WBAL-TV's "The Romper Room," sponsored by Reads' Drug Stores.

Broadcast from 9 to 10 A.M. Monday through Friday, "The Romper Room" has been playing in Baltimore for more than a year and now has expanded to stations WTAR-TV in Norfolk, Va., and WLBR-TV in Lebanon, Pa. It is a program designed for pre-school age children and its basic format calls for: a piano player; a teacher; and seven children ranging in age from four to under six years old.

In the course of each day's show, the youngsters are taught to sing, play games, use educational toys and finger paints and, through visual aids that make advice fun, taught to be neat, drink their milk and generally behave. Refreshments are served each morning consisting of milk ("Sealtest" in Baltimore) and cookies, but only after grace is said. Movie cartoons are shown (Film cue: "open your eyes, open your ears and here we go") and the children are read stories from "Little Golden Books," taught how to make things such as flowers out of Venida facial tissues, dolls out of pipe cleaners, or a chest of drawers out of an oatmeal box. Venida, incidentally, has developed a "Romper Room" facial tissue box.

Reaction to WBAL-TV's presentation of "The Romper Room" has been immense. It has maintained the highest daytime audience of any show in Baltimore, network or local, and consistently plays to over 12 per cent of the 523,366 TV sets in the metropolitan Baltimore area.

Nancy Rogers, known as "Miss Nancy" to the Baltimore children, makes frequent personal appearances around town. At each of the six of the Reads' stores she has visited she has drawn from 2,000 to 4,000 parents and children and when "Romper Room Day" was held at Gwynn Oak Park last summer attendance was clocked at over 10,000.

The question of "Romper Room's" ability to move merchandise can be answered at any one of the 52 Reads' Stores in Baltimore, but here is one immediate answer:

"Dear Sir:

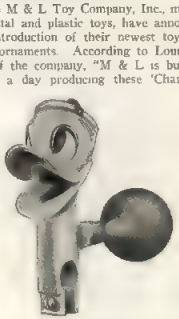
I want to take this opportunity to congratulate you for your tremendous foresight in promoting the TV show 'Romper Room.' 'Slinky' sales have skyrocketed from the day we started to advertise through you. It is really fabulous.

The jobbers in Baltimore and Washington have never seen such a jump in their sales since you and your Company started 'Romper Room.'

Sincerely yours,
JAMES INDUSTRIES
Richard T. James, President"

M & L TOY COMPANY'S "CHARACTER" BIKE HORNS

The M & L Toy Company, Inc., makers of metal and plastic toys, have announced the introduction of their newest toy bike horn ornaments. According to Louis Engen of the company, "M & L is busy 24 hours a day producing these 'Character'



Bike Horns and the demand is obliging us to take steps to increase our capacity."

Also new in the M & L line are the Kiddie Water Toys numbers. These are half filled with a special and non-harmful liquid and colored brightly.

Filling out their regular complement of

items at M & L is their Six-Shot Repeater Gun and Sparkling Gun. They will be seen along with all the other numbers featured by M & L at the Toy Fair in Room 529, Hotel McAlpin.

PAYTON PRODUCTS MFG. "SIMMY," A CLIMBING MONKEY

Made by Payton Products, 200 Fifth Avenue, New York City, "Simmy," the climbing monkey, shown here, is a 49-cent retailer that is expected by the manufac-

turer to make plenty of dealer friends—and quickly.

"Simmy," five inches tall, is operated by a shake of the hand: Shake the stick and up he climbs, stop shaking and down he comes. He does all his scampering on a two-foot stick and has a bell on the tail for additional play value.

"Simmy" is attractively packaged in an eye-catching card that is suitable for display either in windows or counters.

HI-'N-LO ADJUSTABLE STILTS FROM EDUCATIONAL PRODUCTS

Stilts are back in style and Educational Products, Inc., of Newark, N. J., contends they helped to put them there.

"One successful promotion after another in 1953 has made Hi-'N-Lo Stilts a 'buy word' for jobbers, department stores and mail order houses," the manufacturer adds.

Individually boxed and having five adjustments, from a very low step to 21 inches off the ground, plus a telescope feature that enables shelf storage and parcel post shipment, these stilts have reportedly proven to have selling points of interest both to the consumer and the distributor-retailer.

For the child who desires an additional thrill, the company is offering their novel Giggle Stilts, (patent pending). The novice can walk on these stilts as on the standard Hi-'N-Lo Stilts. Then after he has mastered the art of stilt walking, a slight adjustment will enable him to safely dance, glide or bounce at will.

An All-Aluminum Pogo Stick will round out the line for 1954. Manufactured with care for details, these Jump Sticks will feature heavy duty, oil-treated springs, safety tops, heavy aluminum base shafts and extra heavy rubber crutch tips which cannot be knocked off while the jumper is in motion.

Luttinger & Weil, Room 356, Fifth Avenue Building, New York City, are national sales and marketing representatives for Educational Products, Inc. The stilts and pogo sticks will be on display in Room 356 during the Fair and throughout the year.

Floor Display, Carry-Home Pack Gets Coloring Books Into Crowded Stores

One of the biggest hurdles facing the publisher of children's books is the scarcity of counter display space found in book stores today. Strombeck Press, Inc., Moline, Ill., publisher of coloring books based on the Bible, has solved this problem by packaging sets in convenient carry-home boxes, and displaying them in a "Selmor" self-merchandising floor stand. Both boxes and display are made of corrugated board by Hinde & Dauch, Sandusky, Ohio.

The floor display not only overcomes the crowded dealer's legitimate sales resistance, but actually is said to bring him revenue from space which would often be wasted otherwise. From the publisher's standpoint, it assures effective display of his product.

The carry-home package which has handles and looks like a small suitcase, even to the printed "straps" around it, is especially attractive to the dealer because it doesn't have to be wrapped. A colorful label is affixed to the luggage-style box, identifying its contents.

The combination has proved successful not only in selling old accounts, but also in opening new ones, it is claimed.

Coloring sets that don't have to be wrapped, plus a display stand that brings revenue from waste space and breaks down sales resistance in crowded book stores.

"Super Sonic Jet" Vehicles

Murray Ohio Introduces New Space Ship

LATEST addition to the Murray wheel goods line is model K-900 *Super Sonic Jet.* It features the streamlined design of tomorrow for today's space-minded youngsters. The fuselage and delta wing are finished in Stratosphere blue. The jet intake nose, nacelles and exhausts are chrome-plated. Other trim is rocket red. Dual jet controls are highly realistic, including simulated gauges and instruments.

Mechanically, the Murray *Super Sonic Jet* is also advanced. Ball-bearing construction is used throughout, which combines with a chain drive to insure maximum pedaling ease for the child.

Max E. Friedmann

Max E. Friedmann, president of S. Schuster & Co., Milwaukee, Wisconsin, died April 1 of a heart attack. He was on a train, en route home from a vacation.

Mr. Friedmann was a grandson of S. Schuster, founder of the company. He started with Schuster in 1910, following graduation from the University of Wisconsin. He served as president of Schuster's three Milwaukee department stores for over 20 years.

■

• A 48-page sale flyer was issued by John Plain & Co., Chicago, the early part of April. It was the first sale-flyer in company history. Featured were soft and hard lines.

Nancy Ann's "dolls to play with" introduced this year, get together for a private party.

Muffie's Playtime Dolls by Nancy Ann

By GODFREY LEHMAN

Dolls are to bring children's stories to life, and they are to play with too, believe Nancy Ann and A. L. Rowland of the Nancy Ann Storybook Doll company in San Francisco.

Since 1937 this major doll manufacturing company of the West has been operating on the first of these premises and has helped the country's little and big girls to possess and love tangible versions of their favorite story book characters. But beginning in 1954 Nancy Ann will add to its production a new line of dolls to *play with*, because that also is important to girls aged 6 to 60.

This firm is introducing at the current Toy Fair its new series known as Muffie's Playtime Series, consisting of some 40 styles of miniature eight-inch high but, rate plastic dolls, with four hair colors and two hair-dos and a large number of costume changes. These dolls not only walk, and turn their heads from side to side, but they sit as well, and can stand by themselves. Designed by creator Nancy Ann herself, they represent the little girls who play with them in different kinds of activities: one model is prepared for a week end of skiing, a second is ready for bed in a bright kimono, a third steps out in inclement weather in a yellow slicker, a fourth is a bride, and so on—each apparently doing something little girls do—or ultimately dream of doing.

Accompanying the new playtime series will be fitted wardrobe chests and fitted wardrobe trunks containing extra sets of clothing. They are packaged, as are all Nancy Ann products, in polka dot covered boxes, which identify the Nancy Ann label. Muffie, innocent and unattributed, is made to retail at $1.98 dressed, prices vary according to the costume from about $3 to $7.

Muffie will have an older, or at least a bigger sister who, despite her size, is a few weeks younger than Muffie herself. This sister is an expansion of Nancy Ann's storybook collectors line, and the dolls stand 18 inches high. Sixteen models are expected to be ready for introduction at the Toy Fair (Rooms 614-615 in the New Yorker Hotel) and they too can walk or sit. Intended for the carriage trade, these dolls will retail between $15.95 and $35.

Mr. Rowland reports that during 1953 [illegible] dolls were turned out of the Nancy Ann factory, a record for the company, which has been increasing its output every year. About nine-tenths of these are the miniatures. Some 180 varieties made in 1953 will be reduced to about 160 during the current year to provide greater versatility and a shortened line. If the trend continues, there will be more of these 160 made this year than last year's 180. In the group there will remain only two dolls of the male sex, representing what is apparently to little girls the only function this allegedly stronger sex has in life: to marry little girls so the latter can dress up in fancy clothes. The two dolls represent in turn a groom standing abjectly [illegible] a gorgeously gowned bride and a modest boy ring bearer deferentially remaining in her shadow.

A Brownie troop of Girl Scouts inspects the new line of Storybook Dolls.

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CONTINENTAL DESIGNER ENGAGED TO OUTFIT '54 NASCO LINE

"Our 1954 line of Nasco Latex and Vinyl [illegible] dolls and girl dolls with Saran hair will be the most exciting in our firm's history, and will be dressed for us by a talented continental designer," Nathan Troy, one of the officers of Nasco Doll, Inc., 85-89 Waterbury Street, Brooklyn 6, N. Y., announced recently.

The firm disclosed that the new Nasco

Continental doll wardrobes will be fashion-right, with every detail just like the high-priced, highly publicized clothes worn by world famous style leaders such as the Duchess of Windsor.

"New subtle colors, [illegible] a wealth of luxurious [illegible] fabrics, plus that indefinable touch of continental genius, will combine to make our 1954 Nasco dolls the most beautifully dressed anywhere this side of the Atlantic. These dolls will, as the 21-inch walker does, be sure to create a big sales sensation with their double appeal for little girl customers and their fashion-conscious mothers," said Mr. Troy.

HUGH KENNEY ADDS KELEHER TO STAFF

Hugh Kenney announces an addition to his staff in John Keleher, who has already started on his duties. John is well known to the toy trade throughout the middle West as he has been serving jobbers and department stores in that area for the past several years.

He will be on hand to aid buyers in making their selections at Nancy Ann Dolls, Model Toys, Gaston Granimals Blocks and Jim Prentice Electric trains prior to the opening of the Toy Fair, from March 1 to March 6 in Room 559, the Fifth Avenue Building, following which he will be in attendance during the Toy Fair in Room 609, Hotel New Yorker.

AMERICAN BIKE-RIDING SAFER

According to records tabulated by leading safety organizations, bicycling is one of the safest sports in the country, showing fewer accidents than baseball, football and basketball, despite the fact that more youngsters ride bikes.

Skip-A-Cross Makers Feature New Games for 6-14 Age Group

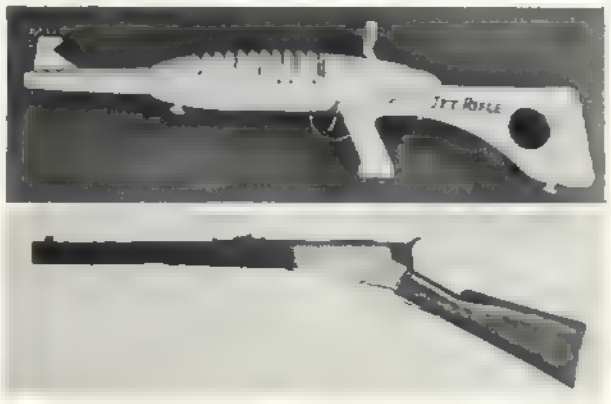
Sales of Skip-A-Cross, the word tally game licensed by the makers of "Scrabble", have been pyramiding during January and February to establish new highs, according to Cadaco-Ellis executives. Every effort is being made to ship promptly, to meet the country-wide demand.

New games, specially designed for the rapidly increasing age group of six to 14, are featured in Cadaco-Ellis' New York office, Room 407, Fifth Avenue Building. These include Geo-Graphy-World-wide; Goldilocks; Quiz Panel; Spelling Match; Old Mother Hubbard; and College Basketball.

Slinky Inventor's Wife Tells TV Viewers of Toy's Origin

Showing off the "stretch" in Slinky, the famous stair-walking spring toy, for Philadelphia area TV-viewers, is Mrs. Richard T. James (right), wife of the inventor and manufacturer of Slinky toys, made by James Industries Inc., Clifton Heights, Pa.

Appearing on the Station WCAU-TV "Home Highlights" Show recently, Mrs. James told how the famous toy came into being. Now an executive of the James organization, Mrs. James has worked closely with [illegible] since he discovered that a certain type of spring could actually walk down stairs and slopes. The present success of Slinky, she explained, is based on years of hard work and a lot of faith in the toy. With Mrs. James are (left to right) Bill Hart and Joan Corbett, who is the Vice Molly [illegible] "Home Highlights" Show.



The Jet and Flying A Ranch rifle numbers.

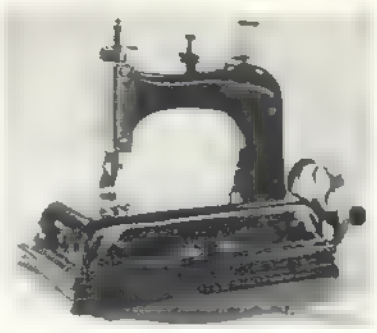
Enlarged Line, New Plant Announced by Leslie-Henry

Milton A. Henry, president of Leslie Henry Company, announces that production is now under way at their newly built plant in Mount Vernon. Covering an impressive area, the new plant adds [illegible] feet to their present space.

In this announcement it was disclosed too that the new plant was another step forward in the progress and expansion planned by Leslie Henry. It will provide additional production facilities for manufacturing guns, holster sets, rifles and die [illegible] will enable Leslie-Henry to better meet the increased demand for their products. Extra floor space has been provided for carrying floor stock to assure prompt [illegible] orders or reorders. It was also stressed that the new plant, modern both [illegible] inside and out, is designed so as to make possible the manufacture of all items under one roof.

The company also announced the acquisition of a new steel plant in which they plan to manufacture steel parts for sewing machines, a new addition to the Leslie Henry line. The company is manufacturing a smaller machine at $2.98 retail as well as a larger model at $5.98. Both machines are made of sturdy steel: the $2.98 model is 8" long x 8" high x 4" wide, the larger model is 10" long x 7¾" high x 4½" wide. Made in attractive colors, both machines are already being well received in the trade. In referring to this expansion program, Milton A. Henry commented that while 1954 promises great things in the toy industry, it was up to the individual manufacturer to provide even better services as well as new attractive and saleable items.

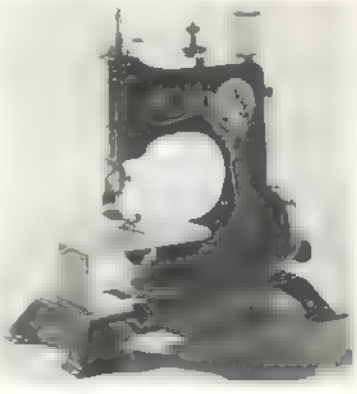
Toy buyers from all over the country will also have a chance to see many other new items being introduced at the Toy Fair next month. Foremost of these is a new pistol, cap-shooting 50-shot repeater rifle which will be featured in the *Life* Spring Toy Promotion. This big, rugged rifle has a two-color barrel and stock; an automatic, lever-action loading mechanism of unbreakable metal, a streamlined sighting device and cooling fins. The secret ammunition compartment in the butt holds 1,000 extra shots of standard roll caps. This rifle will sell at $2.49.



The $2.98 Sewing Machine.

The company is also introducing a new Gene Autry Cap shooting repeater rifle to sell for $1.98. Wood-grained and made of high impact material, this rifle has realistic front and rear sights, metal lever automatic repeating action, and a secret ammunition compartment to hold extra shots of standard caps. Deeply engraved metal side plates add to its appearance. And, as an added feature, Leslie-Henry will present this rifle in all ivory with gold side plates for cow girls. It will be known as the Annie Oakley rifle and also sell for $1.98.

The $5.98 Sewing Machine.



Both rifles, now in production, will be ready for delivery March 15, it is promised.

Climaxing their Toy Fair preview, Leslie-Henry also plans to unveil their largest, most complete line of holsters and guns featuring new colors, stylings and other innovations. It will comprise such well known and important names as Wild Bill Hickok, Jingles, Gene Autry, Annie Oakley, Texas Star Ranger, Lone Rider, The Range Rider and Dick West, with special emphasis given to the specific decorations [illegible], with each of these western characters. Every little "cowpoke" who has his favorite figure on TV, the company feels, can now buy a holster and/or gun of the same name.

In the die-cast metal toy line, toy buyers will see also a complete assortment of colorful trucks and cars, both friction motorized and non-motorized, ranging from Tankers and Coupes to Engines and Cabooses. [illegible] cars will be sold in bulk, with attractive boxed sets featured as well.

The company announces too that in line with their 1954 activities they have appointed Alan B. Howard Associates of Mount Vernon, N. Y., to act as their advertising agents.

ARRANBEE DOLLS TO UNVEIL THREE PROMOTIONAL NUMBERS

Three new promotional numbers will be introduced by Arranbee Doll Company, Inc., at the Toy Fair, it was announced recently by Mike Emerson, vice-president of the company, at their showroom, Room 1451, 200 Fifth Avenue, New York City.

"Although the hottest of these new promotional numbers will be under wraps until the show," Mr. Emerson stated, "Arranbee's top seller last year, the 'Little Angel' all plastic Toddler now has new clothes featuring new fashions, styles, and color combinations.

Working with leading progressive educators, teachers, nurseries, and mothers, Arranbee Doll Company, Inc., has evolved a new doll which it believes is designed to become an important educational tool. Although Mr. Emerson would give no more details about this doll at this time, he did say he believes that it represents an entirely new conception in the doll's place in education and would be of prime interest to doll buyers.

"The third, and most important promotional number to be introduced by Arranbee at the toy show is literally 'top secret,' Mike Emerson stated. He gave no [illegible] except to assure that in his company's 35 years in the doll business, such major doll innovations have been "few and far between."

ONLY HERE THREE MONTHS

Miss Siv Olofsson, lovely blonde of Fort Lauderdale, Fla., who won the title of "Miss Bicycle of 1954" over ten other contestants in a special beauty contest staged at the 36th annual convention of the Bicycle Institute of America at Boca Raton, Fla., came to this country from her native Sweden only three months ago.

METH TOY INTRODUCES SUPER-ACTION "STURDEE" STEEDS

"More from Meth in '54" is the cry of Meth Toy Company, Inc., as they introduce two new modern hobby horses. Model 10/9, and donkey, model 20/9, are both called Super-Action "Sturdee" Steeds and both reportedly offer a great variety of consumer and dealer advantages.

They are made of soft, cuddly plush with true-to-life color, markings and expressions, and are equipped with bridle and safety belt. Seat heights are adjustable from 16 to 22 inches so that a child

can use "Sturdee" Steed from the time he's old enough to sit up. This consumer advantage is made possible by three graduated holes in the base, which is made of tubular steel with an aluminum-like finish and four strong, tempered steel springs. The tubular telescope feature base of the toy makes the shipping package one-fifth of the size of the assembly item and permits re-shipping by parcel post. When assembled, the measurements up to 35" high by 18 wide by 27 long, prepacked in corrugated containers. The Meth Toy Fair exhibit is in Room 1025, Hotel McAlpin. Meth Toy Company, Inc., is located at 33-35 East 21st Street, New York 10, N. Y.

DAVIS REPORTS "FINE RESPONSE" TO ITEMS INTRODUCED IN JAN.

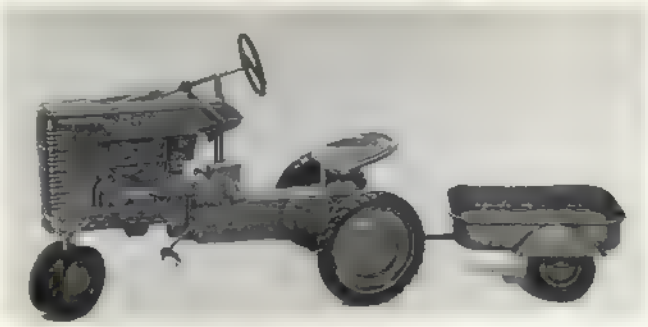
H. Davis Company, whose line is currently on display in a new location, Room 356, Fifth Avenue Building, New York City, reports very favorable response to the many new items introduced in January at this year.

Lou Loewenberg of the firm feels certain that the buyer acceptance of and reorders on the early items plus the offering of other new numbers made at the Toy Fair will enable H. Davis Company to maintain its position as a leader in the field of crafts and activity items for young girls and boys.

Currently heading the list of popular Davis items are the Sing and Play Xylo, new Davis adjustable Loom Sets, three new Embroidery Sets, a new Papercraft Set, Sea Knitting Spool Kit and the popular Fishing Games and Pick Up Sticks.

Under direction of Lou Loewenberg sales are handled by Monroe Weil and Mac Luttinger, Murray Hammer, Block and Heilman.

New Eska Model Tractor Shown by S. Jack Barnett



Attracting featured attention in the showroom of S. Jack Barnett, Room 354, 200 Fifth Avenue, New York, is the newly introduced F-A miniature model of the well known International Harvester Farmall Tractor. Manufactured by the Eska Company, Dubuque, Iowa, this steel wheel toy figures to instantly impress youngsters and parents with its authentic realism.

Designed for youngsters from three to eight, it features rugged construction, as well as meticulously obtained lifelike detail. Machine casting and a baked enamel finish insure utmost durability, while an added touch of realism is afforded by the authentic "quick-hitch"—the same as used on the parent tractors. Youngsters will find that the die-cast steering wheel has a grip similar to an automobile wheel and the adjustable seat appeals to parents in that it allows the toy to grow with the child. Cast aluminum construction throughout makes for light weight, while ball-bearings insure easy running at all times. Seven x 1½" dual front wheels and 12 x 1¾" rear wheels, fitted with semi-pneumatic tires, are standard equipment.

Says Mr. Barnett, who is Eastern representative for the Eska firm, "In this handsome International Harvester Farmall tractor model we feel that the Eska Company has produced a wheel toy of outstanding sales appeal and quality. In all my years in the wheel goods business, I have never seen a toy more strongly or handsomely made or one with so many lifelike features enhancing its appearance and play appeal."

"Beat the Clock" Game

Shown above, signing contracts authorizing the exclusive manufacture of a "Beat the Clock" game are, seated, Dr. Joseph Mark Goodson and Bill Todman, producers of the TV show, "Beat the Clock"; and standing, left to right, Herb Diamond, president, and Murray Gilbert, eastern sales manager of the Lowell Toy Corp.

Each week "Beat the Clock" games will be shown in the "Beat the Clock" program over the nationwide CBS-TV network. Named one of the top shows on television, and sponsored by Sylvania Products, the program has a viewing audience estimated at better than 25,000,000.

Following the TV "breaks," the game will be heavily promoted to consumer and trade advertising, according to Mr. Gilbert.

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DAVIS REPORTS "FINE RESPONSE" TO ITEMS INTRODUCED IN JAN.

H. Davis Company, whose line is currently on display in a new location, Room 356, Fifth Avenue Building, New York City, reports very favorable response to the many new items introduced in January of this year

Lou Loewenberg of the firm feels certain that the buyer acceptance of and reorders on the early items, plus the offering of other new numbers made at the Toy Fair, will enable H. Davis Company to maintain its position as a leader in the field of crafts and activity items for young girls and boys.

Currently heading the list of popular Davis items are the Sing and Play Xylo, new Davis adjustable Loom Sets, three new Embroidery Sets, a new Papercraft Set, new Knitting Spool Kit and the popular Fishing Games and Pick Up Sticks

Under direction of Lou Loewenberg, sales are handled by Monroe Weil and Mac Luttinger, Murray Hammer, Block and Heilman

New Eska Model Tractor Shown by S. Jack Barnett

Attracting featured attention in the showroom of S. Jack Barnett, Room 354, 200 Fifth Avenue, New York, is the newly introduced F-A miniature model of the well known International Harvester Farmall Tractor Manufactured by the Eska Company, Dubuque, Iowa, this neat wheel toy figures to instantly impress youngsters and parents with its authentic realism

Designed for youngsters from three to eight, it features rugged construction, as well as meticulously obtained lifelike detail. Machine casting and a baked enamel finish insure utmost durability, while an added touch of realism is afforded by the authentic "quick-hitch"—the same as used on the parent tractors. Youngsters will find that the die-cast steering wheel has a grip similar to an automobile wheel; and the adjustable seat appeals to parents in that it allows the toy to grow with the child. Cast aluminum construction throughout makes for light weight, while ball-bearings insure easy running at all times Seven x 1½" dual front wheels and 12 x 1¾" rear wheels, fitted with semi-pneumatic tires are standard equipment

Says Mr. Barnett, who is Eastern representative for the Eska firm, "In their handsome International Harvester Farmall tractor model we feel that the Eska Company has produced a wheel toy of outstanding sales appeal and quality In all my years in the wheel goods business, I have never seen a toy more strongly or handsomely made or one with so many lifelike features enhancing its appearance and play appeal"

"Beat the Clock" Game

Shown above, signing contracts authorizing the exclusive manufacture of a "Beat the Clock" game are, seated left to right, Mark Goodson and Bill Todman, producers of the TV show, "Beat the Clock"; and standing, left to right, Herb Diamond, president, and Murray Gilbert, eastern sales manager of the Lowell Toy Corp

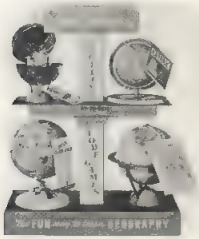
Each week "Beat the Clock" games will be shown on the "Beat the Clock" program over the nationwide CBS-TV network Rated one of the top shows on television, and sponsored by Sylvania Products, the program has a viewing audience estimated at better than 25,000,000

Following the TV "breaks," the game will be heavily promoted in consumer and trade advertising, according to Mr. Gilbert

NEW GLOBE MERCHANDISER ANNOUNCED BY REPLOGLE

Replogle Globes, Inc., of Chicago, announces that a new merchandiser is available to stores handling their line of Play Globes.

The unit is designed for counter or window display and will hold four different Play Globe models to give the customer maximum selection. Only 22" wide and 10" deep, the new merchandiser takes up less space on a counter than would ordi



narily be required to display four globes.

Replogle's Play Globe display is sturdily constructed and has a heavy laminated surface, easy to keep clean. It is lithographed in bright red, blue and yellow, and its general appearance points up the high play value of the various Replogle globe games. One of the most desirable features in its design is its openness; the globes can be seen from all sides.

For further information about their new display, Replogle suggests dealers contact the firm's national sales representatives, Levy & Fryer, 200 Fifth Avenue, Room 1453, in New York City.

MECKLENBURG BUBBLES PLAY PART IN CHARLOTTE, N. C., EVENT

Charlotte, N. C., was literally bubbling over July 10 when the huge three-million-dollar Municipal Airport was officially opened.

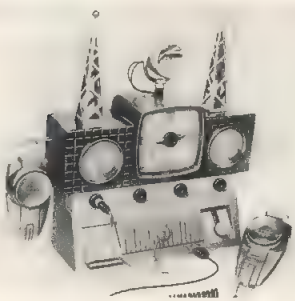
Government officials and dignitaries were greeted with giant king size bubbles which floated and swirled spectacularly in the air under a sign proclaiming that Charlotte was "Bubbling Over With Opportunities."

Being the center of many of the country's outstanding industries which includes Mecklenburg Specialties, Inc., one of the world's largest bubble soap manufacturers (King Size Bubble Soap)—the whole city was paid tribute for its progress and vision.

Mecklenburg's president Joe Scott exemplified this vision for which his home town was being lauded by installing several of his bubble machines, which produced masses of balloon-like iridescent bubbles that lent color and spectacle to the ceremonies.

The dedication proceedings were televised and spectacular shots of planes surrounded by bubbles gave a Martian and space-world effect to an eventful afternoon for the city fathers—and for citizen and Bubble King Joe Scott, who is still beaming from the comments and nationwide attention his bubbles elicited.

Electronic Radio Station



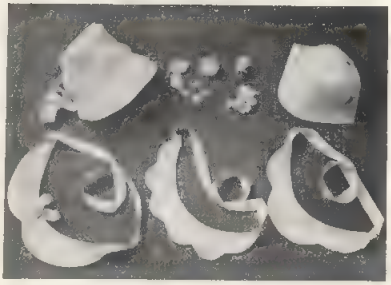
Reputed to have been one of the best-received items at the Toy Fair, Remco Industries' Electronic Radio Station has, according to the manufacturer, more than proved itself since in toy stores and departments across the country.

The item is an authentically styled and operated radio station that sends and receives up to ½ mile. It includes two microphones that actually work over long distances and a professional telegraph key that works the buzzer, the telegraph click and the searchlight signals. The powerful searchlight is worked by remote control from the transmitter panel and will turn in a 360-degree radius.

The radio station itself is a handsomely designed switchboard-type transmitter made of high impact plastic. With it are a radio signal detector which registers transmitted impulses, an automatic decoder and, for keeping message records, a permanent log book.

The set comes complete with two batteries and all accessories at a retail price of $6.95.

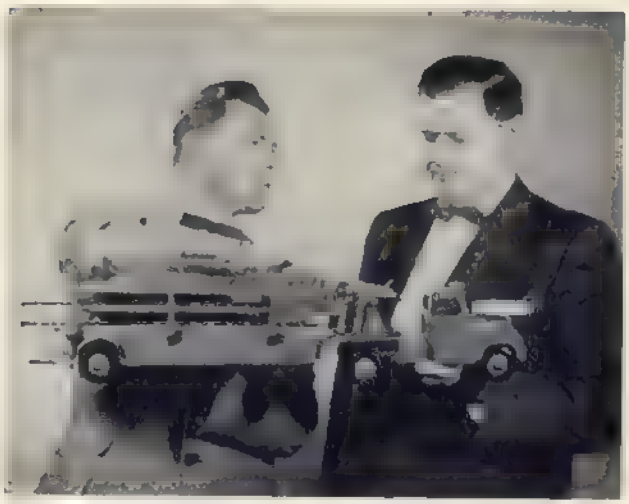
B. & S. "Bonnets for Dolly"



Now engaged in making bonnets for sale by toy departments and dealers is B. & S. Bonnet Company, 13 West 31 Street, New York City. Accessories for baby dolls, these hats are suitable for all of the varied sizes in that category and make an attractive gift for the little girl who now owns a doll or expects to be presented with one.

The bonnets are packaged in handy plastic containers. Dolly's Bonnet Bar Streamers, supplied by the manufacturer, make an attractive toy department display.

Introduced by this same firm is a new make-it-yourself item, the Make A Bonnet, created for the "paper doll set" in the five-to-10-year age group. A $1.98 retailer, it consists of a series of cleverly designed brims which are easily attached to the body of the hats with the use of snaps. Boxed in a handsome window type container, the Make A Bonnet comes with three brims in contrasting colors; a package of artistically fashioned, assorted trims; thread, a thimble and a pair of scissors.



Gordon E. Baldorf, vice president and treasurer of Mound Metalcraft, Inc. (left), manufacturer of "Tonka Toys," discussing new Tonka aerial ladder with Ted Shaefer, sales manager.

NEW "TONKA" TOYS

L. E. Baker, president of Mound Metalcraft, Inc., manufacturers of *Tonka Toys,* announces its new line of metal toys for 1954.

Headlining the new fleet is a factual scale model of one of the most popular types of fire equipment seen in the country today. The No. 700-4 Aerial Ladder represents the ultimate in play value in this type of toy. It has an authentic tiller-man unit, as seen on the actual equipment in use in the fire departments of most cities. This unit, of all-steel construction, and with heavy-gauge aluminum ladders, should be one of the most popular in the 1954 line.

Also introduced this year is the No. 750-4 Parcel Delivery Truck, which is scaled from the very popular stand-up delivery trucks in use throughout the country. The authenticity of this toy will surely pave the way to acceptance by the consumer.

The Star-Kist Van is another addition to the line, carries the name of the well known Star-Kist Foods Company, and is a very colorful appearing unit. This is another of the popular types of delivery trucks now in use.

The addition of these new units enables Tonka Toys to offer one of the most complete selections of trucks and equipment available to toybuyers.

Mr. Baker points out that the entire line has been restyled and redesigned, and consists of modern, up-to-date scale models.

The complete line will be on display in Room 540, Hotel New Yorker, during the Toy Fair, as well as in the permanent salesroom, Room 563, Fifth Avenue Building.

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65TH ANNIVERSARY OF CARROM INDUSTRIES, INC.

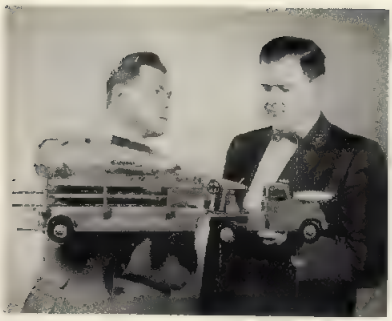
BACK in the year 1889—just 65 years ago—the first Carrom Game Board was produced and offered to juvenile America of that day, according to Wm. J. Mueckler, vice president and sales manager of Carrom Industries, Inc., Ludington, Michigan.

Through the years, covering a span of three generations, Carrom game boards have held a high position in the toy and game industry, both from the standpoint of sustained play value, and profitable sales volume. Basically, Carrom-Crokinole game boards have maintained their original identities, but the games have been redesigned from time to time, according to Mr. Mueckler, in pace with the changing trend, and many new games have been added to the line, such as Nok-Hockey, Kikit, Bowl-Ball, Gusher, Riffa and others.

Now celebrating its 65th anniversary in the toy and game industry, established as one of the oldest firms in the industry, Carrom Industries, Inc., offers the trade a bigger and more comprehensive selection of games and toys than ever before.

The complete line of Carrom games and toys will be shown at the American Toy Fair, Hotel McAlpin, Room 797. Vice president Mueckler and territorial representatives of Carrom Industries, Inc., will be on hand to welcome visitors and demonstrate the games.

Salesmen's territorial assignments are as follows: Bernard Cahn, New York City — New England, Philadelphia, Baltimore and Washington, D. C.; George J. Pedersen, Chicago — North Central States; Charles L. Bobrink, Cincinnati—Ohio, Indiana, Michigan, Kentucky, Western Pennsylvania and Western New York State; Hanson Southern Sales, Atlanta — Southeastern States; Monroe D. Foster, Dallas —Southwestern States; Victor E. Tede, Denver—Rocky Mountain States; H. K. Hickey, San Francisco—Pacific Coast States.



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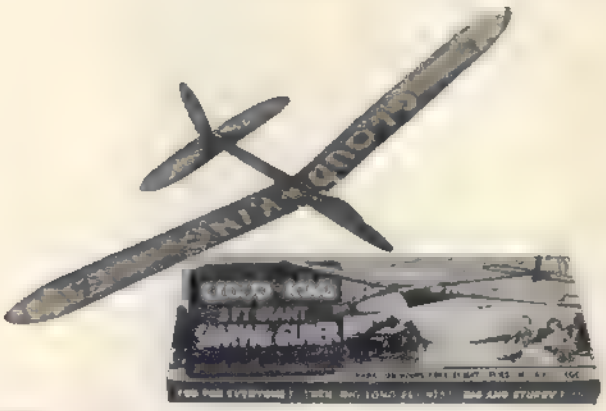
New Toys on Parade



New Flying Model

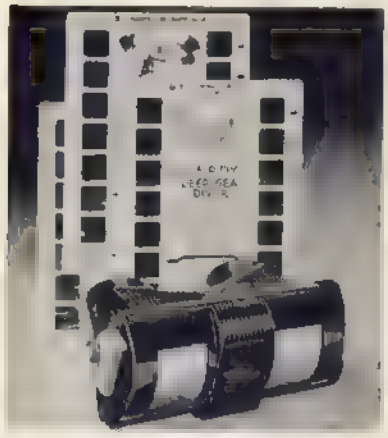
CLEVELAND MODEL PRODUCTS CO., Cleveland 2, Ohio, has announced the "Cloud King" soaring glider, a new sheetwood flying model.

Designed for children six years old and over, the Cloud King is a three-foot model, with a profile fuselage printed on both sides. It has rudder, plastic canopy, and both weights glued in place for balance. The wings are said to be efficiently curved aerodynamically to bring out the best flying qualities of the design

According to the company, the model will soar for hours in free flight or if flown as a kite on a thread in a moderate breeze. A rubberband is supplied with loop on one end for catapult launching. This number, RF-51, is easily put together, and retails at $1.29.

New Tru-Vue Film

The Tru-Vue list of featured subjects gains another all-time favorite with the addition of "Pinocchio Comes to Life," taken from Walt Disney's warm-hearted version of the puppet that became a real boy. The new True-Vue item, by TRU-VUE CO., Beaverton, Ore., ties in with the re-



release of Disney's full length animated cartoon movie, "Pinocchio."

Film cards are in color with extra large 3-D pictures, which allow film titles and story continuity to be printed on the film itself, eliminating the necessity of removing the viewer from the eyes between views.

The viewer itself, completely redesigned, has big convex windows which let in 33 per cent more light, and has optically correct, distortion-free lenses.

The viewer retails for $1.49. Film cards are 29c each, or three for 85c.

"Ranch House"

A toy to capture the imagination of any child is Ranch House, manufactured by SANDOR PRODUCTS, INC., 21333 Woodward Ave., Ferndale, Mich. Big enough to walk in or play in, the house is 48" high, 44½" long and 30" deep.

The play house door and windows open and close, and it has a complete roof and four walls. It is pictured here with one wall cut away to show the interior, but there are actually no open sides.

The house comes complete with floor pad and name plate above the door; each "rancher" can name his or her own cabin The outside is realistically printed to simulate rustic wood construction. The inside is colorfully printed with simulated furniture, logs, bear skin, fireplace, bedstead and rifles.

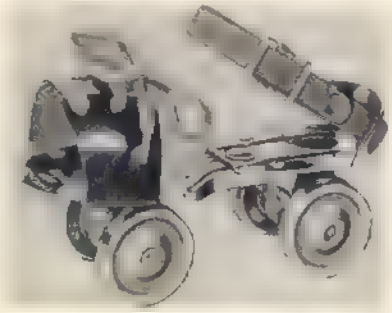
Ranch House is made of 200-lb. test, extra-heavy corrugated board with reinforced stress points and is said to be strong enough to climb on.

A child can assemble it; there are four pieces and a floor pad fastened together by interlocking tabs. Ranch House retails for $7.95.

"Imp" Roller Skate

A new small roller skate called The Imp has been added to CHICAGO ROLLER SKATE CO.'s line. It is designed for the small beginner.

The Imp will fit the tiniest toddler, but also can be extended to take care of a youngster until he is able to use a standard skate



Leather toe-straps, with bright red laces, lace around and protect the shoe. The heel strap is so easy-to-manage that even the smallest youngster can secure it. Plain bearing wheels roll rapidly, but not so fast as to be dangerous to the small skater.

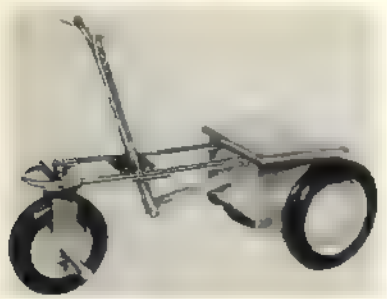
New Toys on Parade

Irish Mail

Back again to thrill today's youngsters is the Irish Mail, one of the most popular juvenile wheel toys of the past generation. Manufactured by the BUCKLEY MANUFACTURING CO., Chicago, Ill., the present day version is said to contain many new design improvements.

A single front wheel replaces the old-style double wheel. This eliminates the hazard of foot pinch. The chain drive transmission is an exclusive feature of the Buckley Irish Mail, and although it is as fast as a bicycle, its low gravity center makes for safe operation

The young operator sits on an adjustable, weather-proof Duran upholstered seat. Two 10" ball bearing steel wheels at the rear have semi-pneumatic tires and are driven by an authentic automotive-type transmis-



sion. The front wheel, 8" in diameter, is equipped, also, with a semi-pneumatic rubber tire

Bright red enamel covers the steel gear housing and wheels. The frame and handle are constructed of sturdy, lusterized steel tubing. Handle grips are rubber.

The Buckley Irish Mail is 32" long, 13½" wide and 11" high. In individual cartons and completely assembled, the retail selling price is $19.95. Considered well calculated to provide fun and healthful exercise to boys and girls from 3 to 10, the toy is now ready for distribution

Halco Twin-Sling Holster Set

Halco is backing up its *Life*-promotion with a real value—the new, unique Twin-Sling Double Holster Set shown here.

Shown for the first time this year, the Twin-Sling design is a revival of an old popular western set that is expected to be a favorite with the nation's little cowboys this year. It's a handsome set—made of rich brown pony-skin leather and elaborately decorated with jewelled medallions, nickel studs, contrasting leather, and plastic binding. This double-belted model also flaunts two sets of white bullets and two fancy western prong buckles. The set is complete with Texan Jr. Repeating Pistols at $5.95 suggested retail. Complete details about the promotion, which includes *Parents' Magazine* as well as *Life*, are available from J. HALPERN COMPANY, 810 Penn Ave., Pittsburgh 22, Pa.

Super Winky Dink Kit

STANDARD TOYKRAFT INC., manufacturer of educational toys, is currently featuring "The Super Winky Dink Kit," named for the popular CBS-TV cartoon character. Jack Barry emcees the TV show and draws imaginary pictures on the screen while the child copies on a "magic" window placed over the screen. By using the "magic" window and eight special color crayons, the child may participate in the fun of the program. After the program, the slate can be cleaned with the erasing mitt, and made ready for use at the next show.

The Winky Dink Kit also contains a game book and 40 plastic "Winky Doodles," which come in assorted colors and geometric shapes. Standard Toykraft is at 95 Lorimer St., Brooklyn, N. Y.

Stallion 38 Six Shooter

One of the featured items in the line marketed by NICHOLS INDUSTRIES INC., Pasadena, Tex., is a six shooter, the Stallion 38. It is 10½" long and comes with six cartridges in cylinder.

The guns are boxed individually, and packed two dozen to a case weighing about 28 pounds. Extra cartridges are also available

Molded Foam Rubber Toys

Safety, playability, and cleanliness are said to be assured in the "Play-Safe" Molded Foam Rubber Toys introduced by ADVANCE LATEX PRODUCTS CO., 8590 Hays, Culver City, Calif.

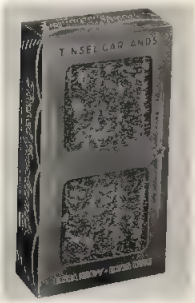
The toys are manufactured of 100 per cent natural virgin foam rubber, which permits the child to beat, bounce, squash or squeeze the toy, with complete safety for himself. The toys can be used outdoors or indoors, and are usable as bath sponges. According to the Advance company, the material is non-toxic, washable and colorfast, and does not irritate allergies.

Advance's first offerings in this series are a regulation shape football, basketball, baseball, and bat and baseball set. The football is 8" long, and retails for $1; the basketball 9" in diameter, $1; the bat set, a 15" long bat and a 2" diameter baseball, at $1; and the baseball, 3½" diameter, 50c.

The toys are separately packaged in a poly wrap, with a colorful, eye-catching header. They are available in pink, yellow, blue and green. Minimum shipment is three dozen.

NATIONAL TINSEL TO MARKET NEW PASTEL TREE GARLANDS

National Tinsel Manufacturing Company, makers of gift ties and decorations, with plants in Brooklyn, N. Y., and Manitowoc, Wis., is merchandising a brand-new Christmas tree garland in four colors that



reflect the American public's changing taste in Yuletide decorations.

The colors, all in the pastel range, are 'Shocking Pink," "Ice Blue," "Ming Gold" and "Chartreuse." Made of silver-plated copper wire and completely tarnish-proof and fireproof, National's new garlands come in a range of lengths and widths to retail from 59c to 98c. For easy display and self-merchandising, they will be boxed in snow-white cellophane window packages.

NICHOLS INDUSTRIES FEATURE STALLION 38 TOY PISTOL

Shown in the accompanying illustration is the newly introduced "Stallion 38" currently being featured as a best seller in the comprehensive line of toy pistols manufactured by Nichols Industries, Pasadena, Texas.

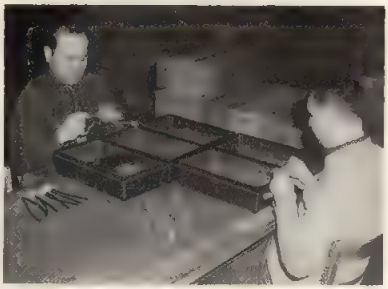
This new Nichols pistol represents a de-

termined effort on the part of the manufacturer to offer the trade a popular priced item with all the realistic features demanded by young cowboys. It has the same authentic styling as the widely selling Stallion 45 and loads, shoots and smokes exactly like a real pistol. Each Stallion 38 comes complete with six cartridges in its cylinder. The handsome, black bone handle made of durable plastic, together with the brilliant, nickel plated finish, add further touches of quality and realism.

American Player Balls Shown by Wilson at the Toy Fair

Wilson Sporting Goods Company sales manager Morley Moore (left) shows the attractive stamping on Wilson American Player footballs to officials of New York's Davega Company at the Toy Fair in New York. Cy Levine (center) checks the outstanding football for youngsters with Mr. Moore, while Herman Jacobson holds an American Player youth helmet.

Guild for Jewish Blind Has Expanded Contract Department



The New York Guild for the Jewish Blind, a non-sectarian agency for the blind and visually handicapped at 1880 Broadway, New York City, has announced the expansion of their contract department to better serve the needs of industry. An examination of the new services, it is reported, indicate that these are a unique but none-the-less efficient way to satisfy requirements for contract work, and at the same time, do a great service to the community.

The Guild maintains a workshop program to train and employ blind people. And one of their most successful and rapidly expanding shops is a contract department. The services include assembly, stapling, packaging, lacing, hanking, kick press work and sorting. At Guild headquarters are available 10,000 square feet of working area plus 10,000 square feet of storage space. A loading platform and freight elevator help speed the operation. Sewing and woodworking departments on the premises are other useful features.

The Guild has highly skilled supervisors that will insure individual attention to every job, and a large staff can reportedly handle, with ease, seasonal volume.

Manufacturers interested in this way of meeting contract work needs and helping the blind are invited to call or write Contract Department, 1880 Broadway, Circle 6-3341. Large or small orders and new-item production can be handled, the Guild states.

Pensick Guest of Honor At UJA Dinner June 9

Seated, left to right: William Rothstein, David Rosenstein, Charles S. Raizen and Louis Rubin. Standing, left to right: Dr. Alfred Morgan (UJA speaker), Jacob Brock, Herbert Brock and David Krotman.

Top leaders of the toy and doll industry met recently at the Hotel McAlpin, New York City, and pledged "an all-out effort to mobilize everyone in the trade in support of the 1954 campaign of the United Jewish Appeal of Greater New York." This organizational meeting of U. A's Toy and Doll Division was presided over by David Rosenstein, president of the Ideal Toy Corporation and divisional honorary chairman

Co-chairmen for the current campaign are Louis Rubin, of Artistic Doll Company, and David Krotman, of Portugal & Krotman

The toy and doll men unanimously selected Sam Pensick, of Pensick & Gordon, of Los Angeles, to be guest of honor at the division's annual dinner for UJA to be held on Wednesday, June 9, at the Waldorf Astoria, New York City

In announcing this testimonial dinner to Mr Pensick, Mr Rosenstein stated: "With Sam as our honored guest, we should have the most successful affair in our division's history. Not only has he commanded our respect as a businessman of initiative and integrity as owner of the second largest toy distribution company in the world, not only has he inspired us by his work in philanthropy—a pillar of strength in UJA activities in Los Angeles and a member of the board of directors of the Welfare Fund in that city: but also he has won our admiration for perhaps a much more important reason: he is that unique individual in these times—a modest, understanding, extremely warm-hearted human being

"The fact that he is flying in from the West Coast to attend our dinner should inspire us," Mr. Rosenstein concluded, "to work out most successfully our 'formula for giving' in 1954 Under this formula, increased contributions are being asked and obtained—to meet in full the 1954 national UJA goal of nearly $120,000,000 for current needs; *plus* an additional contribution of 20 per cent to help meet New York's share in repaying a nationwide $75,000,000 five-year loan made by national UJA in order to accelerate the absorption of immigrants in Israel, speed the country's agricultural development and at the same time provide the hard currency required by Israel to consolidate its critical short term indebtedness"

Serving as honorary chairmen of this division are Jacob Brock, American Character Doll Corporation; J. Lionel Cowen, Lionel Corporation, Charles S. Raizen, Transogram Company, and Mr. Rosenstein

Major aim of the United Jewish Appeal of Greater New York's 1954 campaign is to raise the metropolitan area's share of the national United Jewish Appeal goal of $119,921 150, as well as the local proportion of the national budgets of the American Jewish Congress ($1,185,000) and the National Jewish Welfare Board ($2,232,155)

The agencies to benefit from the drive are the United Israel Appeal, Joint Distribution Committee (including ORT), United Service for New Americans, New York Association for New Americans, National Jewish Welfare Board and American Jewish Congress. The United Jewish Appeal of Greater New York is their sole fund-raising agency in New York City and in Westchester, Nassau and Suffolk.

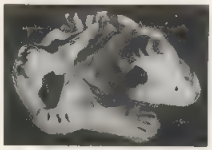
McMANUS, OF ALL METAL, MEMBER CONTROLLERS INST.

John J. McManus, secretary-treasurer, All Metal Products Company, Wyandotte, Mich., has been elected to membership in the Controllers Institute of America

Established in 1931, the Institute is a non-profit organization of controllers and finance officers from all lines of business —banking, manufacturing, utilities, distribution, transportation, and so forth. The total membership exceeds 4,300.

ECONOLITE ANNOUNCES PURCHASE OF MITCHELL "GLAMOUR" LINE

Econolite Corporation, makers of Roto-Vue animated action and nursery lamps, has purchased the Glamour line of vinyl plastic toys formerly manufactured by F. W. Mitchell, Inc. These are the only soft plastic toys designed as floating tub toys, claims Albert Schwartz, Econolite



sales manager. Each is built with a special plug to let out water that may enter the toys during use. Although not classified as squeeze toys, each Glamour toy is also equipped with its own noise-maker

The original member of the line was the popular Glamour Duck. The most recent addition is Cap'n Tug. In between are Flipper the Seal, Glamour Gator, Jasper the Bullfrog, and Mr Fireball Turtle

Glamour Toys retail for $1 each. Their construction is of "baby-soft" vinyl plastic into which variegated colors are permanently molded, no two color combinations being exactly alike. Each toy is packed in a cellophane window display box

BEN COOPER FEATURING MATCHING NURSE'S OUTFITS

Ben Cooper, Inc., 18 West 20th Street, New York City, is featuring "Nurse-Mates," two washable fabric nurse's outfits for both child and doll. Made of durable navy cotton twill and crisp white cotton trimmed with red edging and nurse's insignia, the outfits consist of cap, cape and pinafore

Attractively packaged in a colorful gift box, the outfits are sized for children three to six and seven to 10. The doll outfit will fit any doll from 15 to 22"

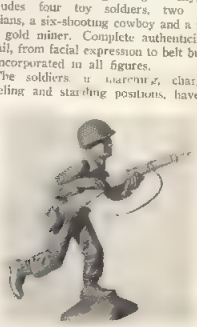
Retail price of the item is $3.98

PRODUCT ENGINEERING ANNOUNCES "PECO" LINE OF TOY FIGURES

Catering to every child's inclination to take his toys apart and put them together again, Product Engineering Company of 4707 S.E. 17th Avenue, Portland, Oregon, is introducing a new line of toy figures with detachable equipment.

The line, which is growing steadily, now includes four toy soldiers, two fierce Indians, a six-shooting cowboy and a fighting gold miner. Complete authenticity of detail, from facial expression to belt buckle, is incorporated in all figures.

The soldiers in marching, charging, kneeling and standing positions, have detachable helmets, rifles, a submachine gun, automatic, pistol, canteen and cartridge belt, camouflage netting, and a variety of unit and rank insignia.



Indians, one with raised tomahawk, the other drawing a bead with his bow and arrow, have knives, bows, arrows, quivers and headdress and knife belts which are detachable.

A 10-gallon hat, neckerchief slide, two-gun belt with revolvers that fit either in his hands or in the holsters, and spurs are the removable equipment of the cowboy. The gold miner has carbine, pick, shovel, canteen and knapsack and prospector's hat.

Distributed under the trade name "Peco," the figures are made of unbreakable vinyl. They average three and a half inches in height and are individually carded to retail at 25c each. Cards are cellophane wrapped upon request. Also available is a set of four soldiers and a box which includes the two Indians, cowboy and gold miner at $1 list per box. The top of the colorful $1 package folds up to form a display. The large packages each have 17 cutouts printed on them.

ALLADIN BUYS, IS OPERATING, MILLER-IRONSON CORPORATION

Sam Avedon, president of Alladin Plastics, Inc., 1601 East 16 Street, Los Angeles, has announced that the firm has purchased and is operating the Miller-Ironson Corporation and has added to the Alladin family of toys the other firm's line of trucks.

The transfer became effective February 1.

Mr. Avedon also noted that Alladin is in the process of preparing several new trucks which will be shown during the Toy Fair at the offices of Robert Patterson & Associates, Room 204, 200 Fifth Avenue.

Sewing Cards with Bells— Jingle Dingle by Ed-U-Cards

Ed-U-Cards is presenting "Jingle Dingle Tinkling Sewing Cards," #107, a brand new item which incorporates a number of educational ideas into one game.

This completely new item featuring a new, delightful character, "Jingle Dingle," consists of five giant-size, full-color sewing cards of heavy board, tipped yarn laces —plus real tinkling bells which children sew directly onto the cards.

This unusual sewing card item, in addition to being attractive to the eye and educational in its scope, also has the added appeal of sound, furnished by the bells.

Attractively packaged and priced for volume sales at 89c retail the item is packed three dozen to a carton.

This new game, together with Ed-U-Cards' entire line of children's educational games, will be exhibited during the Toy Fair at the Hotel McAlpin, Rooms 1073 and 1075.

Towner Toys Line for 1954 Will Feature Three New Ponies

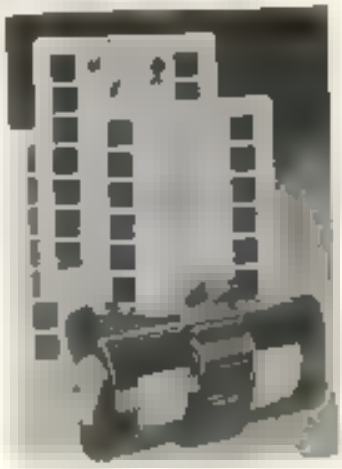
According to word from Towner Phillips, of Towner Toys, 5936 N.E. 42 Avenue, Portland 13, Oregon, the company's line for 1954 will feature new models of their popular wooden Pony toys.

Pony Van #601 is described as primarily a glorified pull toy box, a van in which youngsters can haul toys, dolls, blocks, or even the family "pup." Yet it steers like a kiddie car and can be ridden. Chiefly for riding purposes is the Perky Pony #222; and for bouncing, the Pepi Pony #701.

Towner Toys, Mr. Phillips adds, will be on exhibit in Rooms 1180 and 1181 of the Hotel New Yorker and in Room 855 of the Toy Center, 200 Fifth Avenue, during the Toy Fair in New York City. Both Towner and Louise Phillips, along with their representatives, will be on hand to greet buyers who visit the displays at these two locations.

Nationwide Distribution for the Tyler Magic Saw Kit

Pinocchio in Tru-Vue 3-D Film



BING BONG SCHOOL BOOKS IN RAND McNALLY DISPLAY

PRECIOUS POSSESSIONS

Hobbycrafts on Parade

Ball Point Decorating Tube

A new hobby item is being marketed by GIFT MAKER CO., 4414 W 70th Terrace, Kansas City 15, Mo. It is a ball point tube that writes, paints or decorates,

without a brush, on fabrics from burlap to pure silk

It will dress up or personalize household linens, place cards, paper novelties, clothing, tin trays, wooden boxes, and glass. In addition, according to the company, it is useful for marking laundry, books, toys, home-frozen foods, and other household items. It can be a unique party trick when used to decorate favors or create souvenirs of a special occasion.

Brilliant color—red, blue, green, orange, yellow, black, white, brown, pink, lime, rose, violet, light blue, or silver—flows readily from the ball point. Colors are permanent, quick drying, and washable.

Each one-ounce tube of any of the above colors is 75c ppd. A one-ounce tube of gold color is $1. An introductory set, at $2.95 ppd., consists of four tubes, one each of red, green, blue, and yellow.

The company guarantees the colors as heatproof, coldproof, waterproof, and smudgeproof.

"Chief Little Deer" Rattle Kit

Here's a chance for "little Indians" to make their own authentic Indian dance rattle. A complete kit, containing a genuine animal horn, 12" rustic handle, rawhide head, pyro lacing, Indian head decal, B B shot, feathers, rawhide name tag, and full instructions, is available from INDIAN TRADERS, Rochester, Minn.

Retail list price of the "Chief Little Deer" Horn Dance Rattle Kit is $1.25. Each kit is individually boxed in an Indian theme package, and packed one dozen to a carton with display easel. There are 11 kits and one completed rattle for display.

Spinning Wheel Kit

The colonial charm of a spinning wheel easily can be added to home decor now, because of a new kit introduced by CONSTRUCTO NAUTICAL MINIATURES, INC., 1186 Broadway, New York City. All parts are well finished of good grained hardwood

The wheel is nicely detailed, with eight spokes and more than the usual grooving The finished model stands 13½" high and is 8" wide.

The setup box is colorfully colonial, and contains clear, simple instructions. The kit retails at $2.95.

"Cycle Miniatures"

ENTERPRISE MODEL AIRCRAFT, 234 E. Second St., Mineola, L. I., N. Y., has broadened its line to include plastic model vehicles, offering quick-construction kits for assembling authentic old-time bicycles in miniature.

The new Cycle Miniatures have been reproduced in realistic detail from historic life-size models in the Enterprise antique bicycle collection. The first two models available are "Old High Wheeler" and "Bicycle-Built-for-Two," both 19th century cycles.

No special tools or skills are required to assemble the miniatures: the kits include complete pre-fabricated plastic parts and full instructions. Retail price of each kit is 59c.

Special Cycle Miniatures dealer package contains 12 of each of the two kits, an eight-color window streamer (free) and a finished, painted display model mounted in a display case (at nominal cost to the dealer).

Piasecki with Pontoons

Helicopters For Industry adds pontoons to a Piasecki model for an authentic replica of a sea-going helicopter. Models are of polystyrene plastic, available in Navy blue, Marine blue, Air Rescue Service gray, and Air Force silver

The complete kit, in a four-color package, includes display stand, history of the helicopter, and easy-to-follow instructions, and retails for $2.98. It is manufactured by HELICOPTERS FOR INDUSTRY, 111 Cathedral Ave., Hempstead, N. Y

IDEAL'S Giant Department Store Contest

The Ideal Toy Corporation has joined with four other manufacturers in a nation-wide department store promotion consisting of a "summer fun" window display contest offering $2,000 in prizes, it is announced by Leon West, sales manager of the company's inflatable division, whose wading pools and inflatable toys will be featured.

The competition is designed to create eye-arresting display windows with maximum visibility for the manufacturer's products.

Other participants and their products are: McKesson & Robbins, Inc., for Tartan suntan lotion; Sylvania Electric Products Inc., for the Sylvania 3-Way portable radio; David D. Doniger & Co., Inc., for McGregor swim suits and sport shirts, and the Hamilton Metal Products Co., Inc., for the Skotch Kooler.

Focal point of the contest, and chief recipients of the award money, are the display managers of department stores. A total of 30 prizes, $2,000 in all, will be awarded to them for the best windows in department stores installed between May and July. The contest rules provide that products of all five sponsors be displayed in the window. The store, or display manager, will send a photograph of the window display to a committee of the sponsors for final judgment on July 10. Prizes are as follows:

30 Prizes—$2,000.00

		Cumulative
1st Prize	$750.00	$ 750.00
2nd Prize	250.00	1,000.00
3rd & 4th Prizes	100.00	1,200.00
5th & 6th Prizes	75.00	1,350.00
6 Prizes	50.00	1,650.00
8 Prizes	25.00	1,850.00
10 Prizes	15.00	2,000.00

It will be the responsibility of the sales forces of the participating manufacturers to promote the "summer fun" window to the department stores. As further incentive to these men, cash awards will be presented to the individual salesman named by winning department stores as the representative chiefly responsible for cooperating with them in the window idea.

Backing up the department store promotion will be an extensive program of advertising by all five manufacturers for all products involved in the promotion. Thus, the Tartan Suntan Lotion ad will feature McGregor trunks, Ideal's Surf Scooter, Sylvania's 3-Way portable radio, and Hamilton's Skotch Kooler, throughout the national campaign.

♦

New Toy Figures Available

Catering to the child's natural inclination to take his toys apart and put them together again, Product Engineering Company of Portland, Oregon, is introducing a new line of toy figures with detachable equipment.

The line, which is growing steadily, now includes four toy soldiers, two fierce Indians, a six-shooting cowboy and a fighting gold miner. Complete authenticity of detail, from facial expression to belt buckle, is incorporated in all figures.

The soldiers, in marching, charging, kneeling and standing positions, have detachable helmets, rifles, submachine gun, automatic pistol, canteen and cartridge belt, camouflage netting, and a variety of unit and rank insignia.

Indians, one with raised tomahawk, the other drawing a bead with his bow and arrow, have knives, bows, arrows, quivers and headdress and knife belts which are detachable.

A ten-gallon hat, neckerchief slide, two-gun belt with revolvers that fit either in his hands or in the holsters, and spurs, are the removable equipment of the cowboy. The gold miner has carbine, pick, shovel, canteen, knapsack, and prospector's hat.

Distributed under the trade name, *"Peco,"* the figures are made of unbreakable vinyl. They average 3½ inches in height, and are individually carded, to retail at 25 cents each. Cards are cellophane-wrapped upon request. Also available is a box of four soldiers, and a box which includes the two Indians, cowboy and gold miner, at $1 list per box. The top of the colorful $1 package folds up to form a display. The large packages each have 17 cutouts printed on them.

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Getting Traffic Downtown

The Conde Toy Shop, Inc., Syracuse, N.Y., joined with other downtown merchants in a subsidized transportation promotion aimed at getting traffic downtown for Greater Syracuse Days.

A free bus ride was offered customers making a purchase of $1.95 or more at any of the participating stores. Each bus rider coming downtown was given a token ticket. This ticket was turned in at the store when the purchase was made and a Syracuse transit token was given in exchange, permitting the shopper to ride home free.—G.T.

■

Bullock's Sales Set Record

Sales of Bullock's, Inc., Los Angeles department store, in the fiscal year ending January 31 last, showed an increase of about 1½ per cent to slightly under $120,000,000, according to Walter W. Candy, president.

Following a late start, he said, Christmas trade for local department stores came through with a rush, bringing unit sales to the levels of the previous year, although dollar sales were slightly under Christmas 1952.

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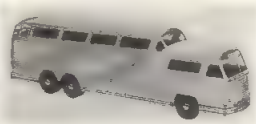
The Plymouth Cab and Trailways Bus.



Product Miniature Doubles Capacity

To provide additional assembly line and office space, the Product Miniature Company recently doubled the size of their Milwaukee, Wisconsin, plant.

The new facilities include a drafting room, office quarters, and an assembly line for the Tru-Miniature electric crawler tractor. This arrangement will take pressure off other assembly lines and make room for new products.

Nearly a dozen new items have been added to the 1954 line of mechanized Tru Miniatures. Outstanding additions include the Trailways Thru-Liner Bus, Oscar Mayer Wienermobile and the yellow cab.

The new bus is a miniature copy of the latest idea in cross-country transportation —double-decking. It's 18 inches long and comes in four-color finish: silver, red, cream and white. It is said to offer exceptional play value: The destination sign can be turned to 16 different cities; wheels are demountable and interchangeable; four pieces of miniature luggage and a spare wheel are in the luggage compartment. The bus has a high-impact plastic body with a Tak-a-part motor in the rear and a Spin-Torque motor to propel it. It has nine heavy-duty white wheels, chrome hub caps, and black vinyl tires; and the front wheels turn either left or right. The steel chassis is interlocking. The box can be used as a bus depot.

The wienermobile is a new idea in toys. It's a scale model of the famous Oscar Mayer car. It also is propelled by a Spin Torque motor, and as it moves along "Oscar the Chef" moves up and down in the top of the wiener.

The yellow cab is a 1954 model Plymouth with a Spin Torque motor, yellow cab decals, a trunk billboard and a taxi sign on top. It has tinted windows, a steel chassis, black vinyl tires, a silver-lacquered grille, bumpers and lights. It is 1/25th scale of the real taxi.

The deluxe model No. 353 electric crawler tractor with transformer now includes two electric headlights, an 18-inch log chain, three logs, a new remote control panel, a wagon with rear hitch, a metal drawbar hitch and a bulldozer blade assembly that snaps on or off.

In addition, the remote-controlled electric crawler tractor is now offered with the control panel, but without a transformer for customers who wish to use the transformer they already have on hand as part of their electric train set-up.

This standard model No. 355, without transformer, has headlights, a log chain and logs, the new remote control panel, a metal drawbar hitch and snap-on bulldozer blade assembly.

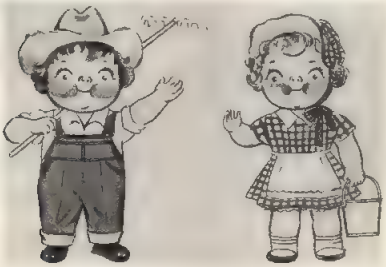
In addition to their Farmall tractor kit, Product Miniature now offers both the Plymouth sedan and the suburban in unassembled kits. The car kits include all the parts necessary to assemble the complete item plus paints and brush.

Bill and Paul Ford, owners of the Product Miniature Company, point out that the Tru-Miniature lines for 1954 have been almost completely motorized for additional play value and increased sales appeal.

Sales manager Vern Hanson says he feels sure that realism plus down-on-the-floor toy action is the kind of wholesome, educational entertainment mothers want for their children and that all these new features will help make the Tru-Miniature line "more popular than ever."

Paul (left) and Bill Ford, owners of Product Miniature.

Character Licensing Open on the Well-Known Campbell Kids



The Campbell Kids, the Campbell Soup Company's enormously popular figures and two of the most widely promoted characters in advertising history, will make news at the Toy Fair in an entirely new role—as star attractions in leading doll, puppet, toy, creative play kits and children's book lines.

Impressed by the persistently large volume of consumer mail from children and mothers who are pasting up Campbell Kid scrap books and want to locate Campbell Kid toys, the Campbell Soup Company recently decided to license the use of the Kids, without royalties, to a select number of leading firms catering to the juvenile market. Manufacturers' enthusiasm reportedly quickly broadened the initial program to include Campbell Kid licensing agreements with makers of cotton and plastic fabrics, wall paper, decals, pottery, stationery, paper napkins and many other products.

Campbell Soup Company is planning initially a multi-page promotion of all types of merchandise using the Campbell Kids in the November 1st issue of *Life Magazine*, backed by dramatic point-of-sale material and advertising in local markets and an aggressive publicity program. A barrage of direct mail to department store, variety store, hardware and supermarket outlets is planned, along with a heavy schedule of trade advertising to sell retailers on the profit advantages of staging major Campbell Kid merchandise promotions.

In the toy field, American Metal Specialties Corporation, Milton Bradley Company, Fisher-Price Toys, Inc., Gersten Brothers, Ideal Toy Corporation, Kusan, Inc., Miracle Bowl Company, Oak Rubber Company, Ohio Art Company, Plastic Innovations, Inc., Rand McNally & Company and Zany Toys are among the firms planning to feature Campbell Kid merchandise.

A birthday theme will be used for this introductory advertising push for Campbell Kid merchandise with a complete package program for store-wide promotions. This is expected to be the first of a long-range program of promotions designed to build retail sales on Campbell Kid merchandise.

A few additional licensees will be acceptable for inclusion in the initial advertising program scheduled for the November 1st issue of *Life Magazine*. Inquiries should be directed to Carl Broman, advertising department, Campbell Soup Company, Camden, New Jersey.

NEW "TERRY PLAYFOAM TOYS" INTRODUCED BY ALTA AT FAIR

The new Alta Products line of "Terry Playfoam Toys," to be introduced for the first time to the toy trade at the forthcoming toy show already scored a tremendous success when previewed in the Alta showrooms, spokesmen for the firm assert.

At present the line consists of "Harvey the Rabbit," "Paddy the Panda," "Brunie the Bear," and "Playboy the Dog." All the toys are completely washable, filled with genuine rubber covered with superior quality terry cloth and have permo set eyes. They are 10½" tall and priced to retail at $1.98.

Acceptance has reportedly been so gratifying that, already additions to the line are being contemplated. Clowns, Santa Claus' and other toys of various sizes are in the offing, to retail from $1 to $1.98.

Long recognized as a leading manufacturer of foam rubber pillows and slippers Alta has increased its production facilities more than two-fold to handle the upsurge in orders on the "Playfoam" line.

Originally introduced to the notion departments last year, the toys registered exceptionally well with buyers, country wide, the company states. However, because of limited production Alta was hesitant about "invading" the toy field. In December, when a fire devastated their Pennsylvania plant, it was decided to rebuild with sufficient capacity to service the demands of the toy market. Thus a completely modern set-up was established and the toy line became an actuality.

Present plans call for increased aid to the retailers in the form of advertising, mats, copy service, counter displays, and dealer aids.

"INDIANAPOLIS CHAMPIONS" KITS FROM BEST PLASTICS CORP.

Best Plastics Corporation of 945 39th Street, Brooklyn 19, N. Y., manufacturers of party baskets and toys, have announced a complete series of Hobby Construction Kits of all the Indianapolis 500-mile race winners. Trademarked as the "Indianapolis 500-mile champions," each kit contains

authentic scale models of the actual winners of this famous classic made of strong, smooth, high impact plastic. They will retail at 79c each.

All the parts are precision-made and the wheels have rubber tires. The first of the series, the Maserati is now ready for distribution. Other kits will follow shortly. J. J. Lattuca, president of Best Plastics Corporation, has advised that the hobby industry has been sending in volume orders and that a greater demand is expected of the toy industry. An attractive full view dealer counter display, with built-up model, is said to be available at a nominal cost.

The company will exhibit at the Toy Fair in Room 852, Hotel New Yorker.

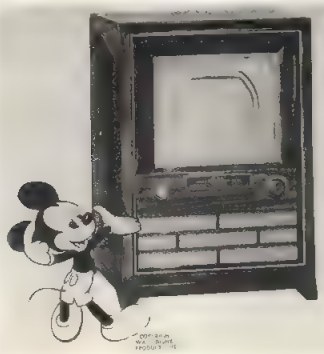
LEO UNGAR & CO. APPOINTS RESIDENT SALESMAN IN K.C.

Leo Ungar & Company, St. Louis, announces the appointment of Robert J. Curran as resident sales representative at

Robert J. Curran

Kansas City, Mo. Mr. Curran was for merly toy buyer for the Wayne Paper & Cordage Company of Kansas City, and also was formerly with the Jones Department Store of the same city. Mr. Curran will cover Missouri, Kansas and Nebraska for Ungar.

The Ungar organization announces, too, the addition of two new toy lines, Childhood Interests and The Turco Line of Gym Sets.



Disney Awarding Color TV Set

Bayshore's new bendable toys.

Fisher-Price's Donald Duck Cart and two Mickey Mouse numbers.

A LARGE 1954 R.C.A. Victor Color Television set is to be the prize for the winner of the Lucky Number Drawing sponsored by the Character Merchandising Division of Walt Disney Productions during the Toy Fair. This event is open to all buyers and executives, representing a retail or wholesale organization, who are registered at the Fair. Manufacturers or persons associated with manufacturer's affiliates are not eligible. Donald Duck will act as the receiver of all entry blanks, as he highlights eye catching ballot boxes which will be located in the showrooms of the Disney licensees exhibiting at the Fair.

The winner of this sensational prize will be one of the first persons in America to have a color television set in his home. And it will be delivered to the home of the winner, free of charge.

AMONG THE FIRST

R.C.A. Victor is recognized as a leader in the field of television and is a pioneer in the development of color television. Their color sets are equipped to receive black and white telecasts as well as color shows. At the present time they are not generally available at any price.

The Lucky Number Drawing opens on March 8th and runs through March 15th. Mickey Mouse will draw the winning number on March 16 in the presence of three impartial judges, Mrs. Maxine Livingston, Family Home Editor of *Parents' Magazine*, Frank Butler, editor of *Toys and Novelties;* and Wally Voorhees, of *Playthings*.

Buyers and executives may drop entries once in each of the Donald Duck boxes at the showrooms of Walt Disney licensees —there are more than 50 chances for each eligible person to win, but an added note is that only one ballot entry per person may be deposited in each box.

Those visitors to the Fair entering the contest will see a full assortment of Walt Disney merchandise in the showrooms of licensed manufacturers. Playing a prominent role will be new items inspired by the re-release of Walt Disney's "The Wonderful Adventures of Pinocchio," currently playing in theatres in New England and scheduled for nationwide release at Easter.

THE LINE-UP

The list of Walt Disney licensees and their showrooms, as a convenient guide for prospective entrants for the Lucky Number Drawing, is as follows:

In the 200 Fifth Avenue Building only: J. Chein & Co., Fisher-Price Toys, Gund Mfg. Co., Jaymar Specialty Co., Louis Marx & Co., Parker Bros. Inc., Peter Puppet Playthings, Russell Mfg. Co., Stephens Products, Transogram Co., Van Dan guard Corp. and Whitman Publishing Company.

In the Hotel New Yorker—Capitol Records, Elrene Mfg. Co., Simon & Schuster, Sun Rubber Co. and Sun-Vue Co.

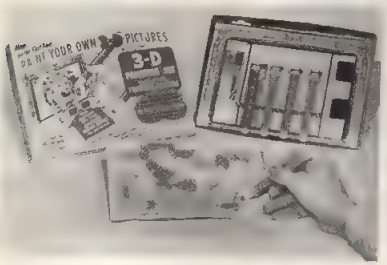
In the Hotel McAlpin, Duchess Doll Corp., Econolite, Jacmar Mfg. Co., Kohner Bros., National Leather, Plastic Playthings.

In the Fifth Avenue Building and the Hotel New Yorker—Bayshore Industries, Dolly Toy Co., Eagle Rubber Co., Gaston Mfg. Co., Highland Art Embroidery, Kestral Corp., Model Craft, Inc., Oak Rubber Co., U. S. Plastics.

In the Fifth Avenue Building and the Hotel McAlpin—Automatic Toy Co., Cadillac Toy Mfg., Ben Cooper, Inc., Hassenfeld Bros., Inc., Lido Toy Co., Neevel Mfg. Co.

In both the Hotel New Yorker and the McAlpin—Pancordion, Inc.

Kenner Offering Two Additions to their Painting Set Line



Kenner Products Company, 912 Sycamore St, Cincinnati 2, Ohio, announce that their popular Fountain Brush Painting Set line has been augmented with two distinctive new items

The American Village Paint & Build Set is described as a totally new idea in painting sets and one which uses the unique Kenner Fountain Brushes. With these Fountain Brushes young artists can paint and build a typical American village of eight buildings and houses: a court house, church, shopping center, gas station, large home and several small houses. The buildings come with the set, ready to press out of tough Kraft lined board, and are easy to set up and put together quickly The actual painting is easy to do, as all the child does is to follow the beautifully illustrated box cover and the aerial photo depicted in full color on the inside of the package. Eight Fountain Brushes—each painting a different color—come with a color tablet in each brush It is only necessary to fill them with water, pick up and paint

The reports of rapidly rocketing sales of the Kenner Fountain Brush Painting Set line prove that this new way to paint with water colors (no dipping, no spilling) has a strong appeal to youngsters and their parents. The 16 extra color refills provided with each American Paint & Build Set provide many hours of additional general painting fun and extend the age at which water colors can be used safely and cleanly. Handsomely packaged, this new Kenner product retails for $2.

Another Kenner painting set innovation ready for introduction at the Toy Fair is their new 3-D Painting Set. Described as an entirely new innovation, it enables youngsters and their fathers and mothers to actually paint their own 3-D pictures It is only necessary to follow the simple color guides that come with the set to create paintings that have an amazing depth effect, just like 3-D movies. Some objects literally seem to pop right out of the pictures, which you look at through a screen. Eight special 3-D pictures to paint by this new method (patent pending) are provided with each set, together with more Kenner Fountain Brushes, each one painting a different color. The brushes may be also used for any kind of water color painting Kenner's 3-D Painting Set can be retailed profitably for $1, and the manufacturers emphasize that pre-Toy Fair market tests assure strong consumer acceptance

In their 1954 line, Kenner Products is also introducing a companion set to their popular Fountain Brush Painting Set Consisting of four big pictures to paint, with four more practice pictures, the set includes over 60 different picture stencils for making funny combinations of faces, animals, a circus, a train, etc Introduced late last year, the Change 'em Picture and Stencil Set is rapidly attaining distribution throughout the country.

The complete Kenner Products Painting Set line can be seen during the Toy Fair in Rooms 804-806-808 with Joseph L. Stemer in attendance.

WANNER MFG. COMPANY REPORTS ON ITS LINE

Known for over 25 years for its "Lancaster" line of Carnival Batons, Whips and Canes, the Harry E. Wanner Mfg Company, of Lancaster, Pa., has become equally well known and recognized in the toy trade for its superior quality Steel Batons Low in price, they are made in the popular 18, 22, 24, and 28-inch lengths

Currently enjoying heavy sales on chain store counters is the "Super Circus" Play Time set, consisting of a red, white and blue Baton and a Circus Whip mounted on a large card from which a Ringmasters' and Drum Majorettes' hat can be cut This popular item, retailing at 59c, is actively featured on the nationwide Super Circus Television show.

"In a Pig's Eye," a fast moving party game, was successfully merchandised in 1953 and further expansion in sales is looked for this year.

Luttinger & Weil, Room 356, Fifth Avenue Building, New York City, are national sales representatives for the Harry E Wanner Mfg Company

CHAS. JACOBSEN HONORED BY NAT'L DEMOCRATIC CLUB

Charles S. Jacobsen, well-known sales representative of 200 Fifth Avenue, New York City, who is also president of the National Democratic Club, was honored the evening of January 28 at a dinner at the

Charles S. Jacobsen

organization's headquarters, 233 Madison Avenue

Mayor Robert F. Wagner, Controller Lawrence E. Gerosa, City Council President Stark, State Democratic Chairman Richard H. Balch, James A. Farley, and all county leaders headed a list of over 500 members who attended. Mr. Jacobsen was presented with a gold watch, on the back of which was inscribed the following

Charles S. Jacobsen, president of the National Democratic Club, by the members, January 28, 1954.

Mr. Jacobsen received the appointment of Honorary Commissioner of the Borough Works of Manhattan and was presented with a gold badge inscribed with the above tribute

PROCESSED PLASTIC COMPANY ANNOUNCES REDESIGNED LINE

Processed Plastic Company, 500 Rathbone Avenue, Aurora, Ill., announces its completely redesigned line of 10 high-impact polyethylene plastic toys

Featured in the line is a brand new Farm Tractor, #501, 5⅝ inches long and 3⅜ inches high by 3¼ inches wide, and

"loaded with details." Authentic, lugged rubber wheels and aluminum decoration are described as sales points

Processed Plastic, a toy field leader in dump truck design, will also show a new ultra high-styled heavy duty type truck at the Toy Fair

Descriptive literature on the entire line is available from the company

Hobbycrafts on Parade

Additions to Revell Ship Series

Copies of Chris-Craft and of the Navy's patrol torpedo boat are the latest additions to REVELL, INC.'S ship series in its plastic model construction kit line. The Chris-Craft is a double cabin flying bridge cruiser.

Both ships are authentically detailed, and each kit includes three miniature human figures. Revell is at 4223 Ocean Park Ave., Venice, Calif.

Giant Size Painting Set

For the paint-by-number enthusiasts who want to paint a huge, sweeping canvas of near-mural size, the Super Craft Master outfit is now available. The canvas measures 36" by 27"

The Super Craft Master oil painting set contains several times as many genuine oil colors as other sets on the market, according to its manufacturer, PALMER PAINT SALES, 4258 Woodward, Detroit 1, Mich. There are 90 oil colors in handy Pres-Fit" capsules, and four good quality artist's brushes. Each set also contains turpentine and overglaze.

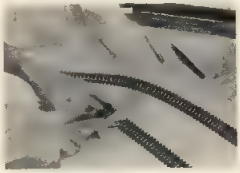
There are five different subjects to paint, each packaged in a colorful box. Retail price is $8.95

Razor Saw Set

Latest in the X-acto line of hobby tools is a new Razor Saw set, containing two razor saw blades of ¾" and 1" widths plus a No. 5 X-acto universal handle. The outfit will retail at $1.75.

The razor saw can be used for fine and accurate cross-cutting, trimming, and notching of metals, wood, and plastics; its narrow blade and fine teeth are said to reduce material waste to a minimum.

An especially practical feature is the angle at which the blade is joined to the handle, permitting closer work in corners, providing longer tool reach (overall length of 9½"), and preventing damage to the user's knuckles



The blades are replaceable: the No. 5 handle accommodates 21 different styles of X-acto blades, routers, gouges and punches in addition to the razor saw blades.

Further information is available from X-ACTO INC., 48-41 Van Dam St., Long Island City 1, N. Y.

Glamour Girl Make It Kit

Little girls will love putting together their very own necklace, bracelet, brooch, earrings or barrette. The new kit is featured by MULTIPLE PRODUCTS CORP., 55 W. 13th St., New York City, as being educational as well as amusing.

The Glamour Girl Make It Kit contains all essentials in colored plastic, together with sparkling, ruby like rhinestones, enclosed in a cellophane bag. The kits are packed six dozen to a carton, weighing 5½ pounds. Each kit retails for 39c

Model Helicopter

Latest to join Helicopters for Industry's famous line of model helicopters is the Picasecki HUP. This accurately detailed replica sells for $1.49, and is available in these colors: Army olive drab, Navy blue, Marine blue and Air Force silver with official insignia. Each easy-to-assemble kit contains polystyrene parts, display stand, detailed assembly instructions plus a fascinating history of the helicopter. Beautifully packaged in four-color box showing the HUP in dramatic action- all keyed to effective point-of-sale display. Order from your jobber and distributor, or write to HELICOPTERS FOR INDUSTRY, 111 Cathedral Ave., Hempstead, N. Y.

"Make-N-Paint"

The PLY-WAY MANUFACTURING CO. has brought out a new item in its No. 300 series, called "Make-N-Paint." It contains materials to make various animals and birds in the manner of the other Ply-Craft items. It includes five water color paints, a package of glue, paint brush, emery board, two die-cut subjects and instruction sheet with diagrams. A new feature is the package which folds into an attractive shadow box frame. If desired, appropriate scenes may be painted before mounting the subject in the frame. The suggested retail price is 49c

LEONARD SILVERMAN, *president of California Doll Corp., proudly shows his new "Sandy Squaw" mommie and dollie fashion combination to old-time doll maker, Walter Fleischaker. Phil Miller (Calif. doll plant superintendent) helps hold child's dress. Broadway Department Store, Los Angeles, staged major promotion on "Sandy Squaw" during September.*

Hero of "The Horse Thieves"

Rex Allen, cowboy star of the movies, radio and television sees himself as the hero in *The Horse Thieves,* new Tru-Vue 3-dimension thriller. Story is filmed in Tru-Vue color.

"The Horse Thieves" is one of eleven new 3-dimension children's subjects in color announced by Tru-Vue Company, Beaverton, Oregon, manufacturer of the popular Tru-Vue 3-dimension viewers and color

film cards. Also being released are two new children's albums of three subjects each, and two travel film cards.

Each of the new film cards tells a complete story in seven 3-dimension color pictures. Story titles are printed right on the film itself.

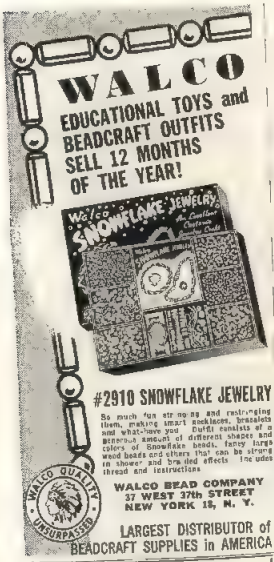
New children's subjects are: Bear Cubs Raid a Picnic, Snow White and the Seven Dwarfs, Peter Pan, Howdy Doody and Clarabell the Clown, Rex Allen and Koko in "The Horse Thieves," Circus Clowns, Circus Parade, Circus Thrills, Kitten Capers, Playful Puppies, Baby Zoo Animals.

The new Tru-Vue albums are a "circus album," containing circus clowns, circus thrills and circus parade, and "Disney Album Number Two," containing Snow White and the Seven Dwarfs, Peter Pan and Pinocchio.

New travel subjects are: Mardi Gras, and French Quarter, New Orleans.

■

• The industry will learn with sorrow of the death on Wednesday, October 20, of Ted Braitling, youngest son of the late Fred K. Braitling. The Braitling firm of Bridgeport, Conn., was for many years in the toy industry as a manufacturer of doll shoes and wigs, and left the industry in 1943. Mr. Braitling is survived by his wife, Alma.



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New and Improved Doll Stand Introduced by Mary Hoyer

The Mary Hoyer Doll Manufacturing Company of Reading, Pa., manufacturers of the nationally-advertised Mary Hoyer Dolls and doll accessories, has announced an entirely new and improved doll stand. Recently patented, it is now in production.

According to William Hoyer, partner in the firm, this sturdy, all-metal stand will not tip over and will hold a doll firmly—without the customary loose ring around the waist. Still another innovation found in the Mary Hoyer Doll Stand is a hoop that may easily be attached to the stand when the doll is displayed with a full skirt. This hoop helps to "flare" the skirt.

Stands come in two sizes for displaying a 14-inch doll—a base 4" x 3½" uprights holding a 6" diameter hoop 5" high, for displaying an 18-inch doll base 4" x 4⅛" uprights 7", and 6" diameter hoop.

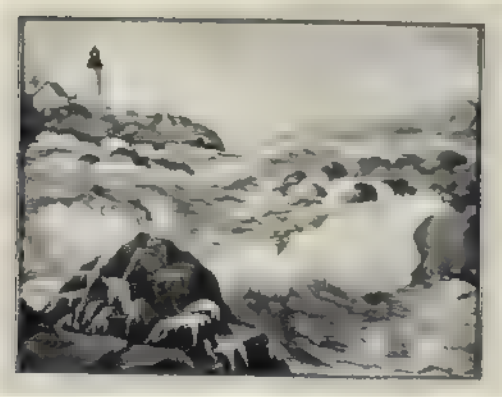
Inquiries should be directed to the firm's Reading office at 1013 Penn Street.

Play Model of Thompson Gun Newest Payton Products Item

Payton Products, 200 Fifth Avenue, New York City 10, has introduced its new Roto-Trigger Tommy Gun, a good-looking replica of the famous gun. Payton has designed this gun for the little fellow who always wants just what the bigger kids have. Parents need not fear for the safety of all concerned since this gun is made to give an exciting multiple clicker noise, and any little finger can pull the trigger no matter how small the boy. It's perfectly harmless and will not hurt friend, foe or furniture, Payton contends.

Made of high impact plastic, the Tommy Gun is detailed in black, with brown used to simulate wood. It is approximately 20" long and comes individually packed in a colorful box. Packing is one dozen to a shipping carton; weight about nine pounds. Suggested retail price is 98¢.

Hobbycrafts on Parade



Picture Craft Premier Kit

Picture Craft's new Premier Kit features a specially-developed 18-by-24-inch canvas, is coded more intricately, and includes a greater number of formulated mineral pigments in oil per kit, plus a greater number of total capsules of pigments.

Four new paintings have been adapted for the Premier Kit. Christ in the Garden, a reverent, radiant study of Our Lord in Gethsemane. Rocky Coast, highlighting the fury of dashing, churning waves, suspended in motion; Desert Sunset, a glorious, warm scene from our great southwest; and North Woods Retreat, realistically created from the cold, peaceful solitude near Anchorage, Alaska. Ralph and Loxa Grossman's actual story of how each picture was discovered, painted or photographed, and selected is included in each kit along with additional historical, descriptive material. This record may be pasted on back of the completed painting for an authentic history.

One of the newest copyrighted features of the kit is the onion skin overlay, on which is heavily imprinted the outlined numbered areas. This permits painter to check the progress of his painting areas without having to worry about certain numbers being covered up by paint.

Other improvements are, the new three-brush kit, manufactured especially for Picture Craft in West Germany from true Kolinsky sable and pure white China bristle; and Mrs. Grossman's story on "How To Paint Coded Area Kits," reprinted from a recent national trade journal issue. Retail price of the kit, manufactured by PICTURE CRAFT, 790 N. Water St., Decatur, Ill., is $6.95.

Twin Mustang Model

The fabulous F-82 is making its appearance as a control-line, fly-it-yourself scale model, available from SCIENTIFIC MODEL AIRPLANE CO., 113 Monroe St., Newark 5, N. J.

Properly named the North American F-82 Twin Mustang, the model can be powered with most of the popular small bore engines (.035 to .074). It flies with one or two engines. Pictured is the plane as the U. S. Air Force daytime fighter; the same model, finished in black, becomes the night fighter interceptor. Either way the control-line kit brings to life the beauty of the original planes.

The F-82 is complete, with all parts precision formed for easy assembly. Easy-to-follow assembly instructions are included. The model kit retails for $2.95.

All-Plastic Racer Kit

An innovation in the Monogram line, and the first of a series of such kits, is an all-plastic midget racer. The model, with fine detail, has a removable hood, realistic "Offie" engine, detailed instrument panel, gas pump, brake lever and even a driver with helmet, goggles and full racing regalia. The parts snap-fit and press-fit together, permitting easy and quick assembly.

The prototype of the model is an actual Chicago-owned midget racer which has been successful in competition throughout the country.

The model is molded in acetate plastic like other Monogram models, and can be assembled with Monogram's Mono-Glue.

Parts are protected in a sealed transparent bag and then enclosed with assembly plans in a colorful box, to retail at 98c. The manufacturer is MONOGRAM MODELS INC., 3421 W. 48th Pl., Chicago 32.

Holster Kit

A make-it-yourself holster outfit is being offered to the young cowboy and cowgirl market by JEWEL LEATHER GOODS CO., 154 Grand St., New York City 13. The maker will be proud to wear his handiwork, a genuine leather holster with a western print. The adjustable belt can be made to fit almost any child.

The Bobby Benson Holster Set, named after the youngster who rides with the B-Bar-B riders on television, retails for $2.98 without guns, $4.98 with guns.

Hobbycrafts on Parade

"American Boy" Stunt Trainer

A brand new number in the Scientific Model Airplane line is this U-control version of the stunt trainer. It's excellent for the beginner in control-line flying, since it is assembled quickly and is very easy to fly

Experts, too, can use this inexpensive model for their experimental work, for testing new flying techniques, and so on.

Designed and built for the popular small bore engines (.020 to .074), the American Boy airplane is 100 per cent complete, and entirely prefabricated It is a profile design with an 18" wingspan Manufactured by SCIENTIFIC MODEL AIRPLANE CO., 113 Monroe St., Newark 5, N. J., it retails for $1.

American Electric Wonder Pen

New efficiency is promised in a one piece woodburning pen recently developed by AMERICAN TOY & FURNITURE CO., INC., 6130 N. Clark St., Chicago 26, Ill.

The pen does away with assembling of parts, and is recommended for use by children. It heats instantly and is advertised as being "quick and easy to operate

as a fountain pen" The one-piece unit, which also eliminates replacement of parts, is guaranteed for five years. It is approved by the Underwriters' Laboratories

The American Electric "Wonder Pen" is equipped with a fixed all-purpose point for fine line, special effects and solid shading for complete amateur woodburning techniques. For professional or special work and for hobby craft on other materials, five special points, which fit over the fixed point, are supplied. The new pen is used exclusively in all of the company's woodburning sets.

American Toy & Furniture also has announced development of a new process for providing a milk white finish on woodburning plaques.

"Made-It-Myself" Shades

Latest firm to enter the "make-it-yourself" field is Shades, Inc., of New York City, with a compact unit consisting of materials for painting and making two boudoir shades.

The item is packaged in an attractive cylindrical linen case which can be used later as a carry-all or wastebasket. Each unit contains complete equipment for two shades: paints, brushes, color directions, lacings, wire frames, and a choice of either silk or parchment panels with out line drawing for color fill-ins. Among those to whom the kits will appeal are weekend guests who will enjoy a new kind of "hostess gift."

Made-It-Myself lampshades are now ready for delivery to department stores. The kit with silk shades retails for $2.98, and the kit with parchment shades, for $1.98 Both may be ordered from SHADES INC., 547 W. 27th St., New York City.

"3-D Paint Book"

The three-dimension trend has asserted itself in children's paint books now. The DEVOLAN CO., Burlington, N. J., has recently brought out a "3-D Paint Book," in which specially-treated paper is molded in three dimensions in the form of Mother Goose animals

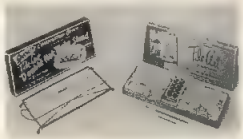
Figures marked in numbered areas are to be painted with correspondingly numbered water colors. According to the firm, it is the only company to have successfully molded paper to this half-inch depth.

The set is packaged in a unique folding carton, simulating a book, and printed in yellow, blue and red on white, plus varnish to give luster. A five-folded paint subject extends from the "book" cover Included in the set are numbered water color paints, brush and water pan on a palette, all fastened to the inside cover

Combination Offer

THE LEE ART CO., INC., 93 Elm St. Yonkers, N. Y., has combined attractive, modern trivets for hot plate or wall decoration use with "Tile-Art" ceramic tile painting sets in a new special combination package offer. It includes all three sizes of Tile-Art sets: De Luxe, Standard, and Junior. The sets contain special ceramic oil paints in shatterproof containers, brushes, cleaners, tile hangers with felt backing erasure stick and pre-sketched numbered tiles.

The De Luxe set, normally priced at $2.95, is now offered with a newly-designed trivet with protective rubber legs (regularly priced at $2.00) at a special com-



bination price of $3.95. A pre-numbered canvas is included in all De Luxe sets. Standard sets regularly priced at $2.50, combined with a double $2.00 trivet, will be offered at the special price of $3.50 The Junior Set, accompanied by a single trivet will retail for $2.50

The firm also announced that it will promote the new packaged combination offers with a national advertising campaign in all media

SPACE RANGER TV SERIES ON WNBT IN NEW YORK

Jack L. Danov, merchandising director of the Rocky Jones Space Ranger, television program, has released the news that the National Broadcasting Company is featuring the science-adventure series on Saturdays at 10:30 A.M., Eastern Standard time.

The half-hour weekly program began February 13 for four weeks and will be regularly viewed thereafter on Thursday evenings at 6:00 P.M. on the same channel.

The Gordon Baking Company, makers of Silvercup Bread, will be the program's sponsor for New York; Detroit, Chicago; Toledo, Ohio; and South Bend, Ind.

Mr. Danov states: "The overwhelming

response to the initial showings of the Rocky Jones, Space Ranger, television series, which commenced in St. Joseph, Mo., on October 2, has paved the way for a nationwide set-up."

Sixteen other cities are currently carrying the Rocky Jones, Space Ranger, show and several more are scheduled to join up.

Other regional sponsors include Johnston Biscuit Company, the Donaldson Baking Company, Buckman's Bread, Shindler's Peanut Butter, Mann's potato chips and Mayflower Milk.

Space Ranger merchandise, including the boots by the John A. Frye Shoe Company, has been released to the retail market with new licensees' products scheduled for fall delivery.

SQUIRES NOW SELLING FOR PAULMAR NOVELTIES

A recent visitor to the PLAYTHINGS office was N. Squires, formerly of the well-known doll manufacturing team of Squires & Ricklen, proprietors for many years of Acme Toy Mfg. Company of New York City. Old-timers in the toy industry will recall that some years ago Acme Dolls were well known from coast to coast.

The active and spry Mr. Squires informed PLAYTHINGS that after spending 44 years with Acme he is now selling for Paulmar Novelties Company, 37-45 W. 20 Street, New York City. He is very enthusiastic about the Paulmar line and stated that in addition to a wide range of popular-priced dolls he is also offering the trade several unique Easter items.

Three Giant-Sized Pools Added to Million-Air Line

Last season's inflatable plastic wading pool market, according to Robert Carson, general sales manager, U. S. Fiber & Plastics Corporation, 200 Lexington Avenue, New York City, proved "how easy it is to trade customers up to larger sizes."

To help dealers cash in on this trend Million-Air, he reports, has added three new giant-size three-ring pools wading pools to its line.

"This trend to larger sizes is due to the fact that parents now purchase pools in terms of family size—the larger the family, the larger the pool," Mr. Carson stated.

"And to make inflation of large pools easy, Million-Air includes an exclusive home inflating device with every large three-ring pool. This simple attachment permits inflating pools by using any standard vacuum cleaner."

Million-Air's new Super-Giant 108" three-ring round pool is 18" deep. It is made of extra sturdy 20-gauge Krene plastic. Mr. Carson contended that Million-Air's Super-Giant 108" pool has a 40 per cent lower retail price than any other 20-gauge three ring pool of the same size. It is equipped with rust proof metal valves and retails for $49.50 (#1109).

Next in size is the Million-Air Giant 60" three-ring round pool which is 12" deep. It is also made of extra sturdy 20-gauge Krene plastic. This pool (#1191) retails for $29.95, and has a decorated bottom.

A new huge 72" three-ring round pool completes the Million-Air line in the larger size pools. It is, Mr. Carson contends, 33 per cent stronger, and priced lower than any comparable size pool available. It is 12" deep, has a three-color bottom, rust proof metal valves. It (#1173) retails at $17.95.

All three Million-Air giant size three-ring pools are individually packed in two-color self selling boxes.

The Million-Air inflatable play plastics line also includes smaller round, square and oval wading pools, a complete line of Fun Splasher water toys, surf mats, inflatable boats; beach mats and vear [illegible]

REMCO APPOINTS GREENBURG

Remco Industries, Inc., 113 N. 13 Street, Newark 7, N. J., has announced that Abe Greenburg of 1206 South Maple Avenue, Los Angeles 15, was appointed to represent the company in the 11 western states.

ART GOTTLIEB REPORTS SALES "ROCKET" ON HENDO'S V-2

Shown here demonstrating the Hendo V-2 Rocket is Arthur Gottlieb, manufacturers' representative in the metropolitan

New York area and elsewhere in the east.

Mr. Gottlieb reports that the V-2 has been making a [illegible] and wholesaler who has [illegible] to be [illegible] "It figures I believe [illegible] the year's biggest sellers.

Other companies whose lines are handled in the above-mentioned area by Mr. Gottlieb are: Gold Mills Industries, Keiler Corporation, Plastic Processes, and Goody Manufacturing Company.

Management at Harett-Gilmar to Show "More for '54" at Fair

Marty Lewis, Bob Smith, Howdy and Clarabell

THE hard-hitting trio of Sy Blum, Gil Felsenthal and Marty Lewis, heads of Harett-Gilmar, Inc., are introducing their new "Wiry Dan" games with "more for '54" at the Toy Fair.

Howdy Doody's Electric Doodler, an assortment of brilliantly colorful activity games, puzzles, quizzes and mazes, will headline the Harett Gilmar 98-cent line of electric games. Second feature attraction is the series of "games with a gimmick," based on such famous children's classics as "Tom Sawyer," "Treasure Island" and "Pinocchio." Another solo spotlights are "Weav-O Rama," a completely new do-it-yourself item for children of all ages and "Traffic Jam," a distinctive board game based on auto driving operations.

Six short years ago the three boys began operations in Gil Felsenthal's basement. Their production department was the top of a ping pong table and their capital investment totaled $27. Under these circumstances they produced, at night, the novelty nite-lites they sold during the day. Their fortunes are then reported to have taken a tremendous turn for the better when a major department store ran a full-page four-color advertisement of the Harett-Gilmar items.

"The result," Marty Lewis recalls, "was a sell-out, and what was now a business hobby became a full-fledged business." The president, as sub-assembly operator, the vice-president, as final assembly operator; and the secretary-treasurer, as shipping clerk, found themselves no longer able to handle the flood of orders.

"So with our hearts in our mouths," Marty comments, "we signed a lease for a small loft."

Then, in 1951, Harett-Gilmar introduced a complete line of illuminated Christmas specialties and thereby jumped their volume to a point well beyond the capacity of their small loft. Consequently, in June, 1952, they moved to the 10,000-square-foot plant they now occupy.

Then came the "big switch."

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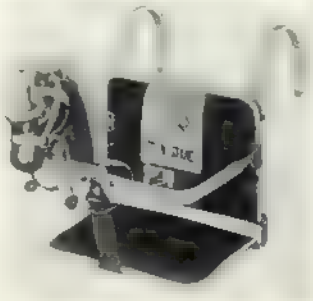

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BILL RAHKO ASSOCIATED WITH GADE AT HARCOURT

Bill Rahko announces he is now associated with H. Fred Gade of the Harcourt Company, 121 N. Marion Street, Oak Park, Ill.

Harcourt represents several leading toy

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manufacturers in the midwest, including Ny-Lint Tool and Mfg. Company, Harmonica Steel Corporation, Plastic Art Toy Corporation, Kel-Toys Corporation, Toys-Toys Supplies for Products, Leslie-Henry Company, and M. K. Enterprises.

Mr. Rahko for the past seven and a half years was with Oakes and Company in charge of their "Santa's Own Toy Book" until he resigned the first of this year.

SPACE RANGER TV SERIES ON WNBT IN NEW YORK

Jack L. Danov, merchandising director of the Rocky Jones, Space Ranger, television program, has released the news that the National Broadcasting Company is featuring the science-adventure series on Saturdays at 10:30 A.M., Eastern Standard time

The half-hour weekly program began February 13 for four weeks and will be regularly viewed thereafter on Thursday evenings at 6:00 P.M. on the same channel

The Gordon Baking Company, makers of Silvercup Bread, will be the program's sponsor for New York; Detroit; Chicago, Toledo, Ohio; and South Bend, Ind

Mr. Danov states, "The overwhelming

response to the initial showings of the Rocky Jones, Space Ranger, television series, which commenced in St. Joseph, Mo., on October 2, has paved the way for a nationwide set-up."

Sixteen other cities are currently carrying the Rocky Jones, Space Ranger, show and several more are scheduled to join up.

Other regional sponsors include Johnston Biscuit Company, the Donaldson Baking Company, Buckman's Bread, Shindler's Peanut Butter, Mann's potato chips and Mayflower Milk.

Space Ranger merchandise, including the boots by the John A. Frye Shoe Company, has been released to the retail market, with new licensees' products scheduled for fall delivery.

SQUIRES NOW SELLING FOR PAULMAR NOVELTIES

A recent visitor to the PLAYTHINGS office was N. Squires, formerly of the well known doll manufacturing team of Squires & Rickles, proprietors for many years of Acme Toy Mfg. Company of New York City. Old-timers in the toy industry will recall that some years ago Acme Dolls were well known from coast to coast.

The active and spry Mr. Squires informed PLAYTHINGS that after spending 44 years with Acme he is now selling for Paulmar Novelties Company, 37-45 W. 20 Street, New York City. He is very enthusiastic about the Paulmar line and stated that in addition to a wide range of popular-priced dolls he is also offering the trade several unique Easter items

Three Giant-Sized Pools Added to Million-Air Line

Last season's inflatable plastic wading pool market, according to Robert Carson, general sales manager, U. S. Fiber & Plastics Corporation, 200 Fifth Avenue New York City, proved "how easy it is to trade customers up to larger sizes."

To help dealers cash in on this trend, Million Air, he reports, has added three new giant-size three-ring pools wading pools to its line

"This trend to larger sizes is due to the fact that parents now purchase pools in terms of family size—the larger the family, the larger the pool," Mr. Carson stated

"And to make inflation of large pools easy, Million Air includes an exclusive home inflating device with every large three-ring pool. This simple attachment permits inflating pools by using any standard vacuum cleaner."

Million-Air's new Super-Giant 108" three-ring round pool is 18" deep. It is made of extra sturdy 20-gauge Krene plastic. Mr. Carson contended that Million-Air's Super-Giant 108" pool has a 16 per cent lower retail price than any other 20-gauge plastic pool of the same size. It is equipped with rust proof metal valves and retails for $49.50 (#1109)

Next in size is the Million-Air Giant 90" three-ring round pool which is 12" deep. It is also made of extra sturdy 20-gauge Krene plastic. This pool (#1191) retails for $29.95, and has a decorated bottom

A new huge 72" three-ring round pool completes the Million-Air line in the larger size pools. It is, Mr. Carson contends, 33 per cent stronger, and priced lower than any comparable size pool available. It is 12" deep, has a three-color bottom, rust proof metal valves. It (#1173) retails at $17.95.

All three Million Air giant size three-ring pools are individually packed in two-color self-selling boxes.

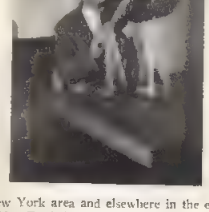
The Million-Air inflatable play plastics line also includes smaller round, square and oval wading pools; a complete line of Fun Splasher water toys, surf mats, inflatable boats; beach mats; and year 'round toys.

REMCO APPOINTS GREENBURG

Remco Industries, Inc., 113 N. 13 Street, Newark 7, N. J. has announced that Abe Greenburg of 1206 South Maple Avenue, Los Angeles 15, was appointed to represent the company in the 11 western states.

ART GOTTLIEB REPORTS SALES "ROCKET" ON HENDO'S V-2

Shown here demonstrating the Hendo V-2 Rocket is Arthur Gottlieb, manufacturers' representative in the metropolitan



New York area and elsewhere in the east

Mr. Gottlieb reports that the V-2 has been making a hit with every chain buyer and wholesaler who has had occasion to see it in action. "It figures, I believe, to be one of the year's biggest sellers."

Other companies whose lines are handled in the above-mentioned area by Mr. Gottlieb are: Gold Mills Industries, Keller Corporation, Plastic Processes, and Goody Manufacturing Company.

Management at Harett-Gilmar to Show "More for '54" at Fair

Marty Lewis, Bob Smith, Howdy and Clarabell

THE hard-hitting trio of Sy Blum, Gil Felsenthal and Marty Lewis, heads of Harett-Gilmar, Inc., are introducing their new "Wiry Dan" games with "more for '54" at the Toy Fair.

Howdy Doody's Electric Doodler, an assortment of brilliantly colorful activity games, puzzles, quizzes and mazes, will headline the Harett Gilmar 98-cent line of electric games. Second feature attraction is the series of "games with a gimmick," based on such famous children's classics as "Tom Sawyer," "Treasure Island" and "Pinocchio." And in solo spotlights are "Weav-O-Rama," a completely new do-it-yourself item for children of all ages, and "Traffic Jam," a distinctive board game based on auto driving operations.

Six short years ago the three boys began operations in Gil Felsenthal's basement. Their production department was the top of a ping pong table and their capital investment totaled $27. Under these circumstances they produced, at night, the novelty nite-lites they sold during the day. Their fortunes are then reported to have taken a tremendous turn for the better when a major department store ran a full-page four-color advertisement of the Harett Gilmar items.

"The result," Marty Lewis recalls, "was a sell-out, and what was more or less a hobby became a full-fledged business." The president, as sub-assembly operator; the vice-president, as final assembly operator, and the secretary-treasurer, as shipping clerk, found themselves no longer able to handle the "flood of orders."

"So, with our hearts in our mouths," Marty comments, "we signed a lease for a small loft."

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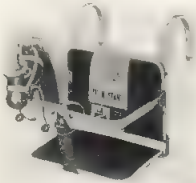

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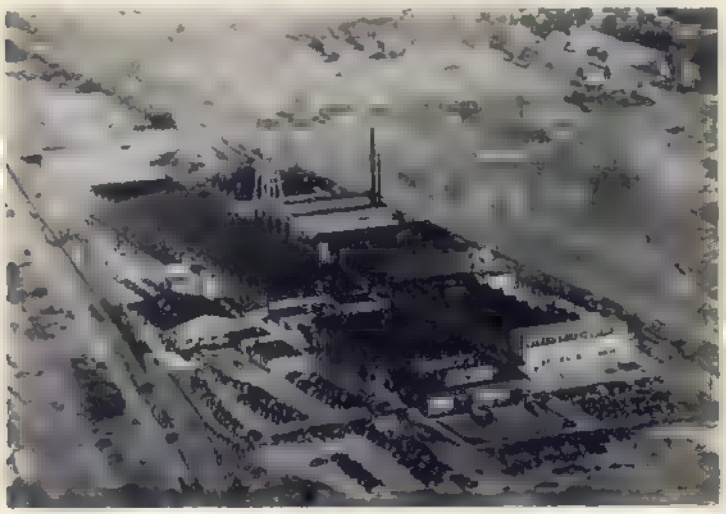
NOSCO PLASTICS *in* New Home

The president of Nosco Plastics, Inc., Erie, Pennsylvania, Harry H. Kugel, has announced that his company's transition to its recently acquired plant at 1701 Gaskell Avenue in Erie has been completed.

A former Read Standard Corporation factory, the new home of Nosco Plastics, Inc., covers



over 28 acres and has approximately 227,000 square feet in modern, one-story brick and steel buildings. Although Mr. Kugel referred to the move as a consolidation of Nosco's operations for greater efficiency, he also added that the new plant will enable Nosco to expand facilities for producing its popular toy and proprietary lines, as well as the custom molding division.

Beginning in 1936 with a 2-ounce press, Nosco has enjoyed rapid growth, and today it has presses in all sizes from 2-ounce to 60-ounce capacity. Until the recent move into its new plant, which was so smooth that practically no production time was lost, it was necessary for Nosco to house its operations in three different locations.

Full Scale Production

The firm's move at this time will permit it to maintain full scale production of its tremendous new line of toys for 1954, which will be displayed in Room 218, 5th Avenue Building, and Room 723, Hotel New Yorker, during the Toy Fair Show.

Lawrence Schmidt to Represent Dale Products

Dale Products, Inc., Columbus, Nebraska, manufacturers of the new *"Little Miss Miniature"* toy electric iron, announces the appointment of Lawrence R. Schmidt & Company of New York as its eastern representative.

The New York firm, which maintains showrooms at 200 Fifth Avenue in New York City, will sell the "Little Miss Miniature" line in New York and the New England states.

The "Little Miss Miniature" iron has a strong appeal for children because it not only looks like mother's iron, but works like it, too. Though it gets hot enough to do light ironing, it never gets hot enough to burn.

During the Toy Fair, Dale Products, Inc., will have the new iron on display in Room 1451, Hotel New Yorker.

Monday New Market Day At Western Mart

"Effective March 15, 1954, every Monday, instead of every Friday, will be *Market Day,"* stated Frank K. Runyan, general manager of the Western Merchandise Mart in San Francisco.

The decision to change from the traditional Friday Market Day was the result of a recent survey, which showed western retail dealers and buyers favoring Monday for Market Day by a margin of three to one.

In agreeing to break the precedent of almost 39 years of Friday markets, the management of the Mart stressed its willingness to meet changing conditions if better service for more people could thereby be provided.

The question of a change in semi-annual market dates from February and July to May and November was deferred for further study.

New Transogram Factory

Mifflinburg Body Works, Wilkes Barre, Pa., put up for auction, went to the Transogram Company of New York, it was announced by the Reconstruction Finance Corporation.

A high bid of $265,000 was submitted by the successful bidder, Charles S. Raizen, president of Transogram Company. He said the plant will be occupied by Anchor Toy Company, a subsidiary of Transogram. Within 60 days, the manufacture of wooden toys will begin in the plant.

Thank You

"We believe yours is the most comprehensive publication in the toy industry, both from the standpoint of informative articles, and advertising."—J. F. Poetker, wholesaler, Cincinnati, Ohio.

New Toys on Parade

New Flying Model

CLEVELAND MODEL PRODUCTS CO., Cleveland 2, Ohio, has announced the "Cloud King" soaring glider, a new sheetwood flying model.

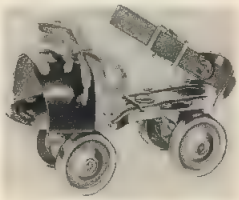
Designed for children six years old and over, the Cloud King is a three-foot model, with a profile fuselage printed on both sides. It has rudder, plastic canopy, and both weights glued in place for balance. The wings are said to be efficiently curved aerodynamically to bring out the best flying qualities of the design.

According to the company, the model will soar for hours in free flight or if flown as a kite on a thread in a moderate breeze. A rubberband is supplied with loop on one end for catapult launching. This number, RF-51, is easily put together, and retails at $1.25.

"Imp" Roller Skate

A new small roller skate called The Imp has been added to CHICAGO ROLLER SKATE CO.'s line. It is designed for the small beginner.

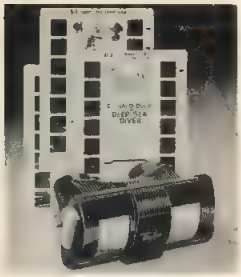
The Imp will fit the tiniest toddler, but also can be extended to take care of a youngster until he is able to use a standard skate.



Leather toe-straps, with bright red laces, lace around and protect the shoe. The heel strap is so easy-to-manage that even the smallest youngster can secure it. Plain bearing wheels roll rapidly, but not so fast as to be dangerous to the small skater.

New Tru-Vue Film

The Tru-Vue list of featured subjects gains another all-time favorite with the addition of "Pinocchio Comes to Life," taken from Walt Disney's warm-hearted version of the puppet that became a real boy. The new True-Vue item, by TRU-VUE CO., Beaverton, Ore., ties in with the re-



lease of Disney's full length animated cartoon movie, "Pinocchio."

Film cards are in color with extra large 3-D pictures, which allow film titles and story continuity to be printed on the film itself, eliminating the necessity of removing the viewer from the eyes between views.

The viewer itself, completely redesigned, has big convex windows which let in 33 per cent more light, and has optically correct, distortion-free lenses.

The viewer retails for $1.49. Film cards are 29c each, or three for 85c.

"Ranch House"

A toy to capture the imagination of any child is Ranch House, manufactured by SANDOR PRODUCTS, INC., 21333 Woodward Ave., Ferndale, Mich. Big enough to walk in or play in, the house is 48" high, 44½" long and 30" deep.

The play house door and windows open and close, and it has a complete roof and four walls. It is pictured here with one wall cut away to show the interior, but there are actually no open sides.

The house comes complete with floor pad and name plate above the door; each "rancher" can name his or her own cabin. The outside is realistically printed to simulate rustic wood construction. The inside is colorfully printed with simulated furniture, logs, bear skin, fireplace, bedstead and rifles.

Ranch House is made of 200-lb. test, extra-heavy corrugated board with reinforced stress points and is said to be strong enough to climb on.

A child can assemble it, there are four pieces and a floor pad fastened together by interlocking tabs. Ranch House retails for $7.95.

Three New Models in Revell's American Firefighters Series

Seen above are three models of the new Revell "American Firefighters" series. Each plastic construction kit for the American Firefighters now includes a team of dashing firehorses and two human figures to ride the fire engines, as well as the famous Dalmatian "firehouse dog."

The models shown are; left to right the effective Hose Reel, the 19th Century Steamer, and the Chemical and Ladder equipment.

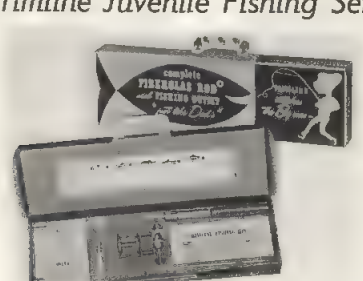
Shown also is the new enlarged box which contains a single kit, with a four-color action-filled, fight-fighting scene illustrated on its cover. To the right of the box, the plastic parts for the Chemical and Ladder are seen laid out prior to assembly.

Each introductory dealer package, containing a three-dozen assortment of kits, includes an assembled, decorated display model of each of the three fire engines, plus a full-color window display poster.

Mr. Grey revealed, "We will soon be able to announce the addition of three new pieces of fire-fighting equipment to the 'American Firefighters' series. They will include the Hook and Ladder, the Water Tower and the Aerial Ladder—all with human figures and teams of horses."

American Firefighters, which retail at 98c each (slightly higher in Canada), are manufactured by Collector's Kits, Closter, N. J., for Revell, Inc., Venice, Cal.

Trimline Juvenile Fishing Sets



The accompanying photograph shows one of the new juvenile fishing sets manufactured by Trimline Tackle Company, 211 East 141st Street, Bronx 51, New York, which the firm will display during the Toy Fair in Room 817, Hotel McAlpin.

The Trimline Junior Sportster is packaged in an eye-appealing three-color display box and comes complete with a two piece fibre glass rod, an 80-yard reel with click, turn over sinkers, hooks, lines, a float, and instruction and a fishing chart in a handled carry box. The 1954 Trimline line includes other complete fiber glass fishing sets in new boxing to retail up to $6.

COLLEGEVILLE FEATURES CARTOON COSTUMES AT THE TOY FAIR

The new line of Hallowe'en costumes and playsuits made by Collegeville Flag and Manufacturing Company, Collegeville, Pa., will include many new exclusive characters taken from popular motion picture cartoons.

Among those featured will be a group of three from the Walter Lantz studios: "Woody Woodpecker," "Andy Panda,"

and "Miranda Panda." Each is an authentic replica in true color, and exclusive with Collegeville.

Other characters shown will be five of Warner Brothers popular cartoon figures, CBS-Television's "Mr. Lookit," which is seen by millions daily; and Johnny Gruelle's "Raggedy Ann" and "Raggedy Andy." All are exclusives and licensed by Collegeville.

Over a hundred others will be shown at the Toy Fair including new novelties such as a pony, flasher lite costumes, and cowboy, military, space, Indian, and baseball paysuits. Santa Claus suits, wigs and beard sets are also in the new line.

All Collegeville costumes are treated to retard flame and are full cut. They are attractively packed in a two-piece window box.

During and after the Toy Fair the complete Collegeville line for 1954 will be seen at their permanent New York showroom and office, Room 434, 200 Fifth Avenue.

MANDELL TO REPRESENT COLUMBIA BASIN PLASTICS

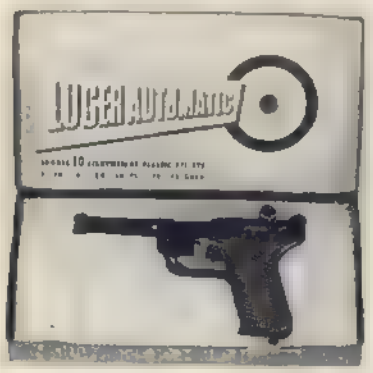
William J. Mandell, 200 Fifth Avenue, New York City, advises that his company has been appointed exclusive sales representative in the middle Atlantic states (New York to Washington, D. C.) by Columbia Basin Plastics Company, of Portland, Oregon, makers of the "Jolly Roger Boat," the "Safety Teether Rattle Top" and the "Safety Roll Back Toy."

Also announced is that the Stickless Corporation, New York City, manufacturers of the Howdy Doody Doodle Slate, are now introducing a TV Slate which "writes in three colors."

WES-KO'S SUCCESS STORY

ONE of the most remarkable success stories in the plastic toy industry can be told about Wes-ko Products, Los Angeles, and its two co-partner owners, Jules Tanzman and David Glass.

Slightly more than three years ago, Tanzman and Glass began producing a plastic piggy bank that bore the cute name of *Snooty*. Soon to follow this immediate hit was an entire family of plastic piggy banks. Not content with a mere piggy bank, a



novel tipping hat was included in the improved models. A simple device made a hat rise from the piggy's head as a coin was inserted. Today, these banks are standard in the trade and used by many firms as novel promotional pieces. There are five different sizes.

Plastic Tea Sets

Next came a series of plastic tea sets, whose unique feature was color. Wes-ko had perfected warm fiesta colors that resembled popular California pottery. Included in these sets were settings of highly polished sterling-silver-tone silverware. Their engraved appearance gave them realism rarely obtained in plastics. These sets, known as *Cindy Tea Sets*, range from 16 to 46 pieces.

Entering the toy gun field next, Wes-ko produced a *Cosmic Jet* water pistol after perfecting a simplified pump mechanism following eighteen months research. Because it was pocket-size, leak-proof and had great capacity, the Cosmic Jet attained great success.

Once in the toy gun field, Wesko seemed to strike another bonanza . . . this time in the production of strikingly realistic replicas of popular weapons.

First to sweep the country, less than a year ago, was their *Tommy Gun*. This copy of the famed Thompson automatic submachine gun fired twenty-five light weight plastic balls as fast as the trigger was pulled. The use of die-cast metal moving parts, together with high impact Styron "475", made the gun practically indestructible.

Luger Automatic

Next was their *Luger Automatic*. Two-thirds the size of the original German pistol from which it was copied, this gun, too, had an amazing likeness to the real thing. It was capable of firing ten plastic pellets with as great rapidity as the trigger could be pulled and released.

Now ready for distribution, and promising to take their places among best sellers as have their forerunners, are Wes-ko's new Carbine rifle and Forty-Five Automatic pistol. They fire harmless plastic pellets, too.

Even disaster could not hold back the progressive spirit of Tanzman & Glass. A few months ago, fire destroyed a great section of the Wes-ko plant, but within a few days, the production line was busy again, in a makeshift set-up in a vacant building across the street.

Other items included in the extensive Wes-ko line are: Floating Ducks, Cutie Fish, Thread Box, Poker Chips and Ray-O-Matic Target Pistol.

Better Quality Toys

The design and perfection of the mechanically - operated toys is due to the genius of Serge Abagoff, who has worked closely with Tanzman and Glass in presenting better quality toys at lowest possible prices. Abagoff, internationally known, heads the Seda Inventions Development Corporation of Los Angeles.

The Wes-ko plant is located at 3536 Union Pacific Avenue, Los Angeles. The line will be displayed at the Toy Fair in Room 814, Hotel New Yorker.

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New Sales Manager

HAROLD V. DORGAN, former fishing tackle and gun buyer for Firestone Tire and Rubber Company, has been appointed to the newly created post of sales manager for the New York Toy and Game Manufacturing Corp. and its subsidiary, the Lawrence Tackle Manufacturing Corp. Herbert Rubin, president of the company, just made the announcement. Prior to buying fishing tackle and guns, Mr. Dorgan was associated with J. J. Riedel as toybuyer for Firestone. Congratulations!

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• The village of Wilmette, Illinois, has amended its zoning ordinance to permit the building of a shopping center on the western end of the village by Carson Pirie Scott & Co. There had been four years of discussion on the rezoning issue.

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Slightly more than three years ago Messrs. Tanzman and Glass began producing a plastic piggy bank called Snooty, "an immediate hit," the partners aver Then came an entire family of plastic piggy banks Not content with just a piggy bank, the partners included a novel tipping hat in the improved models It was a simple device that made the hat raise from the piggy's head as a coin was inserted Today, these banks are considered standard in the trade and are used by many firms as novel promotional pieces There are now five different sizes

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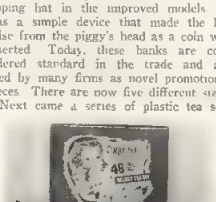


the unique feature of which was color Wes-ko had perfected warm fiesta colors that resembled popular California potters Included in these sets were settings of highly polished sterling silvertone silverware. Their engraved appearance gave them a realistic appearance. These sets, known as Cindy Tea Sets, range from 16 to 46 pieces

Entering the toy gun field next, Wes-ko produced a Cosmic Jet water pistol incorporating a simplified pump mechanism, the result of 18 months research. Because it was pocket-size, leak-proof and had great capacity, the Cosmic Jet attained great success, the manufacturer states

Once in the toy gun field, Wes-ko is reported to have struck another "bonanza this time in the production of realistic replicas of well-known weapons

First, introduced less than a year ago, was their Tommy Gun. This copy of the famed Thompson Automatic Sub-Machine Gun fired 25 lightweight plastic balls as fast as the trigger was pulled. The use of die-cast metal moving parts together with high impact Styron "475" reportedly made the gun practically indestructible

Next was their Luger Automatic. Two-thirds the size of the original German pistol from which it was closely copied, this gun was capable of firing 10 plastic pellets with as great a rapidity as the trigger could be pulled and released

Now ready for distribution are Wes-ko's new Carbine rifle and Forty-Five Automatic pistol. They fire harmless plastic pellets too

Even disaster could not hold back the progressive spirit of Messrs. Tanzman and Glass A few months ago, fire destroyed a great section of the Wes-ko plant, but within a few days the production line was busy again, in a make-shift set-up in a vacant building across the street

Other items included in the extensive Wes-ko line are: Floating Ducks, Cutie Fish, Thread Box, Poker Chips and Ray-O-Matic Target Pistol.

The design and perfection of the mechanically operated toys is the province of Serge Abagoff, who has worked closely with Messrs. Tanzman and Glass in presenting quality toys at popular prices. Mr Abagoff, internationally known, heads the Seda Inventions Development Corporation of Los Angeles

The entire Wes-ko line will be displayed at the Toy Fair in Room 814 of the Hotel New Yorker

ATLAS DISTRIBUTORS, INC., TAKES OVER BUILDING IN NEW HAVEN

Now renting an entire building is Atlas Distributors, Inc., 812 State Street, New Haven 11, Conn., a toy, gift and novelties wholesaler which opened for business in a small store location on May 1, last year

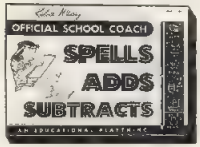
According to J. Slott, president, the new showroom and warehouse contain some 9,000 square feet, 1,400 of which is devoted exclusively to display space. "With pegboard walls and asphalt flooring, we feel our showroom is one of the most attractive in the state," Mr Slott comments. "A $3,600 investment, the expansion we feel, will more than pay for itself—and quickly." Among our lines are those of Hassenfeld Bros., Ideal Toy, Saalfield and Barr Rubber We are hopeful that, soon, many other such top-flight toy manufacturers allow us to act as distributors for them."

LISBETH WHITING'S SCHOOL COACH, BRACELET BANGLES

An excellent trade response to Lisbeth Whiting's two new items, the Official School Coach and Bracelet Bangles, was reported by Randy Patterson, general sales manager of Lisbeth Whiting Company, Inc., of 175 Fifth Ave, New York

'Both items are outstanding hits," said Mr Patterson, "because they are beautifully packaged in keeping with the Lisbeth Whiting line and are attractively priced an unbeatable combination for good sales in all season

"The Official School Coach is, to our



knowledge, the only combination in the toy industry that spells, adds and subtracts, while retailing at the low price of $1. The item is a large size, boxed unit, 15 x 10½", in full vibrant color and composed of nine wheels which are ingeniously arranged to provide endless hours of enjoyment, entertainment and education. Many important and exclusive features are present in this set, a triple combination that correctly teaches spelling, adding and sub-

tracting," Mr Patterson concluded

Lisbeth Whiting's Bracelet Bangles, which retails for $1.79, is kit which enables a child to make four cute and charming bracelets. After extensive research and planning, Lisbeth Whiting has assembled four series of jewelry items which are figured to captivate every young lady. First, a series of authentic grocery miniatures such as tiny boxes of Aunt Jemima Pancake Flour, Ritz Crackers, small bottles of Coca-Cola, Heinz Ketchup, jars of Karo Syrup, cans of Campbell's soups, etc.; second, a collection of miniature popular records, fully labelled on both sides like the real ones; third, an assemblage of sculptured comic characters, and, fourth, a series of attractive 24-karat gold plate designs

A very important element of Lisbeth Whiting's Bracelet Bangles is that each one of the jewelry items is individually heat-sealed in cellophane, which prevents the charms from being displaced. An extra bonus is incorporated in the Bracelet Bangles kit in the form of an interesting game called "Niagara," cards for which are included in the set

MARTIN LEVIN NAMED DIRECTOR OF TREASURE AND WONDER BOOKS

Martin Levin has been elected to the board of directors of Treasure Books, Inc., and Wonder Books, Inc. He also serves as sales manager for both these firms

Mr Levin joined Wonder Books in January, 1950, as administrative assistant and

Martin Levin

was responsible for liaison between Wonder Books and Curtis Circulation Company. He was appointed assistant sales manager in March, 1951 and sales manager in June, 1952

Before joining Wonder Books, Mr. Levin held various executive positions in the Federal Government

OVER 150 "LOCK-ROOT" MACHINES SOLD TO TRADE

Ted Field, of Baby Barry Toy Company, reports that in the space of little more than six months the Doll Machine Manufacturing Corporation—organized by him—has sold over 150 machines for the "Lock-Rooting" of doll hair

"This machine," states Mr. Field, "was the result of considerable research on the part of myself and two aeronautical engineers It is truly a marvel of simplicity and construction, necessitating very little attention once it's been broken in It sews hair into the head of a doll, cuts the hair to the desired length and opens and closes the distance between stitches all in a single operation. No chemicals are used either inside or outside the head to mar the natural brilliance of the yarn or to cause it to be brittle upon combing.

"The Doll Machine Manufacturing Corporation," Mr. Field continues, "helps the purchaser by actually placing him in business. We train the girls to sew the heads, train a man to maintain and oil the machines, teach the purchaser how to rewind the yarn, comb the hair after it's stitched, teach the girls how to make proper coiffures—in other words, do everything else we can think of to guarantee the success of the operation"

This method of installing doll hair is called the "Lock-Rooted" process, and all purchasers of the machines who follow the procedures recommended by the manufacturer are permitted to use insigne certifying that the doll heads were made in accordance with the Lock-Rooted system

New BMC Kiddie Tractor Takes All 5 Attachments

BMC Manufacturing Corporation, Binghamton, N. Y. has announced a new model in its well-known line of juvenile tractors

The new Kiddie Tractor, already in production, and designed to sell in the low price field, is chain driven with ball bearings in the sprocket assembly and rear frame. Large semi-pneumatic tractor type tires are mounted on sturdy double disc wheels and the free turning front wheel has self-lubricating nylon bearings. The large bucket type seat is adjustable and a trailer hitch is provided

This model will take any of the five BMC attachments—Trailer, Dump Cart Scoop-Shovel, Bulldozer, and Fire Fighter The Kiddie Tractor is finished in brilliant red baked enamel with black and white trim. Self locking cap nuts are on the pedal rod and axle ends

Shillman's Doll Clothes

The accompanying photo depicts one of the many attractive featured displays of the comprehensive line of doll clothes and gift box sets manufactured by M. & S Shillman, 122 Harrison Place, Brooklyn 5, N. Y., that have been appearing in leading stores throughout the country

Says Mr. Shillman, "When we went into business almost 30 years ago as specialists in the manufacture of doll clothes we were practically alone in the field However, our pioneering work has borne fruit and today more and more toy buyers are finding that it pays to promote doll clothes and gift box sets, not only during the concentrated Christmas selling period, but right through the year. When some of the biggest stores in the country have so conclusively found that it pays to devote real space to the display of doll clothes it certainly shows that the volume sale potential for this type of merchandise is present—if it will only be cultivated."

For the coming year the Shillman firm has designed and prepared a bigger than ever line of doll clothes and gift box sets which will be on display during the Fair in Room 1446, Hotel New Yorker

"Zippy the Chimp" AND "Windy the Dog"

Wight Rushton and Mrs. M. P. Rushton take orders on their Howdy Doody items—Windy, the Dog, and Zippy, the Chimp —while the real Zippy busily adds sales figures.

THIS year a master designer and executor of design, Mrs. Rushton, of the Rushton Company, Atlanta, Georgia, has tied-in two of her new stuffed toy offerings with characters on the nation-wide television show. *"Howdy Doody,"* said to be America's number one television show for children. The *Howdy Doody* show claims an audience of 15 million people each day for its five-day a week, 52-week show. There are also *Howdy Doody* comic book, record and

Wight Rushton with Zippy the Chimp and the Rushton counterpart, Zippy the Chimp.

film mediums. Kagran Corporation, New York City, is the licensor of *Howdy Doody* products. This is a first national tie-in for the Rushton Company.

Exact Counterpart

First of these is *"Zippy the Chimp."* So lifelike is he, that the real "Zippy" might seem a counterpart. In fact, when "Zippy" viewed his Rushton likeness during Toy Fair, he thought it was his twin! This likeness comes in two sizes—21 inch and 15 inch to retail at $10 and $7, respectively. He's dressed in red corduroy pants with green button adornment, wears a jersey "T" shirt and carries a flag pennant inscribed, *"Zippy—Howdy Doody."* He's made of shaggy plush with vinyl ears, face, hands and shoes and boasts the master Rushton touch. Along with *Chubby Tubby,* introduced in 1952, he's one of the Toy Guidance "104 Prestige Toys."

Which is Real?

Other Howdy Doody character is *"Windy, the Dog,"* a sheep dog executed with an extra-long pile shaggy rayon plush with gray markings which blend in. He wears a *Howdy Doody* cap, has vinyl snout and felt stopper paws. Long strands of rayon-like material which fall over the face are the final realistic touch of the artist here. He comes in three sizes—12 inch to retail at $5, 15 inch to retail at $8, and 18 inch to retail at $12. Also, he comes in two positions—sitting and lying.

Jingle Dingle Doll

Rushton has also tied-in with Jason Comic Art's *Jingle Dingle* in its Jingle Dingle doll replica, colorful, detailed likeness in plastic material to retail at $2. A merchandising personality, *Jingle Dingle* is called "The sprite of good cheer" and appears on television as Dumont's singing weatherman; in comic strips as Santa's number one helper; in a special Christmas feature; and in a hit Christmas song recorded by Julius La Rosa and other top artists.

Nellybelle Horse

Another new design by the creator of Chubby Tubby, a '52 hit; Chico, a '53 success, and now, in 1954, Zippy the Chimp and Windy, the Dog, is the *Nellybelle* horse. A floppy animal that comes in a new type of short pile, which is brown color with white markings, she has vinyl hoofs, face and ears with white yarn mane. Bells are attached to the felt harness. Bridle is also of felt. The smaller size, with blue and white felt harness is to retail at $7. The 23 inch size, with yellow and blue harness, will retail for $12.

■

• B. F. Goodrich *"Koroseal"* giant-size rigid wading pool was the subject of a Titche-Goettinger advertisement run in the *Daily Times Herald* of Dallas, Texas, on April 5.

This same issue also carried a two-column ad of The Play Yard which featured Gym-Dandy outdoor gyms as "a complete playground." Special service offer to deliver and set up the gym free of charge was made. The Play Yard also offers free sand with its sandboxes.

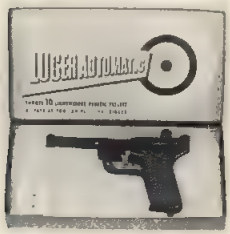
■

• Robinson's, Beverly Hills, Calif., department store, advertised a backyard gym set at $34.44, at about the same time, with payments of $1 down and $1 a week. Regular price was stated as $52.95.

WES-KO'S SUCCESS STORY

ONE of the most remarkable success stories in the plastic toy industry can be told about Wes-ko Products, Los Angeles, and its two co-partner owners, Jules Tanzman and David Glass.

Slightly more than three years ago, Tanzman and Glass began producing a plastic piggy bank that bore the cute name of *Snooty*. Soon to follow this immediate hit was an entire family of plastic piggy banks. Not content with a mere piggy bank, a



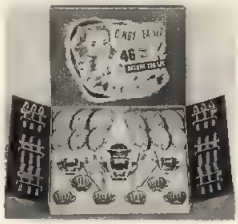
novel tipping hat was included in the improved models. A simple device made a hat rise from the piggy's head as a coin was inserted. Today, these banks are standard in the trade and used by many firms as novel promotional pieces. There are five different sizes.

Plastic Tea Sets

Next came a series of plastic tea sets, whose unique feature was color. Wes-ko had perfected warm fiesta colors that resembled popular California pottery. Included in these sets were settings of highly polished sterling-silver-tone silverware. Their engraved appearance gave them realism rarely obtained in plastics. These sets, known as *Cindy Tea Sets*, range from 16 to 46 pieces.

Entering the toy gun field next, Wes-ko produced a *Cosmic Jet* water pistol after perfecting a simplified pump mechanism following eighteen months research. Because it was pocket-size, leak-proof and had great capacity, the Cosmic Jet attained great success.

Once in the toy gun field, Wes-ko seemed to strike another bonanza . . . this time in the production of strikingly realistic replicas of popular weapons.



First to sweep the country, less than a year ago, was their *Tommy Gun*. This copy of the famed Thompson automatic submachine gun fired twenty-five light weight plastic balls as fast as the trigger was pulled. The use of die-cast metal moving parts, together with high impact Styron "475", made the gun practically indestructible.

Luger Automatic

Next was their *Luger Automatic*. Two-thirds the size of the original German pistol from which it was copied, this gun, too, had an amazing likeness to the real thing. It was capable of firing ten plastic pellets with as great rapidity as the trigger could be pulled and released.

Now ready for distribution, and promising to take their places among best sellers as have their forerunners, are Wes-ko's new Carbine rifle and Forty-Five Automatic pistol. They fire harmless plastic pellets, too.

Even disaster could not hold back the progressive spirit of Tanzman & Glass. A few months ago, fire destroyed a great section of the Wes-ko plant, but within a few days, the production line was busy again, in a makeshift set-up in a vacant building across the street.

Other items included in the extensive Wes-ko line are: Floating Ducks, Cutie Fish, Thread Box, Poker Chips and Ray-O-Matic Target Pistol.

Better Quality Toys

The design and perfection of the mechanically - operated toys is due to the genius of Serge Abagoff, who has worked closely with Tanzman and Glass in presenting better quality toys at lowest possible prices. Abagoff, internationally known, heads the Seda Inventions Development Corporation of Los Angeles.

The Wes-ko plant is located at 3536 Union Pacific Avenue, Los Angeles. The line will be displayed at the Toy Fair in Room 814, Hotel New Yorker.

♦

New Sales Manager

HAROLD V. DORGAN, former fishing tackle and gun buyer for Firestone Tire and Rubber Company, has been appointed to the newly created post of sales manager for the New York Toy and Game Manufacturing Corp. and its subsidiary, the Lawrence Tackle Manufacturing Corp. Herbert Rubin, president of the company, just made the announcement. Prior to buying fishing tackle and guns, Mr. Dorgan was associated with J. J. Riedel as toybuyer for Firestone. Congratulations!

♦

• The village of Wilmette, Illinois, has amended its zoning ordinance to permit the building of a shopping center on the western end of the village by Carson Pirie Scott & Co. There had been four years of discussion on the rezoning issue.

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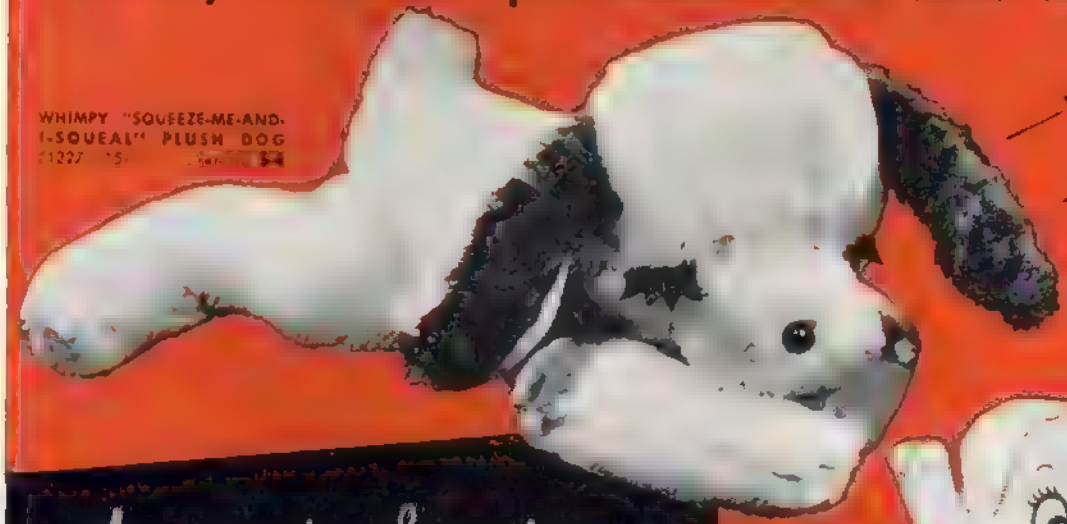
A FAST MOVING ITEM! A FAST MOVING GAME! A profit-proven year-round staple. It's high adventure crammed with knowledge of foreign countries, cities and products. Played on giant 30" x 16¼" two-fold playing board, contestants, 6 to 14 years old, find fun and excitement packed into this sensational globe-girdling game. Packed in full color display box, PIRATE & TRAVELER retails for $2.00 and is a proven way to profits for hustling dealers.

LOOK FOR THE PACKAGE WITH THE KEY
.....YOUR KEY TO MORE SALES

Made in Canada by Somerville Limited, London, Canada.

the way to sell these profit-makers is to show 'em . . .



WHIMPY "SQUEEZE-ME-AND-I-SQUEAL" PLUSH DOG

HUG-ME-TIGHT PLASTIC ELEPHANT

the way to show 'em is to

PLACE YOUR ORDER NOW

Artistic TOY COMPANY

manufacturers of lovable stuffed dolls and animals in plush, terry cloth and plastic

S. E. Cor. 3rd & Cambria Sts., Philadelphia 33, Pa.

A Hundred FAST-SELLING Items . . . Send For Your Artistic Color Catalog Today

WASHABLE PLUSH DOG

FILLED TERRY CLOTH HORSE

the way to sell these profit-makers is to show 'em . . .

WHIMPY "SQUEEZE-ME-AND-I-SQUEAL" PLUSH DOG
#1227—13" .....retails $4

Yelp
gr-r-r
yi-i

the way to show 'em
is to
PLACE YOUR ORDER NOW

Artistic TOY COMPANY

manufacturers of lovable stuffed dolls and animals in plush, terry cloth and plastic
S. E. Cor. 3rd & Cambria Sts.
Philadelphia 33, Pa.

A Hundred FAST-SELLING Items . . . Send for Your Artistic Color Catalog Today

HUG-ME-TIGHT PLASTIC ELEPHANT
..... retails $3

WASHABLE PLUSH DOG
229—9½" ... retails $2
#1139—14" ....retails $3

WASHABLE, FOAM RUBBER FILLED, TERRY CLOTH HORSE
86—21" ..... retails $3
#106—31" ..... retails $5

Whimpy is a WOW!

see this great new

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and all the other Artistic Triumphs—exciting new stuffed dolls and animals for year 'round selling—

AT THE TOY FAIR

ROOM 420-422 HOTEL McALPIN

"WHIMPY"

gets noisy when you disturb his snooze . . whimpers affectionately when he's caressed . . and squeals with delight when pinched!

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makers of lovable stuffed dolls and animals of plastic and plush

the way to sell these profit-makers is to show 'em . . .

1-SQUEAL" PLUSH DOG
#1227—15" ..... retails $4

Yelp
gr-r-r
yi-i

the way to show 'em
is to
PLACE YOUR
ORDER NOW

Artistic TOY COMPANY

manufacturers of lovable stuffed dolls and animals in plush, terry cloth and plastic.

S. E. Cor. 2nd & Cambria Sts.
Philadelphia 33, Pa.

A Hundred FAST-SELLING Items . . . Send For Your Artistic Color Catalog Today

HUG-ME-TIGHT PLASTIC ELEPHANT
#695 9 retails $1
13 retails $2

WASHABLE PLUSH DOG
229—9½" ... retails $2
#1139—14" ... retails $3

WASHABLE, FOAM RUBBER FILLED TERRY CLOTH HORSE
86—7" ..... retails $1
#166—11" ..... retails $2

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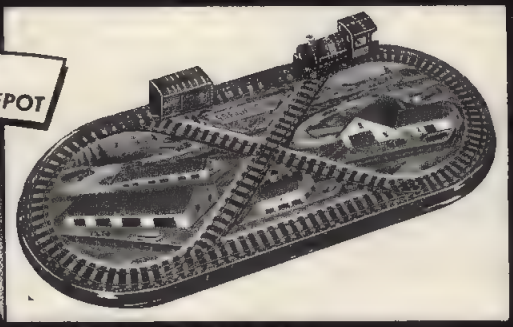
Some of many New.. Automatic TOYS

it's New! FREIGHT DEPOT



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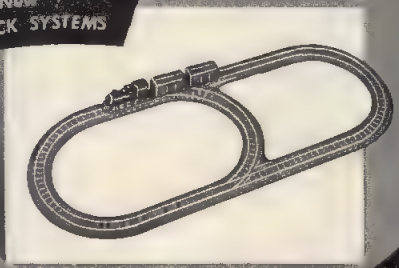
- UNION STATION
- ROCKET SPACE SHIP
- MAGIC CROSSROADS
- JATO AIRPLANE
- TELEVISION SET
- MECHANICAL ALLIGATOR

it's New! MISS-CHIEF

it's New! TRACK SYSTEMS



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ROOM 418

Sole Sales Representatives

HENRY KATZ

FACTORY LINES INC

ROOM 540

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Paint by Numbers!!
Sails Ahoy
Flora Bouquet
. . . many, many beautiful new
PAINT-BY-NUMBERS and PAINT-A-TOLE subjects
and items now ready. See them at our showrooms!
ANOTHER
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Factory and offices: 128 Middleton St., Brooklyn 6, N. Y.
Showrooms: 200 Fifth Ave., New York
Toy Show,
Permanent Showroom
Room 557 at 200 5th Ave.
Room 824 at the New Yorker

New Toys on Parade

Picture Carving Set

"3-D Picture Carving in Wood," a modernized and simplified version of the ancient art of carving, has been introduced by X-ACTO, INC., 48-41 Van Dam St., Long Island City 1, N.Y.

The kit contains three pre-sketched, pre-coded wood panels, an X-acto universal knife handle with interchangeable knife and gouge blades, six bottles of enamel paints, wood sealer, thinner, two paint brushes, and complete instructions. The pictures are an 8" x 10" farm scene, and two 5" x 8" scenes, one of an animal and the other of a sail boat.

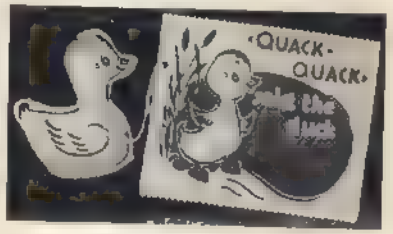
The combination of two projects in one, carving and painting, results in good-looking pictures with the third dimension of depth.

Picture Carving will retail at $3.95.

New Hudson Series

Series Two in its Lil' Old Timers line has been announced by HUDSON MINIATURES Scranton, Pa. The plastic "quickie kits" are now available in a 1902 Packard "Landaulet," a 1910 White "Opera Coupe," a 1933 Autocar "Surrey," and a 1914 Chevrolet "Royal Mail Roadster."

Newest of the Hudson Old Timers autos is a 1904 Stevens-Duryea, with Stanhope body, folding front seat and Victoria top.

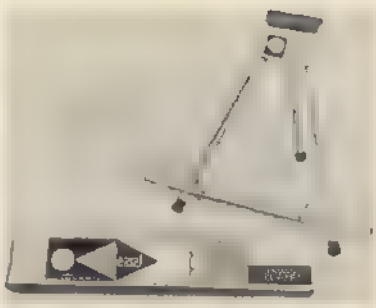


"Quack, Quack, Said the Duck"

The newest cloth book being produced by PEGGY CLOTH-BOOKS, INC., 109 Worth St., New York 13, N. Y., has a little duck companion to go along. The foam-rubber-stuffed duck has a voice which will withstand tub dunkings and, after drying, go right on quacking as often as he is squeezed.

The book alone, entitled "Quack, Quack, Said the Duck," sells for $1.25; the book with stuffed noisy duckling retails at $1.59.

One free cloth bookmark is given by the firm with each new title ordered. Suggested use is as a give-away to older children customers.



"Royal Easels"

A complete line of easels has just been introduced by LORD & FREBER, INC., 6356 De Longpre Ave., Hollywood, Calif. Called Royal Easels, the line includes both table and floor models for painting and sketching use. They are especially suited for paint by-number painting sets, convalescents who paint in bed, etc.

The easels are of rigid hardwood construction, are easy to assemble and adjust, fit any size painting, and have an adjustable tilt feature. The four Royal Easel models currently being manufactured by Lord & Freber, Inc., are: "The Jester," 15" table model, $2.50 list; "The Queen," 22" table model, $2.95 list; "The Duke," 36" table model, $3.95 list; "The King," 60" floor model, $8.95 list. Deluxe models are available with lamp attachment.

"Kiddie Tractor"

BMC MANUFACTURING CORP., of Binghamton, N. Y., has announced a new model in its line of juvenile tractors.

The new Kiddie Tractor, already in production, is designed to sell in the low price field. This model is chain driven with ball bearings in the sprocket assembly and rear frame. Large semi-pneumatic tractor type tires are mounted on sturdy double disc wheels and the free turning front wheel has self-lubricating nylon bearings. The large bucket type seat is adjustable and a trailer hitch is provided.

This model will take any of the five BMC attachments—Trailer, Dump Cart, Scoop-Shovel, Bulldozer, and Fire Fighter. The Kiddie Tractor is finished in brilliant red baked enamel with black and white trim. Self-locking cap nuts are on pedal rod and axle ends.

"Toters"

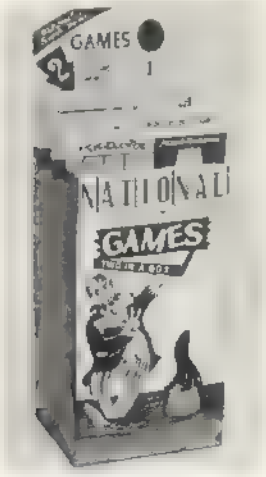
HORTON HANDICRAFT CO., Farmington, Conn., has added impetus to the make it-yourself movement with two "tote" bags to be assembled.

Both bags are cut from fine full-grain tooling cowhide with solid brass hardware attached. All parts are furnished complete with lacing holes pre-punched. Full, illustrated instructions for assembling are furnished, along with tooling instructions to personalize each handbag. Both include a monogram sheet of Old English lettering.

T-3 Tote Bag for Tots is in lipstick-red, with saddle tan-red lacing. It will retail at $2.98, and comes packed 12 to a carton. T-5 Tote Bag for Teens is in saddle-tan and will retail for $4.98. It is packed six to a carton.

RETAILERS LAUD NAT'L GAMES SELF-SERVICE FLOOR UNITS

That retailers everywhere are beginning to emulate the supermarket in its use of self-service, mass-display floor merchandising units, is a fact reportedly established by trade reaction to a compact floor unit recently introduced by National Games, Inc., of West Springfield, Mass. The company is a prominent designer and producer



of boxed games, activity sets and educational pastimes for adults and children.

The unit illustrated here is representative of the type said to be preferred by progressive retailers. It displays 12 different games, all retailing at either 39c or 49c and all price-marked. This particular group consists of cellophane-protected boxes, gayly-colored and decorated, each containing two different games. Both the box-tops and bottoms are brightly printed so that either side can be displayed.

A floor merchandiser of this type includes approximately $30 worth of games at retail value, all scientifically selected following actual research as to the sales ratio of each specific style number

DELUXE CRAFT MASTER SET DEMONSTRATED ON TELEVISION

"Television, the super-sales medium, is now available to all Craft Master dealers," Marvin Elson, general sales manager of Palmer Paint Sales Company, Inc., has announced. Two one-minute spot announcements have been filmed by the W. B. Doner & Company, Detroit, to promote Palmer's recently introduced Deluxe Craft Master paint-by-number set.

"With the introduction of these television films," Mr. Elson continued, "promotion aids for every advertising medium are available to our dealers free of charge."

The ease of painting a Deluxe Craft Master and its professional appearance are demonstrated in both films as the completed painting magically appears from the outlined canvas of "Country Lane."

Films are loaned to dealers on request.

Further information can be had by writing: Advertising Department, Palmer Paint Sales Company, Inc., 4258 Woodward Avenue, Detroit 1, Mich.

Road King Coaster Wagon Latest Addition to BMC Line

BMC Manufacturing Corporation, Binghampton, N. Y., subsidiary of American Machine & Foundry Company, has announced the addition of the Road King coaster wagon to the BMC line of juvenile wheel goods.

A free-turning, front gear which makes steering easy and a specially-designed sturdy handle are features of the Road King. In addition to the rugged construction of heavy gauge steel with embossings and reinforced brakes for maximum strength, the coaster wagon has a safe, wide-curled rim.

The welded, double-disc wheels have self-lubricating nylon bearings and 10"x1¾" semi-pneumatic tires. The box is 35" long, 17" wide, and 4½" deep.

All finishes are high gloss, scuff-resistant baked enamel. The box and wheels are red, the handle and undercarriage black, and the hub caps silver.

Vests and Chap Skirt Sets Offered by J. Halpern Co.

Featured above are two new playsuits offered by the J. Halpern Company, 810 Penn Avenue, Pittsburgh. They are the Smoky Joe Chap and Vest Set, #550, for boys; and the Vest and Skirt Set, #560, for girls—both made of durable suedine for long wear. Additionally, they are fully cut and adjustable to size.

Designed attractively in light tan suedine with rich decorations of striking black and red stencil designs on the vests, chaps, and skirts, they are extremely attractive and believed to Halpern have headed for profitable buyer popularity.

They are made to retail profitably for $2.49.

Dennis the Menace Inflatables in Production at Ideal Toy

The first inflatable Dennis the Menace Toys have been placed on the market by Ideal Toy Corporation, 200 Fifth Avenue, New York City 10.

One, a Bowling Game, comes with six inflatable pins and an unpredictable [illegible] rolls in uncontrollable directions. Each numbered pin, 12" high, is a [illegible] of Dennis himself, in a characteristically impish pose. The game retails for $2.

The other items are Roly, an 18" high inflatable version of Dennis that always bounces back to an upright position, and the Dennis the Menace Bop Bag, which comes in two models, a 42" [illegible] and invariably comes back for more, no matter how hard it is struck, over. Roly retails for $1, the larger Bop Bag for $5 and the smaller one for $3.

Appearing in more than 350 domestic and foreign newspapers, Dennis has endeared himself to an estimated 80 million readers.

Four Subjects for Painting Avalon's Tole Basket

Of course, of the growing appeal hobby crafts are coming to have for adults, Avalon Manufacturing Company, 128 Middleton Street, Brooklyn 6, N. Y., is producing in quantity its recently introduced Paint-A-Tole Basket.

Painted "by the numbers," the basket is an attractive utility item useful in any room of the house. It comes in three background colors: black, ivory and pink. Twelve different color [illegible] to go with any decorative scheme, are included. Designed by well-known artists, the four illustrations which the customer can choose from are: "Butterfly and Flower," "Moonlight Ballet," "Tropical Birds" and "Floral Commission." All, when completed, are professional appearing

PENSICK GUEST OF HONOR AT DINNER IN NEW YORK

Sam Pensick, of Pensick & Gordon, Los Angeles, Cal., [illegible] civic and philanthropic causes, will fly in from California to attend a dinner scheduled to be tendered in his honor by members of the toy and doll industry on Wednesday, June 9, at the Waldorf Astoria, New York City, according to Louis Rubin, of Artistic Doll Company, and David Krotman, of Portugal & Krotman, co-chairmen of the

Samuel Pensick

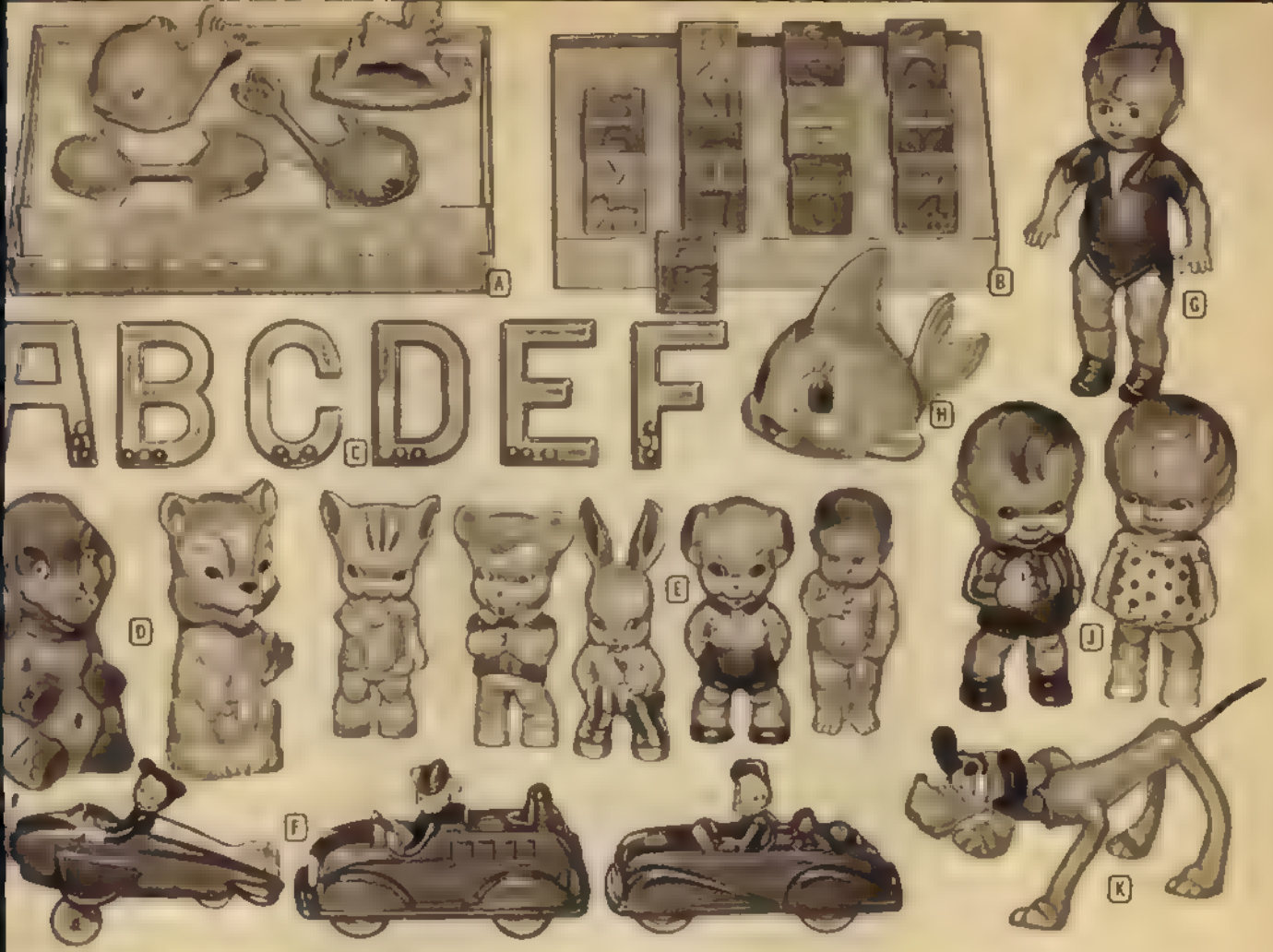
industry-wide 1954 United Jewish Appeal campaign.

'Mr. Pensick has won the [illegible] admiration of the entire toy and doll trade,' Mr. Rubin and Mr. Krotman said, "because of his success as a businessman and his dedication as a philanthropist. He has been an active worker in the United Jewish Appeal since its inception. It was Sam who organized the Los Angeles UJA Toy and Doll Division in 1946 and [illegible] headed this group for five years. He has been on the board of directors of important Jewish Welfare agencies in the West Coast for [illegible] years. He is past-president of the Mt. Sinai Hospital, (1951-1953) of Los Angeles.

"[illegible] respected and loved by many, [illegible] to Sam Pensick at our annual toy dinner. In his honor, and in recognition of the important nature of the current campaign, [illegible] UJA has borrowed $75,000,000 on a ten-year period to enable Israel to consolidate its [illegible] and [illegible] for the dinner are pouring in, and many prominent toy and doll [illegible] have indicated they plan to make increased contributions more than 20 per cent in this year's drive.

Major aim of metropolitan UJA's 1954 campaign is to raise the local share of the national United Jewish Appeal goal of $119,921,150, as well as the local proportion of the national budgets of the American Jewish Congress ($1,530,141) and the National Jewish Welfare Board ($2,232,155).

Serving as honorary chairmen of the Toy and Doll Division are Jacob Brock, American Character Doll Corporation; J. Lionel Cowen, Lionel Corporation; Charles S. Raizen, Transogram Company and David Rosenstein, Ideal Toy Corporation.



Baby's First Toys... Fascinating "Mobile"

A 4-PIECE RATTLE SET. Lovable plastic toys for tiny hands. Set includes Tubby Fish, Twin Fish Teether Fish and Rocking Horse, playmates in the tub or crib. All toys float and rattle. Soft pastel shades. Each about 4 in. long.

48 T 1143—Ship. wt. 1 lb. .....4-Piece Set 87c

B SPONGE RUBBER BLOCKS. Soft 1½ inch blocks that are washable, non-toxic, non-destructive. Even the smallest child can't hurt himself or mar the furniture. Indented on all sides with capital letters and numerals. Helps child learn to form words, count. 12 blocks per box.

48 T 658—Wt. 1 lb. 4 oz. ...Set of 12 Blocks 1.59

C ABCDEF RATTLE SET for baby's crib or tub. 6 large plastic letters can be used as rattles, teethers or floating toys. The balls inside the letters rattle merrily. Pastel colors.

48 T 1148—Abt. 4x2½ in. Wt. 10 oz. 6-Pc. Set 87c

D ELEPHANT AND SQUIRREL SQUEEZE TOY SET. Whimsical little animals for baby's playtime. Made of soft, safe latex rubber. Metal whistle inside "blows" when toys are squeezed.

48 T 1174—Abt. 7 in. Wt. 6 oz.....2 Pc. Set 87c

E SET OF FIVE SOFT RUBBER TOYS. Susie-So-Soft (kitten), Bunny Buster, Baby, Bonny Bear and Wiggy Wags. Easy for baby to hold. Whistle when squeezed. Washable, harmless colors.

48 T 1156—5 in. high. Wt. 1 lb. 1 oz.5 Pc. Set 1.79

F 3-PC. WHEEL TOY SET. Mickey Mouse has great fun zooming about in his airplane, or playing fireman in his flashy fire truck. Donald Duck drives the sporty roadster. Hard rubber, about 6½ in. long. Harmless colors; wheels roll.

48 T 1168—Ship. wt. 2 lbs.....3 Pc. Set 1.59

G DELIGHTFUL PETER PAN DOLL. Sized for tiny hands to hold. Dressed in green with a "magic" feather for his Tyrolean cap. Flexible Vinyl plastic, harmless colors. Concealed noisemaker.

48 T 1163—11 in. high. Ship. wt. 10 oz.....89c

H "CLEO" THE FISH THAT FLOATS. Our funny fishy "gurgles" when put under water. Flexible Vinyl plastic, harmless colors. Noisemaker.

48 T 1381—Abt. 8 in. long. Ship. wt. 8 oz.....87c

J GIRL AND BOY DOLL SET. Soft, cuddly rubber dolls are fully featured. In knit colors. "Chunky," the girl and "Rompy", the boy—each abt. 7¼ in. tall, firmly fastened rubber squeakers.

48 T 1171—Ship. wt. 1 lb. 4 oz....2-Pc. Set 1.25

K BENDY PLUTO. Happy fun for almost any age. Children delight in bending this little dog into an unending variety of clever shapes. He sits, stands upright, etc. Of sponge rubber over wire frame. Orange with black markings. 10 in. long from nose to tail, 7 in. high, feet to ears.

48 T 1164—Ship. wt. 6 oz.....87c

L FASCINATING "MOBILE" FOR BABY. Suspend it from ceiling or door frame. Circus animals and acrobats hang in perfect balance and continual motion. Plastic figures easy to attach to mobile, instructions for assembling included.

48 T 1175—About 16 in. long. Ship. wt. 8 oz. .1.59

M HUMPTY DUMPTY CRIB EXERCISER. Delights baby, exercises his arms. All plastic, 4-in. Humpty cries when child pulls center ball; 2 bells tinkle when rings are pulled. 10½-in. center bar with plastic pull rings. Plastic cords, strappings adjust to fit crib or play pen. Harmless colors.

48 W 1142—Ship. wt. 1 lb.....1.49

Lovely Pla-Mates... "Walk" When Guided

MADE ESPECIALLY FOR WARDS BY AMERICA'S FOREMOST DOLL MANUFACTURERS

LOVELY NEW PLA-MATE DOLLS, on opp. pg. and above, created especially for Wards by leading manufacturers of beautiful, well-made dolls. All but (A) offered exclusively at Wards.

PLA-MATE DOLLS "WALK" when held by the hand and guided. They move their heads from side to side as they "walk" along. They can stand alone and can easily be made to sit down too.

MADE ENTIRELY OF HARD PLASTIC—practically unbreakable. Have beautiful features, well-proportioned bodies. Heads turn, moveable arms and legs. Glassene sleeping eyes, "real" lashes.

PLA-MATE DOLLS HAVE LONG STRANDS OF SARAN HAIR firmly stitched to a cloth foundation. Saran hair has the silky texture of beautiful human hair—can be washed, set and combed in any style.

THEIR CLOTHING IS EXQUISITELY DESIGNED of finest fabrics. Dresses are finished nicely, have snap-fastener closings. New, exciting details in costume and accessories on Pla-Mate dolls will delight the lucky child who receives one. Notice the lavish trimming and bouffant skirts of their gowns, the Bride's headdress, her bridal bouquet, and many other details.

(A) "AMERICAN BEAUTY," BY AMERICAN CHARACTER. She "walks" when you guide her. A truly glamorous beauty queen wearing a magnificent gown with fitted bodice and peplum of satin brocade and a lavishly ruffled nylon tulle skirt over taffeta underskirt. Tiny flowers are scattered in the ruffled tiers of her skirt. She wears a tiara of pearlized blossoms on her lovely hair. A hooped petticoat, taffeta panties and rayon satin dancing slippers complete her outfit. Other Pla-Mate features above. Ship. wts. 5 lbs., 3 lbs. 8 oz.

48 T 3828 L—About 25 in. tall.....21.45

48 T 3827 L—About 22 in. tall.....16.95

(B) PLA-MATE WALKING DOLL, BY PARIS. A bewitching beauty who'll steal admiring glances wherever she goes—dressed in an enchanting gown of billowy nylon tulle over taffeta. Wide ruffle at bottom has a white flocked flower design. Velvet tie at waist, tiny roses with velvet ribbon in her curled hair. Petticoat, taffeta panties, socks and plastic slippers complete her outfit. Other Pla-Mate features above. Gift box. Ship. wts. 6 lbs. 4 oz.; 5 lbs., 2 lbs. 12 oz.

48 T 3942 L—About 28 in. tall . .18.45

48 T 3941 L—About 25 in. tall 16.45

48 T 3940 L—About 20 in. tall. .11.45

(C) LOVELY "WALKING" BRIDE, BY PARIS. Radiant in her wedding finery. The lace trimmed bodice of her exquisite gown is of rich nylon satin, the billowy full skirt is of nylon net trimmed with lace. She wears a nylon veil with a coronet of flowers, and carries a bridal bouquet. Taffeta petticoat, panties, slippers and stockings complete her costume. Nylon gown is easy to clean, will always look lovely. Other Pla Mate features above. Gift box. Ship. wts. 5 lbs.; 3 lbs. 4 oz.; 2 lbs. 8 oz.

48 T 3902 L—About 25 in. tall.....17.95

48 T 3901 L—About 22 in. tall 13.95

48 T 3900 L—About 18 in. tall.....9.95

(D) WALKING DOLL IN "FUR" CAPE, BY MME. ALEXANDER. Her delicate beauty and exquisite costume suggest a story-book princess. A crown of flowers and sequins adorns her smoothly combed coiffure. Her beautiful gown of brocade satin is trimmed with flowers and tiny sequins. She has a silver-color bead bracelet, white "fur" cape, and little white gloves. Also wears a hooped half slip, lace trimmed panties, net stockings and satin slippers. Other Pla-Mate features above.

48 T 3821 L—About 25 in. tall. Ship. wt. 3 lbs. 8 oz... .. 27.45

(E) PLA-MATE WALKER WITH WARDROBE, BY EFFANBEE. (Pictured above). This winsome little girl wears a rayon taffeta dress, panties, socks and slippers. Wardrobe includes bonnet, a 2-pc. taffeta pajama set, housecoat, organdy dress, taffeta slip and plaid coat. Plastic shoe bag contains dancing slippers and roller skate shoes. Plaid handbag, brush and comb, shoe horn, locket, hair barrettes incl. Sturdy metal trunk 15½x9½x9 in. with snap lock. Other Pla-Mate features above.

48 T 3844 L—18-in. Doll with Wardrobe. Ship. wt. 11 lbs...19.95

HERE ARE SOME FACTS ABOUT WARDS DOLLS TO HELP YOU IN MAKING YOUR SELECTION

OVER 100 DOLLS FROM WHICH TO CHOOSE. Carefully selected from the standpoint of quality in materials and workmanship. Wards work closely with leading manufacturers in planning all details, to bring you the finest available in dolls.

DOLL BODIES. Baby dolls are made of soft plastic or latex stuffed with cotton; have soft, life-like vinyl plastic heads, the finest quality made. Soft molded rubber is used for drinking-wetting dolls. Girl dolls that stand or walk are made of hard plastic, lightweight, almost unbreakable, permit finer modeling.

EYES may be painted, plastic inset or moveable sleeping eyes. Best sleeping eyes are Glassene (celluloid iris over a steel base) with "real" lashes. Lashes on inexpensive dolls are painted on.

CLOTHING varies in fabric, fitting and finishing. Finest dolls have clothing of best quality fabrics; trim and finishing is detailed, dresses have snap fasteners or button closings.

DOLL WIGS. All Wards dolls wigs (except on miniatures) are made of Saran—a synthetic product that has the sheen and texture of beautiful human hair. It can be washed, set and curled. Girl dolls on these two pages have wigs of long strands of Saran, firmly stitched to a cloth foundation. Many baby dolls have "rooted" Saran hair (see Page 140), which won't pull out.

SPECIAL FEATURE DOLLS. Baby Trix, Pg. 148; Drinking and Wetting Dolls, Pg. 148; "Rooted" Hair Dolls, Pgs. 140–141; Terri-Lee, Pg. 142–143; Dancing Doll, Pg. 147; "Scotty" Dress Doll, Pg. 141.

From the brilliant touches of felt to the fine detailed moulding, our new line captures the gaiety of Easter. Beautiful pastel colors and "impish" figures . . . that will be loved for play the year 'round.

No. 295 — Easter Cart. Multi-colored assembly. Individually boxed.

No. 354 — Easter Basket. Multi-colored assembly. Individually boxed.

No. 296 — Easter Wagon — Metal wagon with bright Easter motif. Animals have felt ears.

No. 241 — Rabbit Pull Toy — Felt Ears. Multi-colored assembly with free moving wheels.
No. 242—Rooster Pull Toy—As above.
No. 243—Duck Pull Toy—As above.

No. 165B — Rabbit. Brightly colored felt ears. In cellophane bag.
No. 166B — Rooster — As above.
No. 167B — Duck — As above.

Banner PLASTICS CORPORATION

80 Beckwith Ave., Paterson 3, N. J. • Permanent N. Y. Showroom: 200 Fifth Ave., Rm. 513

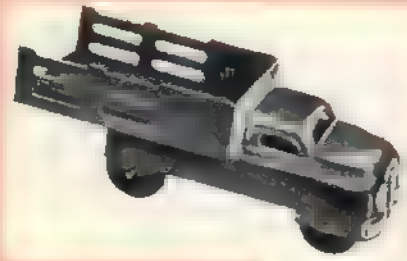
REPRESENTATIVES:

Mid-Atlantic & New England: Jerome Messinger, New York City, N. Y
Midwest: James Cavanagh, 209 S. State St., Suite 1613, Republic Bldg., Chicago, Ill
Southern: Brown-Eddy, Inc., M & M Building, Memphis 3, Tenn.
Brown-Eddy, Asso., Merchandise Mart, Suite 332, Dallas, Tex
Western: A. H. Greenburg, 1206 So. Maple Avenue, Los Angeles 15, Cal.
Banner Export Company: Walter Kramer, New York City, N. Y

COMMENDED BY THE EDITORS OF PARENTS' MAGAZINE

fun for boys

No. 297 METAL STAKE TRUCK. Heavy gauge steel. Steel axles and highly polished grille. Authentic details. Overall size: 7½ x 2¾ x 3.



No. 975 SPACE HELMET WITH RADAR GOGGLES. A perennial favorite with "space men". Antennas on goggles revolve. Each unit serves as merchandising display.

No. 401 DUMP TRUCK. Heavy gauge steel. Speedy wheels on steel axles. Really "dumps". Size: 9½ x 3½ x 4.

No. 791 EMERGENCY TRUCK. All metal, take apart truck, complete with tools. Wheels, litho side panels, crane and hoist, assembled with real nuts and bolts. Truck size: 12 x 5½ x 4. Individually boxed.

No. 1152 CAR CARRIER. Cab and transport trailer of heavy gauge steel. Upper level of carrier can be extended to rear to floor level for loading. Complete with 4 plastic cars. Size: 16 x 3½ x 5. When extended: 26 x 3½ x 4. Individually boxed.

Banner PLASTICS CORPORATION

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Banner Export Company Walter Kramer New York City N Y

COMMENDED BY PARENTS' MAGAZINE

tea time treats

All colorfully designed and individually boxed.

No. 2425 PAGODA TEA SET. 29 Pcs. Moulded in ebony plastic with gold decoration. Tableware of gold Metaltone. Box size: 21 x 17 x 4.

No. 1221 PARTY-TIME TEA SET. 16 red and white pcs. Large life-sized tea set. New two-piece plated tableware with red handles. Box size: 19 x 13 x 4.

No. 628 BLUEBIRD TEA SET. 14 pcs. Bluebird design imprinted on white plastic. Blue tableware. Box size: 12 x 10½ x 3.

No. 1803 BANNERTONE TEA SET. 41 pcs. Two-color design. Silver Metaltone tableware. Box size: 16½ x 16½ x 4.

Banner PLASTICS CORPORATION

80 Beckwith Ave., Paterson 3, N. J. • Permanent N. Y. Showroom: 200 Fifth Ave., Rm. 513

REPRESENTATIVES:

Mid-Atlantic & New England Jerome Messinger New York City, N. Y.
Midwest James Cavanagh 209 S. State St., Suite 1613, Republic Bldg., Chicago, Ill.
Southern Brown Eddy Inc. M & M Building Memphis 3 Tenn.
Brown Eddy Asso. Merchandise Mart Suite 332 Dallas Tex.
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Banner Export Company Walter Kramer New York City, N. Y.

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Banner PLASTICS CORPORATION

80 Beckwith Ave., Paterson 3, N. J. • Permanent N. Y. Showroom: 200 Fifth Ave., Rm. 515

REPRESENTATIVES:

Mid-Atlantic & New England Jerome Messinger, New York City, N. Y
Midwest: James Cavanagh, 209 S. State St., Suite 1613, Republic Bldg., Chicago, Ill
Southern Brown-Eddy, Inc., M & M Building, Memphis 3, Tenn
Brown-Eddy, Asso., Merchandise Mart, Suite 332, Dallas, Tex
Western A. H. Greenburg, 1206 So. Maple Avenue, Los Angeles 15, Cal.
Banner Export Company Walter Kramer, New York City, N. Y

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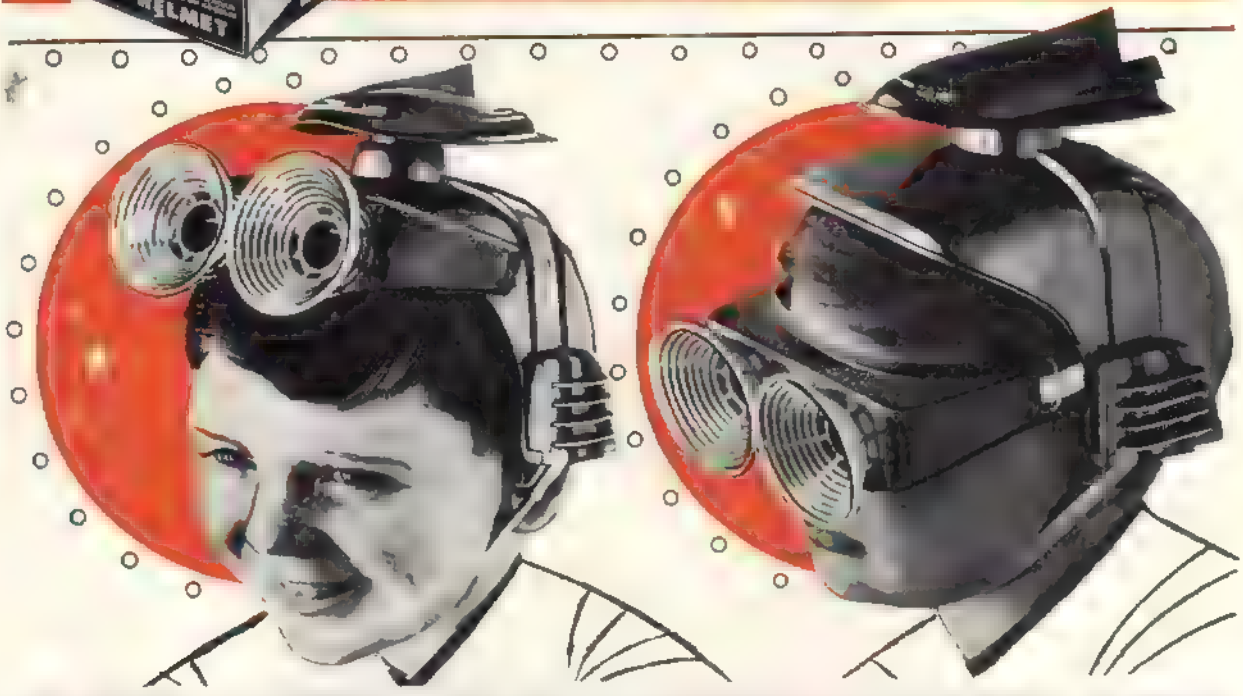
Banner's

SPACE HELMET

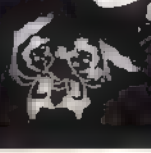
WITH [illegible]

makes SKY PROPHETS and GOOD BUSINESS



Banner PLASTICS CORPORATION

80 Rockwith Ave., Paterson 3, N. J. • Permanent N. Y. Showroom: 200 Fifth Ave., Rm. 613



REPRESENTATIVES:

Mid-Atlantic & New England Jerome Messinger New York City N Y
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Banner Export Company: Walter Kramer, New York City, N. Y.

COMMENDED BY PARENTS' MAGAZINE

DON'T MISS THIS automatic money maker-

ARTCRAFT

Children's Play Display

144 Spring-Up Books (24 Titles)

24 Educational Paint Book Kits (4 Titles)

24 Educational Crayon Book Kits (4 Titles)

24 Inlaid Jig-Saw Puzzles (12 Titles)

36 Magic Eye Doll Books (3 Titles)

48 Paint-By-Number Sets (8 Titles)

48 Educational Jig-Saws (3 Titles)

Put this money-maker on your floor.

Here's the Deal

YOUR COST

$64.40 PREPAID

YOUR PROFIT

$32.20

ARTCRAFT
PAPER PRODUCTS CO.
CINCINNATI 9, OHIO

This attractive floor display holds a complete stock of 348 fast-selling Artcraft books and games . . . pre-priced at a popular 25c and 29c. 15 pockets keep approximately 288 items at your customers fingertips inviting impulse sales. Storage space in the back holds the balance. The display is only 21 in. wide x 37 in. deep x 47 in. high and comes all set up, ready to load.

Order from your ARTCRAFT representative below:

The Sargent Company
1810 Valencia Drive, N. E.
Albuquerque, New Mexico

J. Leo Levy Company
3605 Labyrinth Road
Baltimore 15, Maryland

J. H. Gross & Associates
253 Summer Street
Boston 10, Mass.

Hedger Associates
209 S. State Street
Chicago 4, Illinois

Norman Price Associates
12734 Woodland Avenue
Cleveland 20, Ohio

Franklin J. Parks
1578 Jasmine Street
Denver, Colorado

Scott-Fitch Sales Company
P. O. Box 11218
Fort Worth 10, Texas

Hal Davis
712 S. Olive Street
Los Angeles 14, California

Del Taylor
425 Merchandise Bldg.
6th & Hennepin
Minneapolis 3, Minn.

Z. L. Coffin
338 International Trade Mart
New Orleans, Louisiana

New Orleans Toy Mart
7820 St. Charles Avenue
New Orleans 18, Louisiana

Title Products, Ltd.
Montreal Warehouse
754 St. Paul St. West
Montreal, Canada

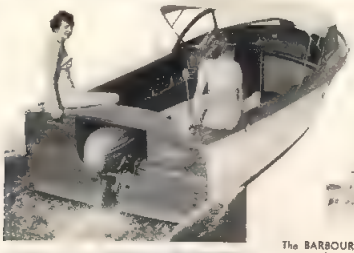
Chamberlain Sales Co.
1060 N. E. 131st Street
North Miami, Florida

Harry W. Leftwich
519 Governor Bldg.
Portland, Oregon

Everyone is talking **BARBOUR** *for 1954 . . . . . There's a Reason!*

Here are the new Barbour cruisers for 1954 which have created enthusiastic admiration from coast to coast. Big roomy 21 footers, with 7'6" beam, for either outboard power or with factory installed 60 H.P. inboard engine, giving speeds to 24 m.p.h. You can get up to 20 m.p.h. using your own 25 H.P. outboard motor. You have 67" headroom in the big cabin which includes complete galley with stove, ice box, fresh water tank, enclosed toilet, cabin lights, two fitted bunk mattresses, etc. In fact, the Barbour Cruiser is ready to use as delivered. Folding top and side curtains are optional extras.

Here's a real delight for the lady of the family. A really workable galley where she can prepare family size meals while enjoying all of the cruising pleasures and fun the Barbour Cruiser provides. For all aboard. The big cockpit has plenty of room for fishing while the family lounges in comfort!



The BARBOUR 21-foot Sportsman Runabout has the same strong lapstrake construction as the cruiser. With a 25 H.P. outboard motor this sleek craft will do 22 m.p.h. and 24.8 m.p.h. with factory installed 60 H.P. inboard motor. The Sportsman Runabout is delivered with windshield and all basic equipment for immediate use.

BARBOUR 15' VACATIONER. Especially designed to give swift, dry and smooth planing performance with motors developing 10 to 50 H.P.

BARBOUR 12' and 14' UTILITY. These sea skiffs, ideal for most any power, are real thrillers for any boating purpose.

It is not an uncommon practice for a boat buyer to ask how does this or that particular boat compare to Barbour construction and Barbour value. Experienced boating enthusiasts acknowledge that Barbour boats are the all around best buys you can possibly make. That's why we have again been compelled to enlarge our production capacity to meet the ever increasing demand for these fine boats. See the new Barbour boats at your dealer's today, and give him your order early so you will get delivery on your new Barbour the day you want it! If there is not a Barbour dealer near you, write direct to us and we will immediately send you complete information.

SEE THE 1954 BARBOUR FLEET
AT N. Y. BOAT SHOW — JANUARY 15TH TO 23RD
SPACES 55 TO 59 AND 70 TO 74

BARBOUR BOATS INC.

NEW BERN, NORTH CAROLINA

BARR

YOUR SOURCE FOR AN ENDLESS SUPPLY OF FRESH, NEW RUBBER BALLOON AND BALL IDEAS, COMBINING FLAWLESS QUALITY WITH THE BEST IN FULL COLOR DISPLAY PACKAGING

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The BARR RUBBER PRODUCTS CO.
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OVER 30 YEARS OF FAMOUS QUALITY TOYS

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PERFORATED ROLL CAPS

• Kilgore Perforated Roll Caps have long been recognized as the finest toy paper caps available. Let this recognition work for you. Give the kids Kilgore caps . . . the caps they ask for by name. Kilgore also makes single shot caps, 6-shot disc caps and non-perforated roll caps. See your Kilgore jobber for all toy paper cap needs.

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WESTERVILLE, OHIO

A LEADER IN THE PARADE OF WHITMAN FAST-SELLERS!

Krazy Ikes . . . sturdy plastic parts to assemble into hundreds of toys, figures and animals. Full color guide book included. Just one of the many Whitman *fast-sellers* in our complete line. Visit our showrooms, or write for catalogs.

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GREEN GIANT TRANSPORT

Stunning toy scale model of large refrigerator truck. Heavy steel construction. 14 large truck tires plated wheel discs, headlites and bumper, authentic refrigerator unit

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BOOTIES and PANTS
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AUTHENTIC REPLICAS OF MAJOR LEAGUE BASEBALL UNIFORMS
Washable Baseball Flannel Tunnel Loops. Zipper Fly. Sizes 4-16.
OFFICIALLY APPROVED
GIANTS* • DODGERS* • YANKEES* • CUBS* TIGERS* • BRAVES* • SENATORS* • REDS INDIANS • PHILLIES • CARDINALS • PIRATES
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from those all over the state who have visited the store on occasion. Owner Edmundson believes that merchandising on a higher level, without flamboyant advertising, promotion and price cutting, builds customer confidence and loyalty as nothing else could

A DIFFERENT KIND

W. A. Edmundson doesn't consider his store one that neither advertises nor promotes. The thousands of dollars tied up in merchandising is looked on by him as advertising because it pays a return by keeping old customers and making new ones. He expects the new building with its ultra-modern shopping features, to be his biggest and best promotion yet.

. . . West Coast

(Continued from page 73)

1951 and owner of most of the stock in the firm, is liquidating the firm founded in 1945 by her late husband, and expects to be closed by January. Mrs. Levy gives as her reason that she is remarrying in February and her new husband believes that her attention should be directed to "toy consumers rather than sellers."

❖

The Far Western Toy Club, Inc., is holding its annual Christmas dance in the Alexander Hamilton Hotel on Wednesday, December 15. A new toy club member is **Edwin Newport** of Bud Newport and Associates

❖

Five manufacturers' representatives from San Francisco repeated what they termed their highly successful combination showing in Los Angeles last April, adding a sixth, and held a spring show from November 8 through 13 at the Biltmore Hotel. The original five included J. Jackson Sales Company, Gil Freeman Company, **Harley Cook**, **Bill Marsh** of Von Stetten and Associates, and **W. Sidebottom**. The sixth is Sportsman's Agencies. All handle non-compet-

TOTSY DOLL CLOTHES
Show More in Less Space
Sell More in Less Time
with
TOTSY'S
new
Lazy Susan Display Rack,
which holds up to 10 dozen dolls so it's packs 'em in neatly, attract rety — and makes selection easier than ever.
Find out how to get yours FREE. Write today!

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NEVER STOPS SELLING . . .
. . . till you pull out the plug!

Lights!
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HOIST YOUR SALES TO "INFLATABLE" PROFITS . . .
Backed with the Good Housekeeping Seal!
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Profit Making Angels that walk, sit, flirt, cry.
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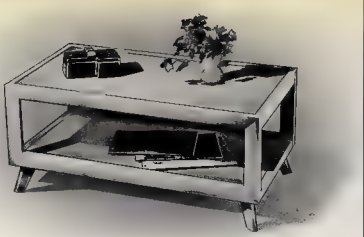
Beautiful Limed Oak Occasional Tables

One of the greatest table values ever! Genuine Limed Oak, by Barton, in distinguished modern lines. Oak that glows with the rich, satin-like patina that only patient hand-rubbing and the finest woods can produce. Beautifully scaled detailing . . . modern mitered fronts, carefully fitted joints, and other superb construction features to insure a lifetime of use.

Finished in a clear, pearly tone to harmonize with your draperies . . . upholstered pieces . . . any decorator plan! But Barton tables are more than conversation pieces . . . they provide more space, yet take up less room than ordinary table styles . . . have efficient features such as drawers to store table linens while you reserve the top for a lamp or magazines, space-saving triple shelves, seat-height tiered shelves, and corner styling for sectional units. From Tenn.



Cocktail Table. Solid limed oak, with special lacquer finish that gives lasting resistance to alcohol and water stains. You can clean the glass top in a jiffy . . . special lifter makes it easy to remove. Convenient lower shelf holds magazines or smoker's accessories. A truly distinctive table for your living room! 20x36" top, ht. 16 inches. 30 lbs.

874-222 D2095 Cocktail Table. Retail Price **$29.95**

Step Table. Particularly smart, expensive-looking far beyond its moderate price - with its mitred front . . generous size for today's larger lamps. Equipped with extra shelf to hold magazines, books and knickknacks. Top 17x26"; ht. 24". Weight 50 lbs.

874-230 D2095 Step Table **$29.95**

Lamp Table. Three shelf areas offer an abundance of accessible space. Use a pair to flank a sofa and have plenty of room for lamps, ashtrays, or use them singly next to your favorite lounge chairs. Top, 22x22" . . 24" high. Ship. wt. 24 lbs.

874-248 D2095 Lamp Table **$29.95**

Chairside Table. Center it between two chairs, or use on each end of a sofa for a gracious conversation group. Three shelf areas offer lots of two-way convenience. Solid limed oak, with lustrous, satiny finish. Top is 17x25", 20" high. 26 lbs.

874-255 D2095 Chairside Table . . **$29.95**

Lamp Commode. Big enough to look right with today's wonderfully large lamps. Modern mitred fronts make the deep drawers as handsome as they are handy. Smart off-the-floor design. Top measures 17x24 inches, height 22 inches. Ship. wt. 50 lbs.

874-263 D2095 Lamp Commode . . **$29.95**

Lamp Table. Wastes not a single bit of space . . . a famous feature with Barton tables! Roomy shelf, plus large single drawer, affords utility as well as beauty. Beautiful limed oak . . a striking setting for your most handsome lamp. 16x22x24" high.

874-271 D2095 Ship. wt. 28 lbs. . . **$29.95**

Corner Table. Designed to complement your sectional sofa . . handsome alone, too! 32" wide, 32" long; substantial and impressive looking under your favorite lamp, big enough to hold rafts of books, knickknacks and ashtrays. Height 25". Shipping weight 45 lbs.

874-289 D2795 Corner Table **$39.95**

Give Young Athletes Pro-designed Official

A NEW EDDIE MATHEWS "PLAYMAKER" GLOVE Better Quality Pro-designed and endorsed by the 1954 Milwaukee Braves' Star Slugger. A new large size model made of selected tan glove leather, oiled. Full cowhide lined. Pro-laced U-crotch. Pre-formed hinged felt pad. Streamlined laced fingers. Solid leather laced down ball trap. Rolled imitation leather binding. Welted seams. Ship. wt. 1 lb. 8 oz.

60 W 4215—Wear on Left Hand...7.69 60 W 4216—Wear on Right Hand ..7.69

B MARTY MARION "PLAYMAKER" GLOVE. One of our best selling "Playmakers"—a gift your boy will treasure. Endorsed by "Mr. Shortstop," 4-finger pro model. Select tan cowhide, oiled. Sewed pre-shaped felt pad. Full leather lined. Adjustable ball trap, leather laced fingers. Solid web, welted seams. Ship. wt. 1 lb. 8 oz.

60 W 4240—Wear on Left Hand. .6.69 60 W 4241—Wear on Right Hand. 6.69

C JOHNNY HOPP SEMI-PRO GLOVE. Full size 5-finger pro-model. Select tan glove leather, oiled. Full leather lined. Streamlined back, adj. laced fingers. Shaped felt pad, bound edges, laced heel. Welted seams, solid web. Ship. wt. 1 lb. 8 oz.

60 W 4212—Wear on Left Hand.. .5.69 60 W 4213—Wear on Right Hand .5.69

M 6.79

D PHIL RIZZUTO GLOVE. Full size, 4-finger model of new reddish tan cowhide, oiled. Full leather lined. Preformed felt pad, solid web. Streamlined back. Leather laced fingers. Ship. wt. 1 lb. 8 oz.

60 W 4230—Wear on left hand.....4.79
60 W 4231—Wear on right hand.....4.79

E JOE GORDON GLOVE. Large model, full leather lined. Reddish tan cowhide. Solid web. Felt pad, laced fingers. With booklet "How to Play 2nd Base." Ship. wt. 1 lb. 8 oz.

60 W 4205—Wear on left hand.....3.89
60 W 4206—Wear on right hand.....3.89

F "SNAG-EM" MODEL FIRST BASE MITT. Full size, select tan cowhide, oiled. Shaped felt pad. Leather lined palm. 2-funnel trap. Adjustable wrist Ship. wt. 1 lb. 6 oz.

60 T 4258—Wear on left hand 3.95
60 T 4259—Wear on right hand 3.95

N 3.98

G BETTER QUALITY BASKETBALL SET. Includes Sun "55" rubber basketball and regulation goal. Ball has multi-ply laminated construction—official size, weight. Pebble grain cover, striped seams. "Sunite" coating prevents scuffs. Official size goal, ½-in. rim, No. 36 net. Buy the set, save 42c.

60 T 5324 M—Set. Ship. wt. 9 lbs. *Mailable*.....6.25
60 W 5294—Ball only. With needle. Wt. 2 lbs. 4 oz.....4.98
60 W 5255 M—Goal only. Orange color, net, brackets, bolts. Ship. wt. 7 lbs. *Mailable*. Pair 3.19 One goal..1.69

H GOOD QUALITY BASKETBALL SET. Includes: Laminated Sun "44" rubber basketball official size, weight. Official size Goal has ⅜-in. rim, electro-welded to plate and bracket. No. 30 seine twine net. Buy the set, save 39c

60 T 5321 M—Set. Ship. wt. 8 lbs. *Mailable*.....4.49
60 W 5293—Ball only. With needle. Wt. 2 lbs. 4 oz.....3.49
60 T 5254 M—Goal only. Orange rim. Net, brackets and bolts. Ship. wt. 6 lbs. *Mailable*. Pair 2.89. One goal..1.39

J SPALDING "AIRFLITE" TOURNAMENT BASKETBALL. One of the best rubber basketballs made. Strong laminated construction. Sure-grip pebble grain finish, striped seams.

60 W 5318—Needle included. Ship. wt. 2 lbs. 4 oz.....7.95

K SUN "66" COLLEGIATE BASKETBALL. Meets all official specifications. Multi-ply laminated. Pebbled rubber cover, "Sunite" coating prevents scuffs. Striped seams.

60 W 5295—Needle included. Ship. wt. 2 lbs. 4 oz.....6.45

L LACELESS BASKETBALL. Official size, weight. Cover of pebble grain Texhide—durable artificial leather that stands rough play. No laces. Striped seams.

60 W 5307—Needle included. Ship. wt. 2 lbs. 4 oz.....3.59

M RAWLINGS STAN MUSIAL GIFT SET (at left). In attractive full color box. Includes Stan Musial "Pro-Leaguer" Playmaker glove of select tan cowhide, full leather lined, Musial "Pro Leaguer" ball, yarn wound, horsehide cover; book on "How the Majors Play Baseball"; photo of Stan Musial.

60 T 4202—Right hand throwers only. Ship. wt. 2 lbs....6.79

N "JUNIOR LEAGUE" BASEBALL SET. Ideal gift for future Little Leaguers. Incl. youth's size Joe Medwick right hand throwers glove, tan cowhide. Special league ball. Adirondack Jr. Ash bat.

60 T 4224 L—Baseball Set. Ship. wt. 5 lbs..... 3.98
60 T 4222—Glove-wear on left hand. Wt. 1 lb. 2.89
■ T 4223—Glove-wear on Right hand. Wt. 1 lb.....2.89

See Wards Gen. Catalog for Full Line of Athletic Equipment.

Popular Gifts for Junior Sportsmen

11 BENJAMIN SUPER CO_2 GAS PISTOL. Precision-made. Single shot, bolt action. Approx. 30 shots from each CO_2 cartridge. Finger-tip safety. Blade front sight, adj. rear sight. With CO_2 cartridge and 250 .177 cal. pellets.

60 WP 1419 R—*Express Prepaid*...15.00

60 WP 1420—10 CO_2 Cartridges. *Ppd.*95c

60 WP 1418—250 .177 cal. pellets. *Ppd.*95c

12 AXE N-KNIFE SET. For hunter, camper. Tempered carbon steel blades. Black stag pattern handles, leather sheaths. Axe 10 in. long, 4½ in. knife blade.

60 W 1573 Ship. wt. 1 lb. 8 oz. 2.79

13 DE LUXE AXE KNIFE SET. For any sportsman. Hand ground chromed vanadium cutlery steel blades. Laminated leather handles. Tooled leather sheaths—wear separately or together. Axe 10½ in. long, 4½-in. knife blade.

60 T 1570—Boxed. Ship. wt. 2 lbs. .5.95

14 "7-IN-1" SPORTSMAN'S KNIFE. All-around tool for the fisherman. Combines: (1) all-purpose knife, (2) leader or wire snipper, (3) hook disgorger, (4) fish scaler, (5) skinning hook, (6) long nose pliers, (7) sinker crimper. High carbon chrome plated cutlery steel blade. Bone-stag handle. Leather sheath.

60 T 7735—Ship. wt. 5 oz.....3.25

15 SHOOTERS' GLOVE. Especially designed for gun handling. Thumb and forefinger of fine Byrd cloth for natural "feel" -operate gun without removing glove. Closely woven wool with palm and 3 fingertips of deers-in. *State size.* Small, Medium, Large. Ship. wt. 1 lb.

60 W 2058—Olive Drab color.....2.39

60 W 2059 Bright Red color.....2.39

16 WESTERN FIELD SINGLE SHOT RIFLE. A real 22 caliber—safety features make it ideal for youngsters or beginners. Bolt must be hand cocked. Action cannot be opened when bolt is cocked—cannot be discharged by accidental blow. Takedown model. Blade front, adj. sporting rear sight. Positive extractor and ejection. Walnut finish stock. Pistol grip, 22-in. barrel. Metal butt plate. Takes short, long, or long rifle cartridges.

60 T 810 L—Act. wt. 4½ lbs. Wt. 6 lbs.. 8.95

17 CROSMAN SINGLE SHOT AIR RIFLE. Model 140. An easy-handling air rifle for teaching youngsters marksmanship. Pump type. Uses .22 cal. pellets. Walnut finished stock. V-type rear, fixed ramp front sight.

60 WP .440 L—*Postpaid*.....14.95

80 WP 1417—.22 cal. pellets (500). *Ppd.*.1.95

18 DAISY FIFTY-SHOT REPEATER. Model 25. Popular pump action repeating air rifle that's fast, powerful, and accurate. Walnut-grained plastic stock. Blued metal parts. Grooved slide action handle. Forced spring feed prevents misfires. New combination peep and open rear sight adjustable for windage and elevation. New ramp-type front sight. Length, 37 in.

60 W 1402 L—Ship. wt. 3 lbs. 8 oz.....7.49

BULLSEYE SHOT. For Daisy Air Rifles. Copper coated steel. About 2500 to each 2-lb. pkg.

60 W 1425 Ship. wt. 2 lbs. 4 oz. 79c

19 DAISY "RED RYDER" CARBINE. No. 94. A real Western type 1000-shot air rifle of the popular carbine style. Fast lever action. Blued steel parts. Checkered stock and forepiece. Combination peep and open sight. Length 35 inches. Swivels for sling are included. Genuine leather boot on stock butt, tied with thong. Attractively boxed. Order Bullseye shot. See "Air Rifle Notice" right.

60 W 1414 L—Ship. wt. 3 lbs. 8 oz..... 6.59

20 DAISY 1000-SHOT REPEATER. Model 80. An ideal choice for the young sportsman's first rifle—one of the nationally known "Daisy" line—practical, well built and easy to handle. Fast lever action. Adjustable double-notch rear sight for accuracy. Checkered, full-fashioned stock—long rifle design. Adjustable sling. Order Bullseye shot at left. See "Air Rifle Notice" below.

60 W 1413 L—Length 35 in. Ship. wt. 3 lbs. 8 oz.. .5.47

DAISY 500 SHOT REPEATER. Model 75. Same as above, but 500-shot; length 35 in. See "Air Rifle Notice" below.

60 W 1412 L—Ship. wt. 3 lbs. 8 oz.. . .4.59

21 DAISY GUN-SCOPE TARGET SET. Give that young sharpshooter a Daisy air rifle, scope and target set. "Defender" lever action 1000-shot repeater has Fiberon stock and forearm, blued steel parts, web sling. Length 36 in. Scope sight magnifies 2 times for bullseye shooting. About 2500 BB's, 150 practice and 15 Official N.R.A. targets are included. Order extra Bullseye shot at left. Read "Air Rifle Notice" below.

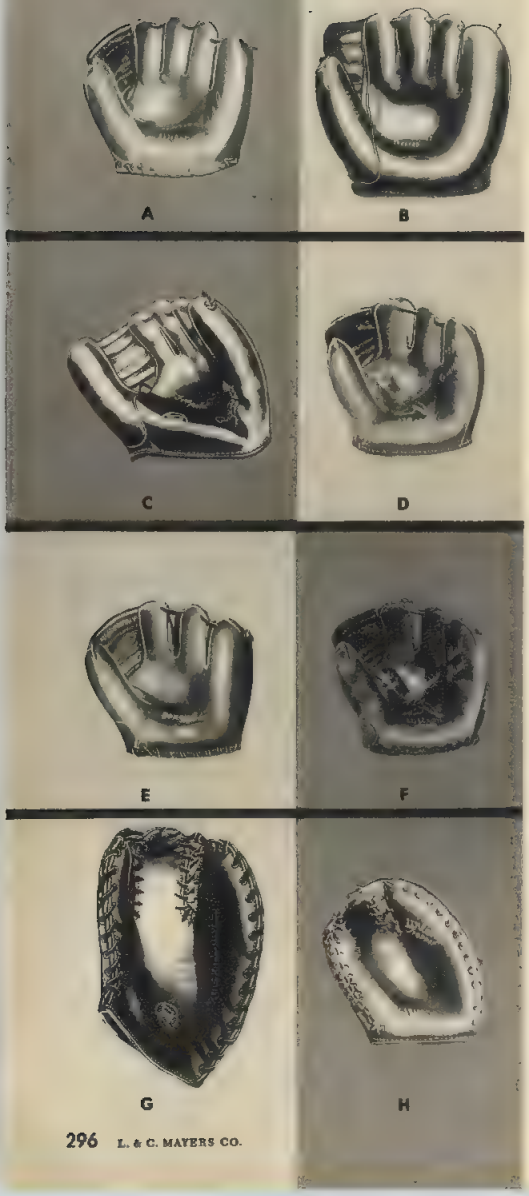
60 T 1405 L—Complete Set. Ship. wt. 7 lbs..... . 7.98

SEE WARDS GENERAL CATALOG or the New 1954 Fishing and Hunting Catalog for Other Guns, Rifles and Accessories.

22 GUN RACK. A fine gift for Dad's den or the young sportsman's room. Mother will appreciate the attractive appearance of the hand-crafted, beautifully grained, wormy chestnut wood. More substantial than the usual gun rack—wide hooked supports hold 4 guns securely. Comes knocked down, with easy-to-follow instructions. Can be set up with ease in just a few minutes. All holes factory pre-drilled. With screws.

60 T 1635 L—Ship. wt. 4 lbs. 6.95

AIR RIFLE NOTICE: Air rifles are illegal in some localities. Check your local laws before ordering.



OUTSTANDING BASEBALL EQUIPMENT

(A) "HANK SAUER" FIELDER'S GLOVE BY WILSON

6321BF675	Professional Model, Regular	*$10.00*
6322BF675	Same, Left Handed Player	*10.00*

A five finger model with welted seams. Streamlined fingers, greased pocket, laced wrist and leather finger-tip lacing. Made of good grade tan cowhide with full leather lining, rolled style binding, felt pad with hand formed heel, fully oiled Shpg wt. 3 lbs.

(B) PROFESSIONAL MODEL BY BENLEE

6323BF930	Five Finger Glove, Regular	*$13.95*
6324BF930	Same, Left Handed Player	*13.95*

Full size short fingered infielder's glove in finest napa tanned golden cowhide. Full web, full cowhide lining, full leather rolled binding, full leather welting, felt padding and preformed permanent greased pocket. Shpg wt. 3 lbs.

(C) "PHIL RIZZUTO" FIELDER'S GLOVE BY WILSON

6325BF575	Five Finger Model, Regular	*$8.65*
6326BF575	Same, Left Handed Player	*8.65*

Made of full oiled glove leather. Full lined and full welted with streamlined fingers. Rolled imitation leather binding and closed heel. Solid web. Finger tips are laced. Shpg wt. 3 lbs

(D) TED WILLIAMS "FIELDMASTER" BY WILSON

6327BF750	Ball Hawk, Regular	*$11.00*
6328BF750	Same, Left Handed Player	*11.00*

High quality four finger glove. Large size. Good quality tan cowhide, full leather lining, felt pad, hand formed heel, leather binding, grease set pocket and laced wrist. Full oiled, streamlined fingers and leather finger tip lacing. Shpg. wt. 3 lbs

(E) REACH "TRIPLE PLAY" GLOVE

6329BF675	Fielder's Glove, Regular	*$9.95*
6330BF675	Same, Left Handed Player	*9.95*

Four finger glove of full oiled glove leather. Full welted and full lined with imitation leather binding. Finger tips and heel are laced. Shpg. wt. 3 lbs.

(F) TED WILLIAMS "PACEMAKER" BY WILSON

6331BF410	Ball Hawk, Regular	*$5.95*
6332BF410	Same, Left Handed Player	*5.95*

A four finger glove designed especially for younger players. Made of good quality tan cowhide with leather palm and thumb lining, felt pad with stuffed heel, vinyl plastic binding, streamlined fingers, finger-tip lacing and full welted seams. Fully oiled Shpg. wt. 3 lbs

(G) REACH "TRAPPER" MODEL

6333BF800	Regular	*$12.00*
6334BF800	Same, Left Handed Player	*12.00*

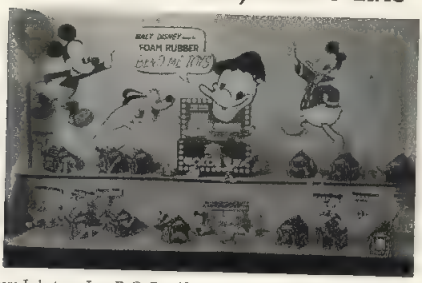
Fine quality mitt leather. Inner greased palm. Leather lined. Rolled leather bound edges. Outer edge leather-laced, back strap shearling lined. Adjustable small finger loop. Multiple trap lace. Hand oil treated. Meets requirements of rule governing construction and size of first baseman's mitts. Shpg. wt. 3 lbs.

(H) WILSON "TRAPPER" GLOVE

6335BF625	Regular	*$9.25*
6336BF625	Same, Left Handed Player	*9.25*

Good quality cowhide glove with leather lining. The felt padding has fiber reinforced stiffening. Adjustable loop for little finger leather lacing and fully oiled and grease set pocket Shpg. wt. 3 lbs.

Mickey Mouse and Donald Duck Join Pluto in Bayshore's Line



Bayshore Industries, Inc., P. O. Box 151, Elkton, Md., with their placement of the Donald Duck entry box in their showroom, attracted many buyers to the Walt Disney Merchandise display. The entry box, along with colorful cut-outs of Mickey Mouse, Pluto, and Donald Duck, added the finishing touches to the clever arrangement of the Disney foam-rubber bend-me toys in the attractive line manufactured by this company

In addition to showing their top seller, Pluto, a bend-me toy, Bayshore introduced two new Walt Disney characters, Mickey Mouse and Donald Duck. The three toys are packaged in transparent bags decorated with Disney figures and have a suggested retail price of $1 each

Tony Koveleski Presents AAA With Set of Hudson Miniatures

At the official opening of the new A A A (American Automobile Association) building at 1712 G Street, Washington, D. C., Tony Koveleski, president of Hudson Miniatures, originators of miniature antique auto kits, Scranton, Pa., presented Russel Singer, vice-president and general manager of the AAA, with a set of miniature antique autos built true to scale from Mr Koveleski's Old Timer kits. These cars are true to scale and authentic reproductions, the same as those presented by Mr. Koveleski to the Smithsonian Institute and the Ford Museum at Dearborn

These true-scale ¾" scale models of cars of yester-years will be kept on display at the new building in cases especially designed for them. Among the cars presented are the famous Stutz Bear Cat, the Merry Oldsmobile, and the International Harvester

Mr. Koveleski, aside from producing Old Timer kits from which these scale models are built, also owns a museum in Scranton, Pa., where he has one of the truly great old time car displays of the country. He is also recognized as an authority on cars of antique vintage.

MURRAY OHIO SALES VETERAN, LLOYD W. REYNOLDS, RETIRES

His many friends in the trade will be interested to learn of the retirement of Lloyd W. Reynolds, eastern sales representative for The Murray Ohio Manufacturing Company of Cleveland, Ohio. He will live at Coral Gables, Florida, where he has long owned a residence. Mr. Reynolds has had 32 years' service with Murray Ohio, starting with the company in

Lloyd W. Reynolds

March, 1922 As an initial member of the sales force, he originally covered a large area reaching from New York City to El Paso, Texas.

In 1929, Mr. Reynolds helped open the Murray Ohio New York sales office at 200 Fifth Avenue. Since that time his sales activities on Murray bicycles and juvenile wheel goods have been concentrated in New England and on the eastern seaboard.

A member of the Elks and the American Legion, Mr. Reynolds served as a sergeant in the tank corps in World War I. When he entered the service at Camp Colt, Gettysburg, Pa., the commanding officer there was Lt. Col. Dwight D Eisenhower.

SUPERMAN RAIN CAPE FROM DAVID SINGER CO.

The David Singer Company, 1350 Broadway, New York City, manufacturers' representatives, announces that distribution is under way of Superman Rain Capes

The same as is shown on television, the cape is made of Firestone's sturdy velon plastic in a bright red and has the Superman insignia on the back.

Retailing for $1.98, the cape comes in small sizes, 2½ to 5½; and medium sizes, 6 to 10 years

ROLE OF CIGARETTES

The American Cancer Society has launched a study to determine if there is any relation between lung cancer mortality and cigarettes. ACS volunteers have recorded the smoking habits of 204,000 men between the ages of 50 and 69. A certain percentage of these men die each year and the cause of their death is recorded and checked against their known smoking pattern. In about 18 months, the ACS should know whether there is any clear relationship between heavy smoking and lung cancer

FINICKY FIDO

FINDS FLY IN FOOD AND FLIPS!

BEEMAK PLASTICS

Customers say **"FIDO ACTS LIKE CRAZY!"**

Merchants say **"FIDO SELLS LIKE CRAZY!"**

A PROVEN 1954 SALES SENSATION

Ask the store that has them!

Immediate Delivery

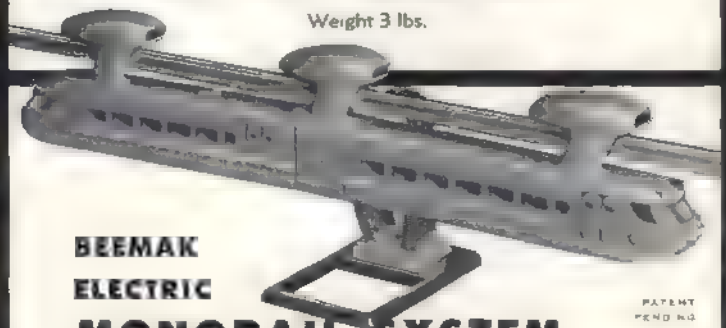
TO PLAY THE GAME . . .

Press Fido's head into food pan . . . then watch him somersault! Follow directions on bottom of the card base. You can have fun with him with or without using the food pan. Gain skill by the way you press his head down and release for the **complete somersault!**

Assorted colors . . . **BP-550 — 59c** Retail

Packed 2 dozen to a **"DOGHOUSE" display** carton

Weight 3 lbs.



BEEMAK ELECTRIC MONORAIL SYSTEM

PATENT PEND NO

- Metal encased motor has 7 pole wound armature.
- Forward or reverse speed. Remote transformer.
- On HO scale, train develops relative speed of 240 MPH!
- Cars made of high impact Styrene.
- 8 red pylons support patented rigid track. Comes in 2' sections.
- Modernistic station available, works into any train layout

SENSATION OF THE SHOWS!

BP-580 Packed 1 Unit to a Carton.

Attractive Counter Display Package.

Available July Delivery.

There's an ever increasing demand for

THE OFFICIAL

SPACE PATROL HELMET

Largest selling and most widely publicized Space Toy in America.
BP-500
Individually boxed for mailing
Weight: 2½ pounds each
Carton size: 12" x 12" x 12".
Weight 1 dozen: 30 pounds.
Retails at: **$4.95**

Immediate Delivery!

DOUBLE BUBBLE PLAY BALL

1. DURABLE—practically unbreakable
2. COLORS—2 colors of water in one ball
3. ACTION—Shake! Watch the bubbles form
4. FLOATS—in a bath tub.
5. ROLLS—crazy like a football.
6. EVER-CHANGING water levels create double interest.
7. INTRIGUES babies, children, parents.

BP-540 Packed 12 to a carton.
Weight: 3½ lbs. approx
Retails: **$1.00**

Immediate delivery

BEEMAK VILLAGE MINIATURES

Display "Deal"
BP-510

Miniature assemblies of four buildings. HO Scale. Packed in clear Polyethylene bags with instructions.

FREE { 1 Set-Up Model for Top of Display
1 Metal "Self Serving" Display Rack
Packed one complete Unit to a carton
Weight: 9 pounds. Immediate Delivery!

"Deal" includes a total of 4 dozen units as follows:

- 1 dozen Hollywood Cottages, Retails **49c** each
- 1 dozen Two-Story Colonials, Retails **59c** each
- 1 dozen Theatre Corners, Retails **69c** each
- 1 dozen Super Markets, Retails **69c** each

Total Retail Selling Price—**$29.52**

ORDER FROM YOUR JOBBERS • MANUFACTURED BY . . .

BEEMAK PLASTICS • 4462 EAST WASHINGTON BLVD., LOS ANGELES 23, CALIFORNIA

WRIGLEY TOYS.
INCORPORATED

Points the way To Greater Sales with Quality Toys!

No. 505 CIRCUS PONY

Glides smoothly on heavy steel rod suspension. Sturdy construction throughout. Molded play tray. Colorful circus pony decoration.

No. 507 TIPSY-TEDDY

Can be used as a rocker or —turned upside down—becomes a play and feeding table!

No. 408 TOY CHEST

Size 18" x 18" x 32". All kiln-dried hardwood construction. Plastone finished inside and out. Gaily decorated. Shipped KD one to the carton.

No. 503 BLACK BEAUTY

Handsome shoofly with extra-large seat. Striking 3-color decoration on white background.

REPRESENTED BY LEVENKRON & BAUM

WRIGLEY TOYS.
INCORPORATED

COBLESKILL, N. Y.

An Honored Name in Woodworking

REPRESENTED BY

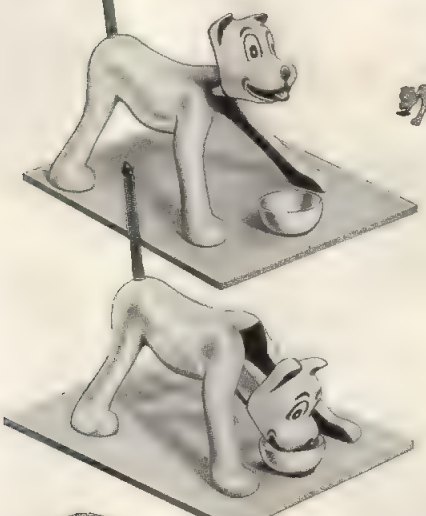
Levenkron and Baum, Inc.

ROOM 1216
1107 BROADWAY, NEW YORK 10, N. Y.
WA 9-8990

THERE'S NOTHING LIKE IT
... IT'S BRAND NEW!

FINICKY FIDO

FINDS FLY IN FOOD AND FLIPS!



it's a Toy!
it's a Trick!
it's a Game!

Kids use him for play;
Dad uses him for doodling;
Everyone uses him for tricks;
The family uses him for games.
Made of high impact plastic. Approximately 3" tall. He stands on a display card which has attached a small dog dish with "food." Press his head into dog dish, take your finger away and a moment later he will somersault into the air ..and he lands on his feet!

● TO PLAY THE GAME

Follow directions on bottom of the card base. You can have fun with him with or without using the food pan. Gain skill by the way you press his head down and release for the flip.

ASSORTED COLORS
BP-550 – 59¢ Retail
Packed 2 dozen to carton
Weight 3 lbs.

COLORFUL WINDOW STREAMER PACKED IN EACH CARTON

...for Kids
...for Adults

PRESS HEAD INTO FIDO'S FOOD ... THEN WATCH HIM SOMERSAULT!

Beemak Plastics
4462 EAST WASHINGTON BOULEVARD
LOS ANGELES 23, CALIFORNIA

SEE US IN ROOM 1103 HOTEL NEW YORKER
during **"TOY FAIR"**

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Largest selling and most widely publicized Space Toy in America.
BP-500
Individually boxed for mailing
Weight: 2½ pounds each.
Carton size, 12" x 12" x 12"
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Immediate Delivery!

DOUBLE BUBBLE PLAY BALL

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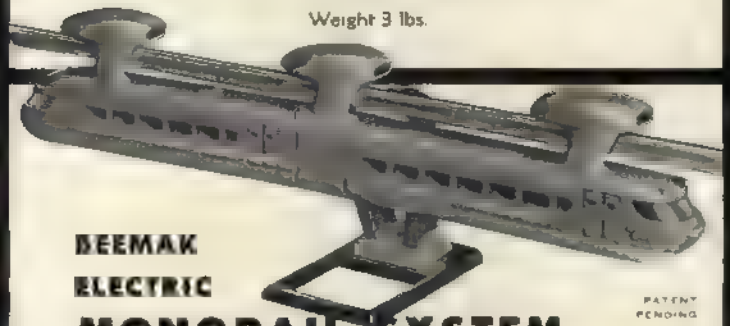
Immediate delivery



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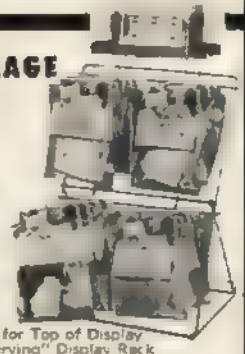

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Total Retail Selling Price—**$29.52**

ORDER FROM YOUR JOBBERS • MANUFACTURED BY . .

BEEMAK PLASTICS • 4462 EAST WASHINGTON BLVD., LOS ANGELES 23, CALIFORNIA

IT'S SHOOTIN' SEASON ...meet the demand for KILGORE top-quality caps

No. 150 PERFORATED ROLL CAPS
Sure-fire caps that work in any 50-shot repeater. Should be used in Kilgore models. 5 doz. boxes per carton, 5 or 10 gross boxes per case.

No. 108 DISC MAMMOTH CAPS
Made for Kilgore's revolving cylinder 6-shooter pistols. 5 doz. boxes per carton, 5 or 10 gross boxes per case.

No. 75 MAMMOTH SINGLE-SHOT CAPS
For all single-shot pistols. Packed 72 caps per box, 12 doz. boxes per carton. 2 gross boxes per case.

No. 250 BANG ROLL CAPS
A cap of Kilgore quality, non perforated. Packed 5 doz. boxes per carton. 5 or 10 gross boxes per case.

In caps, as in all other product lines, one brand is recognized as the top-value line . . . Kilgore.

It is the *traditional* quality line . . . depended upon for quality of product . . . and for quality of service to the trade.

Kilgore caps are easily identified by the full-sized, symmetrical cap mounds, precisely spaced and aligned. Formulations and materials are maintained at uniformly high standards. Rigid quality control assures performance that delights small fry . . . and brings them back for more.

Kilgore service is easily recognized, too . . . dependable pricing policy that protects your inventory; substantial manufacturing facilities for volume production.

It's traditional to look to Kilgore for leadership in cap developments . . . for exclusive Kilgore firsts . . . Perforated Roll Caps, Lubricated Caps and six-shot Disc Mammoth Caps . . . dominate the market.

Stock and sell the Kilgore cap line . . . the *traditional* profit maker.

This "K" Means O.K.

Kilgore INC. WESTERVILLE, OHIO U.S.A.

New York Office Room 751 Fifth Ave. Bldg. | Chicago Office Room 4102 Mdse. Mart

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... IT'S BRAND NEW!

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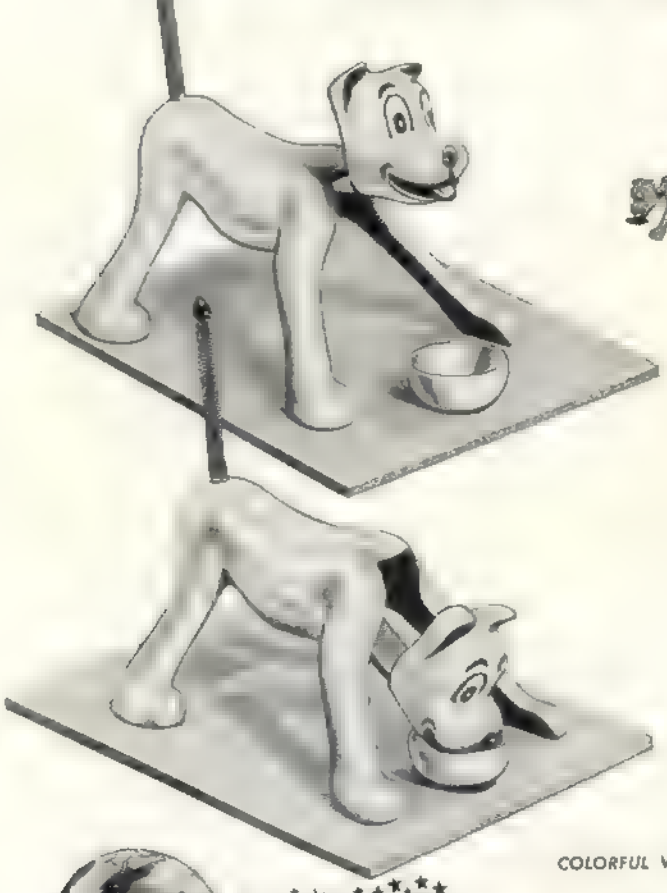

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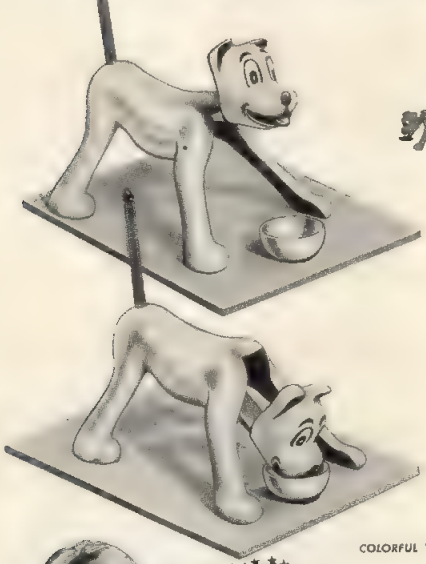

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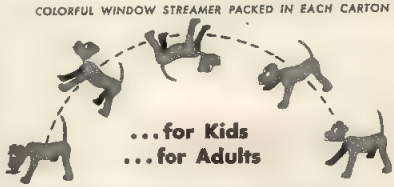

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SEE US IN ROOM 1103 HOTEL NEW YORKER
during "TOY FAIR"

QUALITY *at* PROMOTIONAL *Prices!*

BELLE DOLLS

See Our New 1954

MASTERPIECES of DOLL ARTISTRY

that utilize the

MAGIC of SARAN WIGS

AT THEIR BEST!

●

Exclusive Creations in

ROOTED HAIR DOLLS • WARDROBE DOLLS
LATEX BABIES

See Us At The Toy Fair

HOTEL NEW YORKER ROOMS 1268-1269

ANDY FLEISCHHACKER, *in Charge*

Also at our Permanent Display

ROOM 430—200 FIFTH AVE., N. Y. 10

BELLE DOLL & TOY CORP.

34 HUBERT ST. NEW YORK, N. Y.

Class that surpasses the "400"

This handsome, true-scale model of Bell's newest helicopter, the big, tandem rotor U. S. Navy anti-submarine HSL-1 is one of the 104 outstanding toys of 1954 chosen by panels of wholesalers, retailers, consumers and educators for the Toy Guidance Council. Before the year is over these toys will receive nationwide TV, radio, newspaper and magazine publicity that will keep your cash register ringing.

The over-all length of the completed HSL-1 body is 13 inches. Fuselage parts are silver gray or metallic blue shock-resistant plastic. Real rubber tires, clear plastic bubble cockpit, free spinning rotors, authentic decals . . . accurate in every detail down to the simulated body rivets. Individually packaged in eye-appealing, three-color boxes, with complete, illustrated, easy-to-follow assembly instructions.

Start cashing in early . . . send today for your supply of the Bell HSL-1 Kits

Write for your FREE full-color catalog illustrating the complete sales-boosting Saunders-Swadar line of kits and completed toys.

$1.49 RETAIL

Saunders-Swadar Toy Company

500 Rainbow Avenue, Aurora, Illinois

up other sports we used to enjoy before we got into this toy business."

"And I have been getting a couple of youngsters out of diapers and onto their two feet where they can amuse themselves while we are busy," added Virginia.

"That is a full time job in itself," I agreed. "What about reading, or music?"

NEW TOY IDEAS

"We read when we get a chance," said Dix, "but actually most of our spare time, even when we are on the boat, or getting the children into a tractable mood, involves working out some new idea for production. You know how that is. An idea keeps running 'round and 'round in your head, no matter how you try to forget it

Indeed I do, for I have the same trouble. Not making toys, but trying to figure out what to write about them

It seems quite obvious, after this pair of "chats," that there seems to be no limit to the kind of toys being made on the west coast; toys that have become a "must" on the counters all over the country.

. . . Chicago

(*Continued from page* 136)

the years we continue to sell the same staple educational toys toys that teach color, dimension, coordination. Although there are improvements in design and materials over the years, the items stay basically the same.

"Recently everything with an educational flavor has gained over the plain pull-toys and mechanical items," Mr Levin adds. "But those mechanical toys which lend themselves to being taken apart and put together are selling better than ever."

Chicago toy men are agreed, it seems, that in all age groups the toys that offer children the most active participation will continue to gain ground this Fall

TABLE OF CONTENTS
PAGE 108

New cellular plastic flutter board water wonder

★ **Lightweight** — weighs only 12 ounces

★ **Buoyant** — supports 150 lbs. in water

★ **Tough** — unbreakable, won't absorb water

★ **Self-maintaining** — needs no paint or refinishing

★ **Safe** — its surface prevents injuries

The cellular plastic Water Wonder is the most buoyant, trouble free flutter board ever made for beach and indoor use.

Molded in one unit, the Water Wonder will not break, absorb water or deteriorate in any way. Its resilient surface reduces noise and clatter and eliminates danger of injury to other swimmers.

Measuring 12" x 22", Water Wonder also serves as a jr. size surf-board for children up to 125 lbs. It comes in blue and red at a bulk price of $3 95 each for minimum order of 6. Write for further information.

ANOTHER SPONGEX PRODUCT

THE SPONGE RUBBER PRODUCTS COMPANY 49 Derby Place, Shelton, Connecticut

---

act quickly!

the best $5.00 you ever invested!

Come Along With Us!

NATIONAL RETAIL TOY DEALERS' ASSOCIATION

Join Now! Our goal—10,000 members in 1954! If you are interested in combating unfair trade practices in the retail toy industry sign up *today!* In less than three months our membership has grown and grown—over thirty states are represented. We want and need all forty-eight! It is to your advantage to join the N.R.T.D.A. With a large membership our influence will be felt fast. Become a recruiting agent for your community. Extra membership blanks furnished on request. **N.R.T.D.A.—148 East 38th St., New York 16, N. Y.**

come along with us—

let's make our association strong and vital. Send in your dues *today*. Fill out this membership coupon

Now—

I hereby apply for membership in the Retail Toy Dealers' Association.

Signed _____ Title _____

Name of business _____

Street _____

City _____ Zone _____ State _____

Nature of business _____

Date _____ Amount paid $ _____

A certificate of Membership will be mailed to you.

N.R.T.D.A.—148 East 38th St., New York 16, N. Y.

Belmont Studio Lounge

Beautiful enough in a smart modern manner to hide its two-fold use—it's a gay modern sofa in the daytime that can add a trim note of decorator styling to any living room . . but in a moment it can become a real single bed, with deep coils for cushioned sleep. Selected kiln-dried hardwood frame is double doweled, corner blocked for sturdiness 40 tempered steel coils, on a steel slat base are insulated with rubberized hair and topped with generous layers of cotton felt Strikingly biscuit-tufted spring-filled back easily removed to make up bed

Available in smart metallic tweed fabric in red green, toast or chartreuse *specify color* Blonde finish legs 74" long overall depth 30"; 32" high Shipped F O B factory Chicago Ill

No. 97630F. Ship wt 150 lbs **45.25**
List $75 95 Dealer's, each

Empress Studio Lounge

Genuine foam rubber . . . wrought iron legs . . . smart decorator-styled fabrics —ideal for a living room, den, playroom or patio Thick 4½" rubber mattress heavy duck fabric covers. No-Sag springs for mattress foundation. Bolsters are of formed rubberized hair; will always retain their shape

Mattress covered in modern denim in green, red, brown or charcoal grey or in extra fine decorator tweed in olive, brown, persimmon, red and black combination or silver-black combination Cover has zipper for easy removal to clean. Wooden base in blonde or ebony finish rests on black wrought iron legs *Specify color and base finish.* Wt 75 lbs F O B Chicago

No. 97625F. Denim Cover. **99.30**
List $165 95. Dealer's, ea
No. 97626F. Tweed Cover. **115.30**
List $192 95. Dealer's, ea ..

Modern Sofa Bed

It opens to a deeply comfortable bed wide enough to sleep two adults! Smartly created for the finest modern livingroom or den . . . beautifully fashioned with selected kiln-dried hardwood frame and up-to-the-minute wrought iron legs Biscuit-tufted cleverly in seat and back, in today's mode Luxuriously comfortable seat is cradled with full 50 resilient, sunvent coil springs . . . back is cushioned with 30 deep coils for lounging comfort. Seat and back both insulated with hair pads and topped with generous layers of heavy cotton layer felt

Cover is metallic tweed in red, green, toast or chartreuse—*specify color.* 84" long, 24" seat depth, 30" high, opens to 43" width F.O.B. Chicago

No. 97624F. Ship wt. 165 lbs. **67.60**
List $112 95 Dealer's, ea .

Studio Couch

Our finest Studio Couch outstanding in every detail of design, of construction of tailoring and above all absolutely tops in sleeping comfort! The couch opens to a luxurious innerspring double bed fine as any "regular" bed or opens to 2 equally comfortable twin beds Double bed measures 73½x58" as twin beds each measures 73½x25" Extra comfortable because of 50 coil base supporting a 50-coil biscuit tuft innerspring Two 16x35" innerspring pillows in back

Upholstered in heavy rayon damask with matching boucle trim and deep 5" fringe in red green, grey or toast or modern tweed fabric self-welted (no fringe) in red, grey or green. *Specify fabric, color.* F.O.B. Chicago

No. 96582F. Heavy Rayon Damask
No. 97160F. Modern Tweed Fabric **76.50**
Ship wt 150 lbs.
List $127 95 Dealer's, ea .

As a Double Bed . . .
Stretch out and enjoy deep innerspring comfort on the 73½x58" sleeping surface

As Twin Beds . . .
Separate conveniently for those who prefer Twin Beds —ea 73½" long, 29" wide

Gene Autry—cowboy star of television, movies and syndicated comic strips.

Gene Autry TIME

means sure-fire sales when you feature the

Gene Autry

WESTERN HAT

It's here — the GENE AUTRY western hat — known to millions of children from coast to coast! Authentically fashioned of fine quality, 100% wool felt, with reeded sweat band and adjustable chin cord. The genuine GENE AUTRY shaping is locked into position . . . defies crumbling . . . snaps back into position even under heavy playtime punishment. This is the hat you'll just show to sell — a real volume-sales maker!

$1.98 SUGGESTED RETAIL

Available in Four Genuine Western Colors:

GRAND CANYON RED
SAGEBRUSH GREEN
SADDLEHORN BLACK
PONY BROWN

A market of millions of GENE AUTRY fans awaits you . .

OR IN PURE WHITE, $2.49 suggested retail

TOY FAIR SHOWING: HOTEL NEW YORKER, ROOM 1146

SEE YOUR LOCAL JOBBER
for this number

Or

SEND POSTAGE-FREE POSTCARD
Today
FOR SAMPLE ORDER
and address of your local jobber

O. K. — send us a sample order of the following:

_____doz. FIBER WESTERN HAT
_____doz. GENE AUTRY WESTERN HAT
☐ Name and address of local jobber

NAME .....

ADDRESS .....

CITY ..... Zone .... State .....

benay-albee

65 SOUTH 11th STREET
BROOKLYN, N. Y.

California office
Irving Petok 310 East 4th St., Los Angeles, Calif.

* TOY FAIR SHOWING:
HOTEL NEW YORKER, ROOM 1146

For a HATful of PROFITS!

Fiber Western Hat

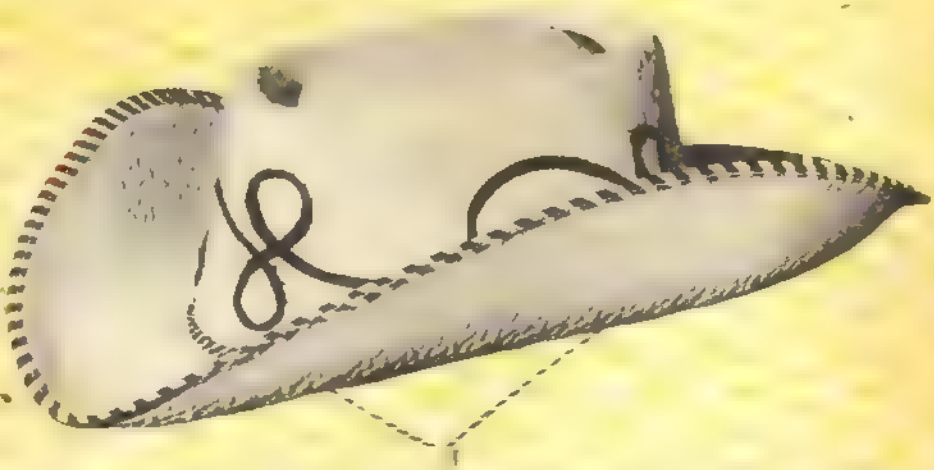
the fiber western hat
ith all these plus features!

olors are dyed in . . .
ot painted on! Won't
ide or buckle in sun.

Water repellent . . .
stands up better in
any weather!

entilated fiber
eave . . . helps con-
ol perspiration of
hildren at play!

Flexible . . . shapes
easily into many fa-
vorite styles!



A sell-out sensation in '53 — has built up an even greater demand for '54! Made of special miracle fiber that looks better, wears better, SELLS better! Available in White with black trim or red trim; red with white trim; yellow with black trim, and black with white trim. Complete with adjustable-slide chin cord.

79¢
SUGGESTED RETAIL

Ride the sales round-up with this year-round popularity champ . . .

SEE YOUR LOCAL JOBBER
for this number
Or
SEND POSTAGE-FREE POSTCARD
Today
FOR SAMPLE ORDER
and address of your local jobber

benay-albee

65 SOUTH 11th STREET
BROOKLYN, N. Y.
California office:
Irving Petek 310 East 4th St., Los Angeles, Calif.

Postage Will Be Paid by Addressee

No Postage Stamp Necessary If Mailed in the United States

BUSINESS REPLY CARD
First Class Permit No 22366, Sec. 34 9, P L &R. Brooklyn N.Y.

BENAY-ALBEE NOVELTY CO.
65 South 11th Street
Brooklyn, N. Y.

New Toys on Parade

My Big Box of Things to Do

One of Whitman's newest boxed numbers (5692) contains a cellophane wrapped tray with scissors, pencil and 3 rolls of colored flint paper, plastic paint kit with 8 assorted colored paints, brush and 6 wax crayons, cellophane package with 2 sewing cards with tipped cord laces, 4 folders with different "fun" material, picture stickers, stencils, color dots, and paper for making chains, baskets, weaving, etc. Also included is a supply of pictures to color, colored construction paper and blank white paper.

This "Big Box" has been worked out to provide many hours of play for the very young child. It retails for $1.98 and is available from the WHITMAN PUBLISHING COMPANY, Racine, Wisconsin.

Easy Dog Trainer

Spat is a lightweight plastic stick with double clappers. A light tap makes a loud "clacking" noise that dogs pay attention to. It is harmless, because the purpose of Spat is to surprise rather than hurt a dog. Bright red in color, dogs soon learn to obey commands when they see Spat, hear Spat, feel Spat. It takes the place of folded newspapers and other devices now used to slap dogs into obedience. With Spat, it's easy to correct such dog faults as jumping, licking, barking and scratching furniture

Spat retails for $1.25 and is sold through jobbers. Manufactured by PIONEER PET SUPPLY, Oak Park, Ill.

Clarabell

A new "Bend-Me" Clarabell, a foam rubber toy wired throughout for bending, and patterned after the famous "Howdy Doody" character, has been issued by BEN-HER INDUSTRIES INC., 11 W. 42nd St., New York. The colorful clown is packed in a polyethylene bag with a descriptive cartooned flap, 24 to a shipping carton. It stands 12 inches high. The suggested retail price is $1.98.

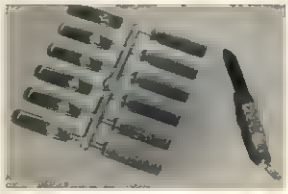
Paratrooper Carbine

This *Paratrooper Carbine*, with flexible bayonet, shoots harmless pellets. The carbine is 30" long, of rich walnut tone with gun-metal trim. Silver flexible blade on bayonet, made of durable plastic to withstand hard usage. Also included is a separate two-way target, and detailed illustrated instructions.

Packed two dozen to a carton by MACO TOYS, 276 Nostrand Ave., Brooklyn 5, N. Y. Suggested retail price is $2.98.

New Package for Doll Shoes

FAIRYLAND TOY PRODUCTS, INC., 200 Fifth Ave., New York, has recently introduced a new package designed to match its colorful dolls' shoes. This pink and blue box features an acetate window to show off the contents to best advantage. Each shoe size comes in a different size box, totalling seven in all, since Fairyland shoes are available in sizes 00 to 5, to fit any doll from 12 inches to 25 inches. Each box carries an identifying number, together with a listing of the doll sizes that the particular shoe will fit. The shoes themselves are molded of flexible vinylite plastic, and are washable, and scuff-and-stain resistant.



Girl Scouts' Knife

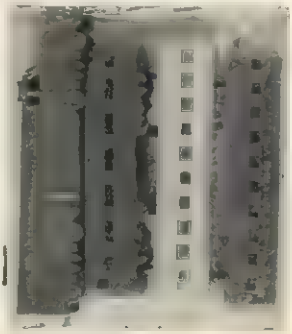
A harmonious combination of metal and plastic is demonstrated in the Girl Scouts' Knife of Utica Cutlery Co., for which a lustrous green Tenite casing is molded by GEMLOID CORP., 78-01 Queens Blvd., Elmhurst, N. Y.

The butyrate plastic makes a decorative contrast with the grey steel blade and is at the same time functionally effective, for it is as tough as it has to be to stand up under the rough treatment the girls may give it in actual use. Chip-proof, thick enough to take a fall without damage, unaffected by perspiration and grease, the plastic parts are as durable as the metal parts of the knife.

The decorative quality of the plastic is enhanced by a gilt "three-dimensional" monogrammed escutcheon Gemloid molds into one side of the casing.

Streamliner Train Set

A new "Wannatoy" *Streamliner Train Set* is now available from the SMITH-BENNY SALES CO., INC., 11 W. 42nd St., New York, national representatives of the Dillon-Beck Mfg. Co. Retail priced at 49c, the new set is packaged in cellophane, and includes a locomotive, observation car, and two Pullmans in assorted plastic colors. This "Wannatoy" No. 408 is packed two dozen to the shipper—weight six pounds. The train size is 23½" long by 1⅜" high by 1" wide.



Lounge • Rock • Recline

BERKLINE ROCKER

Scientifically built for luxurious relaxing . . . comfort that lasts through the years. Soothes tired nerves, aching muscles, provides the ultimate in healthful comfort . . . for father's ease at the end of the day

. . . for mother's relief from household chores . . . for tops in hospitality to guests. For the "rest of your life" . . . choose the leisure lounge or the 3-in-1 chair with exclusive Berkline feature, locks chair in any position!

LEISURE LOUNGE. Ultra-modern, with real old-fashioned comfort. Scientifically designed to relax you completely . . from head to toe. Read, relax, watch TV or simply enjoy a pleasant evening's conversation . . . the Leisure Lounge molds to the contours of the body, providing for the absolute in rest. Buoysnt springs cushtoned in rubberized hair and cotton felt to pamper every muscle. Covered with washable Duran vinyl plastic. Here is comfort fit for a king . . at a price you can afford. 81x35x36" high. 118 lbs.

Specify Blond or Mahogany finish; Red, Dk. Green, Chartreuse, Gray, Cream-Beige, Yellow, Tan or Dk. Brown Duran. From Tenn.

864-611 D6450 Leisure Lounge $89.50

BERK-LOCK 3-in-1 CHAIR. It lounges . . it rocks . . it reclines. Patented Berk-lock holds any position for complete relaxation. Spring construction with rubberized, curled hair. Washable Duran vinyl plastic cover. 30x32x38" high. Wt. 92 lbs. From Tenn. Available with or without Berk-lock mechanism (becomes platform rocker). Matching ottoman has pillow top with coil springs.

Specify finish (Blond or Mahogany finish); also color of Duran (Red, Dk. Green, Chartreuse, Gray, Yellow, Beige, Tan or Dk. Brown).

864-629 D4950 Berk-Lock Lounge Chair $69.50
864-637 D4450 Chair without lock mechanism 64.50
864-645 D695 Matching Ottoman. Wt. 20 lbs. 13.95

Fine Leather Chairs

LAWSON LOUNGE

Hardwood frame . . double doweled, corner blocked. 8-way hand tied super web bottom . . . innerspring back and seat. Casters. 22x21x34" high. Wt. 90 lbs. From Mich.

Top grain Leather upholstery: Maroon, Light Green, Tan or Dark Green.
864-652 D16950 Specify color . . . $239.50

Naugahyde cover . . . tough plastic; looks and wears like leather. Oxblood, Dk. Green, Dk. Brown, Yellow, Lt. Green.
864-660 D9950 Specify color $139.50

LEATHER LOUNGE

Supremely comfortable lounge chair . . . built in Grand Rapids by craftsmen who work with leather exclusively. Channeled and tufted back; antique nail head trim, T-cushion, 8-way hand tied bottom of super web construction. Coil spring back, seat. 31x37x35" high. 100 lbs. From Michigan.

Genuine Leather in Oxblood, Lt. Green, Brown, Dk. Green or Yellow. Specify color and Blond or Mahogany finish.

864-678 D15950 Leather Lounge $219.50

WING CHAIR

A wonderful fireside chair! Hardwood frame, doweled and corner blocked. 8-way hand tied coil springs in back, base, seat. 28½x30x38" high. 80 lbs. From Michigan.

Top-grain Leather upholstery Maroon, Light Green, Tan or Dark Green.
864-686 D14950 Specify color . . . $209.50

Naugahyde cover . . durable plastic, looks, wears like leather. Oxblood, Dk. Green, Dk. Brown, Yellow, Lt. Green.
864-694 D9950 Specify color . . . $139.50

You can't lose with Berry Pink the Marble King!

When it comes to marbles, kids know a winner when they see one. That's why marbles by the Marble King—made in beautiful colors chosen in sampling tests by thousands of children—are the world's largest sellers.

Berry Pink and Jack Dempsey—a couple of "champs" with the marbles of champions.

Berry Pink's new 1955 line of marbles will really roll up record sales for you! From every possible angle: product, packaging, promotion and publicity—Berry Pink Industries is pointed to one major goal, to help *you* move more marbles!

Yes, to sell more in '55, sell the marbles that sell most—marbles by the Marble King.

Berry Pink
Industries, Inc.

Empire State Building, 350 Fifth Avenue, New York 1, N. Y. • PE 6-5332

EMENEE
MUSICAL TOYS
Golden Tuba
PLAYS REAL MUSIC!
NO LESSONS NEEDED!
Nearly 3 feet high. Lightweight to carry. Deep tones like professional tuba yet easy to blow. Heavy gold finish on break-resistant plastic. Reproduced in proportion to authentic instrument with giant swivel bell and adjustable mouthpiece. Hand-tuned brass reeds play full-scale melody.
$14.98 RETAIL
LIFE
POST
Emenee INDUSTRIES
EMENEE
200 Fifth Ave., New York 10

BEST

NEW! SUPER DETAILED PLASTIC SCALE MODELS of INDIANAPOLIS 500 MI. CHAMPIONS

Now Ready . . the 1st in a Series of six

1940 Winner
Plastic Scale
Construction Kit #540
Authentic detailed scale models made of strong, smooth, high impact plastic. All parts precision made and comes with real rubber tires.

79¢

ATTRACTIVE
FULL VIEW
DEALER COUNTER
DISPLAY with
BUILT-UP MODEL
Available at nominal cost.

Complete parts and fully illustrated assembly leaflet packed in full color box.

Ready Very Shortly!
The Fuel Injection Special
1953 Winner
Watch for announcement

HOT SELLING COMPANIONS TO ROUND OUT THE "BEST" SERIES EVER OFFERED!

AVAILABLE SOON

Series 520

MONROE
1920 Winner

Series 522

MURPHY SPECIAL
1922 Winner

Series 531

MILLER SPECIAL
1931 Winner

Series 535

GILMORE SPECIAL
1935 Winner

HOBBY KITS

Best Plastics Corporation

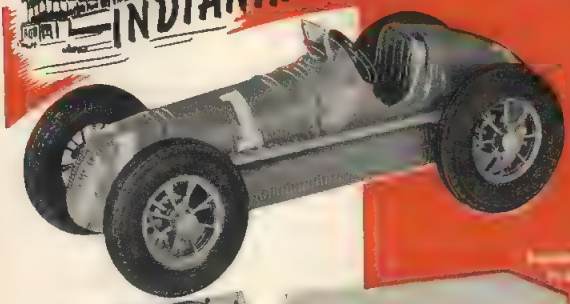
945-39th STREET BROOKLYN 19, N. Y. Tel. GEdney 5-5130

SEE THE "BEST" EXHIBIT—TOY SHOW—ROOM 852, HOTEL NEW YORKER

BEST

Products

NEW! SUPER DETAILED PLASTIC SCALE MODELS of INDIANAPOLIS 500 MI. CHAMPIONS



Now Ready . . the 1st in a Series of six

MASERATI

1940 Winner

Plastic Scale Construction Kit #540

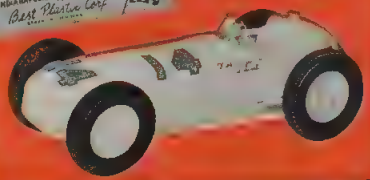
Authentic detailed scale models made of strong, smooth, high impact plastic. All parts precision made and comes with real rubber tires.

79¢

Complete parts and fully illustrated assembly leaflet packed in full color box.

ATTRACTIVE FULL VIEW DEALER COUNTER DISPLAY with BUILT-UP MODEL

Available at nominal cost.



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HOBBY KITS

Best Plastics Corporation

945-39th STREET BROOKLYN 19, N. Y. Tel. GEdney 5-5130

SEE THE "BEST" EXHIBIT—TOY SHOW—ROOM 852, HOTEL NEW YORKER

Broadway Magic in these Halloween Costumes,

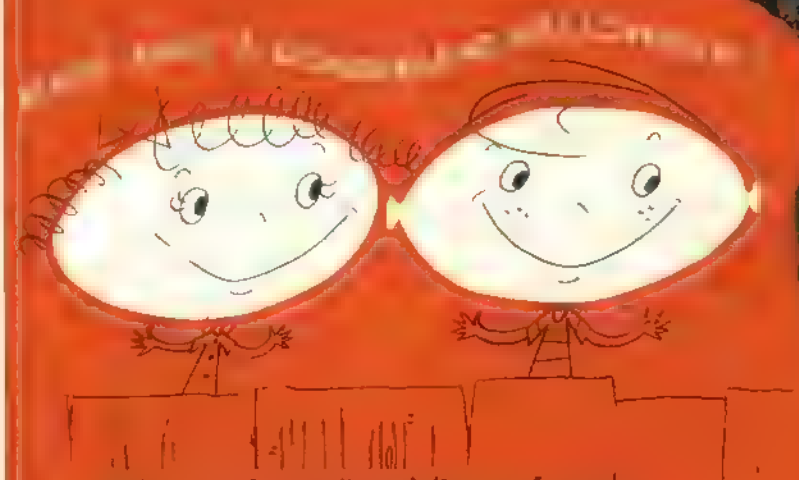
Alvin Colt provides the theatrical touch at Halloween for Bland Chamas with a host of exciting costumes beautiful color, dramatic design, fresh new ideas! Stock this all-star cast of Wonderland Halloween styles for new-style Halloween profits!

50 Enchanting designs in all!

- Howdy Doody
- Clarabell
- Princess Summerfall Winterspring
- Prince Valiant
- Johnny Jupiter's Reject the Robot!
- and a wide supporting cast of skeletons, gypsies, witches, animals, etc

Millions of dollars back up your Wonderland Halloween line!

- Howdy Doody, the most famous kiddie character of all time, seen by 5,000,000 children, 5 days a week!
- Reject the Robot: the newest kiddie favorite!
- Prince Valiant: Popular hero of a full length motion picture!
- Clarabell: Supporting character in the Howdy Doody story! and many other highly-advertised, tremendously popular children's favorites!



Order now for earliest delivery of your Wonderland Halloween Costumes

Bland Chamas Co., Inc.

Copr. Kagran Corp.

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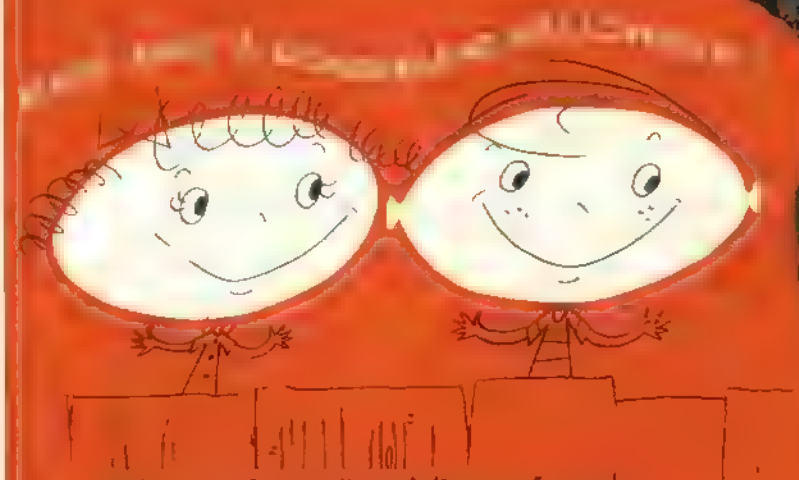

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Bland Chamas Co., Inc.

Copr. Kagran Corp.

Manufacturers!

Merchandise Licenses Now Available

Hottest New TV Personality

RATED TOPS BY BOTH SMALL FRY AND CRITICS

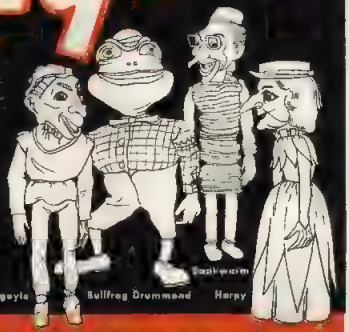
Blinkey

and an irresistible cast of characters

Blinkey has been acclaimed in all leading entertainment publications. And no other TV character has so quickly won the affections of millions of youngsters. For example, Blinkey's New York TV rating doubled in just 6 weeks—two TV spots in Pennsylvania drew 6,200 inquiries for Blinkey polo shirts. No wonder Blinkey is the hottest new character available for merchandise licenses. Write for details today.

COAST-TO-COAST ON ABC-TV—See for yourself. Tune in with millions of fans on Saturday morning (check local TV guide).

NATIONWIDE MERCHANDISING-PUBLICITY PROGRAM—underway to make Blinkey nation's best-known TV character.



WRITE TODAY FOR COMPLETE DETAILS

BLINKEY ENTERPRISES, INC.

[illegible] West End Avenue, New York City Phone: SUsquehanna 7-442[illegible]

EXCITINGLY NEW AND EXCLUSIVE

for 1954

HALLOWE'EN COSTUMES

by **COLLEGEVILLE**

The Most Wanted Line

Porky Pig No. 2214

Sylvester No. 2211

Of popular characters from Warner Bros. Cartoons in authentic color reproductions.

EXCLUSIVELY OURS

Made of cabric, rayon, flannel and special prints.

"Bugs Bunny" No. 2203

"Foghorn Leghorn" No. 2813

Tweety No. 2212

See Our New Complete Line at the

TOY FAIR

***room* 434**

200 FIFTH AVENUE, NEW YORK CITY

PLUS over a hundred other costumes—including some with FLASHER LIGHTS—many exclusives from the movies, TV—including new novelties such as a pony (2-man horse), cowboy, military, space, Indian, and baseball playsuits. Also Santa Claus suits, wigs and beard sets.

WATCH FOR OUR NEW JOBBER LINE

ALL COLLEGEVILLE COSTUMES are treated to retard flame. Every outfit is full cut and attractively packaged in a two-piece window box.

© Warner Bros. Cartoons, Inc.

FLAGS OF EVERY DESCRIPTION

COLLEGEVILLE FLAG and MANUFACTURING CO.

Established 1909

New York 10, N. Y.
200 Fifth Avenue

MAIN OFFICE AND FACTORY
COLLEGEVILLE, PA.

Philadelphia 6, Pa.
716 Chestnut Street

Manufacturers!

Merchandise Licenses Now Available

Hottest New TV Personality

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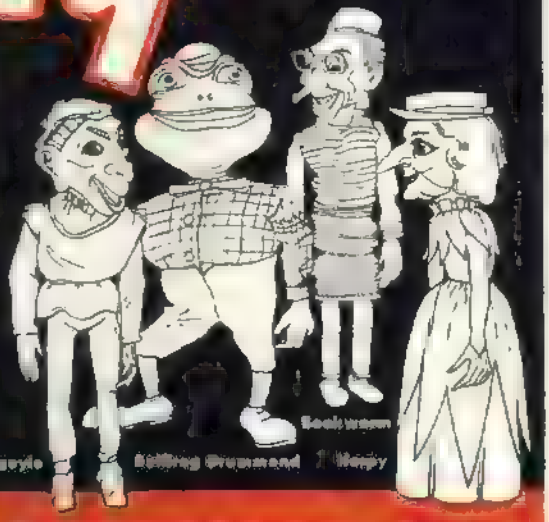

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Established 1909

New York 10, N. Y.
200 Fifth Avenue

MAIN OFFICE AND FACTORY:
COLLEGEVILLE, PA.

Philadelphia 6, Pa.
716 Chestnut Street

Big
BLOCK CITY* News

NEW HOT ITEMS
4 Block City Sets — $2.95, 4.95, 7.50 and 15
2 Brick Town Sets—$7.50 and 12.50
2 Pre-School Building Block Sets — $1.95 and 2.95.

NEW TUBE "PACKS"
The whole line now in new, sealed tube containers.

"NEW LOOK" LABELS
Completely re-designed, eye-stopping wrappers in fluorescent colors to catch—and sell!

Big
BLOCK CITY* Push

Full-color pages in comic sections of leading Sunday papers!

Big ads in top-circulation national magazines!

New mat and TV film service. New displays. All free!

PLUS:
TELEVISION SCHEDULES IN TOP AREAS!

Big
BLOCK CITY* Jobber Deals!

Waiting for you at our
TOY FAIR
BLOCK PARTY
New, Enlarged Exhibit...
Room 468
Hotel McAlpin

BLOCK CITY* building-up for '54!

Build Sturdy Scale Models of Every Type Structure

THE BLOCKS INTERLOCK

COMMENDED PARENTS MAGAZINE

*Trade Mark

Building a SOLID FOUNDATION *For Your Toy Business*

PLASTIC BLOCK CITY, INC.

4225 W. Lake Street, Chicago 24, Illinois
Van Buren 6-6637

12 E. 41st Street, N. Y. • MUrray Hill 3-6572

TRI STATE TOYS

AMERICAN TOYS

Bowman CEDAR STRIP BOATS

Bowman cedar strip boats are recognized nationally for high quality and top performance. Semi-V-bottom permits quick planing, high speed and level riding. Watertight compressed seam construction forms practically 1-pc hull. Western red cedar planking, brass screwed to oak *frame*. 3 coat finish enamel outside, varnish inside.

RAMBLER "STANDARD"

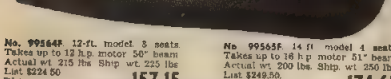
The economical choice of fishermen desiring a truly "safe" family boat. Seats are set extra high to eliminate the cramped legs often experienced on an all-day fishing trip. Vertical grain properly dried western red cedar planking ⅛" x 3¼". Best grade, well seasoned bending oak for ribs, bilge stringers, keel, knees, rails and gunwales. 7-ply mahogany transom, reinforced with oak. Wide comfortable seat of 1¼" ash. Completely brass fastened for fresh or salt water. All oak parts impregnated with "Wood Life" to control dimensions, repel moisture and resist rot. Finished with 3 coat application of finest marine enamel, bakelite varnish inside and on gunwales. White topside and green bottom with red splash rail. RAMBLER has green outside 47" stern width. 8' deck length. Complete with eyebolt and oarlocks.

No. 99564F. 12-ft. model 3 seats. Takes up to 12 h.p. motor 50" beam. Actual wt. 215 lbs. Ship. wt. 225 lbs. List $224.50. Dlr's. ea. **157.15**

No. 99565F. 14 ft. model 4 seats. Takes up to 18 h.p. motor 51" beam. Actual wt. 290 lbs. Ship. wt. 250 lbs. List $249.50. Dlr's., ea. **174.65**

TRAMP "DELUXE"

The fisherman's favorite—extra sturdy for extremely rugged use. Wide and deep to provide maximum safety. Strictly vertical grain properly dried western cedar planking. Well seasoned bending oak for ribs, bilge stringers, keel, knees, rails and gunwales. 7-ply mahogany transom reinforced with oak. Wide comfortable seats of 1¼" cedar. Completely brass screw fastened for fresh or salt water. All oak parts impregnated with "Wood Life" to control dimensions, repel moisture and resist rot. Outside finished with 3-coat application of finest marine enamel; bakelite varnish inside and gunwales. White topside, green bottom 4 seats. Dependable dry and seaworthy, each hull is water tank tested before shipping.

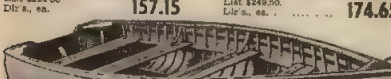


No. 99575F. 14-ft. model. Actual wt. 225 lbs. Ship. wt. 280 lb. List $284.50. Dlr's. ea. **199.15**

No. 99574F. 16 ft. mode. Actual wt. 260 lbs. Ship. wt. 310 lbs. List $309.50. Dlr's. ea. **216.65**

ROGUE "SUPREME"

Plenty of room for fishing yet snappy looking for water sports. Added eye appeal that only a beautiful, properly crowned, hand-polished deck can provide. Extra wide rear deck beam for attaching steering wheel. Handy storage space beneath deck. Vertical grain western red cedar planking. Oak ribs, bilge stringers, keel, knees, rails and gunwales. 7-ply mahogany transom reinforced with oak. Seats of 1¼" cedar. Brass fastened for fresh and salt water. Oak parts impregnated with "Wood Life." 3-coat application of finest marine enamel, bakelite varnish inside and on gunwales. White topside and green bottom with red splash rail. Watertight compressed seam construction forms practically a one piece hull. Dependable dry and seaworthy. Each hull is water tank tested under pressure before shipping. Complete with eye bolt and oarlocks.



No. 99562F. 14 ft. model. 3 seats. Takes up to 25 h.p. motor 54" beam. Actual wt. 245 lbs. Ship. wt. 295 lbs. List $304.50. Dlr's. ea. **213.15**

No. 99563F. 16-ft. model. 3 seats. Takes up to 33 h.p. motor 55" beam. Actual wt. 290 lbs. Ship wt. 345 lbs. List $329.50. Dlr's. ea. **230.65**

FROLIC "SUPER"

A real eye catcher; unapproached in its price range for beauty of design and excellence of performance. Fore and mid-deck handrubbed to lustrous mirror-like finish. For real comfort the stern seat is equipped with a folding seat back. Vertical grain western red cedar planking. Oak ribs, bilge, stringers, keel, knees, rails and gunwales. 7-ply mahogany transom reinforced with oak. Seats of 1¼" cedar. Brass fastened for fresh and salt water. Oak parts impregnated with "Wood Life." 3-coat application of finest marine enamel, bakelite varnish inside and on gunwales. White topside and green bottom with red splash rail. Watertight compressed seam construction forms practically a one piece hull. Dependable dry and seaworthy. Each hull is water-tank tested under pressure before shipping.

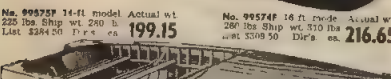
No. 99558F. 12-ft. model. 3 seats. Up to 16 h.p. motor 52" beam. Actual wt. 230 lbs. Ship. wt. 285 lbs. List $324.50. Dlr's. ea. **227.15**

No. 99559F. 14-ft. model. 3 seats. Takes up to 25 h.p. motor 54" beam. Act. wt. 276 lbs. Ship wt. 335 lbs. List $349.50. Dlr's. ea. **244.65**

No. 99560F. 16-ft. model. 3 seats. Up to 33 h.p. motor 55" beam. Actual wt. 326 lbs. Ship. wt. 385 lbs. List $379.50. Dlr's. ea. **265.65**

VAGABOND "LIGHTWEIGHT"

PLYWOOD BOAT features exclusive Bowman design which permits level riding, easier maneuvering and better planing with motor. Built on forms instead of ribbed frame; super strength is imparted by special "bridge-type" trims beneath seats. Solid-decked bow seat provides convenient step when entering boat as well as dry storage beneath. Protective oak batten trims lower sides full length along chines. Outside finished green with a three-coat application of best marine enamel, bakelite marine varnish inside and on gunwales. Complete with bow eyebolt and oarlocks. Made of ¼" marine plywood on oak frame with removable plywood floor racks. 14" stern depth. 8' deck length. The VAGABOND is easy to handle for car top carriage.



No. 99567F. 13-ft. model. 3 seats. Takes up to 5 h.p. motor. Stern width 27½". 43" beam. Actual wt. 110 lbs. Ship. wt. 130 lbs. List $104.50. Dlr's. ea. **73.15**

No. 99568F. 14-ft. model. 4 seats. Takes up to 7½ h.p. motor. Stern width 39". 44" beam. Actual wt. 140 lbs. Ship. wt. 160 lbs. List $117.50. Dlr's. ea. **82.25**

WHITE ASH OARS

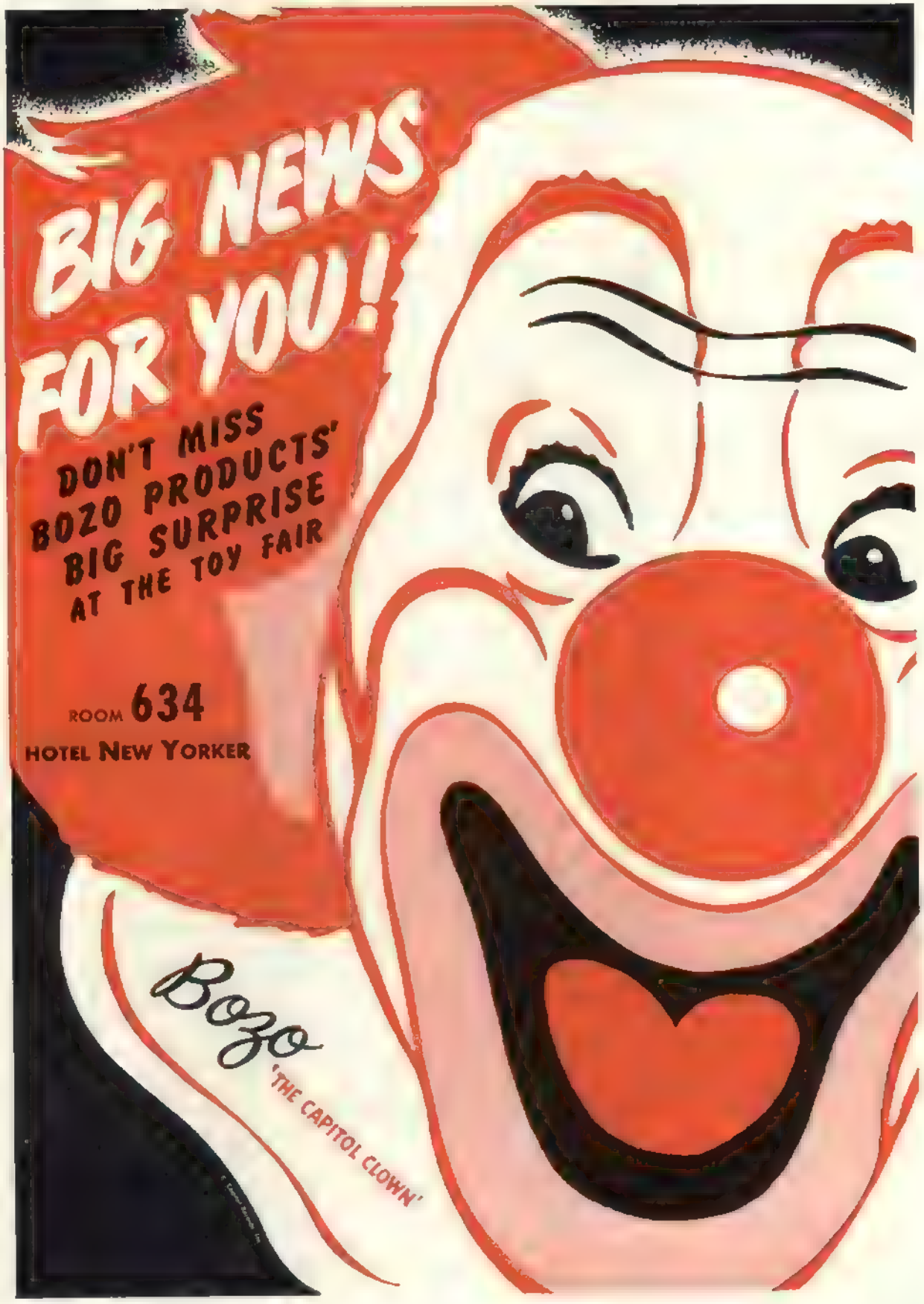
Oars are made of selected mountain grown White Ash. Protected with paint to minimize water absorption. Available in 6', 6½', and 7' lengths.

No. 5985. 6 ft. long. List per pr. $7.25. Dlr's., per pr. **4.80**

No. 5986. 6½ ft. long. List per pr. $7.95. Dlr's., per pr. **5.20**

No. 5987. 7 ft. long. List per pr. 39.00. Dlr., per pr. **5.60**

Boats on This Page Shipped From [illegible] F.O.B. Little Rock, Ark.

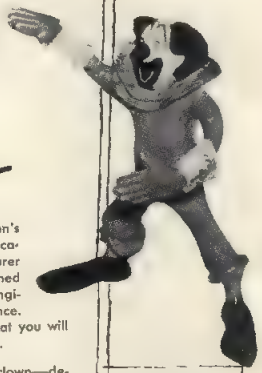

BIG NEWS FOR YOU!
DON'T MISS BOZO PRODUCTS' BIG SURPRISE AT THE TOY FAIR
ROOM 634
HOTEL NEW YORKER
Bozo
'THE CAPITOL CLOWN'

GET ON THE BOZO®
'THE CAPITOL CLOWN'

BANDWAGON!

WITH

Steelman



At last! A complete line of children's phonographs — built to the specifications of a leading record manufacturer —and a *table model radio* designed for appeal to the youngsters but engineered for "grown-up" performance. This is truly *quality* merchandise that you will be proud to buy for your own child.

Bozo—America's favorite clown—delight of millions through TV advertising, Capitol Records and nation-wide publicity—makes a star salesman for these exciting instruments, each one colorfully decorated with Bozo's own happy face!

BOZO ELECTRONIC
PORTABLE NO BE 21
U L Approved

BOZO TABLE MODEL
RADIO NO 5T4B
U L Approved

SEE THE GREATEST SHOW ON EARTH OF BOZO CHILDREN'S PHONOGRAPHS AND RADIOS AT THE

SAM WEISMAN SALES ORGANIZATION
ROOM 209 — 200 FIFTH AVE., NEW YORK CITY

STEELMAN PHONOGRAPH AND RADIO CO., INC.
2-30 ANDERSON AVENUE, MT. VERNON, NEW YORK

New Toys on Parade

Sock-It Rock-It

The latest item to be licensed by the Kagran Corp., owners of the Howdy Doody TV package, is the Howdy Doody *Sock-It Rock-It*, a toy punching bag with the face of Clarabell the clown on one side. The child stands on the board and swings away at the inflatable bag mounted on a flexible metal rod. The Rock-It Sock-It is carried in the cardboard container pictured on the left and is an eye-appealing display piece.

The item will retail for $4.98, and is being produced by the PARVEY MFG. CORP., 75 Daggett St., New Haven, Conn.

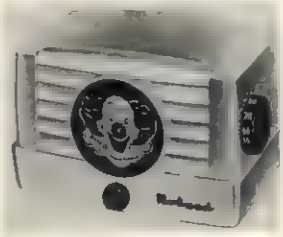
Card Display Tray

The new display tray pictured here has been redesigned to give more selling power in the copy. Offered by the SARK SALES COMPANY, 251 Fourth Ave., New York 10, for its Sark Cross Word Cards, the new

copy proclaims the versatility of the game thereby suggesting to consumers more reasons for its purchase. The copy describes the game as being suitable for ages 8 to 80, for solitaire, for groups (no limit to the number of players). It points up the attraction of the game—that all players are in action at all times, that the game is competitive, challenging, interesting and educational. Display trays are available upon request with each order of one dozen or more games of Sark.

Table Radio for Children

ROLAND RADIO CORPORATION, Mount Vernon, N. Y., has designed a table model radio full of appeal for children, yet engineered to give fine performance. This is "Bozo, the Capitol Clown," whose smiling face lights up when the radio is played. With an AC-DC circuit, the five-tube Roland set has a permanent Alnico V speaker, and a built-in loop antenna. The cabinet is ivory plastic with cheerful Bozo in red, white and blue. This table radio by Roland is UL approved. Retail price is $19.95.



"Big Time" Helmet for Small Fry Gridders

Will it be an end sweep or a line buck? No matter what the play, this junior gridder will be protected by his sturdy regulation type football helmet.

Charlie "Choo Choo" Justice, the University of North Carolina's famed All-America halfback in the late 1940's puts his stamp of approval on this new football helmet. It matches many of the protective features of helmets used in college and professional football.

Molded of Celanese acetate plastic by KUSAN, INC., Nashville, Tenn., the helmet is distributed by the Southern Athletic Company of Knoxville, Tenn. An interior lining of leather-covered foam rubber serves as a shock absorber for the helmeted player.

The helmet is available in a wide range of colors, with a contrasting center stripe. It is manufactured in three head sizes, and retails at $4.95.

Doll-E-Housekeeper

AMERICAN METAL SPECIALTIES CORPORATION, Hatboro, Pa., is introducing "Doll-E-Housekeeper," attractive utility cabinet with full miniature equipment for housekeeping. The set consists of 19 pieces, including miniature packages of Brillo, Vel, O-Cedar Furniture Polish, floor wax, wax applicator, dust mop, wet mop, sweeper.

Over-all height of the cabinet is 28¾", width, 22¼", and depth is 6¾". Retail price is $4.98.

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ROOM 634
HOTEL NEW YORKER
Bozo
'THE CAPITOL CLOWN'

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DON'T MISS BOZO PRODUCTS' BIG SURPRISE AT THE TOY FAIR
ROOM 634
HOTEL NEW YORKER
Bozo
'THE CAPITOL CLOWN'

Catching on a **Mile-A-Minute*** with Boys and Girls All Over America!!!

Buckley IRISH MAIL

It's the **HAND-CAR TOY** that has Everything!

- The only Irish Mail with authentic, automobile-type chain drive transmission!
- Easier to steer single front wheel, eliminates foot pinch.
- Good-looking, sturdy. Chrome plated, tubular steel frame and handle. Baked enamel, fire engine red finish. Rust-proof.
- Ball-bearing wheels. Firestone semi-pneumatic tires.
- Adjustable, weather-proof Duran upholstered seat. Rubber hand grips.

* Buckley expanded production schedule is turning them out one-a-minute.

ORDER NOW!
Immediate Delivery!
RIGHT DISCOUNTS!
RIGHT RETAILS!
Order a sample today.
Return in 30 days
if not satisfied!

SEE YOUR JOBBER

No. M-2000. 32" long, 18½" wide, 11" high. Packed 1 to carton. Completely assembled, except handle. Shipping weight 28 lbs.

BUCKLEY MANUFACTURING COMPANY
Precision Metal Products
4223 W. Lake St., Chicago 24, Ill. Van Buren 6-6636

VANITY FAIR WADING POOLS

Girder Steel Construction BACKED BY A FAMOUS NAME

LIFETIME GUARANTEE

12-GAUGE VINYL TANK
DARK BLUE FRAME, YELLOW TANK, WHITE SEATS

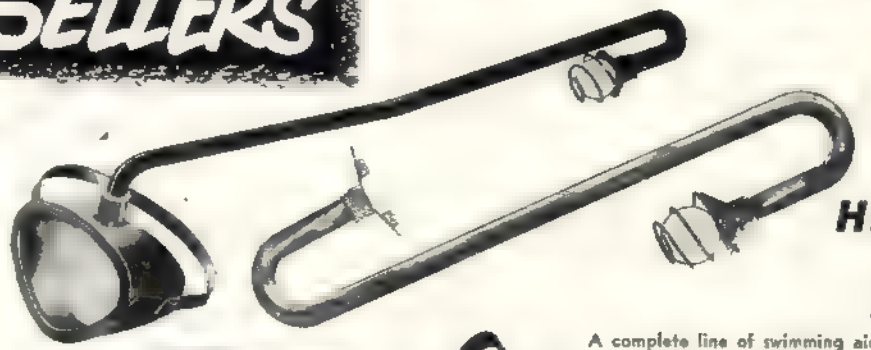
HEAVY DUTY RUBBERIZED CANVAS TANK
DARK BLUE FRAME, LIGHT BLUE TANK, WHITE SEATS

Check these Powerful Sales Points!

- **SUPER-STRENGTH.** 14-gauge steel-girder type construction, strongest pool frame made.
- **SUPER TANKS.** One-piece construction; no seams, sturdy 12-gauge vinyl or heavy-duty rubberized, mildew-proof canvas. Filled clear to the top, these tanks can take it.
- **RUST-RESISTANT FRAME.** All metal finished in brilliant baked enamel.
- **EASY ASSEMBLY.** Puts together easily and quickly, time after time . . . year after year; parts don't get loose or wobbly.
- **SAFETY SEATS.** Of long-lived tempered masonite, with attractive stencilled designs. Smooth, cool, won't cut or burn tender young skins.
- **LEAK-PROOF SHOWER.** Connects any place on pool. Screw-on hose connection prevents leaking.
- **DRAINS TO THE LAST DROP.** Drain opens at very bottom of pool, drains tank completely.
- **FLANGED LEGS.** Won't mar terrace or sink into lawn.

2 HOT SUMMER SELLERS

SEA - BEE SWIMMING ACCESSORIES



HIGH QUALITY FULL SIZES LOW PRICES!

A complete line of swimming aids for all ages . . .
A proven SALES SUCCESS!
Packed in attractive cartons that sell for you.

Scientifically designed to give highest performance.

Made in Aqua-Green in order to blend with the color of water and give it professional look. Or Pearl White for attractive contrast

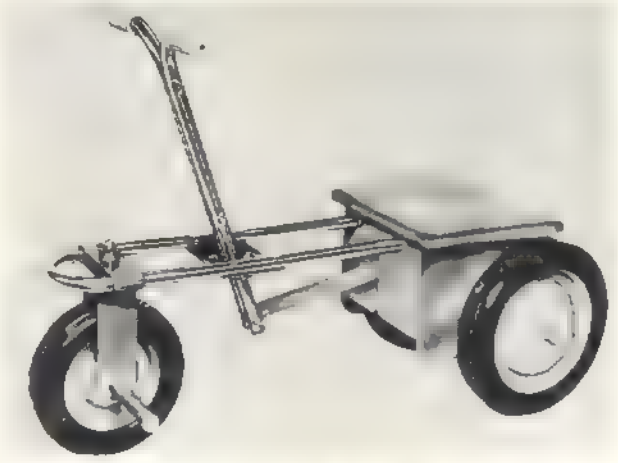
SEA-BEE SWIM FINS
Model No. F-1, sizes 8-12
Model No. F-2, sizes 3-7
SEA-BEE SWIM MASK
Model No. T-10

SEA-BEE Porpoise, combination — MASK AND SNORKEL
Model No. SM-10
SEA-BEE SNORKEL
Model No. S-10

COLMAN & HIRSCHMANN *Representing*
Breyer Molding Co.—Cowboys, Indians and Horses
I. M. Eddy Mfg. Co.—Sgt. Eddy Holsters and Outfits
General Molds & Plastic Corp.—Electric Remote Control Fire Engines, Tractors, Jeeps and Cars
Plastic Inventions, Inc.—Inflatables: Balls, Rings and Pools
Vanity Fair Electronics Corp.—Phonographs and Rigid Pools
Westfall Welsh Mfg. Co., Inc.—Swimming Accessories

Colman & Hirschmann 200 Fifth Avenue, New York 10, N. Y.

Buckley's Irish Mail Features Chain Drive, One Front Wheel



Back again to thrill today's youngsters is the Irish Mail, one of the most popular juvenile wheel toys of the past generation. Manufactured by the Buckley Manufacturing Company, 4223 W. Lake Street, Chicago, the present-day version is said to contain a number of new design improvements.

A single front wheel replaces the old-style double wheel, eliminating the hazard of foot jams. The chain drive transmission is described as an exclusive feature of the Buckley Irish Mail, and although it is as fast as a bicycle its low gravity center makes for safe operation.

The young operator sits on an adjustable, weather-proof Duran upholstered seat. Two 10-inch ball-bearing steel wheels at the rear have semi-pneumatic tires and are driven by an authentic automotive-type transmission. The front wheel, eight inches in diameter, is equipped, also, with a semi-pneumatic rubber tire.

Bright red enamel covers the steel gear housing and wheels. The frame and handle are constructed of sturdy, lusterized steel tubing. Handle grips are rubber.

The Buckley Irish Mail is 32" long, 13½" wide and 11" high. In individual cartons and completely assembled, the retail selling price is $19.95. Well calculated to provide fun and healthful exercise for boys and girls from three to 10, the toy now is ready for distribution.

Inland Mfg. Company Combines Tractor, Power Shovel Units

Heeding requests made by the trade at the Toy Fair, the Inland Manufacturing Company, 163 Ellicott Street, Buffalo 3, N. Y., has introduced a combination Tractor and Power Shovel Unit. This was

accomplished by joining their Tractor and standard Power Shovel Unit.

Retailing at $39.95, this unit accommodates children from three to eight; a larger model, No. S11546, can be used by children aged three through 12.

The Power Shovel is operated 100 per cent from the driver's seat by means of Inland's semi-hydraulic feature and can be raised, lowered or held at any height. The bucket adjustment is also fully controlled from the driver's seat. He can dump or pick up a partial or full load, adjust the bucket to act as a bulldozer, grader, and so forth.

All the Tractall equipment fits on all models, the manufacturer adds.

SWITCH AND BE SMART

The average front wheel of an American standard bicycle can travel about 10,000 miles before it is worn. Because of heavier traction, the rear wheel tire can go 6,000 miles. To get the best mileage from both and save money, cyclists should interchange the tires on their bicycles at regular intervals.

ADVANCE DOLL'S "TAMA TALKER" TALKS, SINGS, RECITES RHYMES

A winsome little girl who "talks a blue streak" for over a minute is the newest addition to the dolls manufactured by The Advance Doll & Toy Company, West Haven, Conn.

Called "Tama Talker," she talks, sings and recites rhymes—all by means of a recording mechanism and motor concealed within the doll.

The records, which are interchangeable, include rhymes such as "one, two, buckle my shoe," and in addition, Tama laughs and asks to be picked up.

Standing 25-inches tall, she has a soft body, vinyl head, arms and legs, rooted saran wig in either pony tail or bob style; and boasts embossed dresses designed by Rita Langley of the J & R Langley Co., Manchester, N. H.

Manufactured to retail at $14.95, "Tama Talker" talks by means of records made by Columbia Recording Company.

"We expect 'Tama' to do as big a job as her sister, Winnie and Wanda," said Bill Ardolino, representing Advance at its New York sales office, 366 Fifth Avenue. "We feel she'll be a sensational 'Advance' in doll styling and doll selling."

Winnie and Wanda are both described as self-propelled dolls, moving unaided by means of a winding mechanism and motor which took five years and almost $50,000 to develop. Winnie walks unaided, talks, sings and recites—while Wanda walks alone but doesn't talk. Winnie retails at $24.95; Wanda at $10.95.

$1 DO-IT-YOURSELF SETS FROM THE ART ROSS FIRM

Art Ross, 22 East 17 Street, New York City, has introduced a series of "do it yourself" sets selling at $1 each. Each includes a 64-page illustrated instruction book loaded with projects, and many assorted materials to be used in conjunction with the book.

All the sets, a total of five, are packaged in attractive, multicolored, storefront-style packages. The five are: Drawing Made Easy, #100, with book and art materials; Paper Fun, #200, paper projects, a book, scissors, etc.; Hobby Fun, #300; Things to Do, #400; and Things to Make, #500. Each set is 9¾ by 8¾" in size.

BASEBALL GAME USING CARDS INTRODUCED BY LORD & FREBER

A new big league strategy baseball game is being introduced by Lord & Freber, Inc., 6536 De Longpre Avenue, Hollywood 28, Cal. Called Line Drive, the game is played with special cards to simulate actual baseball action. Every move is an example of baseball strategy. Two or more persons can play.

The game has reportedly been approved by professional baseball players and sports writers alike.

The standard set retails for $2.95 and is packed one dozen to a carton, shipping weight 17 pounds. Lord & Freber also makes a Line Drive pocket set which sells for $1.95 and is packed one dozen to a cartoon, shipping weight 7 pounds.

TOY INDUSTRY LEADS ALL OTHERS IN NEARING RED CROSS QUOTAS

The toy industry, as of the latter part of April, had accomplished 87 per cent of its Red Cross quota as compared with the 64 per cent recorded by all the other industries in the Red Cross Commerce and Industry Division.

This fact was disclosed by Charles

Charles S. Raizen

Raizen, president of Transogram and chairman again this year of the toy industry's campaign. Mr. Raizen has been awarded a citation for meritorious service on behalf of the Red Cross in 1954.

"I would like to express my thanks and appreciation to all those in the toy business who have cooperated so nicely in helping our industry take the lead in furthering this good cause, the Red Cross," Mr. Raizen commented.

JOSEPH PIZZO OF MY-TOY DIES MAY 4TH IN 41ST YEAR

It is with deep regret that PLAYTHINGS reports the death on Tuesday, May 4, of Joseph Pizzo. Mr. Pizzo in his 41st year at the time of his passing, was well known to buyers throughout the country as the representative of My-Toy Company, Inc., of Brooklyn, N. Y.

He had been connected with the toy industry, both in a manufacturing as well as a selling capacity, since his youth. His penchant for hard work and his devotion to his family and friends earned for him a lasting place in their memories.

Funeral services for Mr. Pizzo were held in New York City. He is survived by Mrs. Joseph Pizzo and their two children.

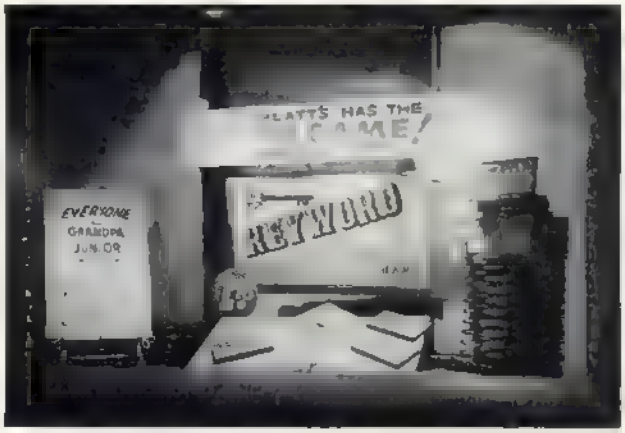
EVANS NAMES TWO SALES FIRMS TO HANDLE BIKE LINE

The Consumer Products Division of the Evans Products Company, Plymouth, Michigan, has announced the addition of two new sales organizations to handle its bicycle and velocipede lines.

Ken Roberts & Company, 1355 Market Street, San Francisco, will act as representatives for Evans-Colson vehicles in California. Herb Calkins, Inc., 210 East 10th Street, Kansas City, Mo., will handle the line in Kansas, Nebraska, Iowa and Missouri.

The Evans company recently acquired the Cycle Division of the Colson Corporation, Elyria, Ohio.

Goldblatt Stores Push Keyword in Fifteen-Store Promotion



The illustration here of is of a window display for Parker Brothers' Keyword as used in the special spring promotion put behind the game by Goldblatt's 15 stores in the Chicago area.

American Toy and Furniture Announces Restyled Pkges.

In an attempt to help retailers increase their "on-the-counter" toy sales, the American Toy and Furniture Company, 6130 N. Clark Street, Chicago, has restyled and redesigned their hobby line packages of woodburning and combination craft sets. Emphasis has been placed upon presenting a more effective sales message on the "inside" of the carton as well as the outside.

Repeated tests, states ATF, have shown that retailers invariably remove the cover on merchandise to display the contents. In most cases this automatically removes the sales message, descriptive matter and product identification. In the new American Teach-N-Fun packages, when covers are removed a stronger, more dramatic sales message is revealed, resulting in greater product recognition, and an immediate word/picture association—an efficient 'selling' combination.

In addition, modern product items have been included in each set, and inside construction has been streamlined, to stress compactness and increased parts visibility. Striking color combinations, self-opening, fan-shaped side leafs and a fine selection of woodburning plaques all lend themselves to greater display value and enhance the sales potential.

Each woodburning and combination craft set includes the well-known U. L. Approved Electronic Wonder Pen (with replaceable tips) that can perform a variety of effects in wood, plastics, leather and tile.

BUCK'N BRONC
Builds Your Profits!

Buck'n Bronc Shoot'n Irons and Spurs
Merchandising, Packaging, Promotion
and Pricing Gives

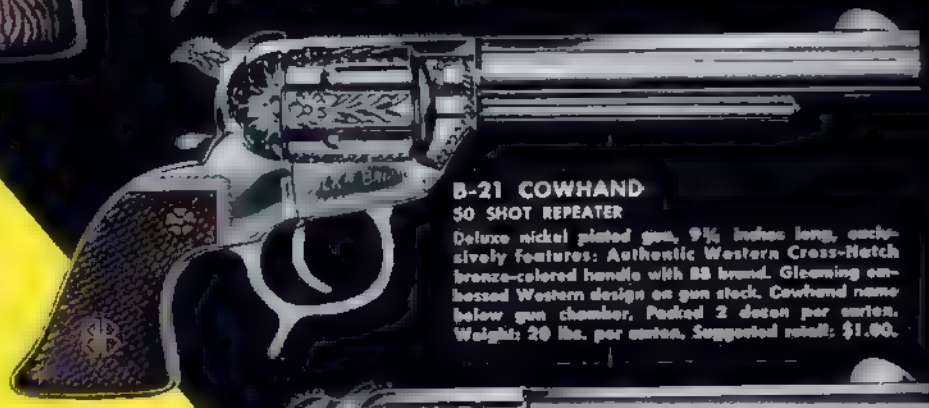
TOP VOLUME SALES!

B-24 PATHFINDER
50 SHOT REPEATER

Deluxe chrome plated gun, 11¾ inches long, exclusively features: Revolving automatic cylinder; Authentic Western Cross-Hatch bronze colored handle; Secret compartment in handle with calibrated compass and space for caps; Pathfinder name below gun chamber. Packed 2 doz. per carton. Weight: 23 lbs. per carton. Suggested retail $2.49.

B-22 MARSHAL
50 SHOT REPEATER

Deluxe Chrome plated gun, 9¾ inches long, exclusively features: Bronze-colored simulated bone handle; long barrel with brilliant chrome finish; Marshal Name Below Gun Chamber. Packed: 2 dozen per carton. Weight: 21 lbs. per carton. Suggested retail: $1.49.



B-21 COWHAND
50 SHOT REPEATER

Deluxe nickel plated gun, 9¾ inches long, exclusively features: Authentic Western Cross-Hatch bronze-colored handle with BB brand. Gleaming embossed Western design on gun stock. Cowhand name below gun chamber. Packed 2 dozen per carton. Weight: 20 lbs. per carton. Suggested retail: $1.00.

B-20 DEPUTY
50 SHOT REPEATER

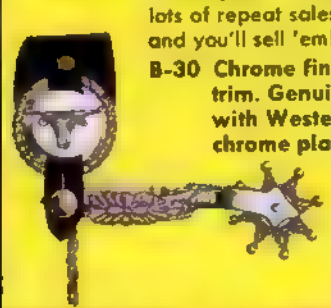
Deluxe nickel plated gun, 8¾ inches long, exclusively features: Bronze-colored simulated bone handle with BB brand. Deputy name below gun chamber. Packed: 3 dozen per carton. Weight: 20 lbs. per carton. Suggested retail $.79.

HOOT'N IRON
Features
HAT SELL FOR YOU!

- *Automatic Spring Release for Quick Safe Reloading!*
- *Riveted construction—no bolts or screws to work loose!*
- *Rustproof by actual test!*
- *All metal handles!*
- *"NEVER-MISS" long lasting firing mechanism!*
- *Precision tooled in durable, die-cast zinc alloy!*
- *Self-locking hammer for easy loading!*
- *Individually packaged in "Eye-Appeal" boxes!*

BUCK'N BRONC SPURS

Here's your fast seller that means lots of repeat sales! Stock 'em and you'll sell 'em!



B-30 Chrome finish with bronze trim. Genuine leather straps with Western Steerhead on chrome plated concha.

B-31 Nickel plated finish with concha.

B-36 Nickel plated finish.
Packed: 2 dozen per carton
Weight: 18 lbs. per carton

GEORGE SCHMIDT MFG., INC.

716 E. 14th St. • Los Angeles 21, Calif.

B-24 PATHFINDER • PATENT PENDING

BUDDY 'L'

AMERICA'S FINEST PLAYTHINGS

STEEL TOYS

Buddy 'L' trucks are real trucks, made to stand up under the roughest treatment. The baked-on enamels and decals add realism to their already authentic designs.

Since Father was a Boy...

BUDDY "L" TOYS

200 FIFTH AVE. • NEW YORK 10, N. Y.

Sole Sales Representatives

HENRY KATZ

ROOM 540

200 FIFTH AVENUE

NEW YORK 10, N. Y.

MODEL TOYS . . . Built to Last

COMMENDED PARENTS MAGAZINE

Each model an exact replica of the real equipment after which it is modeled.

UNIT MOBILE CRANE. A whole world of play and adventure is waiting for the boy who will own this Unit Mobile Crane. Clam shell scoops earth, swings wide on the boom, dumps load. With cargo hooks attached, and ground jacks extended it lifts heavy loads. Operations are crank controlled. Front wheels steer by tow bar. Dual rear wheels. Length 12", boom length 19". Orange enamel finish. Wt. 7 lbs.
No. 8481 List $18.95. Dlr's., ea. $9.30. Lots of 3, ea.. **7.95**

BARBER-GREENE BUCKET LOADER. The most exciting, completely new model toy in years! Buckets scoop up earth, move to the top of the loading unit and empty onto a rubber belt conveyor. The conveyor carries the loads forward and dumps them. One crank coordinates action of buckets, spirals and conveyor belt. A perfect replica of the famous Barber Green Bucket Loader. Green enamel finish. Length 22" wt 10 lbs.
No. 8484. List $18.95. Dlr's., ea. $12.63. Lots of 3, ea..... **10.80**

HEILINER SCRAPER. It loads, carries, dumps, just like the big outfits on today's biggest road job! Heaviest, strongest toy built—even tows other toys. Perfect balance allows quick loading; with body in raised position, heavy loads easily carried, dumps instantly. Has manual controls for loading and dumping mechanism. Brilliant red enamel, 2¼" long. Ship. wt. 13 lbs.
No. 8486. List $15.95. Dlr's., ea. $10.63. Lots of 3, ea..... **9.09**

AERIAL LADDER TRUCK. It's thrilling it's big, it's a model masterpiece! Authentic reproduction of the American LaFrance aerial truck—the sturdy ladder on rotating base elevates and extends nearly 4 feet! Front wheels steer. Two side ladders. Has spring activated ladder lifts and extension jacks. Fire engine red on steel and aluminum. Nearly 3' long. Ship. wt. 10 lbs.
No. 8843 List $19.95. Dlr's., ea. $13.30. Lots of 3, ea..... **11.37**

CATERPILLAR BULLDOZER. A rugged replica of the giant "Cat," it levels areas for miniature construction jobs. Has exposed mock Diesel engine, 3 position blade adjusts from the driver's seat. Authentic Caterpillar treads operate independently for sharp turns. Towing bar for towing other model toys. Molded tenite and heavy gauge steel in bright yellow baked enamel. 15" long. Ship. wt. 7 lbs.
No. 8482. List $12.95 Dlr's., ea. $8.63 Lots of 3, ea.. **7.38**

LA FRANCE FIRE PUMPER. The action packed toy for young firemen. Rubber hose unreels and connects to pump-operated sink shoots stream of water high in the air. Equipment includes scaling ladder, hard suction hose, fire extinguishers and bell. Front wheels have "knee action" and steer from driver's seat. Completely authentic in detail. Brilliant red steel and aluminum. Length 18". Ship. wt. 7 lbs.
No. 8495 List $15.95 Dlr's., ea. $10.63
3 lots, ea. **9.09**

EUCLID DUMP TRUCK. Fun for children of all ages. It's massive! Heavy steel model of a monster Euclid Bottom Dump Truck hauls sand, dirt, rock. "Knee-action" front wheels are controlled by steering wheel. A universal-type coupling between tractor and trailer aids smooth riding over rough ground. Tractor uncouples to tow other toys. Dump mechanism controlled by lever. Length 11". Ship. wt. 11 lbs.
No. 8483. List $19.95. Dlr's., ea. $9.30. 3 lots, ea..... **7.95**

UTILITY TRUCK

Travel bucket raises when crank is turned, top opens automatically to receive load. Press catch release — truck dumps. Motor hood that rises. Red and gray finish. 21½" x 6½" x 7⅞" high. Wt. 6½ lbs.
No. 8064. List $4.98. Dlr's. $3.40. 6, ea. $3.10. 12, ea. .. **2.93**

STRUCTO DELIVERY TRUCK

Streamlined package delivery truck with white cab, orange body, aluminum chassis. Body reinforced by 14 gauge stakes. 6 rubber wheels. Length 13", width 5¼", height 5". Wt. 4 lbs.
No. 8091. List $2.98. Dlr's. $1.92. 6, ea. $1.75. 12 ea **1.65**

BUDDY "L" RIDER STEAM SHOVEL

Built extra large, and extra strong of sturdy heavy gauge steel for safe riding. Flat roof is seat. Steering handle is at top of boom. Wide, rugged, tractor wheels. Rider Steam Shovel will revolve, dig, and dump. Operated by hand crank. Size 25⅜" x 7½" x 18¼". Ship. wt. 7 lbs.
No. 8492 List $5.50. Dlr's., ea. $3.55. 3 lots, ea. $3.25. 6 lots, ea. **3.06**

94,500,000 CONSUMERS

will see these toys this Fall on an estimated 27,000,000 TV Sets through the Toy Guidance Council promotions . . . plus newspaper and magazine publicity which will reach millions more.

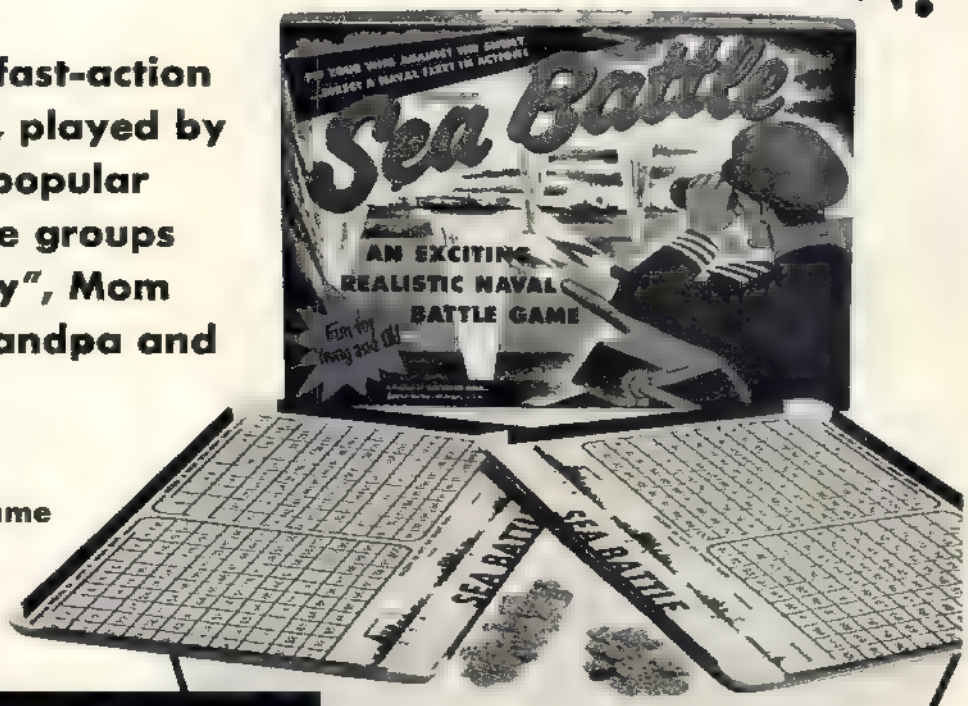
Don't You miss these sales . . . ORDER NOW . . .

Our new complete catalog now ready . . . write . . .

Sole Sales Representatives
HENRY KATZ
ROOM 540
200 FIFTH AVENUE
NEW YORK 10, N. Y.

NEW "TRIPLE THREAT" SELLER!

An exciting, fast-action family game, played by and proven popular with all 3 age groups . . . "small-fry", Mom and Dad, Grandpa and Grandma!



All-Metal Game Retails for $2.95

NOW AT 2 POPULAR PRICES!

Heavy-Duty Cardboard Game Retails for $1.95

It's NEW . . . yet it's PROVEN in POPULARITY!

Order this triple-threat game early. You cash in on the demand of three generations of players. Based on a pencil-and-paper game known as Battleship and popular since before World War I, "Sea Battle" is becoming even more popular now. An old favorite . . . in brand new form . . . for fast sales and top profit.

Order NOW for Christmas Business!

For full information . . . free illustrated literature . . . write

KAYWOOD CORPORATION • Milton Street, Benton Harbor, Mich.

BUDDY 'L'

AMERICA'S FINEST PLAYTHINGS

BUDDY

STEEL TOYS

MAR 16 1954

Buddy 'L' trucks are real trucks, made to stand up under the roughest treatment. The baked-on enamels and decals add realism to their already authentic designs.

Since Father was a Boy...

BUDDY "L" TOYS
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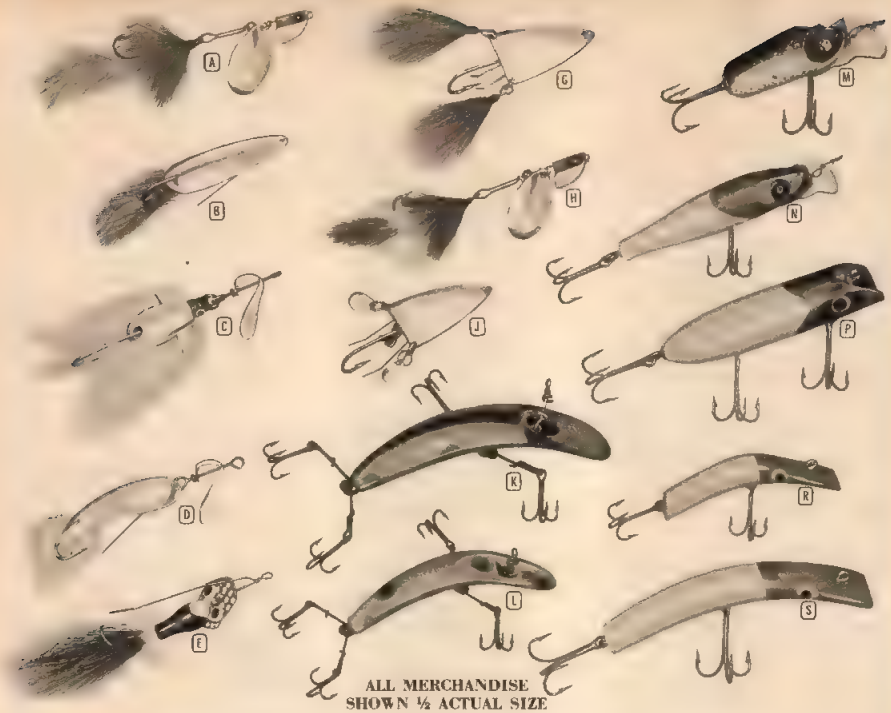


ALL MERCHANDISE
SHOWN ½ ACTUAL SIZE

Popular Fish-Tantalizing Bait Casting Lures

A BUNYAN WEEDLESS "66" SPINNER
Fishes weedy spots without tangling! Stainless steel shaft with snap loop. Weighted head—can't roll or twist line. Size 1/0 hook. 3 in. Wt. ⅜ oz.
48216A81—White, red.....Retail $1.35
48217A81—Yellow.....Retail $1.35
48218A81 Red, black.....Retail $1.35

B TONY ACCETTA WEED DODGER LURE
Wiggles deep! For spinning Bright chrome finish. Replaceable weed guard, red feather. 2/0 hook. 2¼ in. long. Wt. ⅜ oz.
48253A51.....Retail 85c
Weed Dodger as above but for casting, trolling. 4/0 hook. 2¾ in. Wt. ½ oz.
48254A66.....Retail $1.10

C TONY ACCETTA "RIVER DEVIL"
Runs deep! Flashing spinner—wiggling tail. Nickel plated brass—won't snag. 3/0 hook. 2⅜ in. long. Wt. ⅜ oz.
48255A72—Red, white.....Retail $1.20
48256A72—Yellow.....Retail $1.20

D TONY ACCETTA "HOBO" LURE
Runs shallow! Wobbling spoon, flashing spinner, squirming spinner fly—all in one! Chrome finish. Replaceable weed guard, feathered 2/0 hook. 3 in. long. Wt. ½ oz.
48257A75—Red.....Retail $1.25
48258A75—Yellow.....Retail $1.25

E SOUTH BEND ITSADUZY
Chrome plated body, hammered headplate—bright bucktail! 3/0 body hook, No 1 trail hook. 4½ in. long. Wt. ⅜ oz.
48159A75—Red, white.....Retail $1.25

G PORKY WEEDLESS BUCKTAIL
Colorful twin bucktail—for bass or pike! Stainless steel spoon—2 weed guards. 2/0 hook. Wt. ½ oz.
48318A6S87/90.....Retail $1.45
As above but musky—saltwater size. 1½ oz.
48319A6S120/125.....Retail $2.00

H BUNYAN "66" CASTING LURE
Strong stainless steel shaft—colorful tails! Snap loop. 1/0 hook. 3 in. Wt. ⅜ oz
48219A75—White, red hackle...Retail $1.25
48220A75—Yellow hackle.....Retail $1.25
48221A75—White, red bucktail Retail $1.25

J PORKY WEEDLESS SPINNER
Stainless steel—twin nickel spinners. Bass or pike. 2/0 hook. Wt. ½ oz
48320A6S66/70.....Retail $1.10
As above but musky—saltwater size. 1½ oz.
48321A6S96/100.....Retail $1.60

K HELIN MUSKY FLAT FISH
Bright plastic—smoothly tapered! Tantalizing zig-zag motion. Four No. 5 treble hooks. 4¼ in. Wt. ⅜ oz.
48189A87—Orange.....Retail $1.45
48190A87—Yellow.....Retail $1.45
48191A87—Orange, black.....Retail $1.45

L HELIN TROLLER FLAT FISH
Colorful plastic fish getter! Four No. 7 treble hooks. 3½ in. Wt. ⅜ oz.
48192A81—Spotted orange.....Retail $1.35
48193A81—Spotted yellow.....Retail $1.35
48194A81—Orange, black.....Retail $1.35
48195A81—Green frog.....Retail $1.35
48196A81—Yellow, red, black.....Retail $1.35

M SOUTH BEND DIVE-ORENO
Fast mover—deep traveler! Silver speckled white body. 4 in. long. Wt. ⅜ oz.
48153A55.....CLOSEOUT.....Retail $1.25

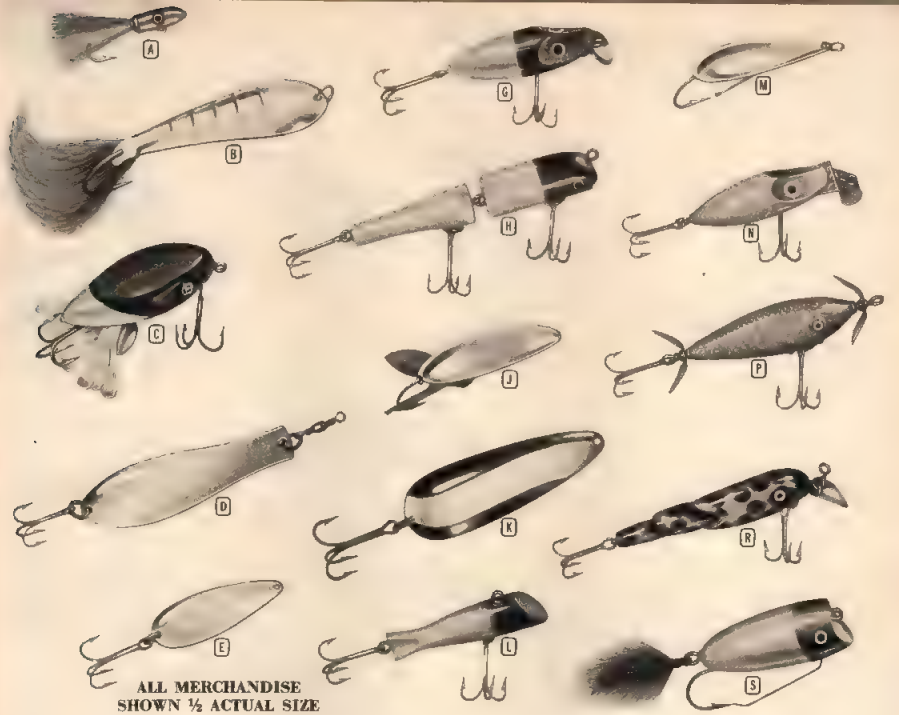
N SOUTH BEND BABY PIKE-ORENO
For lake or stream—travels 4 to 6 ft. deep, floats when at rest. Steel headplate, leader. 3¾ in. Wt. ½ oz. CLOSEOUT.
48150A55—Red, white.....Retail $1.25
48156A55—White, green, silver.Retail $1.25

P SOUTH BEND BASS-ORENO
Streamlined plastic. 3¾ in. Wt. ¾ oz.
48151A75—Yellow, red, brown.....$1.25
48152A75—Rainbow, blue-black.....$1.25
48155A75—Red, white.....$1.25

SOUTH BEND BABE-ORENO
Small size Bass-Oreno. 2¾ in. Wt. ½ oz
48157A60—Red, white.....Retail $1.00

R CASTING-TROLLING LAZY DAZY
Heavy, deep runner! Molded of tough plastic, permanent finish. 2 treble hooks won't pull out. 3 in. Wt. ⅜ oz.
48234A75—Red head.....Retail $1.25
48235A75—Orange and black. Retail $1.25
48236A75—Perch.....Retail $1.25
48237A75—Yellow spot.....Retail $1.25
48238A75—Frog finish.....Retail $1.25
48239A75—Silver scale.....Retail $1.25

S HUSKY, GIANT LAZY DAZY
Heavy casting, trolling—for bass, northerns, etc. Tough plastic—2 treble hooks. 4½ in. long Wt. ¾ oz.
48240A90—Red head.....Retail $1.50
48241A90—Perch.....Retail $1.50



ALL MERCHANDISE SHOWN ½ ACTUAL SIZE

Popular Lures—bright colors, sure-fire action

[A] BARRACUDA "SUPER DUDE" LURES

For spinning. Size 1/0 hook. Wt. ¼ oz.

48383A396—Card of 12 Gold.....$6.60

Trolling, bait casting. 2/0 hook. 7/16 oz.

48384A432—Card of 12 Gold.....$7.20

Muskie, pickerel. 9/16 oz. **CLOSEOUT**

48385A375—Card of 12 Gold.....$7.80

48386A375—Card of 12 Yellow.....$7.80

48387A375—Card of 12 Rainbow.....$7.80

[B] BARRACUDA "REFLECTO-BUCKTAIL"

Chrome spoon with colored tails.

48388A75—Size 5, Red.....$1.25

48389A75—Size 5, Yellow.....$1.25

48390A60—Size 3, Red.....$1.00

48391A60—Size 3, Yellow.....$1.00

48392A45—Size 1, Red.....$0.75

48393A45—Size 1, Yellow.....$0.75

[C] ARNOLD "HOPALONG" BASS LURE

For the fast bait caster—double-jointed with 2 treble hooks. Heavy nickel-plated hardware. 2¾ in. long. Wt. ⅝ oz.

48273A75—Red, white.....$1.25

48274A75—Green frog.....$1.25

48275A75—Perch scale.....$1.25

[D] K-B LUCKY SPOON LURE

Catches big ones from the bottom—darts, wiggles, wobbles like it's alive! Shiny finishes. 6½ in. long. Wt. 1 oz.

48411A6S51/55—Copper.....85c

48412A6S51/55—Silver.....85c

48413A6S51/55—Gold.....85c

[E] JOHNSON'S SPRITE SPOON

Die cast chrome spoon—triple hook fish getter! Casts easy—won't spin

[G] ARNOLD "LITTLE RIVERS" LURE

Streamlined diver—bright eyes, realistic fish scale striped body! Two treble hooks. 2¼ in. long. Wt. ⅝ oz.

48265A45—Red, white.....75c

48266A45—Silver flash.....75c

48267A45—Perch.....75c

48268A45—Frog green.....75c

[H] ARNOLD JOINTED SNAPPER

Jointed for quick wiggle! Ideal for casting, trolling. 4 in. long. Wt. ⅝ oz.

48269A51—Red, white.....85c

48270A51—Silver flash.....85c

48271A51—Perch scale.....85c

48272A51—Frog green.....85c

[J] ARNOLD WEED-BATE LURE

Takes fish without taking weeds—for all game fish! Nickel plated, hand polished brass blade. Fadeproof plastic weed guard. Size 3/0 hook. Wt. ½ oz.

48278A54.....Retail 90c

[K] ARNOLD CASTING SPOONS

Smoothly tapered—sturdy body with polished back and edges heavily nickel plated Brass split spring rings. Sturdy treble hook. Hard lacquered finish—brilliant red and white colors. 12 on card

48276A180—Card of 12—3½ in.....$3.00

48277A180—Card of 12—2⅝ in.....$3.00

[L] BARRACUDA "MAY WES" LURE

Deep diving underwater lure—specially weighted head. 2¾ in. Wt. ⅝ oz. **CLOSEOUT**

48394A40—Red head.....85c

48395A40—Frog.....85c

[M] JOHNSON'S SILVER MINNOW

Use it with pork strip or alone! Flared weed guard—won't snag. Gleaming silver

48135A72—2 7/16 in. Wt. ½ oz.....$1.20

48136A81—2 13/16 in. Wt. ¾ oz.....$1.35

[N] PAW PAW "BABY LIPPY JOE"

For all game fish in any water! Streamlined—2 treble hooks. 2¼ in. Wt. ⅝ oz.

48352A12S54/58—Yellow, silver.....90c

48353A12S54/58—White, red, silver.....90c

48354A12S54/58—Black, silver.....90c

48355A12S54/58—Yellow perch.....90c

48356A12S54/58—Frog finish.....90c

PAW PAW "LIPPY JOE" LURE (not shown)

Similar to above but 3 in long. Wt. ½ oz.

48357A12S54/58—Yellow, silver.....90c

48358A12S54/58—White, red, silver.....90c

48359A12S54/58—Black, silver.....90c

48360A12S54/58—Yellow perch.....90c

48361A12S54/58—Frog finish.....90c

[P] BARRACUDA "SPARK-A-LURE"

Scale finish—sparkles! 3½ in. Wt. 9/16 oz.

48398A81—Silver.....$1.35

48399A81—Yellow.....$1.35

48400A81—Black.....$1.35

[R] GEN-SHAW WIGGLE LURE

Double jointed. 3⅝ in. Wt. ⅝ oz.

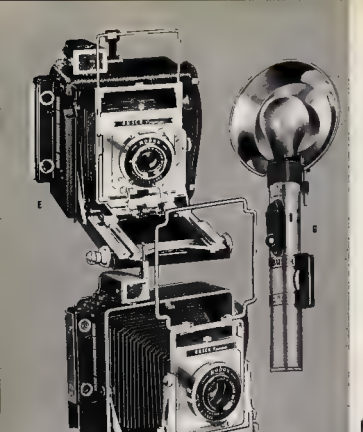
48248A75—Frog.....$1.25

48249A75—Black, orange.....$1.25

48250A75—Red, white.....$1.25

[S] TONY ACCETTA "JIGOLET" LURE

Noisy popper—dances on surface! Weedless, snagless. 2½ in. long. Wt. ⅝ oz.



Busch Pressman

E BUSCH 2¼ x 3¼ MODEL "C" PRESSMAN. This small size press camera is a triumph of modern design and engineering. It has all the versatility demanded by professional and advanced amateur, yet is sufficiently simple to get good pictures right from the start. Wollensak f/4.5 101mm coated Raptar lens in pre-setting Rapax Synchromatic flash shutter with speeds up to 1/400 second, synchronized for flash units shown on this page and on page 362. Accurate "open type" frame sports finder and hinged rear peep sight for fast action photography. Ground glass for focusing in hand or on tripod.

Kalart rangefinder for sharp focus in minimum time. Focusing knobs on either side for focusing with either hand. Easily read Vernier focusing scales. Extra bellows extension for pictures at close range. Rising front corrects perspectives, etc. Lens standard raises 1¾", has lateral movement of 1¾". Drop bed for wide angle lenses locks firmly in position. With precision-made cut film holder for easier, quicker darkroom loading.

222-539	A16450	Model "C" with Kalart Rangefinder and Film Holder — $222.50
222-547	A940	If compartment case for camera and all accessories is desired order — Deluxe Genuine Leather Case . . . . . $ 13.50

F BUSCH 4 x 5 MODEL "D" PRESSMAN most advanced press camera on the market. Fully one inch smaller overall than other American 4x5 cameras yet at no sacrifice in construction and features. Coated Wollensak Raptar f/4.7 135mm lens in Rapax Synchromatic shutter with speeds up to 1/400 second, plus time and bulb settings. Diaphragm settings f/4.7 to f/32, synchronized for flash units listed on this page and on page 362.

Kalart Rangefinder focuses automatically and instantly. Tilting lens board controls distortion. Drop bed for shooting from high angles or with wide angle lenses. Collapsible wire frame sports finder with parallax correction on rear sight. Slide rule focusing scale with focusing magnifier for speedier readings. Two focusing knobs permit right or left hand operation. Ground glass

360 degree revolving back, for horizontal and vertical compositions, snaps into 90, 180, 270 and 360 degree positions. Extra bellows extension for photography at close range. Leather hand strap, adjustable at each end. Cut film holder included.

222-554	A17250	Model D with Kalart Rangefinder and Film Holder — $245.50
222-562	A1250	Deluxe Compartment Case Holds Camera Flash Gun, Bulbs, Extra film Holders Meter, Filters and other Accessories — $ 18.50

E BUSCH B-C FLASH SYNCHRONIZER. This marvel of engineering has revolutionized flash photography. Electronics do the trick. Miniature battery feeds giant charge to capacitor . . . fires many bulbs at once or one bulb after another with perfect synchronization. Dependable battery packs 15 times the voltage of conventional type synchronizers, will give up to one year of service and thousands of shots. For pictures anywhere, anytime. Connecting cord to fit all synchro shutters

222-570 A2145 Busch B-C Synchronizer with 7-inch reflector — $27.70

I,OCA STEREO II the magic of 3-dimension photography.' See objects, people, as they really are—in the round. Get depth, as well as height and breadth. The Ilca Stereo II is designed for effortless operation, has coupled controls throughout all visible from the top. Fast, hard-coated Ilitar f/3.5 lenses yield razor-sharp transparencies. Perfectly matched, fully synchronized, Prontor-S shutters have speeds from 1 second to 1/300th—the fastest of any stereo camera made! Delayed action self-timer. 24x23mm frame size gives you 25 Stereo pairs to a standard 36mm roll. Detachable back for fast, simplified loading. Center wheel focusing, helical mount specially designed for stereo focusing. Permits use of sunshades, filters and special accessories. Double exposure prevention, the only stereo camera under $250.00 with this important feature. Perfectly centered viewfinder practically eliminates parallax. Body shutter release insures vibrationless exposures. Imported from Germany

222-503	A9450	Ilca Stereo II $125.00
222-513	A925	Case for Ilca Stereo II 12.00
222-521	A1050	Flash Gun for Ilca Stereo II 13.95

STEREO BINDERS. All steel, self-aligning, self-centering with glass. Easy to take apart and use again. No tapes, masks or kits required.

222-588 A315 Box of 24 sets Stereo Binders $4.50

STEREO VIEWER AND FILES. Viewer gives the most brilliant, smartest image you've ever seen—with touch of push-button switch. Shows your stereo transparencies off to best advantage. Easy-to-work, easy-to-hold viewer made of colorful, lightweight polystyrotypically ground lenses. Uses regular flashlight batteries (not included). All steel file and storage case for viewer and 113 glass mounted slides. Comfortable handle and snap catches for safety.

222-596 A1145 Stereo Viewer and File Storage Case — $16.45

SPARTUS FULL-VUE REFLEX CAMERA KIT. Ready to use, no extras to buy! Camera, flashgun, 4 bulbs, roll of 120 film, and tips on picture making . . . all neatly assembled in a long-wearing Vinyl plastic gadget bag. Full-Vue camera shows subject full size in brilliant reflex view-finder. Optically ground f/11 Sconar lens. Camera is synchronized internally for flash. Takes twelve 2¼x2¼ pictures on black and white or 10 in color . . . on size 120 film. This compact, efficient camera kit is approved by Good Housekeeping Magazine

222-679	A1260	Spartus Full-Vue Kit, complete $18.95
222-695	A655	Spartus Full-Vue Reflex Camera only 9.85
222-703	A225	Carrying Case for Spartus Full-Vue Camera 3.95
222-711	A235	Flash Attachment for Spartus Full-Vue Camera 3.50

Set-O Matic chart on back of camera

Set-O-Matic coupled rangefinder and diaphragm

Bolsey Model B-2

Precision built 35mm camera with coupled rangefinder and built-in flash synchronization, plus a Set-O-Matic diaphragm computer for flash shooting, black-and-white or color pictures.

Fast semi-wide angle Wollensak f/3.2 anastigmat lens, coated and color corrected, stops down to f/22. This special 44mm lens gives wider picture taking area, increases depth of focus. Focuses to 2 feet with rangefinder. Self-cocking shutter internally synchronized at all speeds from 1/10 to 1/200 second. Enclosed eye level optical-type view finder, set close to split-image rangefinder for fast operation.

Exclusive no-double exposure device. Depth of focus indicator shows field in sharp focus at all distances from 2 feet to infinity. Film load indicator. Aluminum die cast body with black leatherette cover. Takes 20 or 36 pictures, 1x1½", on standard 35mm film

223-222 A6575 Bolsey Model B-22 with Set-O-Matic Feature **$79.50**

233-180 A5925 Bolsey Model B-2 without Set-O-Matic Feature **73.50**

223-198 A620 Eveready Carry Case **8.75**

Bolsey Model C Reflex 35mm

Has both ground glass reflex focusing and eye-level viewfinder with coupled rangefinder, plus a Set-O-Matic diaphragm computer for flash shooting. Twin-lens enables you to see the picture exactly, before you cock the shutter. Ground glass magnifier permits critical focusing. Built-in split image-type coupled rangefinder keeps you sharp on fast action shots. Manual focusing scale in feet if you prefer it.

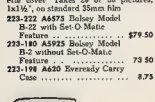
Self-cocking shutter, internally synchronized. Focusing as close as 2 feet with rangefinder, reflex ground glass or distance scale. Shutter speeds 1/10 to 1/200 second, time and bulb settings. Matched, coated, color corrected Wollensak f/3.2 anastigmat reflex finder and taking lenses. Special 44mm taking lens increases depth of focus. Shutter and lens in helical mount.

No-double-exposure device. Depth of field indicator. Takes 20 or 36 black-and-white or color pictures, 1x1½", on 35mm film

223-230 A9450 Bolsey C-22 with Set-O-Matic Feature **$115.50**

223-206 A8785 Bolsey C with out Set-O-Matic Feature. **109.50**

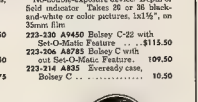
223-214 A835 Eveready case, Bolsey C **10.50**



Bolsey Filter Kit

Fits all Bolsey cameras. Includes Yellow, Red, Haze and Kodachrome Type A (daylight) filters. With adapter and sunshade. All in cowhide leather case

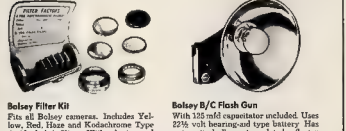
223-248 A845 Filter Kit **$10.50**



Bolsey B/C Flash Gun

With 125 mfd capacitator included. Uses 22½ volt hearing-aid type battery. Has automatic built-in ejector, plated reflector with exposure table on back. In case

223-255 A1195 Retail **$15.50**



Bolsey Camera Treasure Chest

Perfect gift for wedding, graduation, Christmas, birthday or "going away". Contended in a handsome red velour chest. Bolsey Model B-2, 35mm camera described above plus a flash unit, filter kit, sunshade, adapter ring, cable release and carrying case. Shipped from Illinois

223-263 D8330 Bolsey Treasure Chest Complete **$103.30**

New! Super DeJur TWIN LENS REFLEX

Brings new precision to your color or black and white photography. Makes your pictures take on a professional, expert look. Each picture is sharply focused, well arranged, correctly centered. You know as you snap the shutter exactly how your subject looked to your camera at that instant. The image is visible to you all the time—even as the picture is snapped.

Full Vision Ground Glass Lens presents you with a full-size look at your finished picture before you shoot. Fresnel field lens with an exclusive ring-free spot in the center makes images as easy to focus as on finest ground glass. Aluminum alloy surfaced reflex mirror-lens stays bright—is held in a spring supported metal frame that protects glass from shock.

Over-sized Magnifier is mounted on wide canopy that prevents stray light from dulling brilliance of image while focusing. Push button operation. Direct vision finder simplifies taking action pictures—creates natural eye-level viewpoint. Coated, color-corrected lens assures the finest color photography. Simple depth-of-field scale shows exact range of sharp focus for each lens setting. Wide-focusing range provides crystal-clear close-up shots as close as 3 feet. Parallax compensation assures "what you see, you'll get"

Wollensak (X) Synchromatic Repax Shutter fires 1 to 1/400 second, 9 speed time and bulb. Wollensak synchronized Alphax shutter fires 1/10 to 1/200 second, 7 speeds, time and bulb. Standard A.S.A. connector. Swing-out film holder means you can load film on outside of box; film reminder shows kind of film that is in camera at the moment. Handsome black Morocco leather with chrome and black enamel trim.

223-271 A10350	DeJur Reflex with Repax Shutter.	**$129.50**
223-289 A7650	DeJur Reflex Camera with Alphax Shutter.	**99.50**
223-297 A665	Carrying Case	**9.50**

Ansco Roll Film For all cameras

Ansco 35mm Film

Supreme Black and White. A fine-grain film, permits clearer, sharper enlargements, even with small negatives "Supreme" is the ideal panchromatic all purpose film. 36 exposures to roll. 2 rolls to a package

224-659 A198 Supreme Black and White Package **$2.56**

Ultra-Speed Black and White. Panchromatic super-speed film that provides the extreme sensitivity needed to capture fast action at high shutter speeds, or for subjects under unfavorable lighting conditions. 36 exposures to the roll. 2 rolls to a package

224-667 A198 Ultra-speed Black and White Package **$3.56**

Ansco Color. Natural color-film in daylight, for use in sunlight or other natural light conditions. 20 exposures per roll. 2 rolls to a package

224-675 A394 Ansco Color Daylight Package **$4.56**

Ansco Roll Film

Plenochrome Black and White, for outdoor pictures in sun or shade. Plenochrome is fast, has wide latitude, which means it minimizes exposure errors—helps get more good pictures. May also be used indoors with proper lighting

223-305 A189	127 Plenochrome Film Package of 6 rolls	**$2.46**
223-313 A212	128 Plenochrome Film. Package of 6 rolls	**2.76**
223-321 A212	620 Plenochrome Film Package of 6 rolls	**2.76**
223-339 A259	616 Plenochrome Film Package of 6 rolls.	**3.36**

Superpan Press. Panchromatic super-speed Black and White film that has the extra sensitivity for ordinary fast action at high shutter speeds also recommended for indoor snaps when minimum lighting is available

223-347 A212	127 Superpan Press. Package of 6 rolls	**$2.76**
223-354 A233	120 Superpan Press. Package of 6 rolls	**3.06**
223-362 A233	620 Superpan Press. Package of 6 rolls	**3.06**
223-370 A276	616 Superpan Press. Package of 6 rolls.	**3.46**

Ansco Color. Natural color film in daylight, for use in sunlight or other natural light conditions.

223-388 A185	120 Daylight Color Film. Package of 2 rolls.	**$2.20**
223-396 A185	620 Daylight Color Film Package of 2 rolls	**2.20**

NOW— MORE THAN EVER *Ginny*

ACTUAL SIZE 8 INCHES HIGH

the fastest selling walking doll in the whole country

1.98

Ginny in panties shoes, socks

A FEW OF THE REASONS WHY *Ginny* IS SUCH A FAST SELLING DOLL

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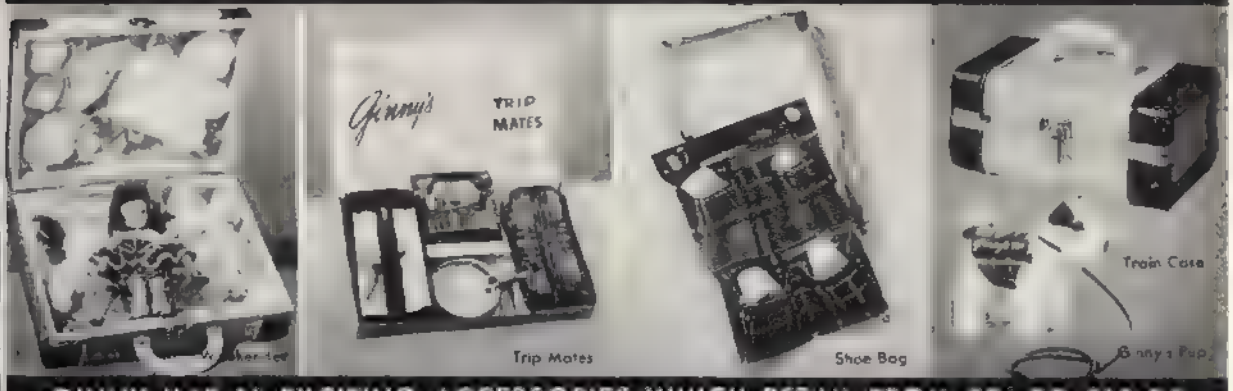
IS THE TOY BUYERS' DREAM

GINNY IS MODELING ONLY A FEW OF HER 52 EXQUISITE OUTFITS

GINNY'S OUTFITS FOR OCCASION RETAIL FROM $1.59 TO $3.98 EACH



GINNY HAS 16 EXCITING ACCESSORIES WHICH RETAIL FROM 59¢ TO $19.95

Vogue Dolls INC. 33 SHIP AVENUE, MEDFORD 55, MASS.
New York Office, 200 Fifth Avenue

IN THE TOY WORLD...
EVERYBODY,
BUT EVERYBODY
KNOWS

HOWDY DOODY

AND

THE RUSHTON COMPANY

AND NOW...

WINDY, THE DOG Retails at $5, 8, 12

ZIPPY, THE CHIMP Retails at $7 & 10

THESE TWO GREAT NAMES
JOIN TO PRESENT HOWDY'S LOVABLE
TELEVISION PALS AND STARS
OF HIS NATIONALLY FAMOUS SHOW...

WINDY THE DOG AND ZIPPY THE CHIMP

The RUSHTON COMPANY
and ATLANTA PLAYTHINGS CO.
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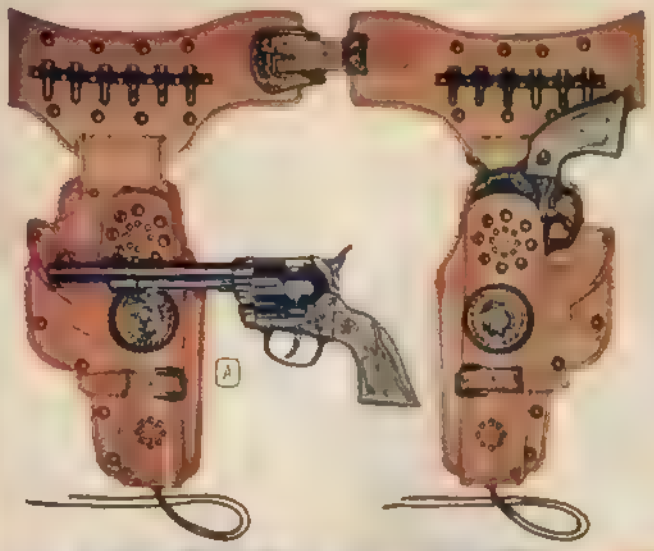
Design Patent Applied for

copr. KAGRAN corporation



Handsome Genuine Leather Holster Sets

[illegible]

[illegible]

[illegible]

Perfect Gifts for Good Little Cowhands

COLORFUL, STURDY COWBOY BOOTS FOR THEIR BIGGEST CHRISTMAS THRILL . . . IN REGULAR COWBOY OR FLAT HEELS

Here are the boots they've always been asking for, in a jaunty array of colors and patterns. All are made with flexible shape retaining Goodyear sewn construction that withstands hardest wear. Grain Leather legs, vamps and linings are foot pleasing, comfortable. Choose from roomy square toes or pointed cowboy heel designed to assure proper balance, or round toe boots with practical flat heels.

G H STITCHED DESIGN White and deep brown Grain Leather legs. Bright White vamps, or White with Brown Contrast vamps. Heavy duty Goodyear sewn soles. Durable Composition Rubber soles and heels. Width D Sizes.

Children's Sizes 8½, 9, 9½, 10, 10½, 11, 11½, 12, 12½, 13, 13½, 1, 1½, 2, 2½, 3. Ship. wt. 2 lbs. 2 oz.
24W5667 Black . . . 6.89

Boys', Girls' Sizes 2½, 3, 3½, 4, 4½, 5, 5½, 6. Ship. wt. 2 lbs. 2 oz.
24W5665 Black . . . 7.89

J K FLAT PATTERN A sure-to-please Christmas treat. White and gay tan colors combine on Grain Leather legs. Handy pull straps. Cowboy heels, square toes. Durable Wingtip soles and heels. Width D Sizes.

Children's Sizes 8½, 9, 9½, 10, 10½, 11, 11½, 12, 12½, 13, 13½, 1, 1½, 2, 2½, 3. Ship. wt. 2 lbs. 2 oz.
24W5684 Burgundy-Dk.Red . . . 6.89

Boys', Girls' Sizes 2½, 3, 3½, 4, 4½, 5, 5½, 6. Ship. wt. 2 lbs. 8 oz.
24W5682 Burgundy-Dk.Red . . . 7.89

L BAN SCOUT To give them a happy surprise, get your Jean Boots with Navy leg. Natural Neat Maize legs. Copper Burgundy Leather Handy pull straps are bright gold studded. Adjustable buckle and strap, retaining Goodyear sewn construction. Rubber soles and heels. Ship. wt. 1 lb. 6 oz. Size.

Width D. Children's Sizes: 8½, 9, 9½, 10, 10½, 11, 11½, 12, 12½, 13, 13½, 1, 1½, 2, 2½, 3, 3½, 4, 4½, 5, 5½, 6.
24W5416—Burgundy . . . 4.89

M LITTLE HOOT BOOTS The . . . Tan Leather . . . Burgundy Leather . . . Brown Leather . . . Leather . . . Leather . . . Goodyear sewn . . . Rubber soles and heels. Width D Sizes.

Toddlers Sizes 5½, 6, 6½, 7, 7½, 8. Ship. wt. . . .
24W5678 Brown . . . 3.89

Children's Sizes 8½, 9, 9½, 10, 10½, 11, 11½, 12, 12½, 13, 13½, 1, 1½, 2, 2½, 3. Ship. wt. 1 lb. . . .
24W5650 Brown . . . 4.89

N FANCY INLAY PATTERN For pint-sizers and toddlers only. Decorative White leather covers and inlays give a dressy effect with Brown Grain Leather legs. Flexible Goodyear sewn construction. Comfortable round toes, practical flat heels. Leather pull straps. Composition rubber soles and heels. Shipping weight . . . lb. 4 oz. Boys' size.

Width D. Toddlers' Sizes 5½, 6, 6½, 7, 7½ and 8.
24W5681 Red and White
24W5682 Black and White . . . 3.89

P WING TIP PATTERN Grown-up styling children really like. Near Brown leather color with trim. White leather. Boys' Supple Grain leather legs smoothly lined for all day comfort. Durable Goodyear sewn construction takes hard wear of active children. Handy pull straps. Wear resistant soles. Practical flat double heels. Shipping weight . . . lb. 15 oz. Peases' size.

Width D. Children's Sizes 8½, 9, 9½, 10, 10½, 11, 11½, 12, 12½, 13, 13½, 1, 1½, 2, 2½, 3. Ship. wt. . . .
24W5680 Tan and Brown . . . 5.89

R WHITE INLAY PATTERN The young riders will like a pair of these rushing Boots. White inlays stand out handsomely on Dark Red Grain Leather legs. Tiny cut out Western stars form the overall Smooth ride linings. Built with next to the Goodyear sewn construction. Handy pull straps. Round toes. Flat rubber heels. Durable soles. Width D. Children's Sizes: 8½, 9, 9½, 10, 10½, 11, 11½, 12, 12½, 13, 13½, 1, 1½, 2, 2½, 3.
24W5668 Burgundy Dk.Red . . . 5.89

T INLAY PATTERN A . . . for young cowpunchers . . . Christmas time. Supple Grain leather legs. R . . . this . . . way . . . Black . . . Grain Leather . . . Goodyear sewn . . . Composition pull straps. Durable Rubber soles. Rubber heels. Width D Children's Sizes 8½, 9, 9½, 10, 10½, 11, 11½, 12, 12½, 13, 13½, 1, 1½, 2, 2½, 3.
24W5666 Black . . . 5.89

Width D means medium wide. For complete How to Measure instructions, see Page 1000 in Wards Plus General Catalog.

Colors on these pages match merchandise as closely as high speed printing permits. Cross Terms on Page 2.

with Metal Pistols . . . Authentic-Looking Rifles

[I] LONE RANGER DOUBLE [illegible] PISTOL SET. One of our [illegible] with [illegible] holster, cross tabs, buckles, thigh thongs. 7-in. single shot "Star" guns. Wt. 1 lb. 8 oz.

48 T 3323—*Cap-shooting pistols 5.79

[K] "[illegible]" SINGLE HOLSTER [illegible] SET. Fancy tooled and white [illegible] with [illegible] scallops. [illegible] wide, [illegible] long. 2¾-in. nickel-plated buckle. Western Buckle. Attached fringed holster, abt. 9¾ in. long, holds 7-in. "Tex" repeater with "break action". Wt. 1 lb. 10 oz.

48 T 3308—*With cap-shooting pistol 2.69
48 T 3309—With non-shooting pistol 2.69

[J] "LONE RANGER" DOUBLE HOLSTER, PISTOL SET. [illegible] Fancy tooled [illegible] with [illegible] fringe. Fits up to 32-in. waist. Has big "Lone Ranger" girdle. 7¾-in. holster, cross tabs, buckles, thigh thongs. 7-in. single shot "Star" guns.

48 T 3315—*Cap-shooting pistols. Wt. 1 lb. 8 oz. 1.69
48 T 3316—Non-shooting pistols. Wt. 1 lb. 8 oz. 1.69

[M] "STAR" SINGLE HOLSTER PISTOL SET. Genuine [illegible] holster, basket weave [illegible], studs. Nickel-plated Belt [illegible] with [illegible] buckle. Fancy, 7¾-in. holster, single strap. 7-in. "Star" pistol.

48 T 3313—*Cap-shooting pistol. Wt. 1 lb. 6.95
48 T 3314—Non-shooting pistol. Wt. 1 lb. 8.95

[N] "BLACK [illegible]" SINGLE HOLSTER, PISTOL SET. [illegible] "Frontier Days" [illegible] with [illegible] leather-lined [illegible] heads skull [illegible] "crossbones" design. Belt [illegible] with [illegible] pistol. 7½-in. holster [illegible] flash [illegible] nickel-plated [illegible] buckle. Double-barrel [illegible] cap pistol [illegible] long. Black eye patch.

48 [illegible]—*Cap-shooting pistol. Wt. 1 lb. 4 oz. 2.45

[P] [illegible] "Jeweled" Cap, "jeweled" [illegible] with [illegible] jewels, nickel-plated [illegible] children's shoes.

48 T 3312—Ship. wt. [illegible] oz. ..... Pair .45

[R] [illegible] Genuine Leather cuffs, suede [illegible] fringe, large "jeweled" conchos. Medium (6), Large (7).

48 T 1702—Ship. wt. [illegible] oz. 1.69

[T] "SHERIFF" HOLSTER [illegible] SET. Small [illegible] holster, [illegible] buckle. Fancy [illegible] holster, [illegible] arm gun pocket [illegible] buckle. Double [illegible] long. Wt. 1 lb. 6 oz.

48 T 3306—*Cap-shooting [illegible] 1.79

[L] ELECTRONIC PLAY [illegible] powerful [illegible] takes no [illegible] gun. Wt. [illegible] lbs.

48 T 3301—2 batteries [illegible] 1.59

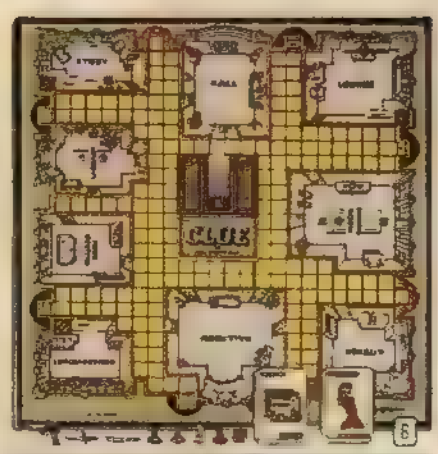
[V] BIG GAME HUNTER CAP-SHOOTING RIFLE has a remarkably accurate telescopic sights that magnifies for long range shots. Replica of high powered hunting rifle with molded [illegible] stock, gun and bolt color. Gun makes loud report, smoke comes out of muzzle. Ship. wt. 1 lb. 4 oz.

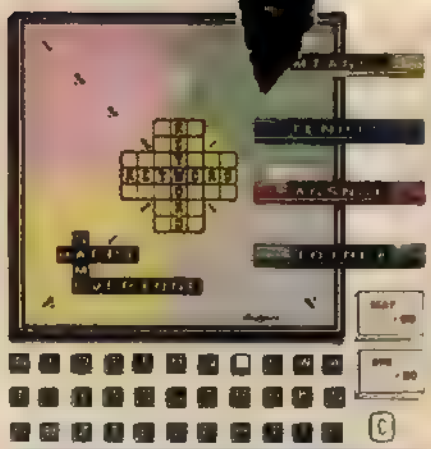
48 T 3330 L—*Cap-shooting gun. About 36 in. long 3.69

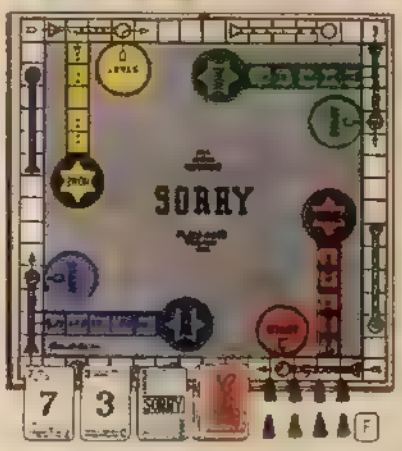
[W] DOUBLE AND UNDER CAP-SHOOTING SHOTGUN. A beautifully [illegible] replica of the famous Over and Under. Plastic [illegible] resembles [illegible] about 2 feet, barrels [illegible] pump [illegible] gun gives [illegible] trap [illegible] Ship. wt. 1 lb. 8 oz.

48 W 3304—*Cap-shooting gun. About 35 in. long 2.69

IN ACCORDANCE WITH STATE LAWS, RESIDENTS OF DELAWARE, [illegible] NEW JERSEY ARE NOT AS UNDER 16 IN OHIO MAY ORDER ONLY [illegible] AS THAT DO NOT SHOOT ARE







14 Popular Parker Brothers Games

(A) MONOPOLY. Fun for adults and older children. Buy, rent, sell real estate, utilities, railroads. Wealthiest player wins. Excellent quality playing board 19 in. square. "Money", dice, pawns, instructions included.

48 T 736—De Luxe $4.00 MONOPOLY. Finer, larger, more durable equipment, more "money". 3 to 6 players. Boxed. Wt. 3 lbs. 0 oz. 3.59

48 T 735—REGULAR $3.00 MONOPOLY. Equipment for 2 to 7 players. Instr. Wt. 2 lbs. 2.69

(B) CLUE. An exciting detective game for 3 to 6 players. Who did it? What room? What weapon? A new plot each time. Playing board 19¾ in. square, 6 suspects, 6 weapons, 21 cards, dice, 4 pencils, pad of detective notes.

48 T 781—Instructions. Ship. wt. 1 lb. 14 oz. ..2.69

(C) KEYWORD. Exciting crossword game for 2 to 4 players. Form words to complete spell (words fit together as in crossword puzzle). Test your vocabulary, ability to use letters gets the most points. Durable board, 4 wood racks to hold letters, 12 keyword cards, 84 wood letters.

48 T 79 —Board 15¾ in. sq. Wt. 2 lbs. 4 oz. 2.69

(D) POLLYANNA. Exciting pursuit game. Use side tracks, escape capture. 2 to 4 players. Heavy game-board 17¾ in. sq. Plastic dice.

48 T 761—Instr. Ship. wt. 1 lb. 4 oz. . 2.25

(E) "CALL ME LUCKY" BING CROSBY'S GAME for 2 to 4 players. Capture numbered cards on the board. Player with highest card total wins. Sturdy game-board 19¾ in. square. 4 sets of 14 numbered cards, 4 plastic card racks.

48 T 816—Instr. Ship. wt. 2 lbs. 4 oz. 2.69

(F) SORRY. Requires no dice. Cards turned up indicate movements of pawns. Exciting to the last minute. 2 to 4 players. Durable playing board 17¾ in. sq. wood pawns, cards.

48 T 758—Instr. Ship. wt. 1 lb. 4 oz. 2.25

(G) PARKER U.S. MAP JIG SAW. United States Map on 3-ply plywood, cut on state lines.

48 T 895—19¾ in. complete. Wt. 1 lb. 13 oz.. 1.79

(H) DIG. (All ages). Fast, exciting. Dig letters for words, win "gold". Picks, gold mine shares, cards. For 2 to 4 players. Instructions included.

48 T 756—Boxed. Ship. wt. 1 lb. 4 oz. 1.79

(J) ROL-IT. For any number of players. Roll from shaker the "Rol-It" dice with letters on all sides. Form words in crossword fashion from letters face up. Must use all letters within time limit to win. 1 plastic timer, 1 cardboard dice cup, 10 wooden letter dice, 11 lucky word die included.

48 T 8.9 Instructions. Ship. wt. 12 oz. 1.32

(K) FUN CARDS. (For younger children). Fit cut-out animal and letters that spell its name into proper card. Set of eight cards with die cut letters (more than complete alphabet), die cut animals. One or more can play. Instructions.

48 T 790—Boxed. Ship. wt. 1 lb. 6 oz. 1.32

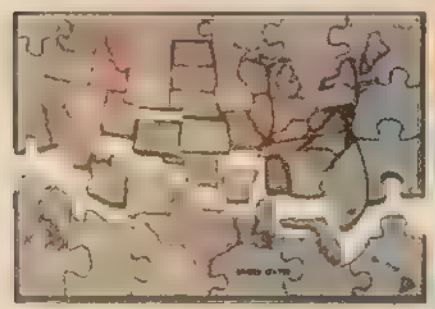
(L) TO (P) FAVORITE CARD GAMES for all ages. Instructions and cards with each.

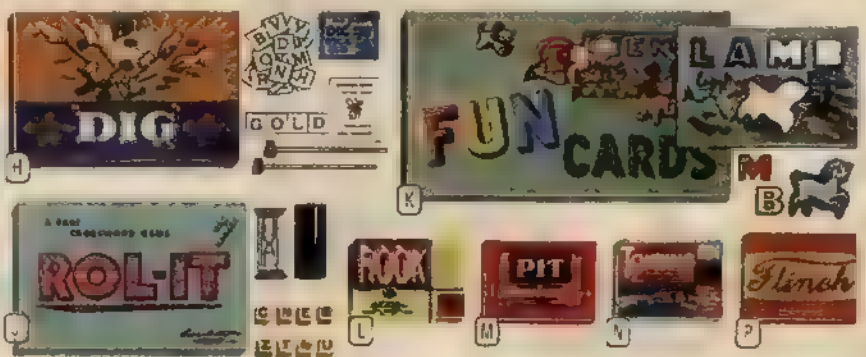
(L) ROOK. Rules for 20 games. 57 cards.
48 T 753—3 to 6 players. Ship. wt. 5 oz. 89¢

(M) PIT. Lively grain trading game. 65 cards.
48 T 754—3 to 7 players. Ship. wt. 5 oz. 89¢

(N) TOURING. Auto race game. 99 cards.
48 T 308—2 to 6 players. Ship. wt. 6 oz. 1.12

(P) FLINCH. 7 versions. 2 to 8 players.
48 T 755—150 cards. Ship. wt. 9 oz. 1.32





B
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Miniature Toys with Realistic Details

LITHOGRAPHED METAL BUILDINGS, MOLDED PLASTIC ACCESSORIES

PRINCE VALIANT'S MEDIEVAL CASTLE . . . KNIGHTS AND ARMOUR 4.79

A PRINCE VALIANT CASTLE SET (on opposite page). Lithographed steel fortress, smooth rolled edges, 23x13¾ in., including fortress building and wall around open courtyard. Battlements, movable drawbridge, detailed plastic turret tops. Figures include Prince Valiant, Boltar, Aleta, Sir Gawain, and the Black Knight. 20 knights in combat position, with swords or lances, on foot and on horseback. All figures of silver-color flexible plastic, authentically detailed. 8 plastic horses with armor plates; 2 cannons on walls shoot plastic shells.

48 T 2756 M—Easily assembled. *Mailable*. Ship. wt. 4 lbs. 8 oz. $4.79

B 5 PRINCE VALIANT FIGURES 10 KNIGHTS, 3 HORSES. Finely detailed.
48 T 2732—Abt. 2⅜ in. high. Flexible plastic. Wt. 8 oz. 18 Pcs. . $1.78

SILVER CITY, SCALE MODEL WESTERN TOWN 5.69

E FASCINATING REPLICA OF THE OLD WEST (shown on opposite page). Action-packed town alive with rip-roaring cowboys and animals. All in scale, all 3-dimensional. Authentic-looking metal building unit 27½x6x9 in. high, has Post Office and Barber Shop, Bank and Express Office, Music Hall (with swinging doors), Stage Coach Waiting Room and Hotel lithographed in true Western detail, all edges smoothly rolled. Minutely detailed plastic equipment includes barber chair, clothes tree and bench, dry goods counter and grocery supplies, hotel furniture, bank teller's cage and table. Included are flexible vinyl plastic cowboys, horses and calves, posed in action. Extra vinyl plastic saddles and bridles. Plastic buckboard with separate vinyl plastic harness for hitching and unhitching horse. Plastic outdoor equipment includes hitching rail, trees, cactus, fence sections, lamp post, tool rack, barrel, feed sack, bench, crate with rifles, watering trough, lanterns, etc. Shipped flat; easily assembled.

48 T 2705 M—*Mailable*. Ship. wt. 5 lbs. . . . . Complete $5 69

METAL SERVICE STATION WITH PLASTIC AUTOS 4.39

C LIKE A REAL SERVICE STATION—EVERYTHING WORKS. (Shown on opposite page). Extra-large 25x16¾x10¼ in., lithographed metal station, smooth rolled edges. Two "gas" (water) pumps; air-reel for "checking" tires; wash rack with real water tank. Plastic accessories on upper level where "Oil" drains into sludge tank under revolving rack. Hand operated gear elevator to roof; exit ramp from roof for returning cars to their owners; snack bar with miniature plastic equipment. With 2 plastic cars (extra cars sold below). Ship. wt. 8 lbs. 8 oz.

48 T 2753 M—Shipped flat, easily assembled. *Mailable*. $4.39

D 5 PLASTIC AUTOS. (See opp. page). Each has tank, oil drain valve.
48 T 2731—Asstd. colors. Abt. 4⅞ in. long. Ship. wt. 8 oz. . 5-pc. Set 89c

HEADQUARTERS OF REX MARS AND SPACE CADETS 4.69

F SPACE DROME "ACTION" SET (shown above), depicts world of tomorrow. "Flying saucers" actually take off from launching platform, "rocket ships" shoot from catapult with spring mechanism. A rocket-shooting "pom-pom" discharges small pellets. Lithographed metal Space Building, 12x8½x11 in. high, has signal set on top, with clicker for sending "code" messages. About 40 realistically molded flexible vinyl figures: Rex and his Space Cadets, with 15 transparent removable "space helmets"; people from outer space and dangerous "frogmen." Glacier-type interlocking steel wall sections, massive gate, steel edges smoothly rolled

Plenty of equipment, all in sturdy plastic: Flight file, instruction chart on panel; control panel unit; adjustable control seat; benches, table, chair, desks, ladder with platform. Also fuel storage tanks, radar unit with antenna, futuristic camera, supply warehouse, gravity chamber, relay tower, telescope, ray gun, multiple disc antenna, searchlight unit. Shipped flat; easily assembled

48 T 2708 M—*Mailable*. Ship. wt. 4 lbs. 12 oz. . . Complete $4.69

MINIATURE HORSES, COWBOYS, FARM ANIMALS AND SOLDIERS OF VINYL PLASTIC

G TO K VINYL PLASTIC MINIATURE FIGURES are carefully detailed in realistic poses. They make excellent non-breakable, washable toys for the imaginative child. There are soldiers for the junior general, cowboys for the western fan. In solid, natural colors.

(G) WESTERN HORSE AND SADDLE SET. 12-pc. set for the young horse-lover. Four horses in different positions, separate saddles and bridles.
48 T 2742—Abt. 3½ in. long. Ship. wt. 6 oz. . . . . 12-pc. Set 87c

(H) PLASTIC COWBOY SET. 12 Cowboys posed for action, 1 carbine.
48 T 2743—About 2½ in. high. Shipping weight 6 oz. . . . . 13-pc. Set 87c

(J) 14-PC. PLASTIC FARM ANIMALS SET. Cows, horses, pigs, goats, etc.
48 T 2734—Abt. 3½ in. long. Ship. wt. 6 oz. . . . . 14-pc. Set 87c

(K) 22-PC. COMBAT SOLDIER SET in realistic fighting poses.
48 T 2730—About 2 in. high. Ship. wt. 6 oz. . . . . 22-pc. Set 87c

Model Farm Set, Army Camp, Stockade

A BIG-UP-TO-DATE MODEL FARM SET has steel barn and lots of modern equipment for the young farmer. The set is in scale, 3-dimensional, and includes a variety of accurately reproduced plastic farm animals and implements.

BARN WITH LOFT. 13⅝x9¼x11¾ in. high, is accurately lithographed in bright colors. Constructed of sheet steel of durability and strength. Has block and tackle with hook to lift hay to loft. Litter carrier slides overhead on rails. For use in barn are molded plastic supplies and tools used by the farmer: milking pail, feeding supplies, garden tools, pails, and other equipment.

CULTIVATOR-TYPE TRACTOR of plastic has rear hook to hitch up plow, scraper, planter, scoop, harrow, wagon and stone boat.

OUT IN THE FARMYARD "animals" made of flexible Vinyl plastic "roam" in and out of the yard. Log-type white fencing encloses the entire set. There are 6 colorful birds and a plastic tree. Set is shipped flat, easily assembled. *Malleable.*

48 T 2706 M—Ship. wt. 3 lbs. 10 oz. 3.69

B ARMY TRAINING CENTER will keep small "generals" planning military strategy for hours. Complete with fully equipped Army Headquarters Building and training area with all the latest army equipment, soldiers and weapons.

HEADQUARTERS, 11x7x6⅛ in. high, is sturdy sheet steel with smooth rolled edges, accurately lithographed. Furniture includes desk, swivel chair, switch board, chair, rifle rack, crate, waste basket, map table, bench, file cabinet.

PLASTIC ARMY FIELD EQUIPMENT is accurately reproduced from latest Army equipment. There are wall detailed pup tents, stretcher, flagpole, rifles, vehicles and other weapons. The Howitzer and machine gun shoot "real" pellets.

SOLDIERS (about 75) are made of flexible Vinyl plastic. Clad in olive drab, they are posed in typical combat and training positions and parade formations so that child can conduct realistic maneuvers. 12 plastic fence sections interlock. Shipped flat, easy to assemble.

48 T 2707 M—*Malleable.* Ship. wt. 3 lbs. 4 oz 4.69

C "FORT DEARBORN" STOCKADE MODEL SET accurately reproduces a Frontier Fort with its cabin, stockade and shell-shooting cannon. Cavalrymen, Indians and Horses for plenty of action. Set is all in scale and 3-dimensional.

LOG CABIN AND FURNITURE. Realistic Old Frontier Cabin, 11x7x6⅛ in. high, is made of steel, has smoothly rolled edges. Accurately lithographed inside and out. Back is open for placing miniature cupboard, lamp, bunk beds, chairs, etc. Outside the cabin there is an anvil, log pile, well, and even a "fire" burning under a kettle.

STOCKADE WALLS of interlocking metal sections, each 8½ in. long 5⅝ in. high. Archway has two gates that open and close. Place shell-shooting cannon to "guard" settlers from Indians.

INDIAN TEPEE. Made of plastic 4⅝x4¾x6 in. high.

CAVALRYMEN, INDIANS AND HORSES stand ready for action. All figures unbreakable vinyl plastic. Shipped flat; easily assembled. *Malleable.*

48 T 2741M—Ship. wt. 4 lbs. 4 oz. 3 79

"Tiny Tears"...Cries Real Tears

"TINY TEARS" is the lovable and appealing baby doll that you have seen advertised in national magazines and on the "Ding Dong School" television program. She actually cries just like a little child—big, wet tears well up in her eyes and trickle down her chubby cheeks. Not only can you see—and hear—her cry, she also sleeps, drinks her bottle, wets her diaper, and even blows bubbles with her own little bubble pipe. Tiny Tears can be bathed too, because her plump body is made of soft molded rubber. Arms and legs are jointed. Plastic turning head has [illegible]. Lashes. Tiny Tears comes with soft [illegible] age 252 for Wards Monthly Terms

[illegible] N SUITCASE 9.39 11½ in.

(G) "Tiny Tears" with lambskin wig comes in a sturdy big suitcase filled with layette and all her accessories. Her soft, curly hair of real lambskin can be "shampooed" with a damp cloth. Dressed in rompers of white embossed cotton with pink binding and ribbon tie. Layette includes lace trimmed embossed cotton dresses with matching panties and bonnet, pajamas, shoes and socks. (11½ inch doll has boo[illegible] socks) Accessories consist of nursing bottle, washcloth, soap, sponge, clothespins, pacifier, plastic bubble pipe, tissues and booklet of instructions for the care of "Tiny Tears". Fiberboard suitcase with plastic handle and metal snap lock. Ship. wts.: 9 lbs.; 7 lbs., 5 lbs.; 4 lbs.

48 W 4018 L—Doll abt. 20 in. with Layette $17.00
48 W 4017 L—Doll abt. 16 in. with Layette 14.00
48 W 4016 L—Doll abt. 13½ in. with Layette 11.29
48 W 4015 L—Doll abt. 11½ in. with Layette 9.39

WITH MOLDED HAIR 5.45 11½ in.

(H) [illegible] with molded tinted "hair" in a gift box with nursing bottle, washcloth, soap, sponge, pacifier, bubble pipe, tissues, booklet of instructions for her care. Layette includes [illegible] panties, bonnet, booties. [illegible] Ship. wts.: 7 lbs., [illegible] 5 lbs.

48 T 4316 L—20-in. Doll [illegible] $5.2[illegible]
48 T 4315 L—16-in. Doll with Layette [illegible]
48 T 4314 L—13 in. Doll, with Layette [illegible]
48 T 4313 L—11 in. Doll, wears pajamas. A[illegible]
like above but with [illegible] layette [illegible]

(J) "TINY TEARS" LAYETTE. Dainty dr[illegible] Swiss, panties, taffeta jacket and bo[illegible] booties, bottle, pacifier, bubble pipe ar[illegible]

48 T 4179—For 20-in. Doll. Ship. wt. 1 lb. 14 oz. [illegible]
48 T 4178—For 16-in. Doll. Ship. wt. 1 lb. 9 o[illegible]
48 T 4177—For 13½-in. Doll. Ship. wt. 1 lb [illegible]
48 T 4175—For 11½-in. Doll. Ship. wt. 1 lb [illegible]

(J)

A
FRIENDLY FOLKS
MOTEL
B
C

Motel, Doll-house, White House

SCALE MODEL TOYS WITH ACCESSORIES AND "PEOPLE"

"FRIENDLY FOLKS" MOTEL WITH FURNISHINGS AND "TOURISTS" 5.98

(A) (Shown in color on opposite page, rear view at right.) Guests will want to stop early and stay a long time at the "Friendly Folks", a member of the "Modern Motels Association". There's a roadside sign for the road ahead, announcing the first class accommodations to be found . . . and the sign for the front of the motel can be changed from "Vacancy" to "No Vacancy". Big, modern lithographed building, 34x19x17 in., is made with smoothly rolled edges, really resembles one of today's splendid new motels. It's decorated in attractive style ready to welcome travelers. Front view (opp. page) shows the pleasant, inviting building that's complete with flag, clock, 2 television antennae, driveway, "convertible" car. There is even a "family" of 6 unbreakable plastic figures (Father, Mother, Daughter, Son and Twin Babies). The family has minutely detailed plastic luggage . . . an overnight case, a hat box, and a wee Pullman case that actually opens and closes. Rear view (shown right) is open so that a child can settle the "family" comfortably in their lodgings. The rooms are tastefully "decorated" with lithographing . . . venetian blinds at the wide windows, even "air conditioners". The furniture, listed below, is of carefully detailed molded plastic.

THE INVITING REGISTRATION OFFICE can be entered through a door that really opens and closes. It has a cradle type phone with removable receiver, a cash register with drawer you can pull out, a registration desk and miniature registration cards a child can write on.

TWO GUEST ROOMS are furnished alike except for colors. Each has a Television Set, Vanity-Desk Combination, Vanity Bench, Lounge Chair, Baby Crib, Bed with Bookcase-Headboard, Luggage Stand, Wash Stand, Stool, Real Shower Curtains and Rods.

48 T 4475 M—Shipped flat; easily assembled. *Matlable.* Ship. wt. 6 lbs. $5.98

BEAUTIFUL LARGE SIZE DOLL HOUSE WITH FURNITURE 3.79

(B) Shown opposite, front view at right above). Six Room Doll House with Sundeck and a Complete Set of Plastic Furniture. Large size, 25½x15½x9½ in., sturdy 2-story suburban Colonial style metal house, attached utility room for laundry and sewing, open sundeck. Smoothly rolled metal house has no sharp edges to hurt little hands. Outside (shown right) is attractively lithographed to resemble gleaming white clapboard and stone with a picture window and smaller shutter trimmed windows. Nice looking interior is lithographed to resemble the latest trends in wallpaper, rugs, draperies, pictures . . . there's even a "pretend" fireplace and bookshelves in living room. Rear of house is open (see opp. page), so that a little girl can have hours of fun arranging furniture. Three vinyl plastic figures included. Furniture is of molded plastic—sofa about 3⅝ in. long; other pieces in proportion.

LIVING-DINING COMBINATION has comfortable Sofa, Chairs, Tables, Television Set, Lamps, Eighteenth Century reproductions in Dining Area—Table, Chairs, Hutch Cabinet, Server.

KITCHEN FURNISHINGS include latest style Stove, Sink, Refrigerator, Table, Chairs.

NURSERY IS FURNISHED with wee Crib, Play Pen, Chest and Potty Chair.

BEDROOM FURNISHINGS: Double Bed, Vanity and Bench, Chest, Boudoir Chair, Night Table.

BATHROOM FURNITURE includes Tub, Wash Stand, Stool and Hamper.

UTILITY ROOM contains automatic type Washing Machine, Mangle, Stepladder, Laundry Basket, Double Wash Tub, Base Cabinet, Stool, Sewing Machine and Chair.

SUNDECK IS ATTRACTIVELY FURNISHED with Umbrella Table, Chaise Lounge and Chairs.

48 T 4457 M—Shipped flat, easily assembled. *Matlable.* Ship. wt. 6 lbs. 4 oz. $3.79

SCALE MODEL OF "WHITE HOUSE" WITH 9 PRESIDENTS 3.79

(C) (Shown opposite page, rear view at right above). An Absolutely Authentic Scale Model of Our Nation's White House as it is today . . . complete, correct to the windows, columns, exits and entrances. A child can become familiar with every part of its exterior even though he has never visited this historic building. It is so accurately scaled that he will be getting a three-dimensional impression of the home of our presidents. The building, 18½x13x6 in., is made of plastic in the same dazzling white that the White House actually is; realistically molded to show the structure itself, plus the driveway and surrounding landscaping.

With it there are amazing, lifelike figurines of nine of our presidents (see opposite page). Facial expressions are so minutely detailed, so typical, the poses so characteristic that you can recognize the presidents easily. Each figure is about 2¾ in. tall, stands on a platform bearing his name, numerical sequence, term of office. Set includes: Presidents Eisenhower, Truman, Franklin D. Roosevelt, Hoover, Coolidge, Harding, Wilson, Lincoln and Washington. (So that a child can have a collection of all thirty-three presidents we sell the remaining 24 separately below). Plus a 4x5-in. book of Pictures and Facts about the Presidents.

There are so many entertaining and enlightening hours of play and learning in store with this fascinating set. Children become acquainted with the presidents, learn to place them chronologically. Parents, teachers will find it a worthwhile addition at home or in schoolroom. Parts of building snap or lock into place so child can assemble it easily.

48 T 2733 M—White House with 9 Presidents and Book *Mail* Ship. wt. 1 lb. 3 oz. $3.79

48 T 2763—Set of 9 Presidents without White House Ship. wt. 7 oz. 1.10

48 T 2762—Set of 24 Remaining Presidents. *Matlable.* Ship. wt. 13 oz. 2.95

SHOWN AT RIGHT—DOLL HOUSE "FAMILY" AND ACCESSORIES 87c AND 89c

(D) FIVE-PC. FAMILY. Washable tinted plastic figures fit furniture in House (B). Father, Mother, Brother, Sister jointed at waist, knees, shoulder—can sit, kneel, etc. Baby's arms, legs move. Father 4¼ in. tall.

48 T 4480—Ship. wt. 5 oz. . . . . 5-Pc. Set 89c

(E) THESE MINIATURE TABLE LAMPS really light. She'll love these little plastic lamps in assorted colors, about 2½ in. high, with removable shades. With batteries, bulbs, they really light when you turn the shade.

48 T 4455—Ship. wt. 6 oz. . . . . 3-Pc. Set 87c

(F) MINIATURE KITCHEN UTENSILS, APPLIANCES in finely detailed molded plastic—assorted colors, silver and white. Wee kettles, boilers with removable lids, mixer with removable bowl will delight a little girl.

48 T 4520—Ship. wt. 4 oz. . . . . 12-Pc. Set 87c

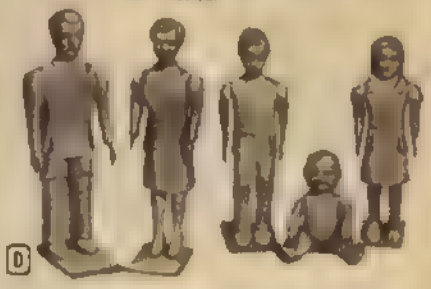
(G) MINIATURE TABLEWARE SET for kitchen or dining room of doll house. Assorted bright colors, washable plastic. Full set of dishes for 3; tray, tea set, vases, candlesticks, cradle-type phone, books in bookends.

48 T 4512—Ship. wt. 4 oz. . . . . 31-Pc. Set 87c

Rear View of (A)

Front View of (B)

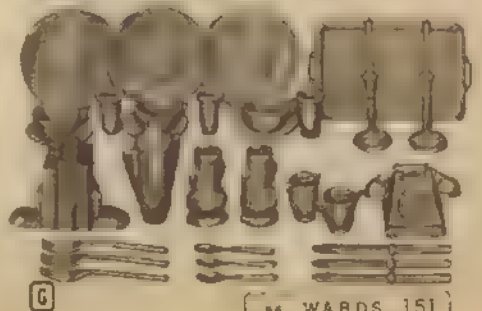
Rear View of (C)



(D)

(E)

(F)



(G)

A 14.95
B 9.69
C 7.95
D 5.69
E 4.29
F 2.65
G 5.85
H 8.45
J 5.79 and 7.29
K 2.65
L 1.79

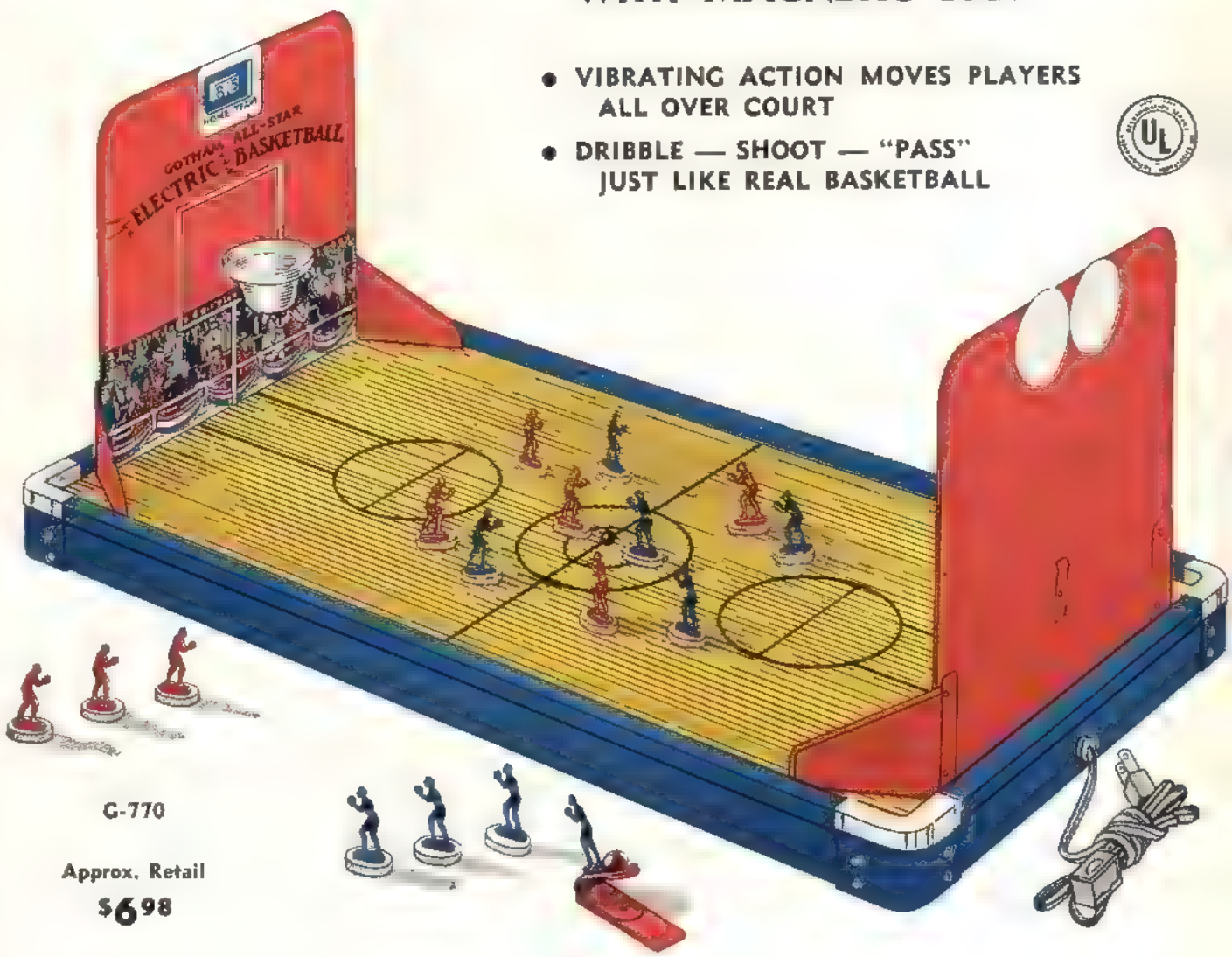
New! GOTHAM

All-Star . . . Electric

BASKETBALL GAME

WITH MAGNETIC BALL

- VIBRATING ACTION MOVES PLAYERS ALL OVER COURT
- DRIBBLE — SHOOT — "PASS" JUST LIKE REAL BASKETBALL



G-770

Approx. Retail

$6.98

"A SURE SHOT" FOR BIG SALES

SHOOT FROM ANY PART OF COURT

Bell Rings When Goal is Scored

WRITE FOR OUR NEW 1954 CATALOG IN COLOR

GOTHAM PRESSED STEEL CORPORATION

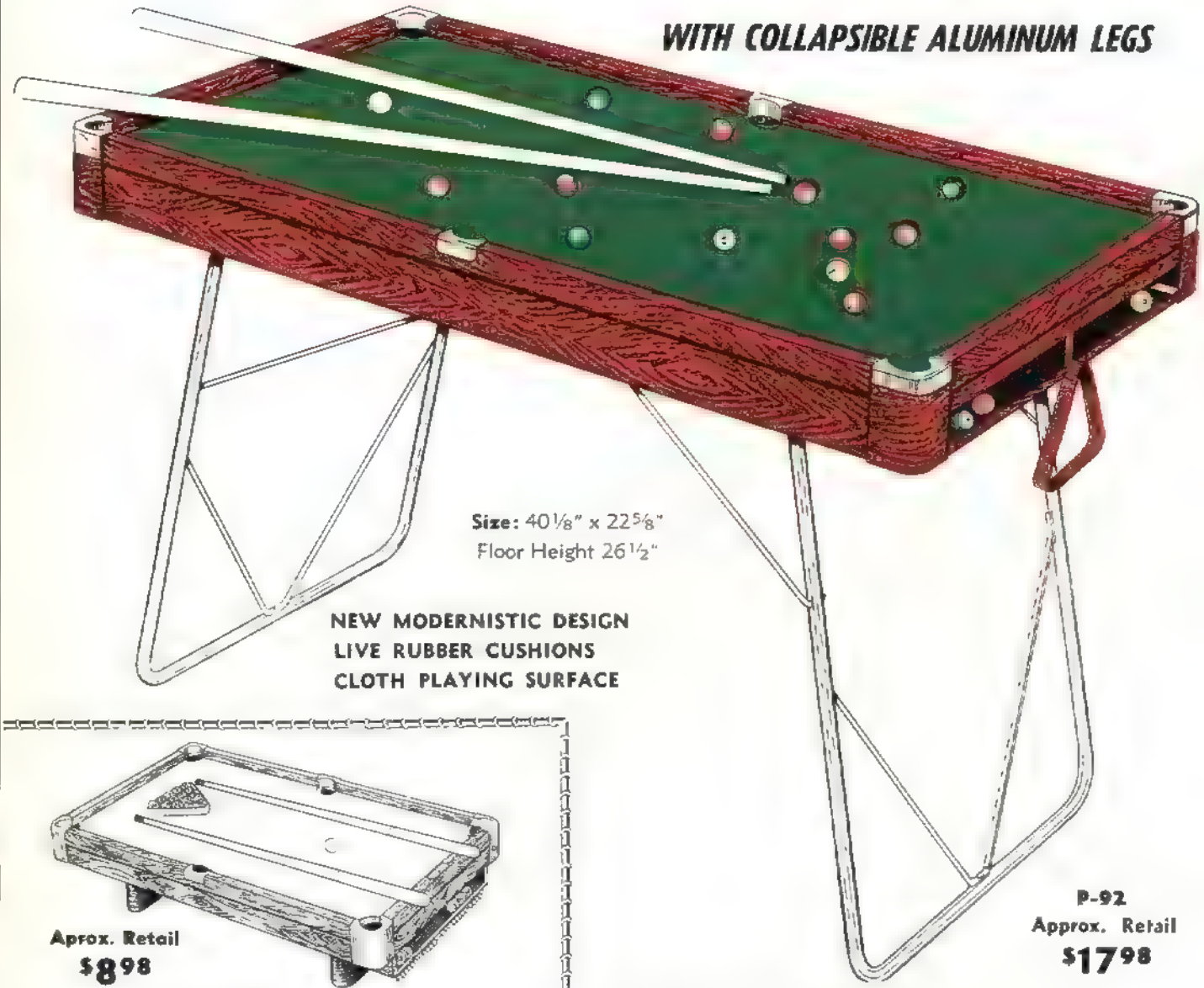
[illegible] AVE. and EAST 133rd ST. NEW YORK, U.S.A.

SHOW ROOM: 200 - 5TH AVE. N[illegible]

New! GOTHAM

Floor Model
POOL TABLE

WITH COLLAPSIBLE ALUMINUM LEGS



Size: 40⅛" x 22⅝"
Floor Height 26½"

NEW MODERNISTIC DESIGN
LIVE RUBBER CUSHIONS
CLOTH PLAYING SURFACE

P-92
Approx. Retail
$17.98

Aprox. Retail
$8.98

P-82 DELUXE

Table Model POOL TABLE

Size: 30" x 17½" x 6½"

THE STREAMLINER

P-62

Table Model POOL TABLE

Size: 25 1/4" x 15⅛" x 3¾

Approx. Retail
$4.98

P-43

Table Model POOL TABLE

Size: 19 1/4" x 12¾" x 3¾"

Aprox. Retail
$3.49

AUTOMATIC RETURN BALL FEATURE ON ALL TABLES

GOTHAM PRESSED STEEL CORPORATION

New!

GOTHAM

THIS IS IT!

THE MUCH TALKED ABOUT

All-Star . . . Electric

FOOTBALL GAME

***with* MAGNETIC FOOTBALL**

VIBRATING ACTION

G-880

Approx. Retail

$6.98

• THE ULTIMATE IN REALISM •

Players Actually Run Through Line with Magnetic Ball

"Pass" - Kick - Block - Tackle - Just Like the Real Thing

DON'T BE CAUGHT "OFF SIDE"

by not carrying this number

"THE PENALTY" WILL BE "LOST SALES"

WRITE FOR OUR NEW 1954 CATALOG IN COLOR

GOTHAM PRESSED STEEL CORPORATION

New! GOTHAM ELECTRIC BINGO GAME

with TRANSPARENT COVER

THE MOST UNUSUAL GAME EVER CREATED

All One Color or Matching Colors is BINGO!

G-1100
Approx. Retail
$9.98

Spinning Action Shoots Colored Balls in All Directions

• • MOTOR DRIVEN • •

AMAZING ACTION AND PLAY VALUE

WRITE FOR OUR NEW 1954 CATALOG IN COLOR

GOTHAM PRESSED STEEL CORPORATION

SHOW ROOM 200 — 5TH AVE. NEW YORK

APEX

SAFE-T-PLAY PAIL and SHOVEL

THE NEW ALL RUBBER ACCIDENT-FREE PLAY PAIL

- INDESTRUCTIBLE
- ALL RUBBER
- CANNOT CUT OR BRUISE
- LIFE-TIME WEAR
- MULTI-COLORED
- IMPERVIOUS TO SUN-COLD SALT OR FRESH WATER

PLAY SAFE

WITH SAFE-T-PLAY PAIL and SHOVEL

AVAILABLE IN TWO SIZES

Stock Number	Size	Description	Weight & Packing
32	6" x 6"	Large Pail Only	1 doz.-11 lbs.
32S		Large Shovel Only	1 doz - 6 lbs
32C		Large Pail & Shovel Combination Pack	1 doz -17 lbs
16	4½" x 4½"	Small Pail Only	2 doz.-11 lbs.
16S		Small Shovel Only	2 doz - 6 lbs.
16C		Small Pail and Shovel Combination Pack	2 doz -17 lbs.

APEX "SAFE-T-PLAY" Pails and Shovels are the newest and safest toy for children and are made in brilliant multi-colors. SAFE-T-PLAY Pails cannot cut, bruise or injure children — yet will withstand rough and tumble treatment. Children Play-Safe with SAFE-T-PLAY Pails and Shovels. They are durable, safe and indestructible.

Sold through leading wholesalers - everywhere. For complete information see your Toy supplier or write direct to factory.

APEX TIRE & RUBBER CO. • 505 CENTRAL AVENUE • PAWTUCKET, R. I.

Artistic's New Smash Hit!

Winky-Blinky Pup

1525 WINKY-BLINKY PUP
Made of high grade rayon plush. Shaggy ears, pliable vinyl face, with eyes that open and close. "Barker" in body. Individually boxed.

15" — 1525
WINKY-BLINKY PUP
(Vinyl Face)
$5 retailer

WRITE NOW for complete catalog

MORE GOOD NEWS —
see other side of this page

Artistic
TOY COMPANY

3rd and CAMBRIA STREETS • PHILADELPHIA 33, PA.

brand new . . . and EASTER-IFFIC! Artistic's lovable

Blinky-Bunny

1515 — BLINKY-BUNNY
Made of Hi-Pile Rayon Plush,
Pliable vinyl face, with eyes
that open and close.
"Barker" in body. Individually Boxed.

15" — 1515 — BLINKY-BUNNY
(Vinyl Face)
$5 Retailer

WRITE NOW for complete catalog

MORE GOOD NEWS —
see other side of this page

Artistic
TOY COMPANY

3rd and CAMBRIA STREETS • PHILADELPHIA 33, PA.

MAY I SUGGEST . . .

Games

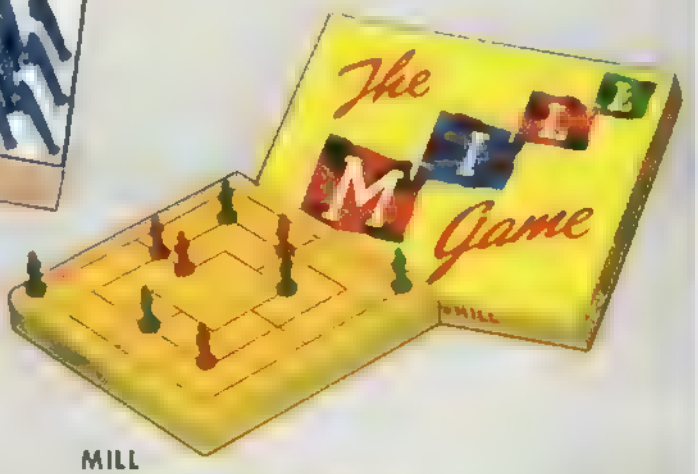
Good games make wonderful Christmas gifts. Schaper plastic games are for the entire family. Both children and grown-ups play them and love them

COOTIE

One of America's favorite games! First one to assemble the plastic Cootie with all the legs, head, eyes, etc is the winner. Two or more can play this "building" game. Easy to learn and fun to play. Voted one of America's most outstanding games. $2.00

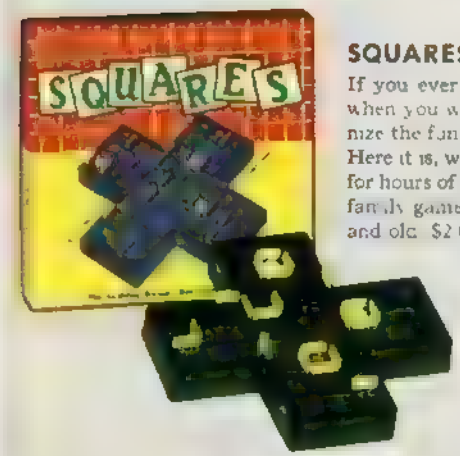
STADIUM CHECKERS

A real family favorite! Two or more players compete in getting marbles out of the colorful plastic stadium. In just a few months Stadium Checkers became one of America's most intriguing and popular games. A wonderful game and a perfect gift. $3.00



MILL

A century old game all spruced up in sparkling plastic. Some know it as Morelles or the German game Muhle. Eighteen "Jolly Miller" figures and a gleaming playing field go together to make Mill an exciting and brain-twisting game. $2.00



SQUARES

If you ever played "Dots and Squares" when you were a youngster, you'll recognize the fun and excitement of this game. Here it is, with a modern touch and ready for hours of entertainment. Another great family game that can be played by young and old. $2.00

SKUNK

If you'd like to give a game that mixes a laugh with every play, wrap up Skunk for someone on your Christmas list. A game for the entire family with a fresh new approach. Comes complete with colored chips, special Skunk dice and giant scoring pads. $2.00

SCHAPER PLASTIC GAMES

MINNEAPOLIS 11, MINN.

BUY THEM WHEREVER GOOD GAMES AND TOYS ARE SOLD

5 1/2 MILLION CUSTOMERS!

Our Life Ad is on the reverse side
Schaper Mfg

SCHAPER PLASTIC GAMES!

HIGHLANDER SALES CO.
1800 OLSON HIGHWAY
MINNEAPOLIS, MINNESOTA

The facts of LIFE are simple! The big, 5½ million circulation of LIFE MAGAZINE goes to work for you in November. Our full page, full color advertisement will feature 5 top selling games. This is an all-out promotion to do big things for you with bigger and greater sales.

Popular Favorites for Young Buckaroos

16 ELECTRIC LANTERN . . . fun for children; unique . . . signals in emergencies. Exclusive . . . other like it on the market . . . Cells and bulb included. 36 T . . . 18—5¾x5½x8½ in. each. Wt. 1 lb. $1.98

17 NEW HOPALONG CASSIDY BILLFOLD. Durable . . . stitched construction . . . Two . . . Two card pockets, one with window. Removable 2-wing pass section . . . pocket, lucky coin. . . . Tax Included. $1.00

18 TOOLED LEATHER FOLDS. Saddle tan/black . . . dimensional design in multi-colors . . . Gussets . . . Tan/black. 36 T . . . 2945 Regular Fold . . . $1.98
36 T . . . 2944 Deluxe Bifold . . . $2.98

21 HOPALONG CASSIDY . . . TRUCK WAGON SET for all little cowhands. . . . set of first quality . . . Happy and horse . . . Trooper Rope Man . . . with Happy ready for action. 86 W 7071L—Ship. wt. 3 lbs. Set $3.89

22 . . . RIFLES. See . . . Gene Autry, Roy Rogers . . . pictures. In choices View Master 3 reels each with 7 action-packed . . . scenes . . . 3 reels each or. Page 278
. . . $4.5 - Complete Outfit *Postpaid* $3.0
. . . 3815 -3 DIFFERENT REELS of above cowboys in scenes from their movies, *Postpaid* $1.00

25 . . . young space . . . 5 colors, yet telescopes . . . pocket. Metal barrels, 3 . . . extends to 8¼ in. . . . 0 oz. $1.98

24 ROY ROGERS LUNCH KIT. Pictures of Roy, Dale, Trigger . . . Bullet . . . vacuum bottle . . . 24 . . . 8 bars . . . kit for identification. White . . . 60 WP 937— See . . . Postpaid $2.89

26 . . . 27 . . . ASSORTMENTS . . . Cowboy . . . 36 T . . . Ship. wt. 10 oz. 79c
. . . 84c

(27) SPACE LIGHT. Total . . . wave, red side light; siren . . . 36 . . . 8 in. . . . Ship. wt. 6 oz. 98c

28 DETECTIVE . . . with this powerful . . . complete with metal . . . 86 T 3210—11 in. . . . Ship. wt. 1 lb. 2 oz. $1.98

MOVEMENTS, CHROMED CASES, STAINLESS STEEL BACKS, UNBREAKABLE CRYSTALS

NOTE: Dependable watches . . . guaranteed against original defects in . . . workmanship. Sent in gift boxes. See note on . . .

. . . 45 TH . . . Mickey Mouse gift box. *Postpaid* $7.95

30 . . . 45 T . . . Attractive gift box. *Postpaid* . . . $7.95

31 . . . "SWEEP". Any young man will wear it with pride. New, . . . Sweep second hand. 5-60 second track for . . . 45 T . . . Household Leather . . . gift box. *Postpaid* $7.95

32 SNOW WHITE . . . Disney movie. Black numerals contrast clearly on white dial. *Postpaid*
45 TH . . . band. "Movie" Metal gift box . . . $7.95

33 . . . FLEET WATCH for sports . . . on dial. "Thunderbolt" hands. Interplanetary . . . 45 W 71—30-hour movement. "Rocket" gift box. Ship. wt. 4 oz. $4.95

Ages . . . Priced to Suit Every Purse

(K) "CINDY STRUTTER" WITH COAT AND HAT. Wee some Little girl in taffeta dress and hat, waffle-weave coat, panties, shoes and socks. All vinyl body, jointed arms, swinging legs. Glassene sleeping eyes, "rooted" Saran hair. "Coos" when squeezed.

48 T 3859 L—Abt. 21 in. tall. Wt. 3 lbs. 8 oz. . . . 7.95

( ) LOVELY BABY WITH FLOWER-TRIMMED HAT. Cuddly cotton stuffed latex body, soft vinyl head, glassene sleeping eyes. Luxuriant "rooted" Saran hair. (see Page 140). Dainty dress of nylon with flower-locked design, scalloped at bottom. Big hat trimmed with flowers, slip, panties, socks, shoes.

48 T 4322 L—Abt. 20 in. tall. Wt. 2 lbs. 8 oz. . . . 5.59

(M) (N) "LITTLE SISTERS" WITH "ROOTED" SARAN HAIR. Exactly alike except for color of eyes, hair and clothing. Perfect for two little girls you want to treat exactly alike—perhaps twins. Washable light weight latex bodies, soft vinyl heads. Glassene sleeping eyes, "coo" voices. Both wear embossed cotton dresses with white nylon pinafores, panties, shoes, socks.

(M) 48 T 4277 L—Little Girl in Blue Dress, light hair, blue eyes. Abt. 18 in. tall. Wt. 2 lbs. 6 oz. . 3.98

(N) 48 T 4053 L—Little Girl in Pink Dress, dark hair, brown eyes. Abt. 18 in. tall. Wt. 2 lbs. 6 oz. . 3.98

(P) "LOOK-ALIKE" BROTHER AND SISTER TWINS. Soft vinyl heads with molded hair, plastic inset eyes. Coo" voices. Latex bodies, cotton stuffed. Cotton outfits with contrasting trim, and knit booties.

48 T 4273—Abt. 9½ in. tall. Shp. wt. 1 lb. Pair 1.79

(R) PRETTY BABY WITH BIG HAIR BOW. Squeeze her . . she'll "coo" for you. Molded vinyl head and hair, glassene sleeping eyes. One-piece body of soft latex. Lace-trimmed dress, panties, shoes and socks.

48 T 4274 L—Abt. 19 in. Ship. wt. 2 lbs. 8 oz. . . . 3.98

( ) LITTLE GIRL WITH MOLDED VINYL HEAD. Huggable latex body, cotton stuffed. Inset glassene [illegible] her molded hair.

48 T 4051—Abt. 14 in. tall. Shp. wt. 1 lb. 2 oz. . 1.89

(U) YOUNG ENGINEER. Dressed in striped denim engineer's outfit with matching cap, kerchief, socks and shoes. One-piece latex body, cotton stuffed, vinyl head, painted features. "Coo" voice.

[illegible] Abt. 14 in. tall. Wt. [illegible] lbs. 4 oz. 2.79

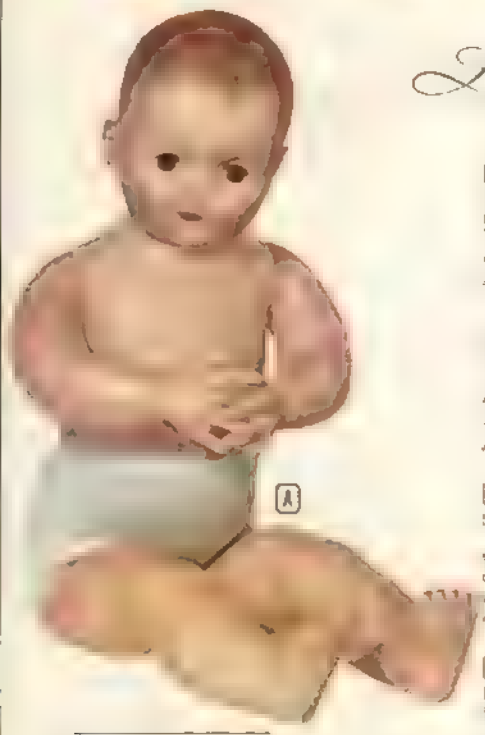
(V) [illegible] soft and cuddly, latex body with swing legs, vinyl jointed arms, pl[illegible] baby hands. Beautifully molded vinyl head with [illegible] "rooted" Saran hair. "Flirting" glassene eyes roll from side to side, go to sleep too. "Coos" happily when hugged. Wears cotton rompers, pretty lace trimmed flannel snowsuit and bonnet with ribbon ties. Rattle tied to wrist. Ship. wts.: 4 lbs., 2 lbs. 8 oz.

48 T 4328 L—Abt. 23 in. tall 7.89

48 T 4342 L—Abt. 18 in. tall. Like above but with latex arms, sleeping eyes, no rompers 4.89

FACTS ABOUT DOLLS, Pg. 138; ROOTED HAIR, Pg. 140.

Life-Size Babies, Drinking-Wetting



(A) [illegible] BABY. Can wear real baby's outfits. Soft vinyl head, molded hair, Jiggs sleeping eyes, lashes. Latex body, cotton stuffed. Jointed arms, swing legs. "Coo" voice. Wears size 1 pants. Ship. wts., 4 lbs. 6 oz., 4 lbs.

48 T 4327 L—Abt. 29 in. In training pants. 5.89

48 W 4013—Abt. 26 in. No training pants. 4.59

(B) ORIGINAL "BY DEE"... CRIES, DRINKS, WETS. Rubber body, jointed arms, legs. Turning plastic head, sleeping eyes, lambskin wig. Shirt, diaper, pajamas, bottle, bubble pipe, pacifier. Boxed.

48 T 4010 L—Abt. 20 in. Wt. 6 lbs. 8 oz.... 19.95

48 T 4009 L—Abt. 15 in. Wt. 3 lbs. 6 oz.... 13.45

48 T 4008 L—Abt. 11 in. Wt. 2 lbs. 2 oz.... 8.95

(C) DOLL WITH CLO[illegible]IN CASE. [illegible] love her five dr[illegible] Saran hair in pony tail, glassene sl[illegible] "coo" voice. Latex body, cotton stu[illegible] dress, bonnet, panties, socks, shoes. Raincape, boots, pina[illegible] dress, evening gown, sh[illegible] pers, robe, nightie, incl. Case abt. 18½x12x5 in.

48 T 4003 L—Doll abt. 14½ in. Wt. 4 lbs.... 8.59

(D) PICKY JR. OF "I LOVE LUCY". Soft, vinyl plastic. Jointed arms, legs. Sleeping eyes, lashes. Drinks, wets, cries. In pique clothing, sandals [illegible]le incl. Ship. wts.: 3 lbs., 4 lbs. 4 oz.

48 T 4029 L—Abt. 17 in. with "rooted" hair. 9.95

48 T 4248 L—Abt. 21 in. with molded hair. 11.49

(E) "BANNISTER BABY." Inspired by famous baby [illegible] Glassene sleeping [illegible] turning head. Wears shirt, [illegible] terry robe, booties. Bottle, bubble pipe, soap incl. In simulated leather case 18¾x11¼ in.

48 T 4317 L—Abt. 18 in. tall. Wt. 3 lbs. 6 oz. 8.95

(F) SPECIAL VALUE! DRINK-WET BABY WITH "ROOTED" HAIR. Ordinarily a doll with these features would cost much more. Her cute tousled Saran hair is "rooted" like real hair. Body and head are soft vinyl plastic—smooth and flexible. Jointed arms and legs, "coo" voice. Embossed cotton playsuit, shoes and socks. Nursing bottle incl.

48 T 4343—Abt. 15 in. tall. Wt. 1 lb. 8 oz.... 3.98

(G) DRINK-WET DOLL. All vinyl, plastic inset [illegible] eak" voice. Wears diaper. Bottle incl.

48 T 4319—Abt. 10½ in. tall. Ship. wt. 7 oz. 95c

(H) AMOSANDRA® Chubby baby of Amos n' Andy fame. Soft rubber, moveable head, arms, legs. Plastic inset eyes. Drinks, wets, cries. With cotton diaper, bib, bottle. *Copyright C.B.S. Inc. 1949

48 T 4074—Abt. 10 in. tall. Ship. wt. 15 oz.. 1.75

(J) "SUNBABE" DRINK-WET BABY. Sweet little doll molded of soft rubber. Movable arms, legs [illegible] head, cry voice. Wears [illegible] ette diaper and bib. Nursing bottle [illegible]

48 W 4300—Abt. 10 [illegible] 1.75

December 1954

Playthings

the national magazine of the toy trade

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ALT DISNEY PRODUCTIONS, INC. • Character Merchandising Division • 477 Madison Ave., New York 22, N.Y.

There's joy on children's faces all over the world
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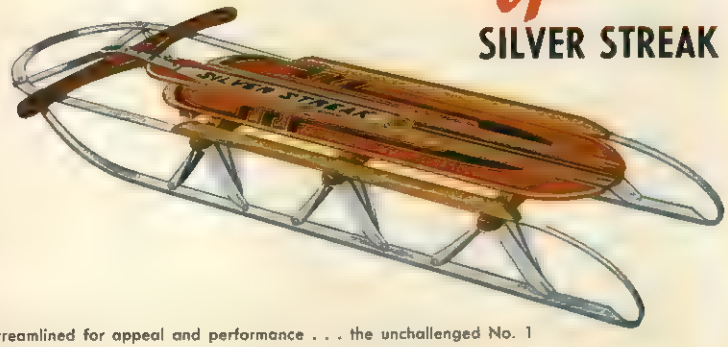
The Line that "SETS THE PACE" in Wheelgoods Innovations

FEATURES THE LEADER IN SLEDS

THE *Garton* **SILVER STREAK**



Streamlined for appeal and performance . . . the unchallenged No. 1 leader in sled sales from coast-to-coast . . . the "SILVER STREAK" features the famous patented "Y" steering that brings high flexibility to sled steering for the first time. For safety and streamlined appearance, runner ends are closed . . . rear of sled is lower than front. "T" shaped grooved runners of high carbon crucible steel and patented knees of heavy gauge stamped steel. Made of selected hardwoods, finished in red, blue and silver color-fast enamels, it's coated with weather resistant varnish. All metal parts are finished in bright baked-on aluminum. Offered in 40", 46", 52" and 58" lengths. Here is your feature seller for the 1954-55 Winter Season . . . priced to sell—*fast!*

Everything on Wheels FOR YOUNG AMERICA!

For everything that is "new and different" in wheelgoods—for the one line that features everything on wheels that every child has dreamed about—write for the new GARTON Catalog today. The pace-setting GARTON Line is designed to spell BIG SALES and priced to spell BIG PROFITS. Complete Catalog sent on request.

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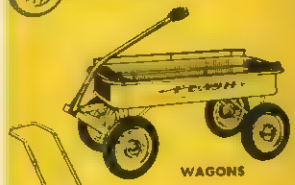

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*ZIPPY THE CHIMP

Approved by Toy Guidance as one of the most outstanding soft stuffed creations of the year. An authentic likeness of the live Zippy, star of TV's famous Howdy Doody Show. Made in a combination of black shaggy rayon plush with impish hand-painted vinyl face, hands, ears and shoes. In 2 sizes, 15", 21" to retail for $7., $10.

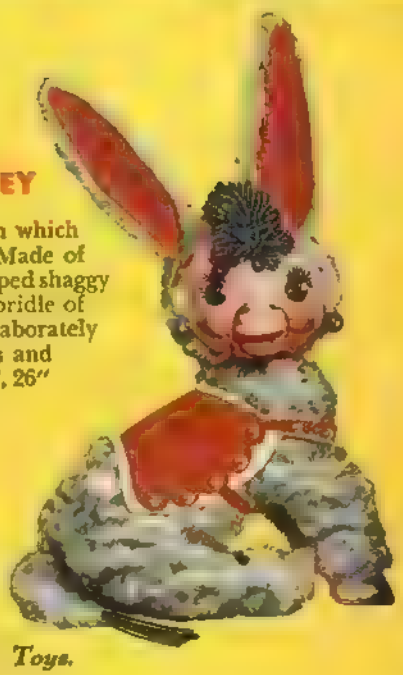
*WINDY THE DOG

WINDY, English Sheep Dog, another favorite of the Howdy Doody Show. Made of long pile hand-sprayed plush with sewn in glass eyes, hand-painted vinyl nose and tongue. In 2 styles, lying and sitting. 3 sizes, 12", 15", 18". Retail $5., $8., $12.

* FULLY PROTECTED BY COPYRIGHT

*NELLIE-BELLE

New and unusual cuddle pony with flexible legs that can be placed in many positions. Beautifully made with hand-painted vinyl face, ears, hoofs . . . elaborately groomed with felt harness and bells. In 2 sizes, 15", 23". Retail $7., $12.



*HONKEY-DONKEY

A very attractive creation which will intrigue any child. Made of beautiful quality grey tipped shaggy plush with blanket and bridle of red and white felt . . . elaborately trimmed with gilt braids and jingle bells. In 2 sizes, 19", 26" to retail for $7., $12.

Actual Photos of all Toys.

WRITE For NEW TOY Catalogue

The RUSHTON COMPANY and ATLANTA PLAYTHINGS CO.

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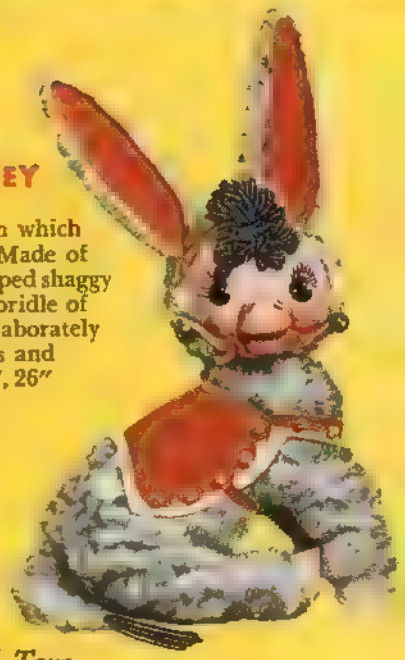

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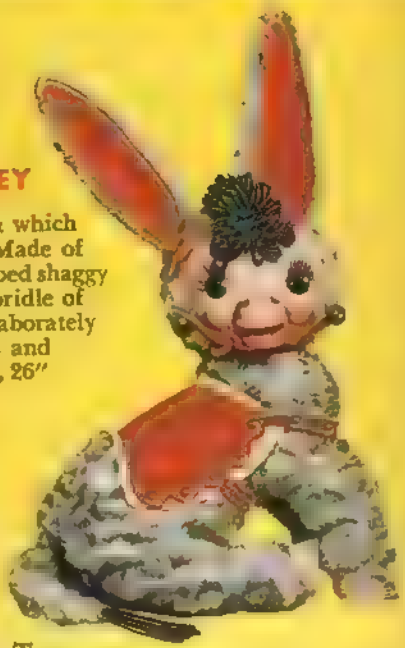

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New and unusual cuddle pony with flexible legs that can be placed in many positions. Beautifully made with hand-painted vinyl face, ears, hoofs . . . elaborately groomed with felt harness and bells. In 2 sizes, 15", 25". Retail $7., $12.

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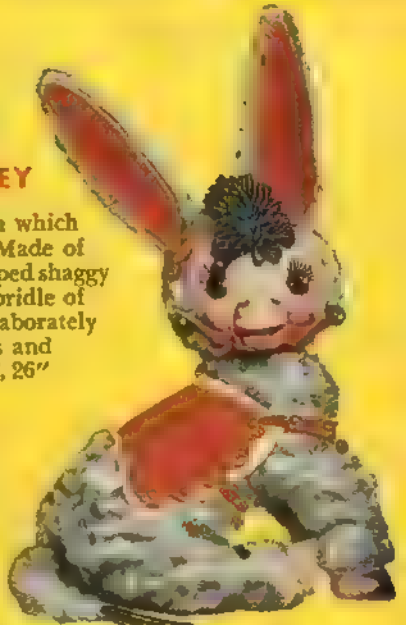

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no. 575

Children and grown-ups alike can now play and enjoy Knickerbocker's Melodé Bells as featured by Swiss bell ringers and concert players. The full diatonic scale of precision-tuned bells are musically appealing when played alone or with accompaniment. The brilliantly colored 3⅝" bells of durable high-impact styrene are packaged in an eye-appealing display box which serves as a music stand for the many musical selections included in book form.

$4.98
SUGGESTED RETAIL PRICE

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KNICKERBOCKER

KNICKERBOCKER'S

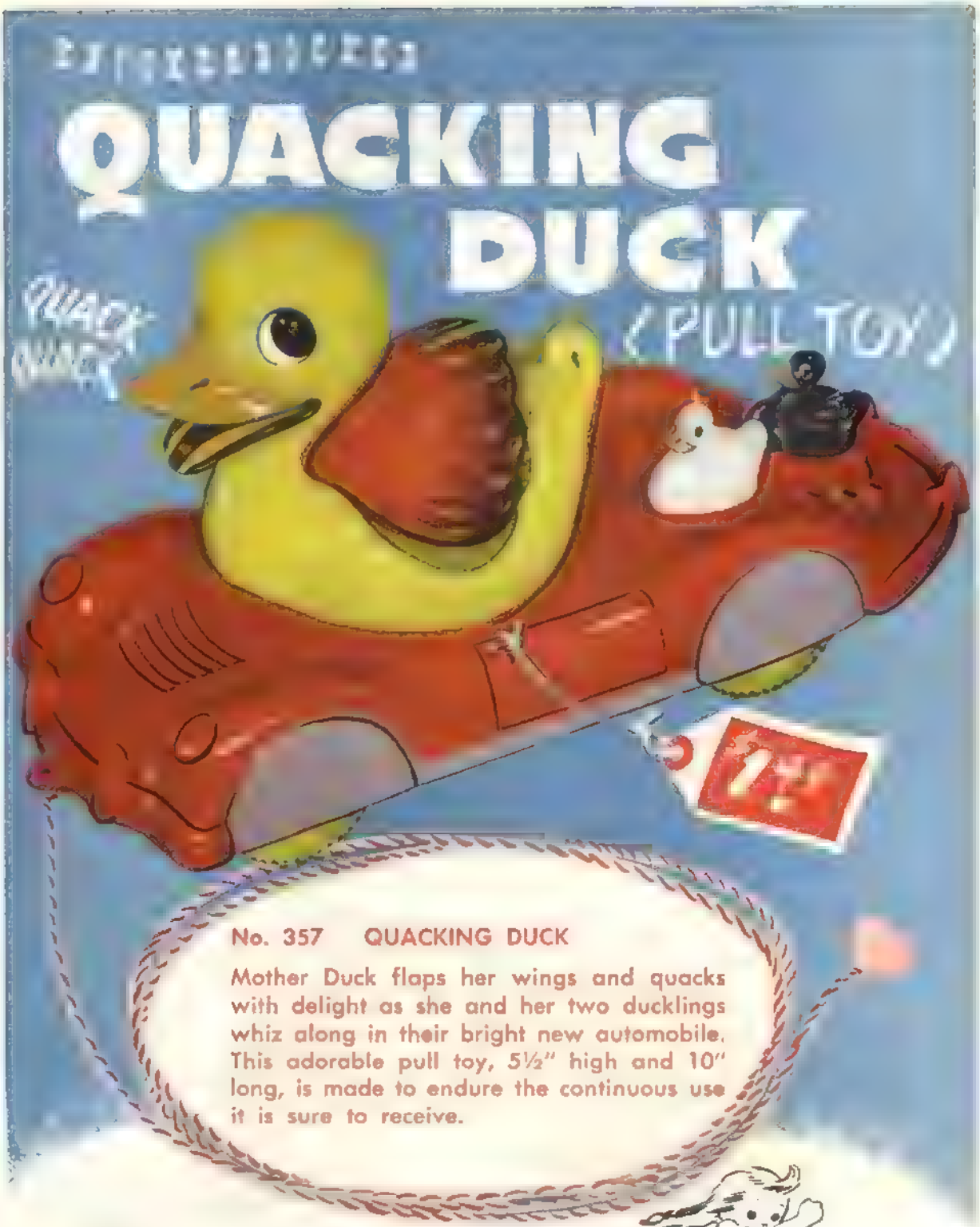
TROJAN HORSE

no. 259

Another addition to Knickerbocker's line of outstanding pull toys. Mounted on large eccentric wheels with chrome hub-caps, sounds like a galloping horse. 8" x 10½". Made of durable Hi-Impact plastic in red and yellow. Packaged in individual, color ful boxes.

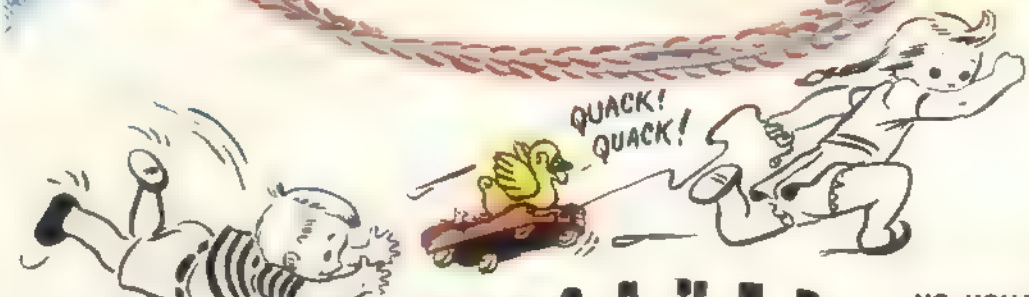
SUGGESTED RETAIL PRICE **$1.29**

KNICKERBOCKER NO. HOLLYWOOD, CALIF.



No. 357 QUACKING DUCK

Mother Duck flaps her wings and quacks with delight as she and her two ducklings whiz along in their bright new automobile. This adorable pull toy, 5½" high and 10" long, is made to endure the continuous use it is sure to receive.



KNICKERBOCKER

NO. HOLLYWOOD, CALIFORNIA

CORK GUN and REVOLVING TARGET SET

NO. 621

CORKGUN AND TARGET SET

Try your luck at Knickerbocker's shooting gallery! Four colorful, plastic animals spin when hit by a cork. Printed metal standing target, 6"x13½", plastic gun 6" long, with 6 corks.

SUGGESTED RETAIL PRICE

$1.00

KNICKERBOCKER TOY CO. HOLLYWOOD, CALIFORNIA

KUSAN TOYS

KARILLON

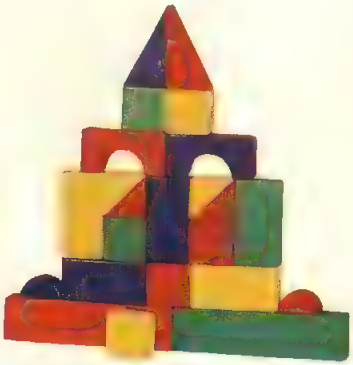
Eight sparkling two-inch musical blocks . . . each with a tuned bell ringing one note in the scale. The six popular children's songs included are color keyed to the blocks for easy playing. T 219/382 (D4800). Retails **2.98**

KWEENIE the WEENIE

Kweenie was bred in KUSAN'S kennels. She's eighteen inches of under-slung dynamic action. Kweenie can't tree a coon, but she'll follow a kid all day long. T 248/6770 (D3200). Retails **1.98**

KOO ZOO "20'S"

A zoo of wild beasts in floating cages. Twenty 1½" safely rounded plastic blocks. Build . . . teach . . . rattle. Ideal for nursery and bath. T 219/346 (D3200). Retails **1.98**



KREATIVE BLOCKS

The first building blocks in satin smooth, easy to clean, brilliantly colored plastic. Twenty-four assorted shapes—squares, rectangles, triangles, arches, columns and half circles. Every block rattles and floats. T 219/343 (D3200). Retails **1.98**. T 219/413 (D8000), Deluxe 60 Block Set, Retails **4.98**

KOUNTRY FAIR

Eight sparkling one and one-half inch plastic blocks, each with a different exciting action. Fascinating playmates for the nursery or bath. Smooth rounded corners and sturdy construction.
T 219/345 (D1600). Retails **98¢**

KUBES "22"

Twenty colorful one and one-half inch plastic blocks. They rattle and float . . . build and teach . . . with the complete alphabet and many nursery characters . . . beautifully decorated in permanent non-toxic colors.
T 219/344 (D3200). Retails **1.98**

KWEE KEE

The whistlin' blocks. Squeeze 'em and they whistle. A nonbreakable 2" cube, molded of soft, flexible, scented plastic in five bright colors. Letters and nursery characters in relief. T 219/412 (D3200). Retails **1.98**

KLATTER-GATOR

His name's Kasey. Pull him! He wiggles, waddles, rattles, and turns. A foot and a half of animated action for Tots and Toddlers. From tail to snout, Kasey's made of washable, non-toxic plastic in a rainbow of colors.
T 219/383 (D3200).
Retails **1.98**

November 1954

Playthings

the national magazine of the toy trade

NEW FAMILY PORTRAIT ...DISNEY STYLE

A whole new family of wonderful, lovable Disney characters will greet America in Walt Disney's first feature-length cartoon in CinemaScope, "LADY AND THE TRAMP" to be released in the Summer of 1955.

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Dainty Miniatures and Other Dolls

(N) GIRL WITH SARAN BRAIDS. All plastic; turning head, jointed arms, legs. Glassene sleeping eyes, lashes. Long Saran hair, worn in braids. Plaid taffeta party-dress, white nylon puff sleeves, snap fasteners. Colorful embroidery at hem. Two hair bows, socks, slippers.

48 T 3889 L—Abt. 19 in. tall. Ship. wt. 1 lb. 12 oz. 5.95

48 T 3888 L—Abt. 16 in. tall. Ship. wt. 1 lb. 6 oz. .. 4.95

(P) WALKING DOLL. All plastic, jointed arms and legs. "Walks" when you guide her. Glassene sleeping eyes, lovely long Saran hair. Embossed cotton dress, pinafore apron, socks, slippers, panties and half slip.

48 T 3871 L—Abt. 18 in. tall. Ship. wt. 2 lbs.. .....5.59

(R) "TERRI LEE" IN RHUMBA PANTIES. Modeled from a real 2-yr. old. All plastic, guaranteed unbreakable or repaired, no charge. Moveable arms and legs, head turns. Painted eyes, lovely soft Saran hair in braids. Has hairnet, socks, tie shoes and flower on wrist.

48 T 3801 L—Abt. 17½ in. tall. Ship. wt. 2 lbs..... .10 45

(T) WALKING DOLL IN RED CAPE. All plastic head turns as you help her "walk." Glassene sleeping eyes, long Saran braided hair. Dress of organdy and checked broadcloth, red felt cape. Slip and panty combination, socks and slippers.

48 T 3886—Abt. 16 in. tall. Ship. wt. 2 lbs.. .....5.98

(U) MINIATURE MARTHA WASHINGTON. All plastic moveable head, arms. Sleeping eyes, mohair wig. Taffeta gown, felt hat, panties. Parasol in hand. Abt. 7½ in.

48 T 3897—In gift box. Ship. wt. 11 oz.....1.49

(V) MINIATURE BRIDE. All plastic moveable head, arms. Sleeping eyes, mohair wig. Rayon gown, veil, etc.

48 T 3896—Abt. 7½ in. Gift box. Ship. wt. 11 oz... 1.49

(W) MINIATURE "BUBBLES" DOLL. Plastic, moveable head, arms. Sleeping eyes, mohair wig. Rayon gown.

48 T 3898—Abt. 7 in. Gift box. Ship. wt. 10 oz.....85c

(X) MINIATURE BRIDEGROOM DOLL. All plastic, moveable arms, head. Sleeping eyes, painted hair and shoes. Top hat, striped trousers, cutaway coat, vest, etc.

48 T 3862—Abt. 7½ in. Gift box. Ship. wt. 7 oz. .49

(Y) MINIATURE BRIDAL SET OF SCOTLAND. All plastic, moveable head, arms, sleeping eyes, painted shoes. Bride in plaid dress, veil, mohair wig. Groom has plaid kilt, tassel beret. Bride 6 in., Groom 7½ in.

48 T 3895—Gift box. Ship. wt. 9 oz. .....Set 1.49

(Z) LOVELY GIRL IN TAFFETA PANTY-SLIP. It will be fun to sew for her. Clothes (M) and (AA) fit her too. All plastic doll with moveable head, arms and legs. Beautiful Saran hair, glassene sleeping eyes, lashes. She wears socks and slippers. Comb and curlers included.

48 T 3982 L—Abt. 16 in. tall. Ship. wt. 1 lb. 12 oz...3.75

48 T 3981—Abt. 14 in. tall. Ship. wt. 1 lb. 6 oz. 3.29

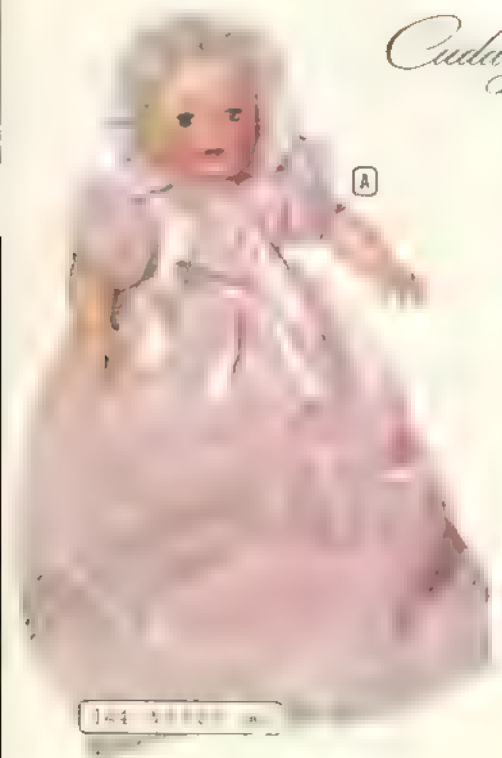
(AA) 4 PC. WARDROBE FOR GIRL DOLL. Coat and hat of checked corded fabric, nylon dress and chemise.

48 T 4131—For dolls 19 to 21 in. Ship. wt. 5 oz.... 2.79

48 T 4130—For dolls 16 to 18 in. Ship. wt. 5 oz.....2.49

48 T 4129—For dolls 14 to 15 in. Ship. wt. 5 oz.... 2.29

Cuddly Baby Dolls for Children of All



A BABY IN BEAUTIFUL CHRISTENING DRESS. So sweet and lovable—latex body and soft vinyl molded head. Glassene sleeping eyes, "coos" when squeezed. Band of embroidered nylon and lace trim her nylon dress. Taffeta slip, bonnet of nylon. Wears diaper and knit booties.

48 T 4044 L—Abt. 22 in. Wt. 3 lbs. 8 oz. 6.49

48 T 4043 L—Abt. 19 in. Wt. 2 lbs. 12 oz. 4.89

48 T 4042 —Abt. 14 in. Wt. 1 lb. 8 oz. 3.89

B LITTLE GIRL IN DAINTY NYLON DRESS. Cute, appealing—has beautiful "rooted" Saran hair and cuddlesome soft latex body. Vinyl jointed arms, soft vinyl head. [illegible] Coos voice. Lace trimmed [illegible] bonnet, socks, shoes.

48 T 4054 L—Abt. 18 in. Wt. 2 lbs. . . 7.95

[illegible] "CURLY TOP" WITH "ROOTED" SARAN [illegible] Huggable baby has soft washable latex body, vinyl head. Glassene [illegible] voice. Wears collar [illegible], [illegible] slip, shoes, socks.

48 [illegible] Abt. 21 in. Wt. 2 lbs. 12 oz. . 5.59

D ADORABLE BABY IN TAFFETA COAT AND BONNET. Soft vinyl body and head with sleeping glassene eyes and curly "rooted" [illegible] dress, [illegible] socks. Abt. [illegible] in. [illegible] lbs. 7.9[illegible]

E BIG TODDLER. Cotton stuffed latex body, jointed arms. Soft vinyl head, glassene sleeping eyes, molded hair. Plaid taffeta dress, half-slip [illegible] shoes, socks. A big doll, attractively [illegible]

48 T 4320 L—Abt. 23 in. tall. Wt. 3 lbs. 4 oz. [illegible]39

F SWEET CURLY HAIRED BABY. Latex body, soft vinyl head. "Rooted" Saran hair, glassene sleeping eyes, "coo" voice. Wears print dress with attached panties, shoes and socks.

48 T 4276—Abt. 14½ in. tall. Wt. 1 lb. 10 oz. . 2.98

G LOVABLE BABY GIRL. Cotton stuffed latex body, soft vinyl head. Glassene sleeping eyes, "coo" voice. Cotton dress, panties, shoes, socks.

48 T 4329—Abt. 15 in. tall. Wt. 1 lb. 8 oz. . . 2.89

H CHUBBY BABY WITH CURLY "ROOTED" SARAN HAIR. Washable latex body, soft vinyl head with plastic inset eyes. [illegible] trimmed cotton dress, [illegible]

48 T 4280 L [illegible] Wt. [illegible] 2.89

[illegible] BENDEE" LATEX [illegible] arms and legs [illegible] have wired [illegible] tic turning head [illegible] inset glassene eyes. Wears flannel pajamas. Abt. 12 in.

48 T 4062—Shipping weight 1 lb. 1.95

if you have
an eye for
profit $ $ $

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(ground floor...
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Blinkey has been acclaimed in all leading entertainment publications. And no other TV character has so quickly won the affections of millions of youngsters. For example, Blinkey's New York TV rating doubled in just 6 weeks—two TV spots in Pennsylvania drew 6,200 inquiries for Blinkey polo shirts. No wonder Blinkey is the hottest new character available for merchandise licenses. Write for details today.

COAST-TO-COAST ON ABC-TV—See for yourself. Tune in with millions of fans on Saturday morning (check local TV guide).

NATIONWIDE MERCHANDISING-PUBLICITY PROGRAM—underway to make Blinkey nation's best-known TV character.

WRITE TODAY FOR COMPLETE DETAILS

BLINKEY ENTERPRISES, INC.

A
B
C
D

Sweater Baby. Tots with Beautiful

FACTS ABOUT WARDS "ROOTED" HAIR DOLLS. Wards "rooted" hair dolls have unusually thick, luxuriant Saran hair, perfect for children who like to comb, wave and arrange their doll hair. The hair is [illegible] rooted right into the doll's scalp. It can't come out, no matter how [illegible]. The [illegible] iron holds [illegible] is the doll itself. "Pony tails" are long hair, unusually thick and luxuriant.

(A) ADORABLE BABY IN [illegible]. This little tot has [illegible] head of soft vinyl, smooth and pliable like actual flesh. Sweet baby features, tiny ears, and glassene sleeping eyes. Has curly "rooted" Saran hair. Latex body is washable, feels like real baby skin, cotton stuffed to make [illegible] cuddlesome. Coos when she's [illegible]. Wears a pretty organdy dress with taffeta underskirt, cotton panties, socks and shoes. Sweater and [illegible]. Ship. wts. [illegible]

48 T 4[illegible]—About 2[illegible]	8.49
4[illegible]—About [illegible] inches tall	[illegible]
4[illegible]—About [illegible]	5.79
4[illegible]—About 12 inches tall	3.79

(B) PRETTY DRESSED BABY, by [illegible] by one of America's [illegible]. Lovely soft Saran hair [illegible] has a soft flesh like vinyl [illegible] legs and arms, cotton stuffed vinyl soft body, sleeping glassene eyes, says "mama." She exquisite washable nylon fleece coat she wears is trimmed with three pearl buttons attached to snap fasteners. Matching bonnet [illegible] with taffeta has lace trim and satin ribbon tie. Pretty lace-trimmed nylon dress, taffeta [illegible] ning panties, socks and tie shoes complete her outfit. Ship. wts. 6 lbs. 8 oz.

48 T 4026 L—About 27 in. tall	23.50
48 T 4025 L—About 23 in. tall	19.50
48 T 4024 L—About 20 in. tall	[illegible]

(C) [illegible] WALKER [illegible] NY. [illegible] walker. She walks when [illegible] head turns from side to side, sleeping eyes and lovely long [illegible] in her soft vinyl head, fashion "Pony Tail." Her [illegible] plastic—which is practical [illegible] sister as alone and can [illegible] sitting position too. Her all-[illegible] buttons down the front and dainty collar and pocket effect. Tiny roses trim the [illegible]. Also wears lace-edged nylon panties and petticoat, organdy hat, slip, stockings and shoes.

48 T 3816 L—25 inch Walker [illegible] Box. Ship. wt. 4 lbs. 8 oz.	[illegible] 95
48 T 3815 L—[illegible] inch Walker Doll. Same as described above but with hard plastic head and Saran foundation wig (not rooted). In gift box. Ship. wt. 2 lbs. 8 oz.	9.95

—Pause for Station Identification—

"This is REMCO*... molded of CATALIN *Styrene*"

It's a thrill-transmitting toy — an Electronic Radio Station impressively BIG.. a mammoth center of exciting communications.

Structurally, *less than two pounds* of high impact CATALIN STYRENE go into the sturdy molding of the switchboard, towers, searchlight, microphones and controls.

Aside from the REMCO station's important educational factors and *far-reaching* (half-mile) play values, it is amazing how much unit-product *the gem of plastics* can so satisfactorily turn out — and how little need be allotted to material cost. Knowing the low retail price of the complete spectacular (including batteries accessories, log book and dramatic package display), it would seem that this item is right "on the beam".

Whenever you are planning a product whose material element must be light, strong, colorful and cost-favorable, we invite you to tune in and hear what CATALIN STYRENE has to offer.

**Product of Remco Industries, Inc., 113 No. 13th Street, Newark, N. J.*

CATALIN CORPORATION OF AMERICA
ONE PARK AVENUE • NEW YORK 16, N. Y.

CATALIN

In addition to Styrene Molding Compounds Catalin chemical products include a wide range of Urea, Phenolic, Cresylic, Resorcinol Melamine and Styrene Resin formulations

BETTY IN THE BEAUTY PARLOR

$3.95 retail

- Beautiful 10½" Doll with moving eyes and Saran wig that can be washed, combed and curled.
- Comb & Brush Set—Scissors—Mirror, for styling Betty's Hair Do.
- Genuine Functional Beauty Parlor chair that revolves, moves up and down and reclines for shampooing.
- Hair Dryer for setting Betty's permanent.
- Complete with towels and everything that is usually in a Beauty Parlor

Style No. 102
4 Color Display Box
Packing—1 dozen to carton
Shipping Weight 12 lbs.

JOHNNY IN THE BARBER SHOP

$3.95 retail

- Handsome 10½" Boy Doll with moving eyes and wig that can be washed, combed and curled
- Shoe Shine Box and Brush for polishing Johnny's shoes
- Hair Tonic—Shampoo and water bottles
- Genuine Barber Shop chair that revolves—moves up and down and reclines.
- Sun Lamp to give Johnny a suntan
- Complete with towels, etc. and everything that is usually in a Barber Shop

Style No. 103
4 Color Display Box
Packing—1 dozen to carton
Shipping Weight 12 lbs.

REMCO INDUSTRIES Inc. Permanent Show Room: 200 5th Ave., N. Y. C.
Factory and Sales: 113 N. 13th St., Newark, N. J.

Rudolph the Red-Nosed Reindeer Gifts

[1] INFLATED PLASTIC RUDOLPH. Toss with loving regard the frisky reindeer. Plastic. When ... 48 T 38—Ship. wt. 1 lb. 4 oz. $1.49

[2] ... RUDOLPH MELAMINE DISH SET. ... with Rudolph ... bowl 48 T 25—4 in. high. Ship. wt. 1 lb. 8½c

[3] ... RUDOLPH AND FRIENDS PUPPET. ... Rudolph, Hermey, Yukon Cornelius, Bumble, Sam the Snowman, Misfit Toys, Abominable Snowman, Winter Warlock, Santa Claus. Plastic. ... 98c

[4] ... 48 T 34—... Ship. wt. 2 lbs. $1.89

[5] RUDOLPH MOVIE PROJECTOR. Easy ... Film ... 48 T 30—... Ship. wt. 1 lb. Size $3.00

[6] ... 48 ... Nativity Set, Wise Men, Shepherd, Nursery Rhyme ... 48 ... Puppet Theatre, Mother Goose, Pinocchio, Bambi, Dumbo, Snow White ...

[7] RUDOLPH AND SQUEAKY. RUDOLPH SHINES AGAIN ... by ... 53 T 75—Ship. wt. 1 lb. 6 oz. $6.49

[8] ... SET. 8 PC. DISH SET. Rudy and Clarice ... 48 ... Ship. wt. 2 lbs. 4 oz. Set $6.59

[9] RUDOLPH THE MAGIC MISFIT. Santa ... 67 TN 4149—Complete Outfit. Postpaid $6.00
67 TN 3820—3 Reels only. Postpaid 1.00

... 48 T 25—... long. Ship. wt. 1 lb. $1.69

INEXPENSIVE WATCHES FOR YOUNG PEOPLE

Note: Watches ... Please ... Sorry ...

[1] ... 45 TP 99—... box. Postpaid $4.89

[2] ... 45 TP 83—... box. Sent Postpaid ... $7.35

JEWEL-LESS, SHOCK RESISTANT

[3] ... AND ... bars. Metal ... 45 ... $2.75

[4] ... 45 W ... Genuine ... Postpaid $7.65

[5] ... 45 TP 66—Space Compass gift box. Sent postpaid ... $8.75

Quality Gift Clocks by General Electric

NATIONALLY KNOWN GENERAL ELECTRIC CLOCKS—noted for their beauty of design, dependability and legendary accuracy make perfect gifts. Whether you give or get one from Santa, you'll be remembered every time you glance at it. Watch for sales to come for your favorite timeliness and good taste. Choose from a wide array of varied designs and colors for every room. All clocks have clear, easily read dials and sweep second hands for precise timing. All have self-starting electric motors. They are operated on 110-120 volts, 60 cycle AC. Cords and plugs approved by Underwriters' Laboratories, Inc. Price [illegible] Exchange. *Sent Postpaid* from your nearest House.

[1] "HELPER" WALL CLOCK. Clean, neat lines fit into fun [illegible] angle base with [illegible] case.
45 WP 7103—5 3/8x4 1/2 in. *State color* 5.45

[2] "[illegible]WAY" WALL CLOCK. Clear [illegible] Clear plastic case and hands [illegible] proof crystal. Red or yellow plastic [illegible]
45 TP 7101—7 3/8x5 1/8 in. *State color* [illegible]

[3] "[illegible]PER" WALL CLOCK. Smart, new design for playroom, workshop or kitchen. At an exceptionally low price [illegible] Shatterproof crystal.
45 TP 7103—6 in. square. *State color* .4.38

[4] "ARCHITECT" ALARM. Attractive as well as useful—perfect for office as well as the home. Compact case [illegible] appropriate in any setting. Especially designed along neat and [illegible] masculine lines.
45 TP [illegible]—4 1/2x4 1/2 inches 8.78

[5] "NAVIGATOR". A ways popular nautical [illegible] with [illegible] or take off removable feet for wall clock. Solid brass spokes and hands and richly appointed dial make this an unusually ornamental clock. Dark brown plastic case.
45 TP 7246—6 1/2 by 7 1/2 inches 9.85

[6] SERENA 8" ALARM. The smart sleek lines of this [illegible] clock [illegible] distinction. Its jet black and white [illegible] the light birch case creates a contrast that is strikingly attractive.
45 [illegible] 7 3/4 by 4 1/8 inches 14.85

[7] "BATTERY" ALARM. Illuminated knob [illegible] For [illegible] vision room, bedroom or living room. At brightest setting, clock also serves as night light. Plastic case.
45 WP 7068—4 3/4 by 5 inches..... .10.98

[8] [9] "STARTER" ALARM. Fine G.E. quality in their lowest priced alarm. Small [illegible] clock that can go anywhere [illegible] only 3 1/4 in. high; yet completely adequate to do its job. Shatterproof crystal, plastic case. Reliable, easy [illegible]
(8) 45 WP 7095—Luminous dial 5.48
(9) 45 WP 7094—Plain dial 4.38

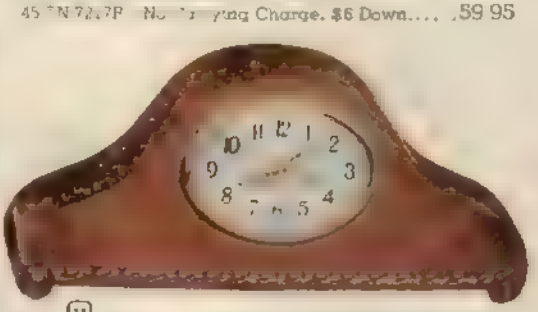
[10] "PINK WING" ALARM. A clock that [illegible] modern and inexpensive [illegible] "Carnation Pink" plastic case. Clear, full-vision dial is covered with shatterproof crystal. Persistant alarm.
45 TP 7099—3 3/4 by 4 1/4 inches..... .5.95

[11] "BOUDOIR" ALARM. Especially designed to please feminine tastes. Concave bezel textured to give impression of antique cut glass. Contrasting dark dial is fully luminous. Plastic case in green, pink or blue.
45 TP 7007—4 1/2x5 1/4 in. *State color*. .8.75

[12] "[illegible]FAIRLEIGH" ALARM. Rich [illegible] case trim styling by beautiful [illegible] colored metal [illegible] and numerals. Classic curved pedestal, neat lines make a wonderful all round clock for any room.
45 TP 7025—Fully luminous dial. 4 1/8x4 inches.... 8.78

[13] "[illegible]" ALARM. Convenient top shut-off button—[illegible] Simplicity of the square plastic case balanced by patterned luminous dial. Styling of this striking clock appreciated by both men and women.
45 WP 7036—Shatterproof crystal. 4x4 1/4 in..... 7.68

[14] "MAESTRO" WESTMINSTER CHIME CLOCK. A gift the [illegible] family can enjoy. Rolls produces musical chimes every 15 minutes; 4 tones on quarter-hour, 8 on half-hour, [illegible] 16 on hour. Hour chime [illegible] every [illegible] arm to ensure [illegible] precision, [illegible] with modern [illegible] Brass [illegible] 7 1/8x6 3/8x4 1/2 in.
45 [illegible] 7247P [illegible] Carrying Charge, $6 Down.... .59.95



Saran Hair, Permanently Rooted

D LOVABLE DOLL IN DAINTY PINAFORE. Her "rooted" Saran hair is gathered into a huge bonnet behind each ear, as charmingly styled and luxuriantly thick as any we've seen. Little mothers can comb, curl and arrange her hair because it is permanently rooted (see opp. page). Latex body is washable, feels like baby skin; cotton stuffed to make her light and cuddlesome. "Cries" when you squeeze her. Beautifully detailed soft vinyl head is smooth and pliable. Glamorous sleeping eyes. Her crisp white pinafore has scalloped ruffle and dainty embroidered design. Her yoke-length checked taffeta dress and bonnet, combination taffeta slip and [illegible] panties, slippers, socks. Ship wts.

48 T 4326 L—About 26 in. tall..... ....11.69
48 T 4325 L—About 22 in. tall..... .....9.69
48 T 4324 L—About 19 in. tall.....7.69
48 T 4323 —About 14 in. tall 5.69

E DOLL IN DAINTY "CHROMSPUN" NAILHEAD TAFFETA DRESS, with [illegible] "rooted" Saran hair—see opp. page. The Scotty dogs appliqued on skirt, their "gold chains" tied to her wrist. Pique collar and cuffs on puffed sleeves add a touch of crispness. Matching taffeta frame hat, taffeta combination slip, lace-trimmed cotton panties, socks and shoes complete her costume. Her soft little-like vinyl head is smooth and pliable. Latex body is washable, feels like real baby skin, [illegible] to make her lightweight and lovely to hug. Cries when squeezed. Has glamorous sleeping eyes. Ship. wts. [illegible] 2 lbs. 12 oz., 2 lbs. 4 oz.

48 T [illegible] 3 L—About [illegible] tall 9.75
48 T 40[illegible] 7 L—About [illegible] tall. 7.69
48 T 4036 L—About 19 in. tall. 6.69
48 T 4035 L—About 1[illegible] tall. 5.69
48 T 4034 —About 14 in. tall... ..... 4.69

PLASTIC WALKING TODDLER DOLL . . . TURNS HER HEAD AS YOU "WALK" HER

[illegible] little girl has [illegible] rooted Saran hair worn in a becoming little girl style. [illegible] rooted [illegible] child if you take her [illegible] and as she [illegible] pretty little girl dress of [illegible] has pick[illegible] neckline, skirt and pa[illegible] Attached panties, [illegible] plastic [illegible] Feather-like soft vinyl head with beautifully molded features and glassene sleeping eyes. She has a "ma-ma" voice.

48 T 4333 L—About 23 in. tall. Ship. wt. 3 lbs. 14 oz. 9.95
48 T 4302 —About 14 in. tall. Ship. wt. 1 lbs. 8 oz. 5.95
48 T 4304 L—Same as Doll above but with hard plastic head, Saran foundation wig in braids as shown at left. 23 in. tall. Wt. 3 lbs. 14 oz. 7.69

SEE PAGE ABOUT WARDS DOLLS' IN PAGE 3 OF THIS CATALOG

Beautiful Walking Dolls "Terri Lee"

"WALKING DOLLS" on these pages take steps when legs move as heads from side to side as they walk

A TV's "ROXANNE" WALKING DOLL. All plastic. "Walks" beside her. Has glassene sleeping eyes, lovely hair. Her camera actually lights when ... ter is pressed. Cute dress, panties, socks, slippers.
48 T 3854—About 15 in. tall. Ship. wt. 3 lbs. 11.45
48 T 3853—About 14 in. tall. Ship. wt. 1 lb. 4 oz. 6.95

B TERRI LEE IN DAINTY DRESS. All plastic, ... All ... no charge ... Painted eyes, lovely set ... dress, rhumba panties, socks and shoes. Bows in hair.
48 T 3802L—Abt. 17½ in. tall. Ship. wt. 2 lbs. 11.45

C PLAY MATE WALKING DOLL. Beautiful Play Mate ... Walks for Beauty. Sleeping eyes, lashes. Has cotton dress with ... pantie, short socks and straw hat. Glasses extra.
48 W 3802—Abt. 16 in. tall. Ship. wt. ... lbs. 7.95

D ... WALKING DOLL. A darling little girl ... (AA) ... All ... hair ... sleeping eyes. Wears ... socks, slippers.
48 ... Abt. 20 in. tall. Ship. wt. 2 lbs. 8 oz. 5.95
48 W 3845L—Abt. 18 in. tall. Ship. wt. 2 lbs. 4 oz. 4.69

E WALKING BRIDE DOLL. All plastic, jointed arms and ... "walk" for Glassene eyes. Taffeta dress, veil, socks and slippers.
48 T 3852—Abt. 14 in. tall. Ship. wt. ... 4 oz. 4.95

F MINIATURE CINDERELLA ... 1.49

G MINIATURE MARTHA WASHINGTON. Plastic, moveable ... Glassene eyes, mohair wig. Taffeta dress, panties, white net hoop with bow.
48 ... Abt. ... in. Gift box. Ship. wt. 14 oz. 1.59

H WALT DISNEY'S PINOCCHIO AND BLUE FAIRY. ... moveable head and arms, sleeping eyes. Fairy has mohair wig, satin dress. Pinocchio wears suit, hat, etc.
48 T 3894—Abt. 7½ in. Gift box. Ship. wt. 12 oz. Set 1.69

J MINIATURE IN BRA AND PANTIES. All plastic, moveable head and arms, sleeping eyes, mohair wig. Abt. 7½ in.
48 W 3863—Ship. wt. ea. 3 oz. Each 59c. 3 for 1.49

K MINIATURE UNDRESSED GIRL. All plastic, painted eyes, moveable ... arms, mohair wig. Abt. 7½ in. tall.
48 W 3865—Ship. wt. ea. 3 oz. Each 39c. 3 for 99c

L ... JANE" UNDRESSED DOLL. All plastic, moveable ... arms, sleeping eyes. Painted hair. Abt. 7 ... tall.
48 T 3899—Ship. wt. ea. 3 oz. Each 39c. 3 for 89c

M DAINTY DRESS AND PANTY SET. Nicely made of crinale nylon, lace trimmed. Hanger included.
48 T 4104—For 19 to 20-in. dolls. Wt. 2 oz. 1.69
48 T 4103—For 16 to 18-in. dolls. Wt. 2 oz. 1.69
48 T 4102—For 14 to 15-in. dolls. Wt. 2 oz. 1.69

READ "FACTS ABOUT WARDS DOLLS" ON PAGE 138

MAY I SUGGEST . . .

Games

Good games make wonderful Christmas gifts. Schaper plastic games are for the entire family. Both children and grown-ups play them and love them

COOTIE

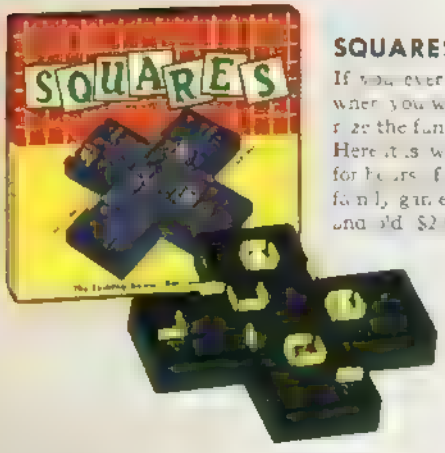
One of America's favorite games! First one to assemble the plastic Cootie with all the legs, head, eyes, etc., is the winner. Two or more can play this "building" game. Easy to learn and fun to play. Voted one of America's most outstanding games! $2.00

STADIUM CHECKERS

A real family favorite! Two or more players compete in getting marbles out of the colorful plastic stadium. In just a few months Stadium Checkers became one of America's most intriguing and popular games. A wonderful game and a perfect gift. $3.00

MILL

A century old game all spruced up in sparkling plastic. Some know it as Marbles or the German game Mühle. Eighteen "Jolly Miller" figures and a gleaming playing field go together to make Mill an exciting and brain twisting game. $2.00



SQUARES

If you ever played "Dots and Squares" when you were a youngster, you'll recognize the fun and excitement of this game. Here it is with a modern touch and ready for hours of entertainment. Another great family game that can be played by young and old. $2.00

SKUNK

If you'd like to give a game that mixes a laugh with every play, wrap up Skunk for someone on your Christmas list. A game for the entire family with a fresh new approach. Comes complete with colored chips, special Skunk dice and giant scoring pads. $2.00

SCHAPER PLASTIC GAMES

MINNEAPOLIS 11, MINN.

BUY THEM WHEREVER GOOD GAMES AND TOYS ARE SOLD

SKUNK

his SCENT becomes CENTS.. results are heavenly

SKUNK

The Exciting Dice Game for the Whole Family

Truly the most entertaining game to hit the toy market in the last ten years. THRILLS — LAUGHTER — SUSPENSE — EXCITEMENT in every roll of the dice.

Children love it — Adults demand it — easy to play, needs no deep concentration — any number can play. A laff a minute.

Packed in a beautifully designed box 8 ½" x 11 ¼" x 1" printed in 3 colors complete with score sheets, 120 white red and blue chips and one pair of specially designed dice

Games are packed 1 dozen 13 pounds 3 dozen, 35 pounds

F.C.B. Minneapolis 11 Minnesota

Get in on the easy profits of this fast moving item at fair trade price

$2.00

CATALOG NO. 500

Manufacturers of SPARETIME BOWLING — SCARE CROW — SKUNK — COOTIE — STADIUM CHECKERS — MILL — SQUARES — PICKIN'

AMERICAN TOYS

HIGHLANDER SALES COMPANY

DIVISION OF W. H. SCHAPER MFG. CO., INC

MINNEAPOLIS 11, MINNESOTA

The Spotlite's on COOTIE

CATALOG NO. 200

LOADS OF FUN FOR EVERYONE

"COOTIE" is a game parents and their children can play together and enjoy together! It's an exciting "COOTIE" building race that delights adults and allows children to learn as they play. Two or more can play, depending upon the number of "COOTIES" you have on hand. "COOTIE" provides an interesting and exciting diversion for showers and parties.

. . . A FAMILY GAME . . .

Packed in	Net Weight
1 DOZEN CARTONS	7 LBS.
3 DOZEN CARTONS	20 LBS.

F. O. B. Minneapolis

FAIR TRADE PRICE

$2.00

Manufacturers of SPARETIME BOWLING — SCARE CROW — SKUNK — COOTIE — STADIUM CHECKERS — MILL — SQUARES — PICKIN'

AMERICAN TOYS

HIGHLANDER SALES COMPANY

DIVISION OF W. H. SCHAPER MFG. CO., INC.

MINNEAPOLIS 11, MINNESOTA

Appealing Stuffed Toys . . . Playful Puppets

(A) BLUE JEAN GIRL. Soft huggable cuddle cut-out. Removable "jeans" with real pockets; zipper. Soft stuffing. Turtle plastic face, floppy arms, legs. Yarn hair.
48 T 1514L—Abt. 22½ in. tall. Wt. 11 to 12 oz. 2.69

(B) DIMPLED DOLLY. Cuddlee cotton-stuffed doll with soft baby-doll tones. Dress and panties of terry cloth and cotton duvetyn; big satin bow. Saucy face is tinted plastic. Wt. 10 oz.
48 T 1535—Abt. 15 in. tall. 89c

(C) WASHABLE PLASTIC CLOTH. Made of durable vinyl plastic cloth with too strong seams. Clean with a damp cloth.

"KOWBOY KOWBOY." Cute and perky. Removable chaps, hat. Yarn hair. Wt. 1 lb. 2 oz.
48 T 1462—Abt. 17 in. tall. 1.79

(D) HORSE ON WHEELS. Wears a sturdy fabric saddle bags. Fun for toddlers to pull along by his plastic "leash". Ship. wt. 1 lb. 6 oz.
48 T 1515—Abt. 9 in. long. 2.69

(E) CANDY-STRIPE HORSE. Dapper pony wears a tinkling bell. Fringed mane, tail. Ship. wt. 10 oz.
48 T 1482—Abt. 11 in. tall. 1.79

(F) CIRCUS ZEBRA. Painted in harness; fringed tail and mane. Bell around neck. Ship. wt. 5 oz.
48 T 1512—Abt. 9½ in. tall. 79c

(G) PLASTIC BOUNCING SET. Amazing for tiny tots—lightweight, easy to grasp. Gaily striped soft ball, abt. 5-in. diam., "pins" abt. 6½ in. tall.
48 T 1516—Ship. wt. 1 lb. 2 oz. . . . 4-Pc. Set 2.69

(H) (J) WASHABLE TERRY CLOTH. Soft, squeezable foam rubber stuffing; will deflate if squeezed. Launder in the clothes washer and dryer. Ship. wt. ea. 3 oz.

(H) GIRAFFE. Wears a satin bow on his neck.
48 T 1511—Abt. 8½ in. tall. 79c

(J) KITTEN. Holds a ball tightly in paws.
48 T 1513—Abt. 7½ in. long. 85c

(K) PLASTIC HONEY BEAR. Adorable toy for crib or bath. Lightweight, rubber-like plastic. Squeaking head; squawker in tummy. Wt. 8 oz.
48 T 1521—Abt. 8 in. tall. 1.45

(L) (M) DELUXE HAND PUPPETS. Fun for children of all ages. Use them as hand puppets or let them perform as marionettes. Made of all-wool felt, carefully detailed, sewn by hand. Abt. 10 in. high. Ship. wt., ea. 5 oz.

(L) 48 T 1476—Pig Puppet. Has removable snout and eyes. 5.79

(M) 48 T 1475—Lion Puppet. Has mane made of yarn 5.79

"PETER PUPPET" HAND PUPPETS AND MARIONETTES. Popular and amusing TV characters.

(N) to (T) HAND PUPPETS. They nod, bow and wave when you move your fingers; mitt conceals hand. Flexible vinyl plastic heads, celluloid moving eyes, cotton suits. Abt. 10 in. tall. Ship. wt. each, 4 oz.

(N) 48 T 1487—Princess Summer Fall. 89c
(P) 48 T 1486—Clarabell. 89c
(R) 48 T 1485—Howdy Doody. 89c
(T) 48 T 1488—Mr. Bluster 89c

(U) to (W) MARIONETTES. String puppets so easy to manipulate that they can make them act, dance and do acrobatics. Patented "Un-tro!" one-hand control with new "colored string" coordination. Well-made; strings do not tangle readily and are easily detached for straightening. Composition heads, hands, feet. Painted features, "talking" mouths. Gay cotton costumes. Instructions. Ship. wt., ea. 1 lb.

(U) 48 T 1495—Howdy Doody. Abt. 17 in. 2.98
(V) 48 T 1496—Princess Summer Fall. Abt. 17 in. 2.98
(W) 48 T 1497—Mr. Bluster. Abt. 17 in. 2.98

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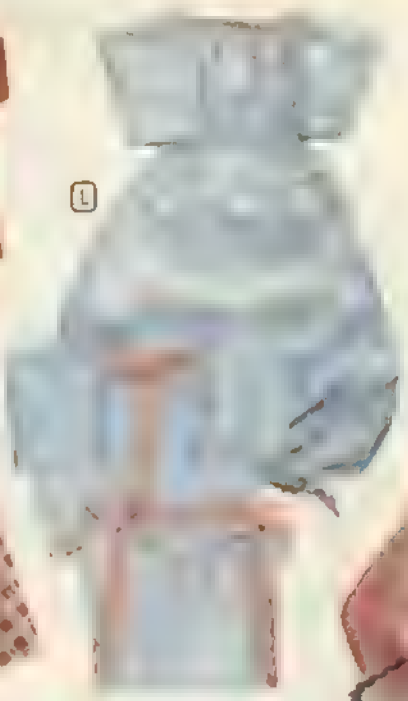
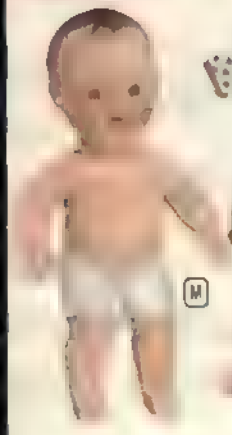




Babies and Dolls with Complete Wardrobes

(K) WALKING DOLL WITH WARDROBE. Winsome little girl is made entirely of hard plastic with jointed arms and legs, turning head. Glassene sleeping eyes, lashes, lovely Saran hair—can be washed, combed. Dressed in lace-trimmed taffeta dress, panties, shoes and socks. Wardrobe consists of floor-length taffeta evening dress, plaid trimmed gabardine coat and hat, taffeta housecoat, rinon nightgown and plastic raincoat. Ship. wt. 1 lb. 6 oz.
48 T 3840—Abt. 14 in. tall.....Complete 7.95

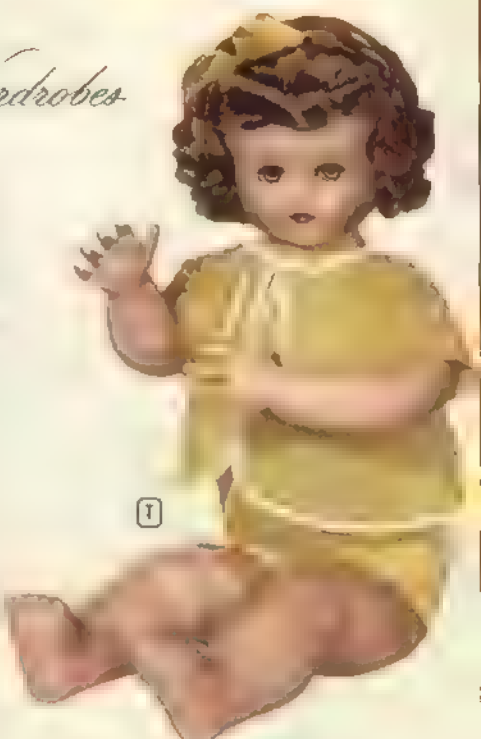
(L) "NITEY NITE" SLEEPER SET. Knit cotton flannelette, with dainty hand embroidery. Sleeper with draw-string, jacket and plastic-lined diaper cover.
48 T 4169—For dolls 25 to 29 in. Wt. 5 oz. 2.59
48 T 4145—For dolls 19 to 24 in. Wt. 4 oz. ... 2.29
48 T 4144—For dolls 15 to 18 in. Wt. 3 oz. . 2.09
48 T 4143—For dolls 10 to 14 in. Wt. 2 oz.....1.89

(M) SUNBABE "HUGGEE" DOLL. A sweet little baby made of soft latex, cotton stuffed. Has tinted features, stationary plastic eyes. Moveable rubber head, molded hair. Squeak voice. Wears diaper.
48 T 4091—About 11 in. tall. Ship. wt. 12 oz. 87c

(N) LITTLE WALKING TODDLER WITH WARDROBE. "Walks" when you guide her, turns head from side to side. Plastic sleeping eyes, moving arms. Saran hair. Doll with panties, pedal pusher outfit and scarf, dress and panty set, pajamas and robe, shoes, socks, comb, curlers—totals 16 pieces.
48 T 3841—Abt. 9 in. tall. Ship. wt. 12 oz.... 3.59

(P) KNIT SWEATER SET. Just like a real baby's! Soft cotton yarn knit sweater, bonnet, booties, and mittens. Include with one of Wards dolls.
48 T 4156—For 24 to 26 in. doll. Wt. 4 oz.... 1.59
48 T 4155—For 19 to 23 in. doll. Wt. 4 oz.....1.39
48 T 4154—For 15 to 18 in. doll. Wt. 3 oz.....1.19
48 T 4153—For 10 to 14 in. doll. Wt. 3 oz.. . 1.00

(R) "DANCING DOLL," for decoration or play. Tall as a child. Ideal dancing partner when elastic on her feet is slipped over child's shoes. Cute buckram face, yarn hair, cotton stuffed body, floppy arms and legs. Removable printed dress.
48 T 3875 L—Abt. 43 in. tall. Ship. wt. 5 lbs. 10.95
48 T 3874 L—Abt. 30 in. tall. Ship. wt. 3 lbs.. 6.95

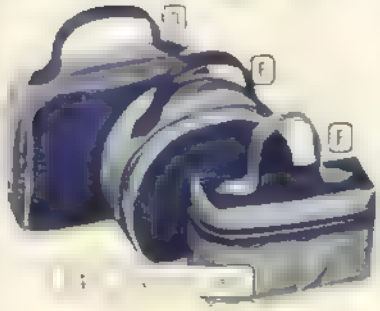


(T) LIFE-SIZE BABY WITH "ROOTED" SARAN HAIR. Can wear real baby clothes and be bathed like a baby. Lifelike soft vinyl head with glassene sleeping eyes. Cotton stuffed latex skin body. Jointed arms, swing legs. Cries when you squeeze her. Has lovely "rooted" Saran hair (choice of two styles). Read about "rooted" hair on Pg. 140. Wears size 1 pants and matching cotton jacket. Ship. wt. 5 lbs. 8 oz. each.
48 T 4002 L—About 28 in. tall. Hair styled as shown at right (T) 8.95
48 T 4001 L—About 29 in. tall. Short curly hair as shown in sketch at left 6.95

A

B

C



D E F

Baby Trix...Babee-Bee

BABY TRIX NOW ... 11.29

A) ...

BABEE-BEE WITH ... 8.95

B) ...

FAMOUS FLI-BACK RETURN TOPS

Perfectly Balanced for Easy Playing and Carefully Inspected for Quality

CHAMPION SPINNING TOPS

Each Box Contains One Top and One Heavy Gauge Playing String With Button

CHAMPION SPINNING TOPS

GENUINE TOURNAMENT MODEL FLI-BACK RETURN TOPS

Free Wheeling, Sleeper Type—Will Do All Known Playing Tricks

Every Balloon Needs a Balloon Stick

RAINBOW BALLOONS

FLI BACK'S RAINBOW balloons are a must on your counter. Clean, fresh, sanitary packages have party game instructions on reverse side

BOXED ILLUSTRATION ASSORTMENT

THE FLI-BACK SALES CORPORATION

HIGH POINT, NORTH CAROLINA

"YEAR ROUND TOYS"

You Are Invited To Visit Our Beautiful Display
During March 1954 Toy Fair.
Rooms 907 & 11 New Yorker Hotel

FAMOUS FLI-BACK PADDLE BALL GAMES

25¢
DELUXE BALL GAMES
Brilliant Red
Non-Toxic Plastic Lacquer Finish
Equipped With
1⅜" Rainbow Sponge Ball
Tied and Wrapped ½ Doz.

10¢
PADDLE BALL GAMES
Printed in Two Colors
Smooth Natural Plywood
Sanded Edges
Tied and Wrapped 1 Doz.

TWIN PACK SPONGE RETURN BALL

Size 1⅜" in Cello. Window Box
Red Gloss and Rainbow

Packed Equally Assorted
Red Gloss, Rainbow; 3-Color
Nos 305 thru 309

SPONGE BALL ASSORTMENT

Consumes a minimum of counter space and has maximum eye appeal No special pack for display or inventory is needed Only the fastest selling balls are in this self dispensing unit See price list for details

Three Color, Cellophane Wrapped RETURN BALLS

"PLAY BALL WITH FLI-BACK"

SPONGE PLAY BALLS
ALL SIZES
Red Gloss, Rainbow, Three-Color

EMBOSSED STITCH BASEBALL
Sizes 2" - 2¼" - 2⅞"

SPONGE BASEBALLS
Sizes 1¾" - 2" - 2¼" - 2½"
2¾" - 2⅞"
Printed With Baseball Stitch
and Name

THE FLI-BACK SALES CORPORATION

HIGH POINT, NORTH CAROLINA

EXPERIENCED MANUFACTURER OF FINE TOYS SINCE 1931

Cadillac

AMERICA'S SAFEST COASTER WAGON!

Most advanced features since coaster wagons were introduced to the field of children's toys. Power steering, 4 point suspension, will not tip over feature, roller bearing wheels.

$15.95
FAIR TRADED

- 4 Point Suspension, Non-Tip Feature Automotive Type Steering
- Roller Bearing Wheel, Semi-Pneumatic Tires
  (No hub or cotter key for assembly)
- Steel Body WIRE ROLLED EDGE
  (Size 40 x 16 x 4)
- Rigid Built Handle, Curves Inside Body — Will Not Fall to Floor
- Automotive Baked Enamel Finish
  (4 Colors — Red, Blue, Green, Yellow)
- Replacement Parts Available
  (Parts List Decaled On Underbody)
- Shipping Weight 30 Lbs. Packed 1 to Carton
- Assembly Time Less Than 2 Minutes

SEE AMERICA'S FASTEST MOVING WAGON
CHICAGO-MIDWEST-TOY-SHOW
3rd FLOOR BOOTH #4 MORRISON HOTEL
JUNE 27TH TO JULY 2ND, 1954

Cadillac WAGON CO.

12840 TRACTOR, DETROIT 17, MICH.

Division of RAUBAR MFG. CO. a name in manufacturing for over a third century

"Nostalgia Line"
OF CALIFORNIA ARTWARE

From California comes a group of novel and unique Flower Holders and Candy or Cigarette boxes. Authentic reproductions of early American favorites. The color glazing treatments are the result of years of research and development. All the selections are gold decorated

N205 X6955—**Draft Horse** This model is fully decorated in gold and has a strong horse to pull your rugged planter needs. 10 ozs. Sorrel or white. Individually wrapped. **Each $9.00**

N205 X6952—**Beer Barrel Wagon** Authentic in design. Green only. Size 12 inches long, 7½ inches high. Individually wrapped. **Each $12.50**

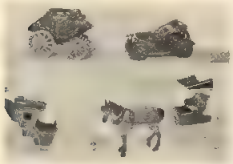
N205 X7200—**China Clydesdale Draft Horse.** 8½ inches long, 8¼ inches height, full harness, individually boxed **Each $16.00**

N205 X6942—**Surrey with Fringe on Top.** Red, green or chartreuse. Size 9x6x7½ inches high. Individually wrapped **Each $10.00**

N205 X6947—**Pony Cart.** Red, green or chartreuse. Size 5½x3¾x5 inches high. Individually wrapped **Each $6.50**

N205 X6948—**Mail Wagon.** In the old green mail color. Size 9½x6½x9 inches high. Individually wrapped **Each $8.00**

N205 X6951 — **Ice Wagon.** Red, green and black. Size 10x5½x9¾ inches high. Individually wrapped. **Each $11.00**



N205 X6940 — **Old Fashioned Stage Coach.** Green and tan color combination with gold trim or red with gold trim. Size 9x4¾x6¾ inches high. Individually wrapped. **Each $14.00**

N205 X6953 — **Chevrolet.** 1914 model. Red, green or black. Size 9½x4⅝x5 inches high. Individually wrapped **Each $6.00**

N205 X6941 — **Old Fashioned Buggy.** Red green, black or chartreuse. Size 9x4½x10 inches high. Individually wrapped **Each $8.00**

N205 X6948—**Hansom Cab.** Green, red, black or chartreuse. Size 8¼x4½x7¼ inches high. Individually wrapped. **Each $8.50**

N205 X7202—**Oldsmobile Planter.** China, top with all brass frame. Individually boxed **Each $8.50**

N205 X7201 — **All Metal Sulkey and Driver.** Highly colored china figure driver, all metal brightly finished sulkey. Individually boxed **Each $6.00**

N205 X6938 — **Ford Planter.** Red, green or black, gold trim. Size 4½x3¾x6 inches high. Individually wrapped. **Each $6.50**

N205 X6939—**Packard Planter.** Red, green or black, gold trim. Size 4½x3½x5½ inches high. Individually wrapped... **Each $8.00**

N205 X6937 — **Engine and Tender Planter.** Red green, or black, gold trim. Size 3x11x5 inches high. Planter or Cigarette Holder individually wrapped. **Each $6.50**

Streetcar Planter

N205 X7203—**Streetcar Planter.** Forest green china body, side seat style with all metal top and frame. Individually boxed **Each $14.00**

N205/X6945—**Currier & Ives Galloping Horse.** Black and white or dapper. Size 10½x8 inches high. Individually wrapped **Each $8.00**

N205 X6946—**Cutter Sleigh.** White with gold decoration. Size 8 inches long, 4¾ inches high. Individually wrapped **Each $7.50**

N205 X6950—**Delivery Wagon.** Green, red, black or chartreuse. Size 9½x5¼x8½ inches high. Individually wrapped. **Each $10.00**

N205 X6943—**Victoria Carriage.** Red, green, black, chartreuse. Size 10x8x5¼ inches high. Individually wrapped. **Each $8.50**

NOTE: Length does not include shafts on horse drawn vehicles.

COOKIE JARS AND KITCHENWARE

Decorated Pottery Cookie Jars

Hand decorated in smart natural colors.
Individually packed — 6 to a carton.

N205 4046— 9 inch Provincial Jar . . . . . **Each $6.00**
N205 4047—12 inch Rooster . . . . . **Each 6.00**
N205 4045— 9½ inch Choo Choo . . . . . **Each 6.00**
N205 4044—10½ inch Clown . . . . . **Each 6.00**

Big Apple Style Cookie Jar

B205 X7241—**6 Pc. Pottery Cookie Jar Assortment.** Big Apple style in two different colors and decorations. Overall height 11 inches. Packed 1 assortment of 6 pieces. D B **Per assortment $15.00**

4 Piece Import, Novelty China, Condiment Sets, Salt & Pepper Shakers, Mustard Jar and Tray

N205 4017—**English Cottage.** Packed 1 set. . . . . Per dozen sets $16.00

N205 4018—**Cottage Style.** Packed 1 set . . . . . Per dozen sets $16.00

Imported Cottage Kitchenware

Brick Style With Thatched Roof

N205/4561 — **Covered Sugar and Creamer Set**—Packed 1/12 dozen sets. D B. **Per dozen sets $36.00**

N205 4559—**4 Pc. Condiment Set**—Consisting of salt and pepper shakers, mustard jar on tray. Packed ½ dozen sets. D B . . . **Per dozen sets $24.00**

N205/4560—**Butter Dish** — Packed 1/6 dozen D B. . . . **Per dozen sets $33.00**

N205 4562—**Tea Pot**—Individually boxed. . . . . **Each $3.20**

N205/4563—**Cookie Jar**—Individually boxed . **Each $5.00**

CHINA GIFT ITEMS

Bon Bons, Relish Dishes, Candy and Nut Servers, Cigarette Sets and Planters

SPOONRESTS

Housewives across the country appreciate Spoonrests for use in cooking, stirring, etc. Eliminates greasy or sticky surfaces yet keeps the spoon handy

B205/X7209—Pottery Spooners. Known as "Lovi-N-Dovi" 7 inches long, 4¾ inches height. These are highly colored Love Birds with spoon rest attached. Can also be used for Bon Bon or Ash Tray. Packed 1 dozen assorted 3 colors. D.B. . . . . Per dozen $24.00

N205/4334—Double Tulip Spoon Rest. Colors: Blue, yellow and pink. Packed 1 dozen assorted colors. D.B. . . . . Per dozen $10.50

Spoon Rest - Ladle Combination

N205/4035—New Spoon Rest. Special added features make this a must for every kitchen! Can be used as a spoon rest or for ladling, stirring, or drip catching. It combines true utility with sprightly design. In ceramic decorated with gay hand painted buttercups. Ideal for bridge prizes hostess and shower gifts. Individually gift boxed . . . . . Per dozen $15.00

Combination Spoon Holder and Salt and Pepper

N205/X7187 — Combination Salt and Pepper and Spoon Holder. Chef style. Hat is the salt shaker and chef cap is the pepper shaker resting on a 5½ inch handled shape spoon holder. Packed 1/12 dozen. . . . Per dozen $14.40

N205/X7196—Import China 2 Piece Coaster or Ash Tray Set. Decorated. Packed ½ dozen sets to bundle. D.B. . . . . Per dozen sets $8.60

N205/4052—Old Fashioned "Ferris Wheel" Server. Black wrought iron frame with 3 ceramic inserts in chartreuse color. Delightful for informal serving. Triple service from one space. Height 11 inches. Individually boxed. . . . . Each $8.00

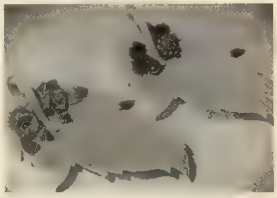
N205/4088—Pottery Wall Plaque. Diameter 8 inches, laced edge, assorted colors. Green background with raised yellow flowers, white background with raised red flowers. Packed 2 3 dozen assorted D.B. Per dozen $33.00

N205 X6820—Pottery Relish Dish. 6 compartments, leaf shape. Allover length 12 in., width 9 in. at top. With twig shape handle. Assorted colors—Forest Green, Blue and Chartreuse. Packed 1/2 dozen assorted colors. D.B. . . . . Per dozen $33 00

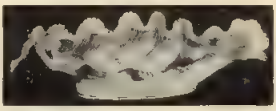
N243/2044—3 Pc. Cigarette Set. California pottery. Covered cigarette box and 2 ash trays to match. Avocado shape in assorted colors grey, black, chartreuse and forest green, with raised contrasting colored floral tops. Boxed 1 set. . . . . Per set $5 00

B205/X7218—6 Pc. South Pacific Pottery Artware. Deep forest green color with white raised flower. Consisting of one 9¼x6x4⅞ inch vase; 1 bud vase 5¾x3x2¼ in.; 1 small vase 8x6x4 inches; 1 medium vase 10x8x6½ inches, 1 small covered cigarette box with 2 ash trays; 1 large covered candy box. Packed 1 assortment of 6 pcs. D.B. . . . . Per assortment $21 60

N205/4020—China Import Compote. Laced edge, gold trim with fruit decal in center. Diameter 7 inches, height 3½ inches. Packed 1/3 dozen. D.B. Per dozen $24.00



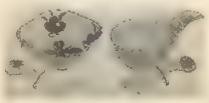
B205/X7046—12 Pc. Bon Bon or Flower Bowl Assortment. 11x8 inch handled leaf style in California ceramics, fruit and floral decorated. Colors: Forest Green, Chartreuse and Citron. Packed 12 pcs., 3 kinds. D.B. Per dozen $28.80



N205/4092—China Leaf Shape Bon Bon. Highly colored, gold trim. Packed 1/3 dozen. D.B. Per dozen $15.60

N205/4037—Ash Tray and Planter Assortment. Colors: Red, white and chartreuse. Crackle finish. Planters or ash trays in black wrought iron frames. Packed ½ dozen, 3 kinds. D.B. . . . . Per assortment 6 pcs. $15.60

N205 4090 — Ceramic Lazy Susan. Diameter 16 inches. Pressed wood base; 3 open and 1 covered ceramic dishes in color combinations—Green and Chartreuse, Pink and Black, Yellow and Black. Each boxed. . . . . Each $13.00



N205/4085—Cheese or Salad Dressing 2 Pc. Set. Three round 3¾ inch handled bowls and three square 4½ inch diameter, without handles. All ceramic and colorfully decorated including muddlers. Packed ½ dozen, 2 kinds, 3 each. D.B. . . . . Per dozen sets $30.00

N205/X6979—China Rabbit Tea Pot. Sitting rabbit with tall handle and front feet spout. Individual size service, 6 inches tall. Individually boxed. . . . . Per dozen $18.00

N205 X6963—Witch Style China Tea Pot. Tall peaked hat lid, black cat handle. Two cup size. 5½x6 inches. Minimum packing 1/3 dozen . . . . . Per dozen $15.00

N205 4068—Leaf Style Bon Bon. Gold trim with assorted colors. 8x5 inches. Can also be used as ash tray or pin dish. Minimum packing 1 dozen. . . . Per dozen $9.60

N205/X6972 — Fish and Frog Salt and Pepper Shakers. Frog and leaf figure holds standing fish. A colorful and unusual set individually boxed. . Per dozen sets $8.50

N205 X6973—Bartender Salt and Pepper Shakers. Bartender on stand holding two kegs, one labeled salt and the other pepper. Set is individually boxed . . . . . Per dozen sets $8.50

N205/4309—Three-Compartment and Handled Bon Bon. Import china and highly decorated. Packed 1/3 dozen. D.B. . . . . Per dozen $24.00

N205/4328—3 Piece Console Set. Tremont shape. Consisting of double handled Console Bowl, overall length 13 inches, width 5 inches and 4½ inches deep with two matching single, double handled candlesticks, height 3 inches. Packed 1 set . . . . . Per set $11.00

N205 4326—3 Piece Tea Set. Tremont shape, consisting of Tea Pot, open Sugar and Creamer. Packed 1 set . . . . . Per set $13.50

N205/4327—Sugar and Cream Set. Tremont shape. Open sugar. Packed ¼ dozen sets. D.B. Per dozen sets $78.00

Gold Filled Cameo Brooch

Can be used as Pendant.
Chain extra.

No. 43053. 1/20-12 Kt. yellow gold filled cameo brooch. Has loop for chain. No chain. Genuine cameo. Boxed each **$11.25**

No. 43054. 1/20-12 Kt. yellow gold filled cameo brooch. Has loop for chain. No chain. Genuine cameo. Boxed each **$8.20**

No. 43055. 1/20-12 Kt. yellow gold filled cameo brooch. Has loop for chain. No chain. Genuine cameo. Boxed each **$6.60**

No. 43056. 1/20-12 Kt. yellow gold filled cameo brooch. Has loop for chain. No chain. Genuine cameo. Boxed each **$6.60**

No. 43057. 1/20-12 Kt. yellow gold filled cameo brooch. Has loop for chain. No chain. Genuine cameo. Boxed each **$6.60**

No. 43058. 1/20-12 Kt. yellow gold filled cameo brooch. Has loop for chain. No chain. Genuine cameo. Boxed each **$6.60**

No. 43059. 1/20-12 Kt. yellow gold filled cameo brooch. Has loop for chain. No chain. Genuine cameo. Boxed each **$6.60**

No. 43060. 1/20-12 Kt. yellow gold filled cameo brooch. Has loop for chain. No chain. Genuine cameo. Boxed each **$6.05**

No. 43061. 1/20-12 Kt. yellow gold filled cameo brooch. Has loop for chain. No chain. Genuine cameo. Boxed each **$5.80**

No. 43062. 1/20-12 Kt. yellow gold filled cameo brooch. Has loop for chain. No chain. Genuine cameo. Boxed each **$5.80**

No. 43063. 1/20-12 Kt. yellow gold filled cameo brooch. Has loop for chain. No chain. Genuine cameo. Boxed each **$5.80**

No. 43064. 1/20-12 Kt. yellow gold filled cameo brooch. Has loop for chain. No chain. Genuine cameo. Boxed each **$5.80**

PRICES SUBJECT TO CHANGE WITHOUT NOTICE

CASH IN WITH THE

Campbell Kids

MODEL 800 C

Separate elements heat top and windowed oven for real cooking and baking.

Size 13¾" x 12¾" x 8"

MODEL 400 C

Play stove for "pretend" cooking. Four realistic gas burners large windowed oven

Duplicates 800 C in size and appearance. Does not heat

FAMOUS

Little Chef

MINIATURE

ELECTRIC STOVES

- **IT COOKS**
- **IT BAKES**
- **IT'S SAFE**

COMPLETELY UNDERWRITERS APPROVED

TACOMA METAL PRODUCTS COMPANY

414 PUYALLUP AVENUE, TACOMA, WASHINGTON

The Market for PARRIS

TRAINERIFLES

IS BIG AS

ALL OUTDOORS!

Parris cork shooting TrainerRifles hit the bull's eye with boys every time, get youngsters out [illegible] Spring. Authentic reproductions of U. S. Army rifle made [illegible] hardwoods polished [illegible] rust-finish

GUARANTEED For A Full Year

Just [illegible] methods and [illegible] Parris to make it [illegible]

PARRIS

COMPANY

Savannah, Tenn., Home of the Famous Cork Bullet

STEVEN

YEAR 'ROUND SELLERS

Wood Construction Toys

PIXIE BUILD-A-TOY

KIT NO. 0 retail 39c
(No 39 56 pieces)
KIT NO. 1 retail 89c
(No 59 85 pieces)
KIT NO. 2 retail 98c
(No 99—137 pieces)
KIT NO 3 retail $1.98
No. 200—303 pieces)

KALEIDOSCOPES

NO. 130—Kaleidoscope (Deluxe) . retail $1.29
NO. 50—Kaleidoscope retail 49c
NO. 25—Kaleidoscope retail 29c

NO. 36—Pixie Pic-Up Stix retail 25c

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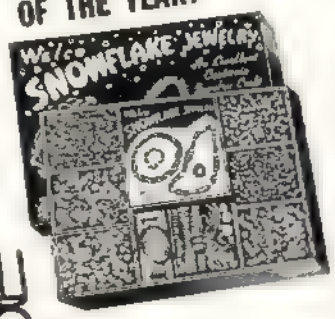
WALCO

EDUCATIONAL TOYS and BEADCRAFT OUTFITS SELL 12 MONTHS OF THE YEAR!



#291D SNOWFLAKE JEWELRY

So much fun stringing and restringing them, making smart necklaces bracelets and what have you. Outfit consists of a generous amount of different shapes and colors of SnowFlake beads. Fancy large wood beads and others that can be strung in shower and braided effects. Includes thread and instructions.

WALCO BEAD COMPANY
37 WEST 37th STREET
NEW YORK 18, N. Y.

WALCO QUALITY UNSURPASSED

LARGEST DISTRIBUTOR of BEADCRAFT SUPPLIES in AMERICA

(Continued from page 106)

One pattern that Mr. Gerber sees definitely this year is that much buying is being done along price lines. According to his observations, nothing over $10 is being given much chance with the consumer.

OVERCAREFUL

Alice Hedger of Hedger Associates characterized the Christmas buying this year as "hand to mouth" ordering.

"We know business is good and the season's going to be good," she declared. "But we don't know if the ordering's going to be too late for the jobbers and manufacturers."

As far as price buying goes, Mrs Hedger doesn't believe the price tag has much to do with how well an item goes. "If it's 'hot' and a good value," she says, "it will go whether it's $5 or $10." However, toys over $10 won't get much action this year in her opinion.

PUBLIC CONSERVATIVE

She attributes this low-end action to economic factors. Although the buying power of the man on the street may not have decreased particularly, she feels it hasn't been improved any, either. Therefore, she figures there won't be any concerted movement toward big-ticket items.

Her comments about staples is indicative of the all-year trend in toy sales. "Many an item that started as a 'novelty,'" she said, "is now a 'staple.'"

"HOT" PISTOL

To illustrate her point, she pointed to the Nichols' Cap Pistol line. It has gained greatly by receiving a citation from *Parents' Magazine*. Although most of its competition is in the low price category, this line, she said, sells all year round and is a constant stock item with most dealers. The line features a .38 and a .45, selling at $1.49 and $3.49, respectively.

Another staple, Durable Toys & Novelties' "Uncle Sam" register bank got a publicity boost by being featured on the cover of Sears' current catalog, Mrs. Hedger said. And present orders indicate that it's going to sell well over the holidays, she added.

TOTSY DOLL CLOTHES

Show More in Less Space
Sell More in Less Time
with
TOTSY'S
new
Lazy Susan Display Rack,

which holds up to 10 dozen doll outfits, packs 'em in neatly attractively — and makes selection easier than ever.
Find out how to get yours FREE. Write today!

Nationally Advertised in McCall's Magazine

TOTSY MFG. CO., INC.
899 State Street, Springfield, Mass.

"Superman"

Reg. U.S. Pat. Office

is making sales history

The world's greatest adventure character is ready to work for you. Contact Jay Emmett, Superman Licensor Division, 480 Lexington Ave., New York 17.

PLaza 9-5700

MORE FOR YOUR DOLLAR AT STAR!

LOOK to the "STARS" for your best-selling dolls . . . in all ranges to beat all competition.

•

WALKERS . . . talkers . . . vinyls, etc. headlined by STAR's famous DOROTHY COLLINS DOLL . . . the hit of the toy fair. SEE THEM NOW!

•

200 Fifth Ave., N. Y.
(Room 207)

STAR DOLL CO., Inc.
63 TIFFANY PL., BROOKLYN 2, N. Y.

NEW PLASTIC MODELS BY COMET

Authentic True-to-Scale Fully Detailed

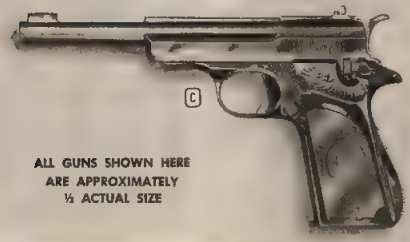
Three hot flying models ready now
PL-1—GRUMMAN COUGAR F9F-6
PL-2—SUPER SABRE F10M
PL-3—LOCKHEED STARFIRE F94-6
and more to come!
• Latest Jets and Fighters

5¼" Wingspans
Sensationally Priced at only
29c

COMET MODEL HOBBYCRAFT, INC.
501 W. 35th St., Chicago 16, Ill.

SUPERMATIC

FIELD KING



ALL GUNS SHOWN HERE ARE APPROXIMATELY ½ ACTUAL SIZE

SPORT KING

Famous Names in .22, .32 and .38 Cal. Automatic Pistols

A WALTHER P. P. AUTOMATIC PISTOL

Back again! Internationally famous Walther automatic pistol, manufactured under Carl Walther's supervision in Alsace, France. Identical with pre-war German model. Finest handgun in the world! All parts interchangeable. Outer thumb safety locks firing pin—positions itself between hammer and firing pin and uncocks hammer. Automatic safety blocks hammer path—prevents hammer from touching firing pin head until actual shooting—frees hammer only in very last part of trigger pull. Chamber can be loaded without cocking hammer. 8-shot magazine. Adjustable rear sight. Includes spare magazine, instruction book. 3⅞" barrel; 6 5/16" long overall. Weight 23 oz. Blued finish. Factory guarantee.

40207V5560—(.32 cal.) .....Retail $69.50
40208V5569—(.380 cal.) .....Retail $69.50
40209V6040—(.22 cal. long rifle).....Retail $75.50

B STAR .22 CAL. AUTOMATIC PISTOL

Ten shots quick! (11 with one in chamber). Lightweight, compact. Fast takedown for easy cleaning. Uses .22 cal. long rifle cartridges. Fixed sights, thumb-rest grips, checkered backstrap. Handhoned trigger pulls insure smooth, even trigger action. Includes extra magazine, cleaning rod. Blued finish. Factory guarantee. 4¼" barrel, 7¼" long overall. Weight 25 oz.

40206V3060.....Retail $41.50

C STAR .22 CAL. AUTOMATIC SPORT PISTOL

Incomparable design! A 6" barrel, yet gun is only 9" long overall. Balanced for precision shooting. Uses .22 cal. long rifle cartridges—10-shot magazine. One second takedown for cleaning. Adjustable front and rear sights, thumb-rest grips, checkered backstrap. Handhoned trigger pulls insure smooth, even trigger

D HIGH STANDARD SUPERMATIC .22 AUTOMATIC

This straight shooting, champion "Supermatic" uses .22 cal. long rifle cartridges—10-shot magazine. Automatic slide lock, positive lock safety, adjustable target rear sight, adjustable ramp front sight, elevated non-glare rib between sights. Hammerless action, hooded breech. Molded, diamond-checkered grip with thumb rests. Five-sec. take-down. Blued Warranted.

40216V5856—4½" barrel (38 oz.).....Retail $72.00
40217V5856—6¾" barrel (42 oz.).....Retail $72.00
40218V6681—Combination (with both barrels).....Retail $83.00

E HIGH STANDARD FIELD KING .22 AUTOMATIC

Gives you sport in abundance, on the range or in the woods! Uses .22 cal. long rifle cartridges—10-shot magazine. Adjustable target rear sight, fixed ramp front sight, non-glare sighting plane, positive lock safety. Hammerless action, hooded breech. Molded, checkered grip, thumb rests. Blued. Warranted.

40213V4799—4½" barrel (38 oz.).....Retail $59.00
40214V4799—6¾" barrel (42 oz.).....Retail $59.00
40215V5474—Combination (with both barrels).....Retail $68.00

F HIGH STANDARD SPORT KING .22 AUTOMATIC

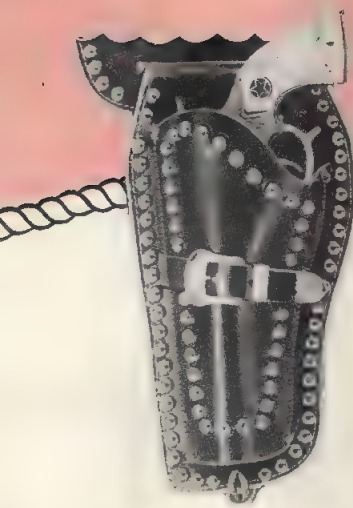
Packs precision and power! Uses .22 cal. long rifle cartridges—10-shot magazine. Fixed rear sight, fixed ramp front sight, non-glare sighting plane. Positive lock safety. Automatic slide lock. Hammerless action, hooded breech. Molded, diamond checkered grip with thumb rests. Blued. Warranted.

40210V3579—4½" barrel (36 oz.).....Retail $44.00
40211V3579—6¾" barrel (39 oz.).....Retail $44.00
40212V4179—Combination (with both barrels).....Retail $52.00

NEW! HIGH STANDARD FLITE KING .22 AUTO. (not shown) Like (F) above but shoots thrifty .22 cal. short cartridges. New push button takedown, jam-proof 10-shot magazine. Warranted.

CARNELL ROUNDUP HOLSTER SETS

By Specialists



See them all . . .

Room **324**

FIFTH AVENUE BUILDING

Sparkling **NEW** *hip-slung pippins in husky bark-tanned cowhide, with* **SAFE** *cap pistols and the inimitable Western flavor young heroes go for* **BIG!** *Retail at 59¢ to $15 . . .*

In all our years of specializing, we have never quite equalled this powerful 1954 line . . . **YOU'LL SEE!**

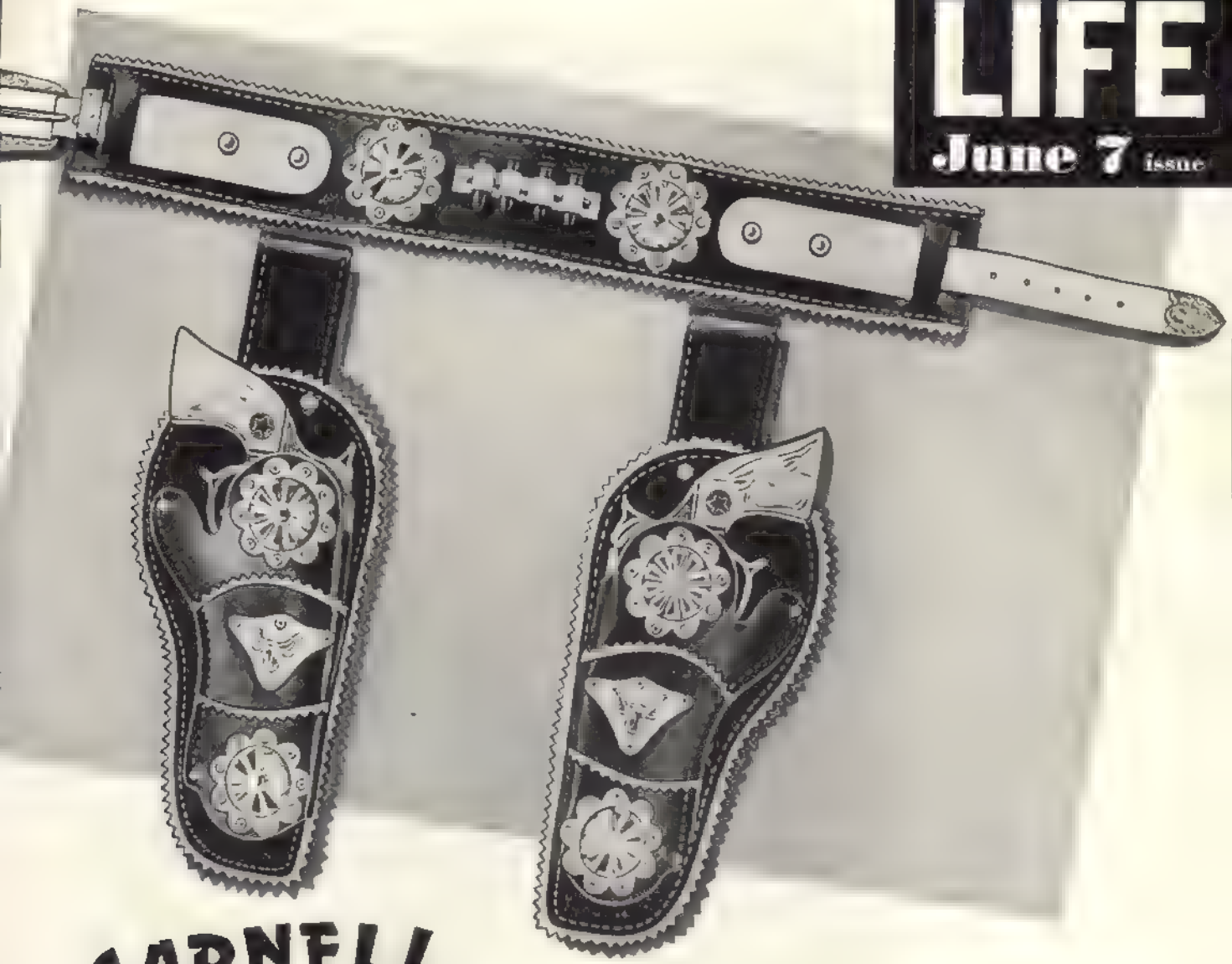
CARNELL

MANUFACTURING CO., INC.

Sales Offices and Showrooms: 200 FIFTH AVENUE, NEW YORK 10, N. Y.

Factory and General Offices: 774 FULTON STREET, BROOKLYN 17, N. Y.

ADVERTISED IN
LIFE
June 7 issue



CARNELL ROUNDUP

HOLSTER SETS *designed and manufactured by the one company that concentrates all its tremendous resources upon Holster Sets and nothing else! Here is shown but a single example of the many thrilling new 1954 numbers your customers will go for in a* **BIG** *way.*

STYLE #1700J—Double holster set of genuine bark tanned cowhide in saddle mahogany finish with authentic western trim. Two Texan Jr. roll cap pistols. Leather belt has real-looking cartridges! ADJUSTABLE to most children's sizes from 22" to 32" waist. To retail at $5.98.

trade **UP** *with* **ROUNDUP**

CARNELL
MFG. CO., INC.
N. Y. SHOWROOM: 200 5th Avenue
774 Fulton St., Brooklyn, N. Y.
PHONE: CHelsea 3-3312

HOLIDAY MAGIC

with

Lockport's Beautiful Christmas Decorative Cottons

A sparkling new line of the most beautiful decorative cottons ever offered. Snow-white, flame-proofed cotton . . . fluffy as a mist and gleaming with scintillating particles of colorful aluminum. A perfect background or base for all holiday decorations.

FROSTY SNOW: Sparkling crystals on snow-white cotton. A Lockport process (pat. pending). Flame-proofed for maximum safety. Attractively packaged in 16" x 64" sheets to retail at 39¢, and 32" x 64" sheets at 79¢. Ideal for mantels, table centerpieces, window panes and festoons for Christmas trees.

TWINKLE SNOW: Another Lockport leader. Flame-proofed, glittering foil for starry highlights. Perfect for tree bases, mantels, gift wrappings and all trimmings. Flat-packaged in 16" x 64" sheets—retail, 49¢, 32" x 64" sheets —98¢. Also attractively holiday boxed to retail at $1.19.

SPUN SNOW: A snow-white batt of soft, fluffy fiber glass. For Christmas tree bases and other decorations. Packaged in 12" x 24" sheets, ¾" thick. Can be divided into three sheets, 12" x 24". To retail at 39¢.

AND DON'T FORGET—The big volume sellers

Lockport's Original *Flame-proofed Christmas Cottons:*

NO-FLAME—for snow-white safety around the Christmas tree
KANT-FLAME—for draping and backdrops

Featured in LIFE MAGAZINE Toy Promotion Section, November 22.

Lockport Mills, Inc.
ESTABLISHED 1878 • LOCKPORT, NEW YORK

Formerly LOCKPORT COTTON BATTING CO.

New York Office: 1407 Broadway • • Montebello, Calif.: 602 W. Whittier Blvd.
Seattle Quilt Mfg. Co., 310 First Ave., S., Seattle 4, Washington

CARROM

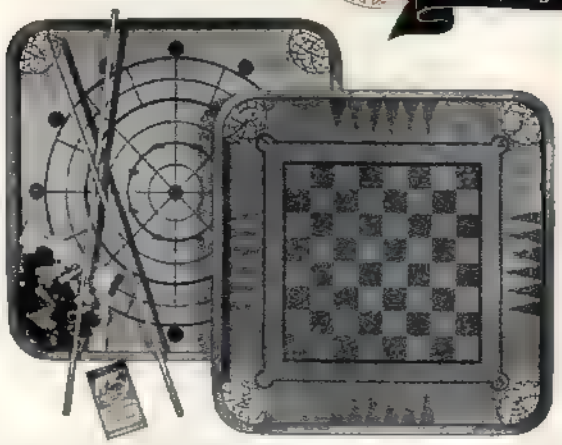
Toys and Games

Only games of outstanding play value can win and hold public interest and acceptance, generation after generation. Carrom-Crokinole Game Boards, introduced in 1889, are still leaders in the Carrom line . . . going stronger than ever! No other games, even today, offer so much in diversified entertainment for all age groups.

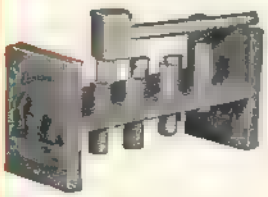
But popular demand also calls for constantly new, ingenious toys and games . . . well represented in the always expanding Carrom line. For high *Play Value* and high *Pay Value*, in terms of turnover and profit per sale, CARROM should rate "No. 1" in your Toy and Game Department.

If you do not have a copy of our latest catalog, write for it . . . and keep a representative assortment of Carrom Toys and Games on hand the year 'round.

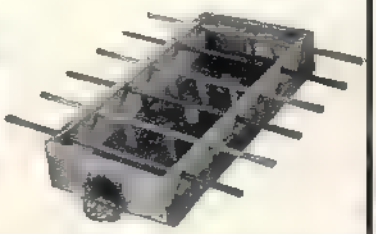
Awarded the Toy Guidance Council's "Prestige Toy" Seal by four panels of experts, as an "Educator-Approved" Game and to be included in the Council's national advertising.



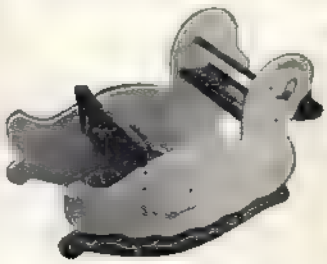
NO. 85 CARROM BOARD. This reversible board plays 85 different games. Official 28½" size. Wood frame construction with plywood center panel, round corners, reversible net pockets and green felt cushions on Carrom side. Other types and sizes also available.



HAMMER SET. Tots, aged 2 to 5, are amused for hours. Finished in attractive colors and strongly made.



KIKIT. A fast, action skill game for 2 to 8 players. Combines teamwork and individual skill. Two sizes.

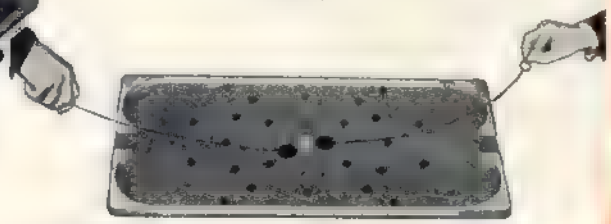


SHOO FLY. Duck, horse and dog models. Hardwood plywood sides; non-tipping design.

DART BOARDS. Two distinctive, original-design reversible boards . . . a different dart game on each side. Games include Triple Ring, Splosho, 20-Point and Dart Baseball.

GUSHER. The exciting Oil Boom game. Intensely realistic. Employs miniature derricks, oil tanks and lots of "money". Two to four may play. An excellent teen-ager and adult game.

HOK-HOCKEY. A very realistic table hockey game for 2 to 4 players. Size: 34" x 46". Hardwood frame; hardwood playing surface.



SHUFFLE HOCKEY. One of the newest Carrom games. Combines principles of ice hockey and shuffle-board. Size: 15½" x 30". Sturdy construction.

Carrom Industries, Inc.

LUDINGTON Established 1889 MICHIGAN

Largest Makers of Game Boards in the World

NEW YORK SHOWROOM: 19 West 44th St. (near 5th Ave.) Room 412, Berkeley Building

CARROMS

The Carrom Company

Ludington Mich.

18 89

CARROM

Toys and Games

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If you do not have a copy of our latest catalog, write for it . . . and keep a representative assortment of Carrom Toys and Games on hand the year 'round.

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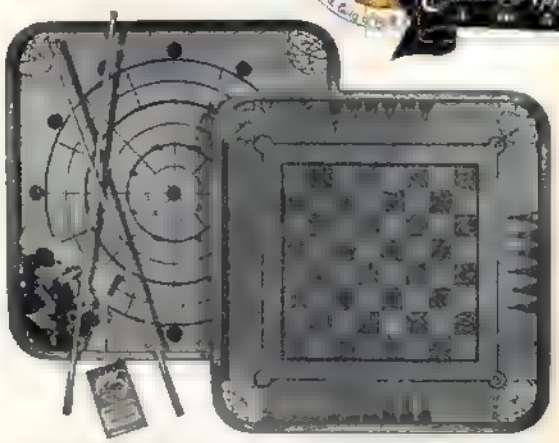

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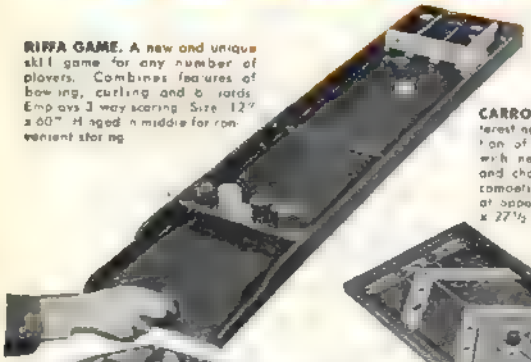
COMPETITIVE SKILL GAMES for ALL AGE GROUPS



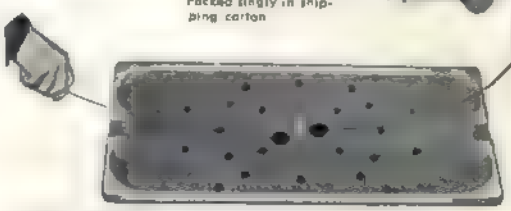
RIFFA GAME. A new and unique skill game for any number of players. Combines features of bowling, curling and 6 rolls. Employs 3 way scoring. Size 12" x 60". Hinged in middle for convenient storing.

CARROM TILT-BALL. An interesting and unusual variation of pin ball games with new elements of skill and chance, providing direct competition between players at opposite goals. Size 11½ x 27½".

CARROM BOWL-BALL. An exciting action game for all age groups, with plenty of play variation. Furnished with 2 balls. Strongly-built. Size 28" wide, 30" long, 10" high.

NOK-HOCKEY. A very realistic table hockey game for 2 to 4 players. Size 34" x 46". Hardwood frames, hardwood playing surface.

BALLA-ROLLS. Here's an exciting challenge to the balancing skill of any youngster. Provides fun exercise and lots of action. Includes wooden platform with non-slip tread and wooden roller moving in hardwood frame on bottom of board. Platform 32" x 9½"; roller 5" x 8". Packed singly in shipping carton.



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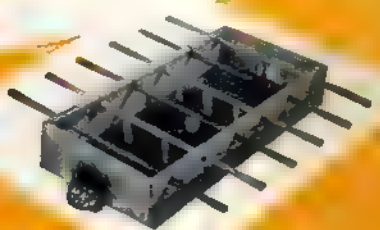

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Carrom Industries, Inc.

LUDINGTON — *Established 1889* — MICHIGAN

Largest Makers of Game Boards in the World

NEW YORK SHOWROOM: 135 Fifth Avenue — 6th Floor

A 7507 1PSC

COMET'S All-Star ASSORTMENTS

THE MODERN EASY WAY

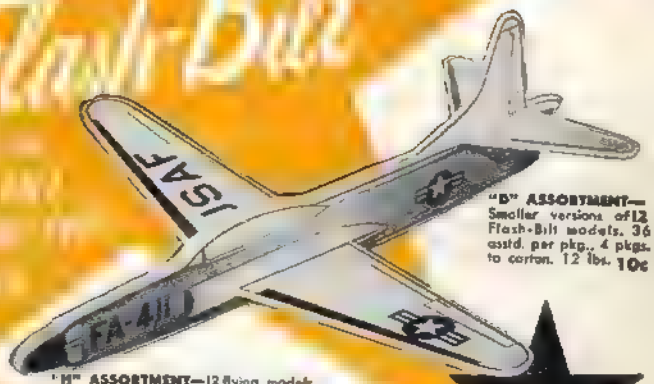
. . . to stock, sell and ship model airplanes and supplies—Comet Assortments! You order by assortment, sell by assortment; each case consists of 4 complete assortments ready to re-ship to your customers. You can sell more Comet kits because (1) you have more models to sell; (2) Comet is nationally advertised; (3) Comet can—and does—give model builders more for their money!

WRITE for FREE ILLUSTRATED CATALOG

SLING-LAUNCHED or may be thrown as glider

SLING LAUNCHED FLYING JETS and FIGHTERS

COMET'S Flash-Bilt



"D" ASSORTMENT—Smaller versions of 12 Flash-Bilt models. 36 asstd. per pkg., 4 pkgs. to carton. 12 lbs. **10¢**

"H" ASSORTMENT—12 flying models. No tools—just cement together! All balsa, completely die cut, printed in 2 colors. Complete with powerful rubber sling, handsome 3-color carton, 18 asstd. per pkg., 4 pkgs. to carton. 12 lbs.

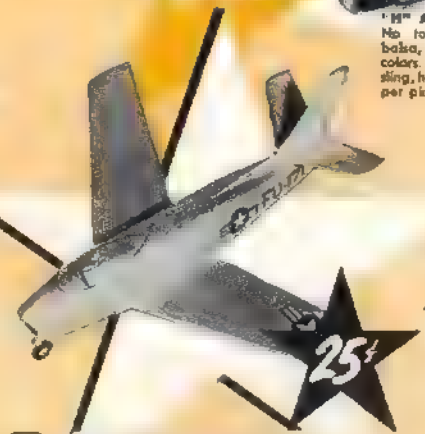
25¢

10¢

B C

"B" ASSORTMENT—9 Solid Models. 36 asstd. per pkg.; 4 pkgs. to carton. 13 lbs

"C" ASSORTMENT—12 E-Z-to-Build Flying Scale Pre-fab Struct-O-Speed Models. 36 asstd. per pkg., 4 pkgs. to carton. 14 lbs.



25¢

E

"E" ASSORTMENT—14 Flying and Flying Scale Models. 18 asstd. per pkg., 4 pkgs. to carton. 17 lbs.

F

"F" ASSORTMENT—14 Flying Scale Pre-fab Struct-O-Speed Models. 18 asstd. per pkg., 4 pkgs. to carton. 14 lbs.

S

"S" ASSORTMENT—12 Solid Scale Models. 12 asstd. per pkg., 4 pkgs. to carton. 12 lbs.

50¢

K L

"K" ASSORTMENT—6 Flying Scale Pre-fab Struct-O-Speed Models. 12 asstd. per pkg., 4 pkgs. to carton. 14 lbs.

"L" ASSORTMENT—12 Flying & Flying Scale Models. 12 asstd. per pkg.; 4 pkgs. to carton. 16 lbs.

10¢

COMET
HY-GLOSS PAINT FOR PLASTICS

Dries to the touch in 5 minutes, thoroughly dry in 20 minutes. For plastic toys, household articles, wood, metal, ceramics, autos, refrigerators, bikes, etc. 14 sparkling colors, [redacted] sized jars..... .....10¢ each
Also in a "Set-of-Seven" in handy container 69¢

COMET DOPE—10¢

$1.00

M P

"M" ASSORTMENT—9 Flying Scale E-Z-to-Build Struct-O-Speed Models—every part completely pre-fab. 6 asstd. per pkg.; 4 pkgs. to carton. 17 lbs.

"P" ASSORTMENT—12 Flying & Flying Scale Models. 6 asstd. per pkg.; 4 pkgs. to carton. 19 lbs.

10¢

COMET CEMENT

One for every purpose: Regular, Extra-Fast Drying and Cement for Plastics. Big values—top quality!

THE WORLD'S LARGEST MANUFACTURER OF MODEL AIRPLANE KITS offers the World's Biggest Line—Over 122 Models

COMET MODEL HOBBYCRAFT, INC.
501 WEST 35th STREET CHICAGO 16, ILLINOIS

"Petal Craft" an Outstanding Success

Every year has its quota of unexpected toy "hits," the "sleepers" that immediately catch the imagination and dollars of consumers, jingling the cash registers of retailers throughout the country.

One of 1953's outstanding "hits" was *Petal Craft*, an educational toy that appeals strongly to the creative desires of the whole family. Its high buy-appeal can be attributed to the utter ease and joy with which these would-be Rembrandts and Picassos can "make beautiful pictures." Manufactured by Petal Craft, Inc. of Bound Brook, New Jersey, this new concept in creative fun consists of numerous interlocking, hyacinth-shaped petals in gleaming plastic, and in a variety of attractive colors. When arranged and re-arranged on an accompanying perforated board, an unlimited number of designs or pictures can be created.

Originally offered to only a limited number of distributors in 1953, Petal Craft caught on with such rapidity that the new company was literally swamped with orders, deluged with unsolicited testimonials and hard-put to meet demand. Proof of its sell-on-sight appeal can be deduced from the fact that F.A.O. Schwarz sold 3,000 sets in one season! In fact, the company was forced to offer special packages containing extra petals, at a retail price of 30 cents per package, in response to numerous requests for such an item. This resulted in extra sales volume for retailers who found themselves completely sold out after Christmas, minus Petal Craft sets and extra petals.

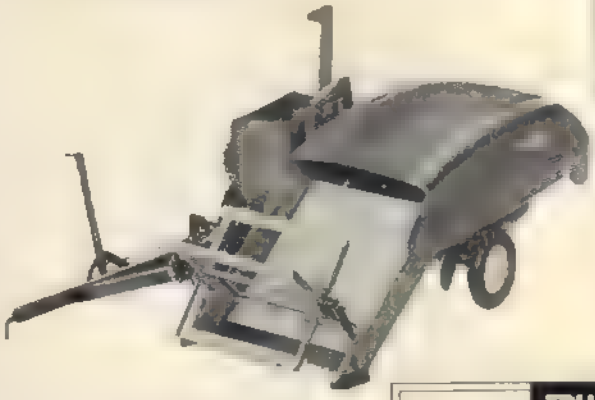
Adding to the success of the product was the company's alert promotional policy. For example, the company supplied a free display panel, only 12" x 20" in size

(Continued on page 615)

Phil Johnson representative for Tru-Scale Toys says:

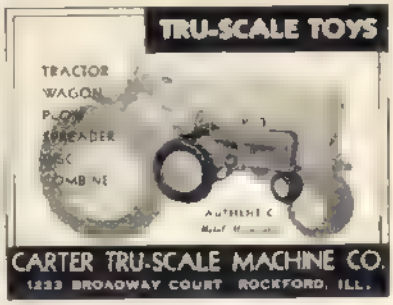
"This combine is a sparkling addition to the Tru-Scale Line."

PHIL A. JOHNSON
1165 Salem Street
Denver 8, Colorado



C-406 TRU-SCALE Combine

Combines the virtues of scale model miniatures with the excitement and play value of the mechanical toy. Check these features: adjustable grain discharge spout and cutterbar platform, chain driven gathering reel and feeder canvas that revolve while combine is drawn. A metal toy painted red with yellow wheels. Rubber tires. Length 13½" height 4½" and width 8" packed individually in colorful cartons 6 to a shipping case. Weight 18 lbs.



New Toys on Parade

"Doll Stroller"

Doll can ride without falling in this lightweight, sturdy, portable Doll Stroller by BUNNY BEAR, INC., Nursery Lane, Everett 49, Mass. The frame is made of strong, tubular steel

The body and canopy are of durable blue twill with white trimming, and the frame has a red baked-on enamel finish. It has solid rubber tires. Just like "Mommy's," the stroller folds flat for easy carrying and storage. It will retail for about $6.95

"Barefoot Boy Jr." Fishing Set

Here is everything a boy needs to go fishing. The new set by KIDS-KITS CO., 5325 Touhy Ave., Skokie Ill., contains pole, hook, sinker, line, bobber, stringer, and fishing booklet

Packaged in a polyethylene bag, the complete outfit will retail at about $1.69. The set is packed one dozen to a carton and one set in each dozen is mounted on a display board.

The company will deliver free within 50 miles of Chicago.

"Jolly Roger" Beach Set

An ingenious beach toy is the new product of BANNER PLASTICS CORP., 80 Beckwith Ave., Paterson, N. J. Made of heavy gauge steel, the boat-pail and shovel set is brightly lithographed with a pirate design. It floats in water and has a large capacity for sand. The shovel has rounded edges to prevent injury to its user

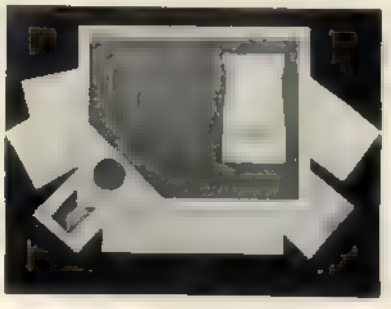
The boat-pail has an overall length of 9¾" and will retail for about 59c.

"Bird-A-Bide Feeder"

Here is a practical, inexpensive way to attract birds to the window all year 'round, according to BIRDS UNLIMITED, P. O. Box 1391, TN Grand Central Station, New York City.

Bird-A-Bide feeder, with built-in suet corner and hopper holder for glass jar, brings them up close, so that they can be watched from inches away. Included are brackets for attaching the feeder to the window sill, a package of approved wild bird food, various bulletins, and full information on attracting and feeding birds

The item is $2.00 postpaid from the manufacturer



Scale-Model Wind-ups

A new line of 10 scale-model wind-up toy vehicles, in individual packages designed by George Reiner, has been introduced by LESLIE-HENRY CO., INC., 200 Fifth Ave., New York 10.

The vehicles include replicas of Pepsi Cola, Shell Oil, Tydol, Royal Crown Cola, Gulf Oil, and Cities Service Oil delivery trucks, as well as a police car, sports car, fire chief sedan and a fire fighter truck.

Each new package features authentic company colors and logotypes as well as an illustration of the vehicle it contains

New Inflatable Line

Completion of its spring line of plastic inflatable toys has been revealed by PLASTIC INNOVATIONS, INC., Yonkers, N. Y.

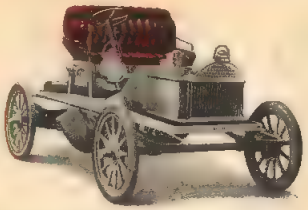
Illustrated is one of its typical items to retail at 98 cents. It is a 21" tall sitting bunny with a bow tie and a bell attached. It sits easily, due to flexible frame supports in its legs.

The New York showroom for the firm is Room 1460, 200 Fifth Ave.

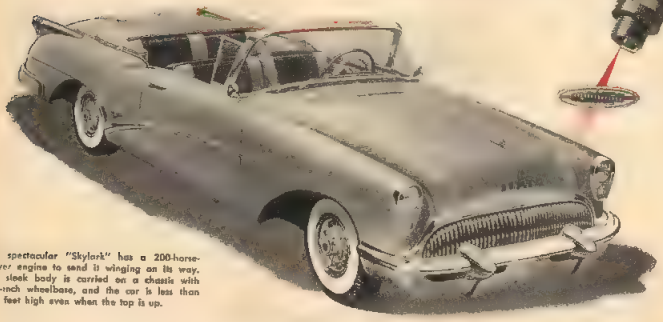
What a Difference

Between the Oldest and the Newest

BUICK



This 1903 "buckboard" model was the earliest of all Buicks. It had neither windshield nor mudguards, but it did have a two-speed transmission and a dependable two-cylinder engine which developed 21 horsepower



The spectacular "Skylark" has a 200-horsepower engine to send it winging on its way. The sleek body is carried on a chassis with 122-inch wheelbase, and the car is less than five feet high even when the top is up.

And What a Difference in Plug Performance Since AC Developed the Patented CORALOX Insulator

AC SPARK PLUGS

PATENTED CORALOX INSULATOR

Original Equipment on Nearly as Many New Cars and Trucks as All Other Makes Combined

The 1903 Buick was as much a sensation in its day as the sleek new "Skylark" is today. But what a difference that half century has made in Buick appearance and performance! AC Spark Plugs have a similarly brilliant record of improvements—the latest and greatest of which is the patented *CORALOX* Insulator.

CORALOX has no chemical attraction for the oxide coatings resulting from the burning of leaded fuels. What's more—*CORALOX* is so amazingly strong that AC can use longer, thinner insulator tips which heat up faster to burn away oil and wet carbon. Since *CORALOX* resists *both* oxide and carbon coatings—the most frequent causes of plug misfiring—many farmers—

- **GET UP TO 10% MORE POWER**
- **SAVE UP TO ONE GALLON OF GASOLINE IN TEN**

The next time you change plugs in car, truck or tractor, insist on ACs. You will soon see the difference patented *CORALOX* makes in performance and economy.

AC SPARK PLUG DIVISION GENERAL MOTORS CORPORATION

"Car of the future" styling comes true in five General Motors cars you can buy today

Once more, General Motors leads the style parade—with five brilliant examples of what the new style trend will be for the years ahead

Here are the smart new sweep of line—the low, swift look—the arching new expanse of backswept windshield glass—and a host of advanced new engineering features—that were found in GM's "dream cars" only a few short months ago.

But they are dreams no longer. Today they are real. For even as people looked with longing at those "cars of the future," the toolmakers and the diemakers were busy on the tasks which turned them into production models for 1954.

So now we have ready for your appreciative appraisal the newest, smartest, and most advanced line of automobiles that has come to market in many a year.

Come see them, and we think you'll agree.

GENERAL MOTORS

THE 1954 MERCURY, with its entirely new overhead valve engine, topped other cars compared in test-track runs for performance, for easy handling, for safe, sure control, at all times. Although 28% more powerful than last year's Mercury, it can give you even more miles per gallon.

Now—161-Horsepower V-8

—and see how easy it makes any driving!

FAR-EASIER PASSING—NEW 4-BARREL CARBURETOR automatically releases Mercury's emergency reserve power when needed for safer passing.

FAR-EASIER CORNERING—NEW BALL-JOINT RIDE—Another first in-its-field for Mercury for sports-car stability, matchless control.

FAR EASIER HILL CLIMBING. No strain, no hesitation. You maintain your speed effortlessly—with plenty of power still left in reserve.

MAKE DRIVING AS EASY AS YOU WANT with optional 4-way power seat, power steering, power brakes, Merc-O-Matic Drive, electric window lifts.

Your first ride will prove it . . . here's an entirely new kind of power for a popular-priced car.

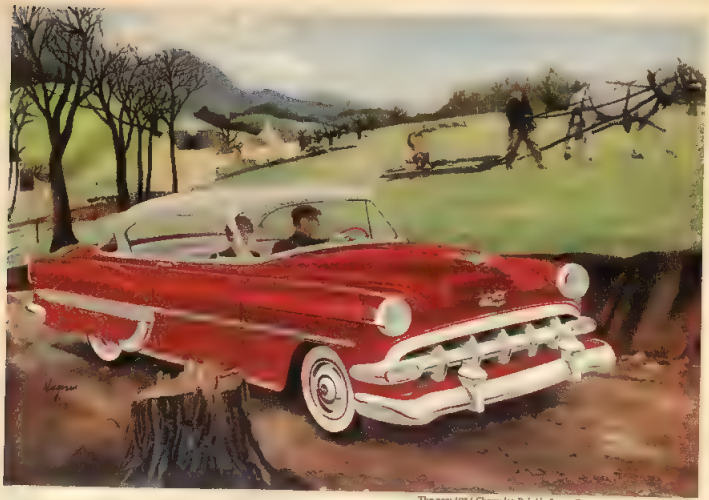
It's *smoother, more efficient* power with tremendous reserve capacity. It's more *restful* power—as quiet as the wind slipping by. And it's *safer, more sensitive* power—responds faster to your touch.

The new 1954 Mercury is designed to make driving safer, easier. Your Mercury dealer invites you to come in and see for yourself.

THE CAR THAT MAKES ANY DRIVING EASY

New 1954 MERCURY

MERCURY DIVISION · FORD MOTOR COMPANY



The new 1954 Chevrolet Bel Air Sport Coupe. With three great [illegible] Chevrolet offers the most beautiful choice of [illegible] in its field

How Chevrolet gets more power and more miles out of gasoline!

The new 1954 Chevrolet brings you new power *plus* new economy. You not only get increased horsepower and finer performance, but you also enjoy money-saving gasoline mileage every mile you drive. And that goes for both town and country driving

NEW PERFORMANCE is the first thing you'll discover when you take a new Chevrolet out on the road. You get under way and pull around other cars more positively and safely. You breeze up steep hills with new ease. And as you cover the miles, you can't help but notice how long the gas gauge stays at the "full" mark. It takes a long time and a lot of miles to move over to "empty"!

NEW HIGH-COMPRESSION POWER is the reason behind these important advantages. And you get it whether you choose a new Chevrolet gearshift model powered by the advanced "Blue-Flame 115" engine, or one with Powerglide (optional at extra cost) and the great "Blue-Flame 125" engine. Both of these engines have a compression ratio of 7.5 to 1—highest in any leading low-priced car. This means that the fuel mixture is squeezed more tightly to make every drop of gas work harder and go farther.

THERE'S MUCH MORE THAT'S NEW awaiting you in the lowest-priced line in the low-price field. New beauty, for example, and a complete choice of automatic power features. Why not plan to pay a "fact-finding" visit to your Chevrolet dealer's soon! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

POWERGLIDE NOW AVAILABLE ON ALL MODELS: Now you can enjoy Chevrolet's own and America's most popular automatic transmission on all models in all three series. Powerglide, you know, is the *zippy thrifty* automatic transmission with no jerks or jars to mar its smoothness. Teamed with its own special engine, Powerglide is optional at extra cost.

MORE THINGS MORE PEOPLE WANT . . . THAT'S WHY MORE PEOPLE BUY CHEVROLETS THAN ANY OTHER CAR!

SYMBOL OF SAVINGS
CHEVROLET
EMBLEM OF EXCELLENCE

Here comes the CENTURY

highest-powered car at its price in America!

CAN you imagine what will happen when you put Buick's 200-horsepower V8 engine into a car that rolls off the assembly line at 3852 pounds?

One thing's certain — you'll get *action*.

You'll get, in literal fact, the action of the CENTURY—for that's the proud name you'll find on this, the most phenomenal performer in Buick history.

All you need is a gentle nudge of the pedal that feeds this eager bundle of horsepower — and you'll maintain the pace of those around you, with unbelievable ease.

On getaway, in cruising, at hill-climbing, you seem to sail—and you'll still have the major share of your power in reserve.

Here is, in fact, more power than the average driver will normally need or use—but it's there to make everyday driving more pleasant — and to give you quick action if needed in a pinch, in a traffic tight-spot, or in a sudden emergency.

Along with this power you get the "tomorrow" styling which distinguishes all 1954 Buicks. You get new room and comfort—and the new economy of Power-Head Pistons, which boost the gasoline mileage of every Buick engine.

And the price? This brilliant CENTURY is priced substantially below the highly popular SUPER—at a figure that gives you more horsepower per dollar than any other American car on the road.

So — visit your Buick dealer — and sample the most thrilling buy on the automotive horizon.

BUICK *Division of* GENERAL MOTORS

GETAWAY? COMFORT? CONVENIENCE?

THEY ALL HIT NEW HIGHS IN THE '54 BUICKS

—with improved Twin-Turbine Dynaflow, Safety Power Steering, more positive Power Brakes, Power-Positioned Front Seat, power-operated radio antenna, and draft-free Airconditioner—all available in most models either as standard equipment or as options at extra cost.

BUICK

The Beautiful Buy

WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM

"Champion Spark Plugs help us till the soil on which 'Light Horse Harry' Lee camped in 1779"

—says MR. VERNON HULL, Manager, Lee's Hill Farm, New Vernon, N. J.

When "LightHorse Harry" Lee, then a Major, combined three continental cavalry troops and one infantry unit to form Lee's Legion, the camp ground he selected was a hill a few miles below Morristown, N.J. Today, Lee's Hill is both the site and the name of the farm owned by Mr. and Mrs. Warren Kinney—a farm devoted to the breeding and developing of Brown Swiss cattle. This 115 head herd has been a consistent winner of top honors for the breed Again Premier Breeder and Exhibitor at the Waterloo show, the 1953 honors included eight blue ribbons and Grand Champion cow. In addition, the Grand and Reserve Champion bulls and the Reserve Champion cow were bred at the farm. The farm's top producer, Royal's Rapture of Lee's Hill –eleven years old, Excellent for type, Grand Champion in 1949—already has a butterfat production total of over 7000 pounds.

Vernon Hull, Farm Manager, says, "In the over 60 years the Kinneys have had Lee's Hill, the farm's first and main job has been the continuous improvement of the Brown Swiss Breed. Everything else has to contribute to this project. As far back as I can remember we have made a practice of using Champion Spark Plugs. Their dependability in any kind of engine in all kinds of weather has been a real help in the efficient operation of the farm and the successful development of our herd."

CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO

Lee's Hill has well kept buildings and much well thought-out equipment. For example, tractor-spreader units are loaded below ground level with the manure brought directly from the barn on a conveyor. A gate-like section of the track swings clear when not in use.

Besides this two-ton truck, the farm has a panel truck, a pick-up, three tractors, combine, and field chopper plus the farm cars. All engines are equipped with Champion Spark Plugs.

The farm's famous Brown Swiss breeding herd has been in operation since 1890. Classified "Excellent" cows bred at Lee's Hill have made the seven highest production records in the breed.

It pays to standardize on—

DEPENDABLE

CHAMPION

SPARK PLUGS

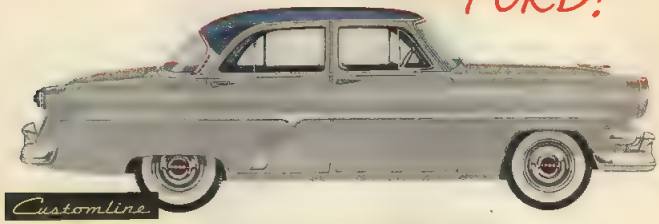
—for every type of farm engine!

Lee's Hill Farm proper covers 300 acres with 200 additional acres leased. One hundred acres is in pasture, 100 in hay, 55 in corn, 40 in barley, and 30 in oats. There is also a 20-acre orchard. The farm has a beautiful natural setting with many stately, century-old trees.

Crestline

If you have an eye for the ultramodern, you'll love the new Ford Skyliner—the all-new Crestline Fordor, too. Clean, honest lines and smart, colorful interiors mark *all* '54 Crestline models as cars that "belong" anywhere. Other body styles are the distinctive Victoria, the Country Squire, and the Sunliner, America's favorite convertible.

You can have just the kind of car you want in a FORD!



Customline

If you want something extra special in its field, you'll be right at home in a Customline Fordor. Like Crestline models it's available with power steering, power brakes, power windows *all around*, *4-way* power seat, Fordomatic. The Customline also offers a 4-door Country Sedan, 2-door Ranch Wagon, Tudor Sedan and Club Coupe.

Mainline

If your interest is Ford's basic engineering advances, you'll like the '54 Mainline models—the Ranch Wagon, Tudor and Fordor Sedans and the Business Coupe. As in all Fords, you choose from the new 130-h.p. Y-block V-8 or 115-h.p. I-block Six. And you ride on Ball-Joint Front Suspension—greatest chassis advance in 20 years.

Your Ford Dealer cordially invites you to Test Drive the '54 FORD and select the exact model of your choice.

Bale up to 7 tons an hour with a "66" P.T.O. and a 2-plow tractor! Handles any hay, coarse or light, green or cured

Here at last is real performance for farmers who want a P.T.O. baler—big capacity, square, easy-feeding bales, dependable operation . . . from minimum power!

This P T O. model has all the proven features that have made the amazing "66" twine-tie an outstanding success. Pick-up action is fast and positive. Feeding and baling action with horizontal wadboard all but elinunate roping and binding, build firm, even bales.

P.T.O. shaft has a full, built-in shield and a fast hook-up clamp for extra quick hitching Overrunning clutch lets you shift your tractor gears easily to handle different size windrows. You have complete flexibility on the roughest fields and tightest corners.

Now's your chance to own a high capacity baler . . . at a truly moderate cost. See your New Holland dealer for full facts and a demonstration. He carries a complete line of balers—twine-tie and wire-tie. He can show you the baler that's *right* for your farm.

The New Holland Machine Company, a subsidiary of The Sperry Corporation.

NEW HOLLAND "First in Grassland Farming"

New Holland, Pa. • Minneapolis • Des Moines • Kansas City • Columbus • Charlotte • Lockport, Ill. • Brantford, Ontario

MILES AHEAD!

THE TRACTOR OF TOMORROW BY CASTELLI

#610

Just COMPARE this new, deluxe chain driven Castelli tractor with any other tractor on the market at the price! Its modern, streamlined styling . . . rugged construction . . . and many special play features make it a real value!

A LEADER IN SALES!

F. C. Castelli Co.

Cottman and Edmund Streets
Philadelphia 35, Pa.

EASTERN STATES AND WEST COAST
Riemann, Seabrey Co., Inc.
1107 Broadway
New York 14, N. Y.

MID-WEST
C. L. Bradford & Assoc.
1486 Merchandise Mart
Chicago 54, Ill.

SOUTH
Coursey & King, Inc.
2263 Peachtree Rd., N. E.
Atlanta, Georgia

SOUTHWEST
Hughes-Stocks
1064 Santa Fe Bldg.
Dallas, Texas

MOUNTAIN STATES
A. F. Wells, Inc.
157 Motor Ave.
Salt Lake City, Utah

BURROWES
POOL TABLES
LEAD THE FIELD
in Quality...
in Dollar Value

COMMENDED PARENTS' MAGAZINE

ADVERTISED IN LIFE

NATIONALLY ADVERTISED

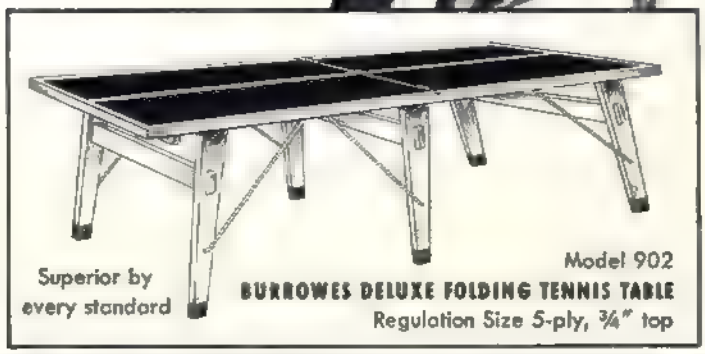
8 Popular Sizes

RETAIL

$8.95-$245.00

For top quality, for the greatest dollar value, the Burrowes Pool Table line for 1954 continues to lead the field. This great, new line offers a range of toy, junior, and adult models that are profitable, quick-selling. Smart looking, they are loaded with sales-appeal, and their improved construction means satisfied customers. All models come completely equipped.

THE BEST PLAY IS ON BURROWES



Superior by every standard

Model 902
BURROWES DELUXE FOLDING TENNIS TABLE
Regulation Size 5-ply, ¾" top

Style No. 454 . . .
44½ x 25 x 28 inches high

THE BURROWES CORPORATION, 200 FIFTH AVENUE, NEW YORK 10 • PORTLAND, MAINE

REPRESENTATIVES: J. H. Eyerly & Assoc., 1442 Merchandise Mart, Chicago, Ill.
Burgess Toy Sales, 70 Houston St., N.E., Atlanta, Georgia • Glenn White & Assoc., 1355 Market St., San Francisco, Cal.

'Way Out Front!

The New Revolutionary MOTOR BIKE

#650

a CASTELLI exclusive!

Nothing else like it on the market! Another Castelli original, this long, low-slung motor bike is designed for the FUTURE! Striking in appearance. Heavy gauge steel deep drawn construction like modern cars. Realistic instruments on handle bar. Simplified trainer wheel assembly. Chain driven. SELLS ON SIGHT! A product of 35 years of engineering know-how and manufacturing experience!

F. C. Castelli Co.

Cottman and Edmund Streets
Philadelphia 35, Pa.

as advertised in LIFE

EASTERN STATES AND WEST COAST
Riemann, Seabrey Co., Inc.
1707 Broadway
New York 14, N. Y.

MID-WEST
C. L. Bradford & Assoc.
1486 Merchandise Mart
Chicago 54, Ill.

SOUTH
Coursey & King, Inc.
2263 Peachtree Rd., N. E.
Atlanta, Georgia

SOUTHWEST
Hughes-Stocks
1064 Santa Fe Bldg.
Dallas, Texas

MOUNTAIN STATES
A. F. Wells, Inc.
157 Motor Ave.
Salt Lake City, Utah

MULTIPLY YOUR PROFITS!

with Craftint K-9 ANIMAL SERIES

NUMBERED PAINTING KITS

$1.69 each
($1.89 west of Denver)

K-9 is immediately available in the following new sets.

DOGS
K-9A Beagle
K-9B Black Cocker Spaniel
K-9C Honey Cocker Spaniel
K-9D Shepherd
K-9E Boxer
K-9F Collie
K-9G Dachshund
K-9H Boston Bull

CATS
K-9J Siamese Cat
K-9K Silver Tabby

HORSES
K-9L Chestnut Hunter
K-9M Dappie Grey

GET SALES "DOG"-GONE FAST!

Nothing uncanny about us! We just picked up our cue and came on with a new line of MORE wonderful Craftint portraits of the most appealing and beloved of all animals . . . DOGS! K-9, the First of our specialized paint-by-number sets, was created to answer a specific demand. Each new K-9 set contains two (9x12) matching animal subjects on mounted numbered panels. Sufficient colors in wide-mouth jars. Artists' brush and bottle of brush cleaner. No subject has deeper appeal. No set features finer art or equipment. No set is better priced to really "move". Don't keep your pre-sold customers waiting. Order Now! Standard packaging is 12 of one number, OR assorted. Shipping weight 18 pounds.

Remember, too, Craftint's other Paint-by-number sets . . . the BIG 3, and the regal KING SIZE.

THE **Craftint** MANUFACTURING COMPANY
1615 COLLAMER AVENUE CLEVELAND 10, OHIO

VESPA MOTOR SKOOTER

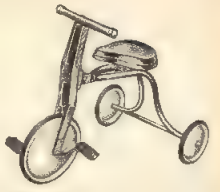
B248/840—Castelli Motor Bike. A long low slung motor bike designed for the future, chain driven, heavy gauged steel, deep drawn construction, realistic instruments on handle bar, plastic windshield and rubber handle grips. Overall length 83", height 37", width 17". Front wheel 8" with 1¾" tire; rear wheel 9½" with 1¾" tires. Finished in red with white trim. Each in carton. Weight 29 lbs. .. Each $32.00

TOW TRIKE

B248 544—Junior Tow-Trike. Tractor tread, semi-pneumatic molded tires 1¾". Hand operated chain hoist and tow hitch, ball bearing front wheel, unbreakable windshield, 2" steel tubing head frame, heavy gauged steel fork, bicycle type mud guard, heavy gauged riveted steel wire spokes, Chrysler oil-lite bearings in rear wheels ⅝" steel tubing handlebar, stamp steel saddle seat, coil springs. Adjustable rubber pedals. Finished in Indian red with white and black trim. 16" front wheel 10" rear wheels. Each in carton. Weight 28 lbs..... Each $26.00

PEDAL BIKES

B248/900—Junior Pedal Bike. 8" front wheel, 5" rear wheels; ⅝" rubber tires; 2" steel tubing head; 1¼" tubing backbone, 1-pc. stamp steel fork, double disc wheels, plain bearing, saddle seat adjustable, rubber pedals, Indian red finish with ivory wheels and ivory handle bar. Each in carton. ... ...Each $6.40

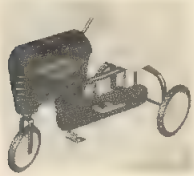


B248 513—Pedal Bike. Rigidly welded, ⅝ inch steel tubing frame. Equipped with free turning Compo bearing swivel. Heavy solid steel stamped fork with gracefully curved handle. Adjustable steel seat. Overall length 19¼ inches, 7 inch front wheel, ½ inch tires, 5 inch rear wheel ⅜ inch tires. Each in carton. Weight 7 pounds. . . . . Each $5.00

MURRAY-OHIO TRACTORS

B248 827 — Murray Tractor. Length 35½", width 19½", height 17⅝"; 1¼" tubular frame; heavy gauge steel hood with gear shift lever, all steel spring type adjustable seat; 8" ball bearing front wheels; 10" ball bearing rear wheels; driving mechanism, ball bearing pull straps; ball bearing rear axle supports; steering mechanism, universal joint allowing 360 degrees turning, 1¾ semi-pneumatic tires; finished in red baked enamel with white trim. Each in carton. Weight 29 lbs. ....Each $26.00

CASTELLI TRACTORS AND ACCESSORIES



B248/838—Castelli Super Tractor with Direct Gear Drive. Streamlined to meet the modern trend. Enameled in red with white trim. Heavy duty rear tractor tires. Body made of heavy gauged steel. Overall size, length 37", width 17½", height 26". Each in carton. Weight 38 lbs Each $26.00

B248/837—Standard Tractor. Durable wheel goods improved road tested models, re-engineered for longer life and trouble free operation, easily operated by three-year-olds. Made of heavy gauge steel, designed with smooth rolling ball bearing wheels, packed set up with wheels disassembled. 19 inch rear disc wheels with 1 inch solid rubber tires, 6 inch front wheel with 1 inch solid rubber tire, length 37 inches, width 16 inches, height 25 inches. Each in carton, weight 24 lbs. Comes in red and yellow colors, black trim. Each $19.00

B248/826—Same as B248/827, only width 22". Heavy gauge steel platform, ball bearing chain drive mechanism; a drive ratio of 1.76X1 affords maximum pedaling ease; steel chain guard enclosed; standard bicycle roller type chain. Each in a carton. Weight 38 lbs.....Each $39.00

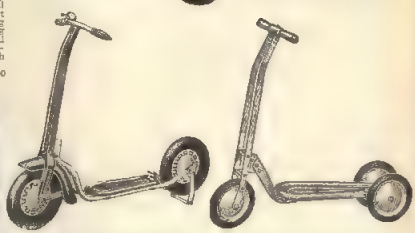
B248/839 — Trailer Attachment. Can be used on standard or super models, made of heavy gauge steel, rubber tired disc wheels red and yellow colors, set up, handle and wheels disassembled, length 33 inches, width 16 inches, height 9 inches, weight 14 lbs.....Each $10.70

B248/828—Dumptrac. To go along with B248/826 and 827. Length 28 inches, width 18½ inches, dump box easily operated from seat position, made of heavy gauge steel; full ball bearing 8 inch double disc wheels, ⅝ inch rubber tires, vermilion baked enamel with white trim Each in carton. Weight 16 pounds. ... ... Each $13.00

SKOOTERS

B248/505—The DeLuxe Model Scooter, with big balloon tires that give an airflow ride. Size: length 38 inches; height 34 inches. Wheels 10 inch disc "Compo" bearings, tires 10 inch by 1¾ inch, tubular steel handle with rubber grips, brilliant red baked enamel. Wheels beautiful sparkling gray enamel with red stripe. Equipment: parking stand and brake. Packed 1 in carton, 16½ lbs. Each $7.00

B248/504 — Radio Scooter, length 33 inches, height 30 inches, 7 inch wheels, 1¾ inch rubber tires. Packed in carton Weight 8½ lbs. Each $5.00

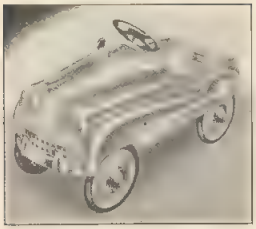


B248 514—Scooter Length al height 38" 12½" x 3 streamline fork board with 1 ... part ... wheels, ... compo bearings ... balloon tires, 1⅞ inch, ... frame with red trimmings, black fenders. Each in carton Weight 18 pounds Each $10.40

B248/515 — Three Wheel Scooter. Length 24 inches, height 25 inches, 5 inch double disc plain bearing wheels, with ½ inch rubber tires, streamline foot board 5½x11¼ inches finished in red and blue, two-tone ivory wheels, packed 6 in carton. D.S. Weight per carton, 35 lbs. .... .. Per dozen $43.20

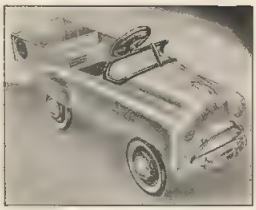
SUPER SONIC JET AUTO

B248/847—Murray Super Sonic Jet Dyna-Chain Drive Length 45", wing spread 25", 8" double disc ball bearing wheels, 1¾" semi-pneumatic tires, chain drive, ballbearing crank-hanger and rear axle mountings. Drive ratio affords maximum pedaling ease. Standard bicycle roller type chain. Universal joint steering mechanism, $60 ... sleeve ball bearing rear ... dual ... chrome pedal tires ... Package and deliv ... ing finished ... sphere ... bladders, wheels, chain guard and other trim ... rocket red Each in carton Weight 38 lbs Each $46.00

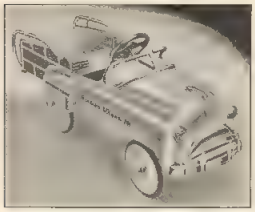


B248/829—Mercury Champion Juvenile Auto. new ball bearing construction, length 36 inches, width 17 inches, heavy gauge steel used in body and under gear, 8-inch double disc wheels, ball bearing pull straps, rear axle hangers, new improved undergear design for easier pedaling and more leg room. Improved steering mechanism permitting turning in smaller circles chrome plated radiator ornament, white enameled windshield, fabric type seat pad, rubber black pedals, ⅝-inch solid rubber tires, body finished in light blue enamel with white trim and silver enameled grill. 1 per carton, shipping weight 29 lbs. . . . . Each $20.00

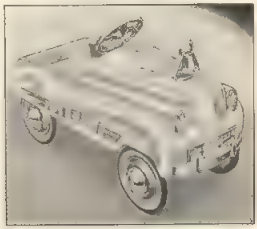
B248/830—Murray Torpedo. Length . . . to 17" Full ball bearing construction; heavy gauge steel; 8" double disc wheels, driving mechanism, ball bearing pull straps; new improved design steering mechanism permits turning in smaller circles; chrome plated front and rear bumpers, radiator grill and hood ornaments; windshield; chrome plated dummy type head lamps, port holes; fabric type seat pad; plastic bulb type horn; 1" fancy tread solid rubber tires, rubber block pedals, body finished in light grey vermilion trim and wheels. Each in carton. Weight 39 lbs. . . . . Each $38.00



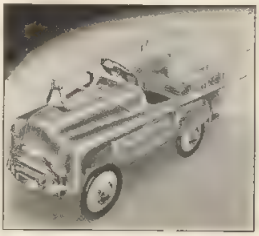
B248 846—Murray Dyna Chain Drive Dump Truck. Full ball bearing . . . 47" width 17" Ball bearing . . . mechanism. Drive . . . pedaling ease. Dump box easily operated from seat position. Fabric . . . pad, ⅝ . . . rubber pedals. Body . . . with back step . . . finished in . . . wheels. Each in carton. Shipping weight 47 lbs. Each $33.50



B248 832—Station Wagon. Full ball bearing construction; . . . may be raised or lowered. Length 47", width 17" heavy gauge steel, driving mechanism; ball bearing . . . straps, improved steering mechanism permitting turning in smaller circles, front bumper enameled in silver; tubular steel hand rails; fabric type seat pad ⅝" solid rubber tires rubber block pedals; body and box in gold baked enamel, body panels in maroon. Each in carton. Shipping weight 401 lbs. . . . . Each $29.50



B248 824—Murray Fire Chief Auto, Dyna-Chain Drive. Length 36", width 17", 8" double disc ball-bearing wheels, ball bearing chain drive mechanism, pedal crank rotates in a ball bearing hanger, rear axle attaches to frame by ball-bearing units. Drive ratio affords maximum pedaling ease. Fabric type black seat pad, ⅝" solid rubber tires, rubber pedals, body in vermilion baked enamel with yellow trim and silver enamel grill. Each in carton. Weight 42 lbs. . . . . Each $26.00



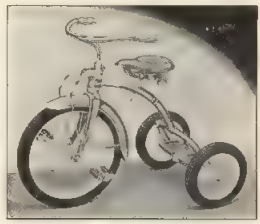
B248/833—Murray Fire Truck. Full ball bearing construction. Length 47"; width 17", heavy gauge steel; 8" ball bearing wheels, double disc; ball bearing pull straps, new improved design undergear, new improved design steering mechanism permitting turning in smaller circles; silver enamel front bumper; windshield, bright plated bell; two wooden varnished ladders; enameled tubular rails, fabric type seat pad; ⅝" solid rubber tires, rubber block pedals; body finished in vermilion baked enamel with white trim. Each in a carton. Weight 40 lbs. . . . . Each $31.00

VELOCIPEDES

B248 804—Junior Tubular Velocipede. Has . . . bearing front wheel, new truss rods and fender . . . de Full . . . wood cushion rubber tires. New junior jet design, rear step plate, mud guard heavy gauged riveted steel wire spokes. Full rounded 1" rubber tires. Steel tubing handlebar, adjustable, Saddle seat, stamp steel with extra large top, adjustable, rubber pedals. **Front wheel 12 inches, rear wheels 8 inches.** Blue finish with red and white trim Each in carton. Weight 18 lbs. . . . . Each $13.50

B248/805—Same as above but 16" front wheels, 10" rear wheels. Weight 22 lbs. . . . . Each $17.50

B248/806—Same as above but 20" front wheels, 12" rear wheels. Weight 24 lbs. . . . . Each $20.00



B248/814 — Murray DeLuxe Multi-Spoke Ball Bearing Velocipede. 1¾" semi pneumatic molded tires. Maroon, red, white color combination. Heavy gauged steel frame. Heavy gauged steel platform, new designed fender, double block pedals, adjustable chrome plated handle-bar, red vinyl saddle, chrome springs, red plastic grips, chrome plated truss rods, 16" front wheels, 8" rear wheels Each in carton. Wgt. 23 lbs. Each $22.50

B248/815 — Same as above 12" front wheels, 8" rear wheels Each in carton. Weight 25 lbs. . . . . Each $24.00

B248/816 — Same as above 16" front wheels, 10" rear wheels Each in carton. Weight 28 lbs. Each $27.00

B248/817 — Same as above 20" front wheels, 12" rear wheels Each in carton. Weight 32 lbs. . Each $30.00

B248/818—Murray Super Deluxe Ball Bearing Tangent Spoke Velocipede. 1¾" heavy gauge tubular steel frame, full sleeve bearing head 2" diameter, heavy gauge steel platform; new design fender, ball bearing pedals, adjustable chrome plated handle bar; trexel saddle, double coil chrome springs, chrome plated thrust rods; 1¾" semi-pneumatic tires, white side walls; chrome plated bell, . . . platform finished in black baked enamel; red fender handle bars in white with black and white trimming Each in carton Weight 26 lbs. **Front wheel 12" rear wheels 8".** . . . . . Each $30.00

B248/819—Same as above only front wheel 16"; rear wheels 10"; weight 29 lbs. . . . . Each $32.00

B248/820—Same as above only front wheel 20"; rear wheels 12"; weight 32 lbs. . . . . Each $35.00

WHEEL GOODS

BABY WALKER

Length 25", width 19", height 17". Seat of seasoned lumber finished white. Metal back finished white with red trim. Detachable handle. 5" front wheels, 7" rear wheels with 5/8" rubber tires. Removable foot pan. White rubber bumper Pkd. 1 to a carton, Wt. 21 lbs.

No. 6085.....Baby Walker
Each..... $ 7 70

HAMILTON SCOOTER

Length 39", height 32" with streamlined footboard and 10" artillery type wheels and rubber tires. Blue enamel frame with red and white trim. Pkd. 4 to a carton, Wt. 21 lbs.

No. 1141.....Hamilton Scooter
Case Lots, Each..... $ 2.50
Less than case lots, Each..... $ 2.75

SCOOTER STANDS

This cleverly designed, sturdy stand is the ideal means for displaying your scooters. Stand is 13½" high, 8½" base; aluminum finish band steel upright with clips on sides for price tags. Black rubber tip on top. Pkd. 1 set of 3 in a carton, wt. 5 lbs. per set.

No. 60 ..... Set of 3 Scooter Stands
Per Set $3.00

Notcie!

DEALER PRICE FOR PAGE 9-10

No. F100A Farmall Tractor..... $22.63
No. F101A Farmall Trailer..... $ 5.83

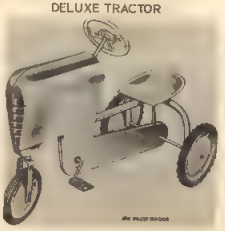
CASTELLI METAL TOYS

VESPA MOTOR BIKE

Heavy gauge steel body. Chain drive. Complete with Spare wheel & tire, windsheild and luggage carrer. Front wheel 7½" dia. rear wheel 9½" dia. 34" high 36" overall length. Pkd. 1 to a carton, Wt. 29 lbs.

No. 650.....Vespa Motor Bike
Each..... $17.15

DELUXE TRACTOR



Heavy gauge steel hood, wielded tubular steel frame. Chain drive with heavy gauge steel chain guard. Adjustable seat, 7½" front wheel, 9½" rear wheels 25" overall height, 38" long. Pkd. 1 to a carton, Weight 28 pounds.

No. 610.....Deluxe Tractor
Each..... $13.30

STANDARD TRACTOR

Heavy gauge steel hood, welded tubular steel frame. Push pedal drive. Heavy rubber tractor type tires. Body, frame and wheels bright red baked enamel with white lettering and trim. Size 37" long 19" wide and 26" high. Pkd. 1 to a carton, Wt. 24 lbs.

No. 600..... Standard Tractor
Each $10.60

TRAIL-R

Heavy gauge steel construction with tubular steel frame and heavy rubber tires. Bright red finish with white trim. Easily attaches to tractors. Pkd. 1 to a carton, Wt. 16 lbs.

No. 603.....Trail-R
Each ..... $ 5.67

SLEDS

GARTON ROYAL RACER SLED

Streamlined, with rear of sled lower than front. T shaped grooved runners of high carbon crucible steel with curled runner ends. Sturdy decks of selected hardwood, decorated in red and black coated with natural varnish. All metal parts finished in red enamel. Pkd. 2 to a carton.

No. 7154-54" Sled. Wt. 24 lbs. per carton. Each ..... $ 5.00

No. 7145-45" Sled. Wt. 19 lbs. per carton. Each ..... $ 4.00

No. 7140-40" Sled. Wt. 17 lbs. per carton. Each ..... $ 3.00

YOU NEED THIS
MONEY-SAVER
ON YOUR TRACTOR

Fairbanks-Morse Super Spark Magnetos defy breakdown — eliminate costly ignition tie-ups. Built in one compact self-contained unit—oversize high tension coils—large long lasting breaker points—ball bearing supported one piece magnetic rotor. Years of field service prove their dependability and endurance. Types for most engines.

IMPULSE COUPLING ASSURES FAST STARTING

An impulse coupling of simple yet unusual design is part of every Super Spark Magneto.

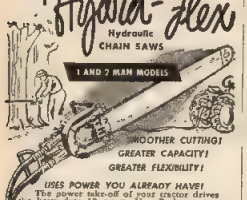
The impulse action of the coupling intensifies the starting spark supplied at low speeds, while at the same time automatically retarding the ignition spark—disengagement at higher speeds is automatic.

Years of proven service attest to their quality and dependability.

See your Fairbanks-Morse service station or distributor or write Fairbanks, Morse & Co., Magneto Division, Beloit, Wisconsin

FAIRBANKS-MORSE
A name worth remembering

VON RUDEN
Hydra-Flex
Hydraulic CHAIN SAWS
1 AND 2 MAN MODELS



SMOOTHER CUTTING!
GREATER CAPACITY!
GREATER FLEXIBILITY!

USES POWER YOU ALREADY HAVE!
The power take-off of your tractor drives the heavy-duty 30 g.p.m. Von Ruden pump. Smooth, hydraulic power is transmitted thru flexible hoses to 20 pound 12 h.p. field motor. No vibration!

LIGHTWEIGHT, POWERFUL! 12 H.P. Fells trees, bucks logs, saws at ANY angle. One man models quickly convert to two man models. Any Hydra-Flex Saw converts to units shown below.

UNIVERSAL POWER DRIVE
Here are 12 smooth, flexible h.p. to drive elevators, shellers, augers, etc. with power you already have.

POST HOLE DIGGER
Maximum capacity! Easy handling! Digs clean cut holes . . . FAST!

Write for FREE FOLDER

IF YOUR DEALER CANNOT SUPPLY . . . WRITE DIRECT!
HYDRA-FLEX, INC.
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New RED RICH Everbearing
STRAWBERRIES

NEW! RICH! bears large, juicy berries from June Frost. The best everbearer yet developed. It is a complete line of other popular strawberry varieties. Full descriptions in our FREE catalog. Order plants in fewer trees. Fruit plants, evergreens, shrubs, perennials, roses, and shade trees. Write today for your FREE copy.

Ackerman Nurseries, 14 Lake St., Bridgman, Mich.

Ministry of Agriculture issued orders "to alleviate the meat shortage" as follows: "All sows of more than eight months of age must become pregnant by the end of July at the very latest. If a cow has delivered, she must again be pregnant within a maximum of seventy-five days. In order to increase egg production, farmers are to supply every twelve hens with one rooster and every three geese with one gander. Nonfulfillment of the production will be punishable as economic sabotage."

* * * *

FOR WINTER SPORT this column recommends rat killing. If rats are too big game, how about going after *Mus Musculus*, who wreaks more damage then any other animal except the rat. Despite his big damage, he is about the smallest of rodents. His Latin name means "little thief"; we know him as the house mouse. He can be trapped more easily than the rat. Peanut butter makes choice bait, as do bacon, cake, and chocolate. Mice like warfarin, too. Put it around in Mason jar lids, or, better yet, cut mouse holes in the ends of cigar boxes, and put warfarin inside.

*

The mouse is a cute little fellow, who considers granaries, cribs, and barns as suitable to contaminate and destroy in, as does the repulsive rat. Whether he can be exterminated I don't guess. Any farm can exterminate all its rats if one person will make it his business to keep plenty of warfarin in the right places for a month.

* * * *

A BRITISH nutritionist, Mr F. Le Gros Clark, has written: "It used to be said that every new baby born brought a pair of hands into the world, as well as a stomach to be fed. That is still true - but unfortunately it does not bring also a fresh acre of cultivatable soil. . ."

* * * *

THE BIG QUESTION this year: Shall we continue to pile overwhelming surpluses on to the government until their weight crashes the farm economy, or until consumer-taxpayers turn, completely against farmers? Or will it be better to pursue moderate programs that can lead to real prosperity?

Editor-in-chief

Changing Your Address?

If you are planning to move within the next month please send us your new address *now*. Send both old and new addresses; send printed address label from your last copy. Also please notify your Postmaster. *This is important to you.* Allow five weeks for the first copy to reach your new address.

Year 'Round Farm Tool!
Merry Tiller®

- Handy, all-in-one power tiller, rotary cultivator, garden tractor with many uses.
- Loosens packed or frozen silage quickly.
- Cuts weeds, grass—sickle bar attachment.
- Tills and mulches up to 18" deep in every kind of soil.
- Weeds up close to plants.
- Tines are fully guaranteed.
- Automatic safety clutch.

Patented
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Ask for Free Demonstration
See sturdy Merry Tiller work the soil, do other jobs. Dual gripper-leverage plus light weight, it out-performs heavier machines. 2 h.p. motor. Dealer inquiries are invited.
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Where everyone has fun!

All kinds of spectator sports . . . recreation in which everyone can participate . . . an amazing variety of entertainment . . . nearby attractions—it's really true that "everyone has fun" in the Sunshine City. Plenty of accommodations. Plan now for your finest vacation. For free booklets address
G.W. Davenport, Chamber of Commerce, St. Petersburg, Florida.

10 FOR $1.00 BLUE SPRUCE

10 Colorado Blue Spruce 6 yr. transplanted, 3 to 6 in. tall—only $1 postpaid. 12 only $2 postpaid! Another Bargain 10 Evergreens 12 inches tall 3 and 4 yr. old transplanted 4 to 10 in. tall. Five each Red Pine, Scotch Pine, Norway Spruce White Spruce all 10 for $1. Write for Mirror, color catalog. FREE. Illustrated price list of small evergreen trees. ALL TREES GUARANTEED TO LIVE

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DE LUXE MODEL
Embossed design, Stainless Steel expansion bracelet. New, round, colorful dial. Slim Chrome Plated case, Stainless Stee back.
5631 CU 463
Retail $6.95

POPULAR MODEL
Beautiful Chrome Plated case, Stainless Steel back. Genuine leather strap, western fittings.
5623 CU 300
Retail $4.50

Roy + Dale
ON N.B.C. TV
COAST TO COAST

NEW SLIM MODEL – Attractive round dial, Chrome Plated case, Stainless Steel back. Genuine leather western style strap.
5629 CU 330
Retail $4.95

Dale Evans
"QUEEN OF THE WEST"

WRIST WATCHES FOR GIRLS

ADVERTISED IN LIFE

NEW
SMALLER DE LUXE
Slim, smart, 10 Kt. Rolled Gold case Stainless Steel back. Genuine leather strap and western fittings.
5630 CU 480
Retail $5.95

Attractive Chrome Plated case Stainless Steel back. Colorful, illustrated round dial. Genuine leather strap with space design and fittings. Each watch individually gift packaged on dramatic rocket for presentation for display!
5642 CU 330
Retail $4.95

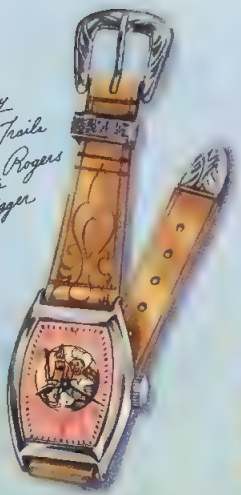
SPACE EXPLORER
Tells Time . . . Tells Direction! Ingenious combination jewelled compass and wrist watch. Chrome Plated case, non-shatter crystal, genuine leather space design strap and fittings.
5667 CU 410 Retail $5.95

SPACE RANGER
Features picture of ROCKY JONES on colorful dial. Lustrous, Chrome Plated case, Stainless Steel back, non-shatter crystal, genuine leather strap with decorative space design and fittings.
5633 CU 300 Retail $4.50

MILWAY — of Milwaukee

DE LUXE MODEL — Stainless Steel embossed design expansion bracelet. New round dial, silver Chrome Plated case, Stainless Steel back. Signature of Roy Rogers and Trigger engraved on bracelet plaque

5615 CU 463
Retail $6.95



POPULAR STYLE — Attractive Chrome Plated case, Stainless Steel back. Genuine leather strap and western fittings.

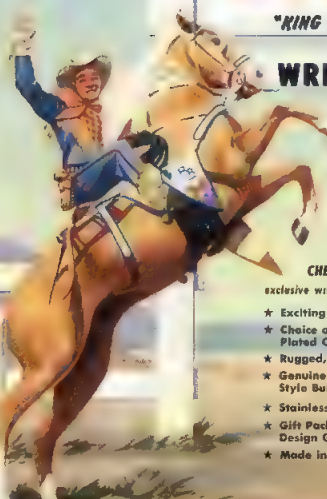
5613 CU 300
Retail $4.50

NEW THIN ROUND — Chrome Plated case, Stainless Steel back. Genuine leather western style strap

5611 CU 330
Retail $4.95

ROY ROGERS

"KING OF THE COWBOYS"



WRIST WATCHES FOR BOYS

ADVERTISED IN **LIFE**

America's Number One Western Star

ON NBC-TV COAST TO COAST

Roy Rogers, "King of the Cowboys," gets Top Billing in every field — Television, Motion Pictures, Radio, Comic Books, Fan Mail and Personal Appearances. That's why Roy Rogers wrist watches are *Top Sellers* everywhere . . . thrilling gifts for every youngster!

CHECK THESE TOP-SELLING FEATURES

exclusive with ROY ROGERS and DALE EVANS Wrist Watches

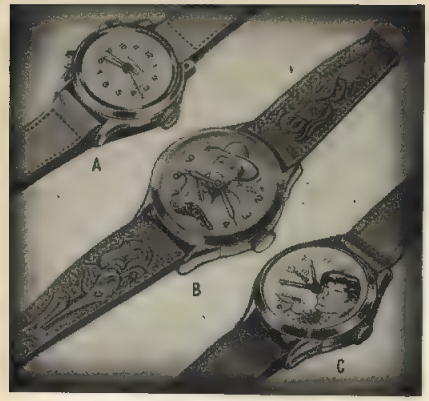
- ★ Exciting New Colorful Dials
- ★ Choice of 10 Kt. Rolled Gold or Chrome Plated Cases
- ★ Rugged, Reliable Timekeepers
- ★ Genuine Leather Straps with Western Style Buckle and Tip
- ★ Stainless Steel Backs ★ Non-Shatter Crystals
- ★ Gift Packaged in Unique, Western Design Gift Box
- ★ Made in U.S.A. ★ FULLY GUARANTEED

NEW SMALLER DE LUXE Smart slim 10 Kt. Rolled Gold case. Stainless Steel back. Genuine leather strap and western fittings.

5614 CU 400
Retail $5.95

Dale Evans watches (fashioned for smart young cowgirls (see other side)

MILWAY — of Milwaukee



Selected New Haven Watches

(A) GENE AUTRY ANIMATED WATCH—Gun on dial actually "shoots" 120 times per minute—sensational animation. Swiss movement Full colored luminous dial and unbreakable crystal

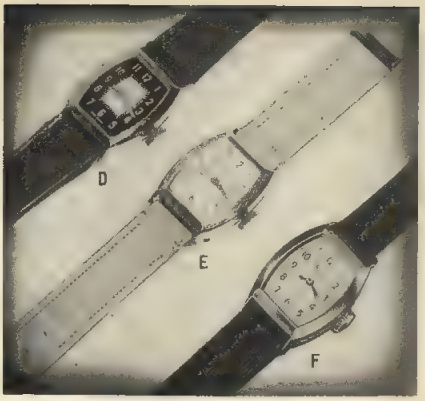
5650CU487 ..... **Retail $6.95**

(B) CHRONOGRAPH TIMER STOP WATCH—A combination telemeter and tachometer Dial with stop watch feature Wonderful for timing races, speed of moving objects, etc

5648CU530 ... **Retail $7 95**

(C) LIL' ABNER WRISTWATCH—Donkey on dial actually moves up and down. Sensational animation. Attractively colored Li'l Abner dial Unbreakable crystal, leather strap. Excellent time keeper

56070CU487 **Retail $6.95**



Popular Ingraham Wrist Watches

(D) VOGUE WRIST WATCH—Durable metal case and chrome plated back. Leather strap, non-breakable crystal Easy-to-read black metal dial. Rugged, tonneau shaped movement

5619CU276—With Radium Dial . . . . **Retail $3 95**

5618CU245—With Regular Dial . . . . . **Retail $3.50**

(E) INGRAHAM GRALETT—Small size, 10 carat, rolled gold plated case with embossed bezel and chrome plated back. Pigskin leather strap. Individually boxed.

5620CU350 ..... **Retail $5.60**

(F) TREASURE WRIST WATCH—10K rolled gold case front. Chrome plated back. Non-breakable crystal Leather strap. Raised gilt numerals metal dial. Gold plated hands.

5625CU322 .... **Retail $4.95**

TIP TOP LUMINOUS WATCH—Nickel plated pocket watch with luminous hands and numerals Exclusive New Haven compensating hair spring makes it keep better time under extremes of heat and cold.

5622CU233 ..... **Retail $3.50**

5601CU197—As above without luminous dial and numerals... ..... **Retail $2.95**

INGERSOLL "SWEEPSTER" POCKET WATCH—A sure hit! The exclusive new Ingersoll shockproof watch with red full sweep second hand that makes a complete circle of the dial. The seconds are indicated on the outer edge of the dial. Has a standard beat movement. Chrome plated case. Unbreakable crystal Electronically timed. Fully guaranteed

5644CU277 ..... **Retail $3.95**

INGRAHAM VICEROY POCKET WATCH

Durable, dust-tight, thin nickel plated case. Nonbreakable, clear crystal, white metal dial. Quiet accurate movement. Trim hands finished in deep blue lacquer.

5626CU185 ... .**Retail $2.75**

(A) MASONIC EMBLEM—14K Gold with Palladium Top. Genuine Diamond .05 ct.

210-100DU2550 ... **Retail $50.00**

(B) SHRINE EMBLEM—14K Gold with Palladium Top Set with Five Genuine Diamonds

210-101DU3450 .... ..**Retail $67.50**

(C) SHRINE EMBLEM Solid Platinum Top set with Seven Genuine Diamonds. Total Weight .20 ct

210-102DU8500 ..... **Retail $160.00**

All above are priced F.O.B. Illinois Add 20% Federal Excise Tax if not for resale

WRIST COMPASS—Induction damped—jewelled luminous Compass with gray die cast case with polished bezel and magnifying type crystal. Gray nylon wrist strap. Aluminum dial has white markings on a black field. Luminous arrow for night reading. Jeweled. Hardened and polished pivot 1¼" diameter ½" deep, 8½" strap

5669C195 . ..... **Retail $3 25**

LAPEL COMPASS—Ideal for frequent readings Induction damping provides fast reading without dial flutter. Gray plastic case, polished metal pin and clip. Jeweled. Hardened and polished pivot. Magnifying crystal Aluminum dial with white markings on black background. Luminous arrow for easy reading in darkness. 1¼" diameter.

5630C180 ...**Retail $3 00**

SHOCK-RESISTANT means a watch will withstand unusually rough treatment without stopping or losing time. If you drop it or bump it, it will keep right on ticking. Shock-resistant watches are ideal for children and active sports enthusiasts. All watches listed on both of these pages are shock-resistant.

Storyland Character Watches for Children

(A) MICKEY MOUSE WRIST WATCH—Mickey Mouse on the dial tells time with his luminous hands. Chrome case with stainless steel back. Shock-resistant small size model with standard beat movement, washable red vinylite strap
5621CU487.....**Retail $6.95**

(B) CINDERELLA WRIST WATCH—Small chrome case and pink dial with Cinderella dressed in her blue ball gown. Shock-resistant, standard beat movement, blue watch band. Nestled in a transparent plastic slipper in gift box.
5641CU487.....**Retail $6.95**

(C) SNOW WHITE WRIST WATCH—Watch is mounted on mirror which has an easel back and becomes a small dressing table mirror. Shock-resistant small size model with stainless steel back, standard beat movement, bright red washable strap.
5653CU487.....**Retail $6.95**

(D) ALICE IN WONDERLAND WRIST WATCH—Alice is colorfully illustrated on pink dial. Small size model with chrome case, stainless steel back, adjustable blue band. Shock-resistant, standard beat movement. Watch floating in transparent teacup in colorful illustrated box.
5668CU487.....**Retail $6.95**

(E) HOPALONG CASSIDY WRIST WATCH—Small size with 1 3/16" wide case. Grey dial with illustration of Hopalong Cassidy set in chrome bezel. Red hands and numerals. Shock resistant, standard beat movement. Black leather cowboy strap. Each watch signed with message from "Hoppy."
5663CU487.....**Retail $6.95**

INGERSOLL "SWEEP" WRIST WATCH—Shock-proof watch with electronically timed standard beat movement. Fully guaranteed. Modern styled round chrome case, stainless steel back. Easy to read silvered dial with black numerals and hands, sweep second hand.
5646CU487.....**Retail $6.95**

INGERSOLL "DELUXE" WRIST WATCH—Dainty round chrome case, stainless steel back. Shock-proof, electronically timed, fully guaranteed. Standard beat movement. Satin silver finished dial with black hands, numerals. Grey pigskin tapered strap.
5647CU487.....**Retail $6.95**

MONROE WRIST WATCH Modern square case with yellow top and stainless steel back. Shock-resistant, V-Conic movement with Armalloy bearings. Plain leather band.
56021CU663.....**Retail $9.95**

Add 10% Federal Excise Tax If Not for Resale

GIFT WRAPS

Big 321-pc. Christmas Kit

-- 33 sheets printed paper, new Christmas designs, 20x30"
-- 15 sheets crisp White tissue paper, 20x30"
-- 90 ft. (3 cards) of ¼" Cello ribbon, 1 Red, 1 Blue, 1 Green
-- 60 ft. (2 cards) of ¼" Silver Star Cello ribbon: Red & Blue
-- 36 ft. (3 cards) of 3/16" rayon Kurl ribbon, asst. 2-tones
-- 27 ft. (3 hanks) of 3/8" Lustra-Glo ribbon, Xmas colors
-- 140 full-color lithographed seals
-- 60 two-tone metal foil seals
-- 30 full-color lithographed enclosure cards
-- 30 full-color lithographed tags to match cards
-- 1 gift box; 1 instruction sheet for wrapping gift packages

Make each gift a shining success with this gay 321-pc. wrapping kit! In one compact box . . . all the bright paper, gummed seals, colorful ribbons and cards you need to wrap over 40 gifts!

451-005 B199 Christmas Kit (321 pieces) **$3.98**

Kiddie Kabinette. Designed exclusively for small fry! Fitted with accessories that help children form good grooming habits . . "Good Morning" and "Good Night" nylon-bristled toothbrushes, Lucite hair brush, comb and nylon-bristled nail brush. Plastic tumbler, small beveled mirror. White Lustrex plastic cabinet can be hung low on wall (or set on low shelf). Magic Mount fastens securely to any type wall without nails or screws.

664-755 B210 Kiddie Kabinet, 6x4x2½" deep **$2.95**

"Tender Age" 3-Pc. Child's Set by Winfield China. Makes every meal a party -- it's so pretty and colorful! Hand-decorated clown grins from bottom of the cereal or soup bowl, the raised-edge plate, and the cup side. Winfield vitrified China . . . oven proof, chip-resistant, beautiful! Bowl, 3½" diameter, plate 8", cup 3¼" tall -- has squared bottom.

471-326 B340 Pink Set. Retail Price **$4.95**
471-334 B340 Blue Set. Retail Price **4.95**

Cinderella by Disney. This charming watch comes in a plastic "glass" slipper . . . shows the pretty fairy-tale favorite in blue gown to match ribbon band. Pink dial face. By U.S. Time, with wear and shock-resistant Chrome Case.

118-323 A487 Gift boxed **$6.95**

Hopalong's here to tell time western style! Shockproof watch by U.S. Time Corp. Gray dial, chrome case . . fancy western buckle fastens black leather strap. And Hoppy's autograph is right on every watch!

118-331 A487 Gift boxed **$6.95**

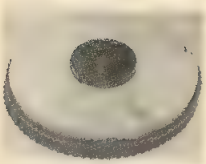
Mickey Mouse with time on his hands! Frisky Mickey points to red numerals on the chrome-cased, sturdy U.S. Time watch. Washable red vinylite strap is leather-backed.

118-315 A487 Gift boxed **$6.95**

Snow White by Disney. Bewitchingly beautiful U.S. Time watch with 4x5½" Magic Mirror. Snow White wears a yellow gown and red cap. Chrome case, sturdy red ribbon band.

118-307 A487 Gift boxed **$6.95**

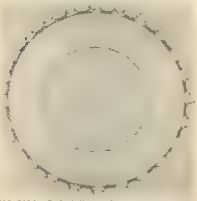
UNUSUAL GIFTS FOR THE HOSTESS



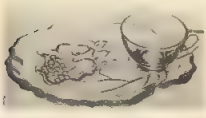
N214/6077—15 inch Glass Lazy Suzan, ball bearing with eight individual glass dishes four forest green and four chartreuse. Individually boxed. . . . . Each $9.00

"Richelieu" Glassware

Clear Crystal with open, ball design edge.



N214 6194—Salad Plate 8 Piece Set. Plates 8¾ inches in diameter. Packed 1 set of 8 pieces. Per set $2.80



N214/6164—Snack 8 Piece Set. Gaiety pattern. Consisting of 4 clear glass trays with embossed decoration and 4 clear glass, handled cups. Packed 1 set. Per set $1.80

N214/6195 — Tea and Toast 8 Piece Set. Consisting of four 5¾ inch plates with well for cup and 4 clear crystal cups with handles. Packed 1 set. Per set $2.80

N214/6185 — 8 Piece Dessert Set. Apple shape. Colors. Chartreuse, forest green, burgundy and grey. Packed 1 set. . . Per set $2.80

N214 6183—8 Piece Tea and Toast Set. Consisting of four cups and four trays in chartreuse, forest green, burgundy and grey. Packed 1 set. . . Per set $3.80

N214/6165—Salad Bowl 3 Piece Set. Consisting of one 10½ inch diameter bowl with black plastic fork and spoon. Packed 1 set. Per set $2.80

N214/6189—11 Pc. Salad Set. Consisting of 1 large, apple shape, dark green bowl, 8 chartreuse individual bowls same shape, and one ivory salad fork and spoon. Packed 1 set to carton Per set $5.50

SAVE THIS CATALOG

Many Items Available All Year Around

Matched Chicken Design Serving Pieces

Off-White Body with Chicken Decoration in Black and Red

N205/4027—Stacked Tea Set. Consisting of Teapot, creamer and sugar. The creamer and sugar stack easily on top of teapot taking up little storage space. Individually boxed . . . . Per dozen sets $48.00

N205/4030—Salt and Pepper Shakers. Boxed 1 pair. . . . . Per dozen pair $18.00

N205/4031—Casserole. Individually boxed . . . . . Per dozen $21.60

N205/4034—Hors d'oeuvres Tray. Individually boxed . . . . . Per dozen $48.00

N205/4029—Two-Piece Snack Set. Cup and saucer. Packed 1/6 dozen sets. D.B . . . . . Per dozen sets $21.60

N205/4028—Cream and Sugar. Boxed 1 set. . . . . Per dozen sets $21.60

N205/4032—Tea Pot. Capacity 4 cup. Individually boxed Per dozen $28.80

N205/4033—Tea Pot. Capacity 6 cups. Individually boxed. Per dozen $38.40

Coronation Pattern

B214/6111—6 Piece Assortment of Glassware. Coronation pattern. Consisting of two bread or cake trays and four center bowls for fruit, etc. Packed 1 assortment 6 pieces D.B. Per assortment $12.00

B214/6112—16 Piece Punch Set. Coronation pattern. Consisting of one punch bowl, 12 cups, one ladle and two serving trays. Packed 1 set. Per set $18.00

Black Cat Pottery Items

All cats in jet black with red bow, red ears and green eyes. Ideal for the young homemakers. So appealing!

N205/4076—Pottery Salt and Pepper Shakers. Black Cat style. Packed 1/12 dozen pair, ... Per dozen pair $12.00

N205/4070—Pottery Tea Pot. Black cat style. 2 cup, red decoration, green eyes. Packed ¼ dozen D.B. . . . . Per dozen $14.40

N205/4071—Same as above except 4 cup capacity. Packed ¼ dozen D.B . . . . . Per dozen $21.60

N205/4072—Same as above except 6 cup capacity. Packed ¼ dozen D.B . . . . . Each $2.40

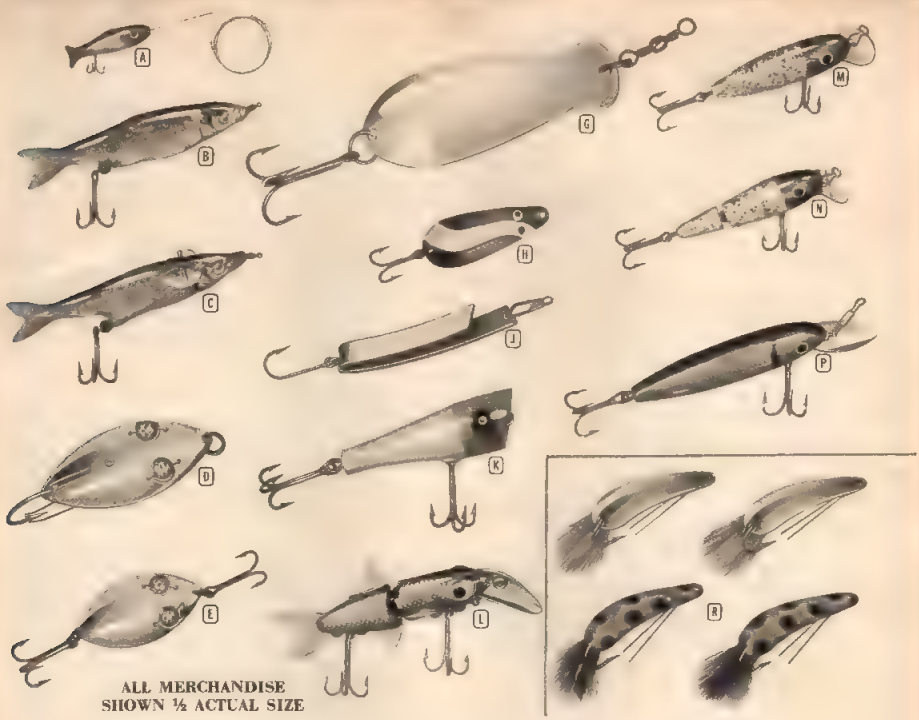
N205/4075—Pottery Cream and Sugar. Black Cat style. Packed ¼ dozen sets D.B. . . . . Per dozen sets $21.60

N205/4077—Ash Trays, two rests. Packed 1 dozen. D.B. Per dozen $4.00

N205/4078—Larger Ash Trays, two rests. Packed 1 dozen. D.B. Per dozen $6.60

N205/4074—2 Pc. Cruet Set. Packed 1 set. . . . . Per set $2.20

N205/4073—Cookie Jar. Black with red and white trim, green eyes. Cat head shape with lid. Height 5⅛ inches, diameter 6 inches. Individually boxed . . . . . Per dozen $21.60



ALL MERCHANDISE
SHOWN ½ ACTUAL SIZE

Casting Lures—Colorful, Sure-Fire Fish Catchers

A SPIN-IN-HERRY MINNOW LURES
Spinning and casting sizes. Designed for quick change of leader or hook position. To change action—submerge tail in hot water and reshape.
48458A75—Gold, 1½ in. ⅛ oz...Retail $1.25
48459A75—Silver, 1½ in. ⅛ oz..Retail $1.25
48460A90—Gold, 4 in. ⅜ oz.....Retail $1.50
48461A90—Silver, 4 in. ⅜ oz....Retail $1.50

B ACTUAL LURE WOBBLERS
For trolling, casting. Real fish in tough plastic—better than live bait! Stainless steel hooks. 3½ in. Wt. ⅜ oz.
48312A81—Small .....Retail $1.35
48313A81 Small (wounded)....Retail $1.35
Wobbler as above but 4¾ in. ⅜ oz.
48314A90—Medium .....Retail $1.50
48315A90—Medium (wounded) .Retail $1.50

C ACTUAL LURE "HI-LOW GLIDER"
Real fish in plastic—transparent side fins for glider action Skip-dip action. Wounded—small red tip 3 in. Wt. ½ oz.
48316A81 .....Retail $1.35
As above but larger. Size 5 in. Wt. ⅝ oz.
48317A90.....Retail $1.50

D WEEDLESS RED EYE WIGGLER
Chrome finish—sturdy weed guard effective before or behind 6/0 hook. Wt. 1 oz.
48442A87.....Retail $1.45

E HOFSCHNEIDER RED EYE WIGGLERS
Bright chrome plated—brilliant red glass faceted eyes. Mustad treble hooks. Tantalizing wiggle action on retrieve!
48439A66—No. 2 hook, 4½ in. ½ oz.....$1.10

G K-B BRASS-COPPER SPOONS
Rustproof finishes. Each with swivel and treble hook
48408A6S51/55—Copper, 6½ in., 1 oz.....85c
48409A6S51/55—Silver, 6½ in., 1 oz.....85c
48410A6S51/55—Gold, 6½ in., 1 oz 85c
48405A6S60/65—Copper, 7½ in . 2 ozs. $1.00
48406A6S60/65—Silver, 7½ in., 2 ozs ..$1.00
48407A6S60/65—Gold, 7½ in., 2 ozs... $1.00

H SOUTH BEND CASTING SPOONS
Red-white stripe front, nickel back.
48172A288—Dz. 2¼ in. ⅜ oz....Retail $4.80
48173A324—Dz 2⅝ in ⅜ oz.. Retail $5.40

J SOUTH BEND SUPER DUPER
Terrific fish getter. 3 in. body. Wt. ⅝ oz.
48169A75.....Retail $1.25

K PAW PAW "POPPER" BAIT
Floater—noisy popper! 3 in. Wt ⅜ oz.
48362A12S45/50—Yellow perch ..Retail 75c
48363A12S45/50—White and red..Retail 75c
48364A12S45/50—Rainbow .....Retail 75c
48365A12S45/50—Frog .....Retail 75c

L NATURALURE "STRIKEE" MINNOWS
Deep running—with soft tail and fins! 3⅞ in. long. Wt. ⅝ oz. CLOSEOUT!
48429A78—Black, silver flash...Retail $1.59
48430A78—Red head.....Retail $1.59
48431A78—Silver flash.....Retail $1.59

PIED PIPER SPINNING LURE (not shown)
As above with 1 treble hook 1½ in. ¼ oz.
48432A75—Black, silver flash.. Retail $1.25
48433A75—Green perch.....Retail $1.25

M MIDGET CISCO KID LURE
Looks and swims like a minnow! Ideal for bass, walleyes, etc. Sinking, mid-depth lure Durable Tenite with 2 treble hooks. 2¼ in Wt. ⅜ oz. CLOSEOUT.
48450A65—Redhead .....Retail $1.35
48451A65—Yellow .....Retail $1.35
48452A65—Silver flash.....Retail $1.35
48453A65—Orange .....Retail $1.35

N JOINTED CISCO KID LURE
Easy to cast—ideal for trolling! Works equally well on slow or fast retrieves. Double jointed -double enticing action. Made of rugged Tenite—with two treble hooks 2½ in. long. Wt. ⅜ oz.
48447A81 -Redhead .. ..Retail $1.35
48448A81 -Yellow .....Retail $1.35
48449A81—Orange ....Retail $1.35

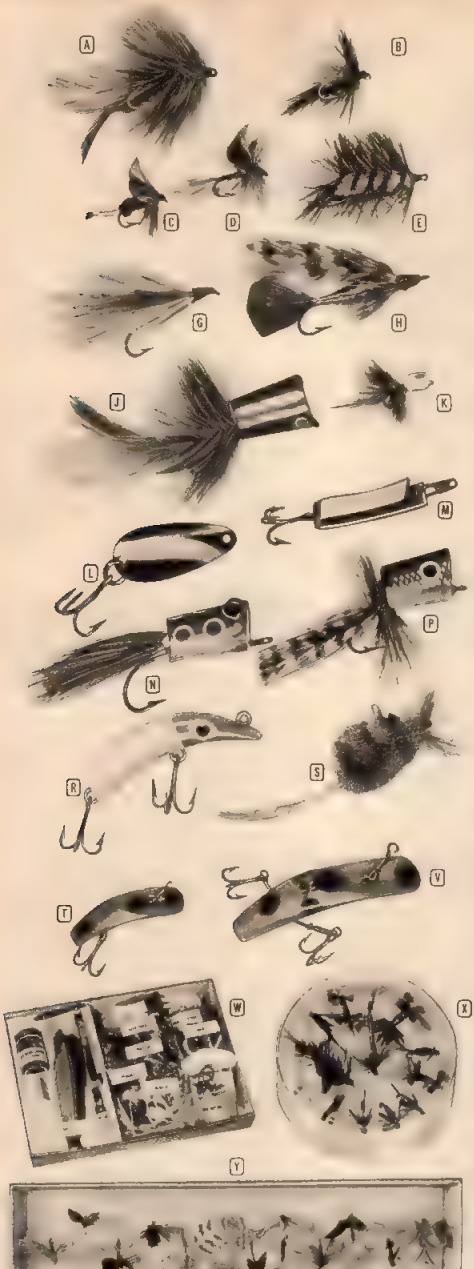
P CISCO KID DEEP-RUNNING LURE
Ideal for casting or trolling. Sure-fire minnow action. Made of durable Tenite. 2 treble hooks. 2¼ in. Wt. ⅜ oz. CLOSEOUT.
48443A65—Shiner . . ..Retail $1.35
48444A65—Redhead .....Retail $1.35
48445A65—Yellow .....Retail $1.35
48446A65—Orange ..... Retail $1.35

R BABY REX SPOON ASSORTMENT
Assortment of four specially designed spinning size bucktail spoons in handy plastic box! Weedless—chrome finish. 2 each orange and frog Wt. ¼ oz.
48379A210—Assortment.....Retail $3.50

OPEN STOCK REX SPOON LURES
Spoons as above. 2½ in. ⅛ oz. CLOSEOUT.

Fly Rod Casting Lures For

ALL ILLUS. FROM A TO V ⅓ ACTUAL SIZE



A WORTH "313A" HACKLE STREAMER FLY ASSORTMENT
Deadly for all pan fish. Ringed-eye hook. 1 doz. assorted on card.
47405A174—Card of 12, No. 4 Hook.....Retail $2.90
Worth "298" Streamer Flies, as above with chenille bodies.
47404A204—Card of 12, No. 8 Hook.....Retail $3.40

B WORTH "111A2" PAN FISH FLY ASSORTMENT
Ringed eye No 10 hook Two dozen, 4 each Black Gnat, Grey Hackle, McGinty, Royal Coachman, White Miller and Yellow May
47401A180—Card of 24.....Retail $3.00

C WORTH "513A2" DIVIDED WING FLY ASSORTMENT
Upright wings divided and cocked well forward. Bodies are silk decorated, natural untrimmed hackle under wings No 10 hook. Two dozen assorted patterns on card.
47407A312—Card of 24.....Retail $5.20

D WORTH "410" DOUBLE WING DRY FLY ASSORTMENT
Perfectly matched upright divided wings Tied with full, long tip hackle No. 10 TDE hook. One dozen assorted in box.
47403A240—Box of 12.....Retail $4.00

E WORTH "118A" WATER WORM FLY ASSORTMENT
Fluffy hackle tied in full circumference on a special long shank, ringed No 8 hook One dozen assorted patterns on card.
47402A144—Card of 12 . Retail $2.40

G WORTH "510A" MICKEY FINN BUCKTAIL FLY
Brilliant lemon yellow color bucktail with wide band at top and narrow band over shank of hook. No. 8 hook. One dozen on display card.
47406A210—Card of 12.....Retail $3.50

H WORTH "541" TWIN TAIL FLY ASSORTMENT
Especially designed for spin fishing, weigh from ⅛ to ½ oz. each Bodies weighted with lead. Tied on long shank No. 4 hooks. One dozen assorted patterns on card.
47408A282—Card of 12.....Retail $4.70

J WORTH "104A" POPSURE ASSORTMENT
Enameled cork bodies. No. 1 hooks. Tied with long feather streamer and full hackle One dozen assorted patterns in box
47400A318—Box of 12.....Retail $5.30

K WORTH "101A" WEE POPPER FLY ASSORTMENT
Quality imported ringed eye hook securely anchored to body. Enamel finish, hackle and streamer trails. 2-color painted eyes. Two dozen assorted patterns on card
47398A432—Card of 24, No. 10 Hook.....Retail $7.20
47399A480—Card of 24, No. 8 Hook.....Retail $8.00

L ARNOLD "316RW" CASTING SPOON
Heavy gauge, nickel plated stock, polished back and edges. Spring brass split rings, full size treble hook Length 1¼ in. One dozen on card.
48300A180—Card of 12.....Retail $3.00

M SOUTH BEND "501" SUPER-DUPER FLY ROD LURE
Outside surfaces and edges natural brass, other surfaces and lip on underside bright red enamel. No. 12 bronze treble hook. 1⅛ in. long, weight 1/12 oz.
48170A39—Each.....Retail 65c

N MINNESOTA "284" FROG POPPER
Mounted on straight eye No. 2 Mitako spring steel hook. Hand painted cork body. One dozen assorted colors on card.
48438A288—Card of 12 .....Retail $4.80

P MINNESOTA "281" CORKY POPPER
Mounted on Mitako spring steel hooks. Hand painted cork body. One dozen assorted colors on card
48436A180—Card of 12, No. 2 Hook.....Retail $3.00
48437A180—Card of 12, No. 6 Hook.....Retail $3.00

R FLY ROD LAZY DAZY
Lightweight, tough, non-crack, non-peel plastic. Imported hooks won't pull out. Unequalled for trout, bass or pan fish.
48244A69—Red Head 48246A69—Perch Scale
48245A69—Orange & Black 48247A69—Green Frog
Each .....Retail $1.15

S WORTH "450" FLY ROD MOUSE ASSORTMENTS
Skillfully tied and sculptured from deer hair Ringed eye hook Natural grey, yellow, white, black assorted—12 in box.
47410A360—Box of 12, Size 4.....CLOSEOUT.....Retail $7.10
47411A360—Box of 12, Size 6.....CLOSEOUT.....Retail $7.10

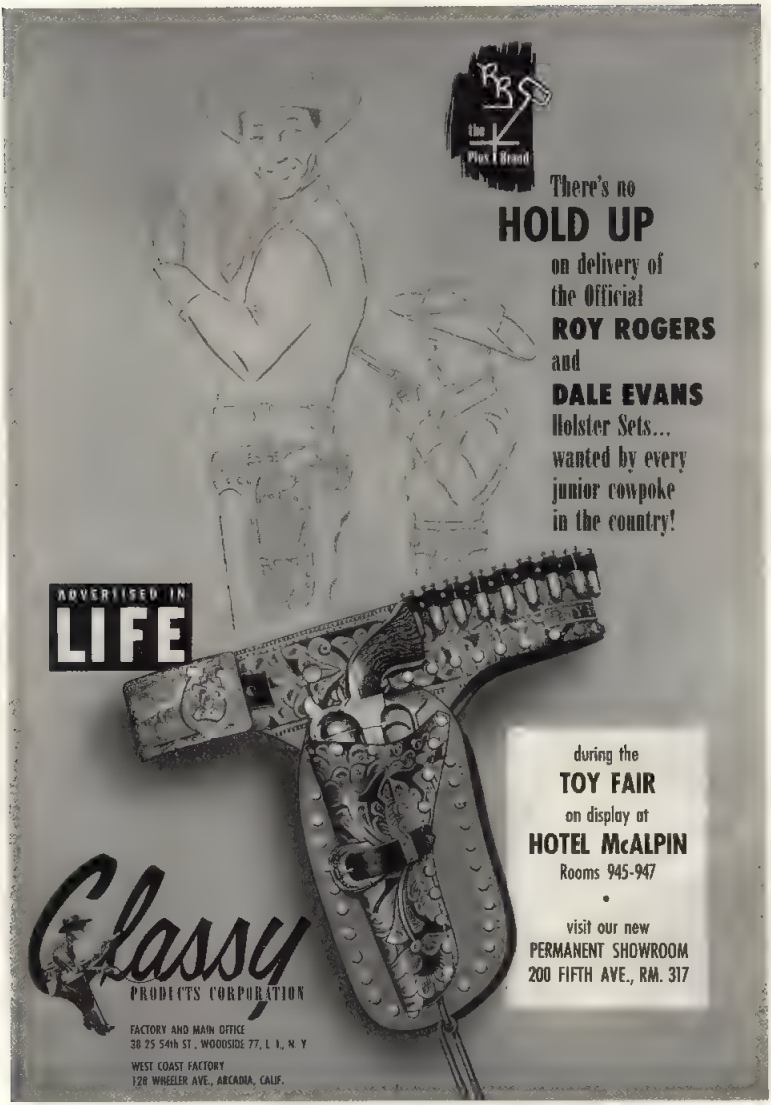
T HELIN "F3" MIDGET FLATFISH
One No 10 treble hook, 1¼ in long. Weight 1/16 oz
48205A66—Orange 48208A66—Orange & Black
48206A66—Yellow 48209A66—White body, Red Head
48207A66—Green Frog
Each.....Retail $1.10

V HELIN "F6" FLY ROD FLATFISH
Has two No. 12 treble hooks. 2 in. long. Weight ⅛ oz.
48199A66—Orange 48202A66—White
48200A66—Yellow 48203A66—Aluminum Scale
48201A66—Green Frog 48204A66—White, Red Head
Each.....Retail $1.10

W WORTH "1FT" FLY TYING KIT
Enough material to tie several dozen flies. Contains durable riveteless vise, nylon winding thread, fly head cement, hooks, silk floss, wool yarn, wax, tinsel, turkey tails, duck quills, bucktail, neck hackles, peacock and other feathers and chenille.
47397A180—Kit.....Retail $3.00

X WORTH "560A" NYMPH AND CREEPER ASSORTMENT
Skillfully tied to imitate nymphs and creepers No. 10 hook. One dozen different patterns in plastic box.
47394A144—Box of 12.....Retail $2.40

Y IMPORTED DRY FLY ASSORTMENT
Tied on Permel hollow point No. 12 hooks. One dozen widely assorted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PLUS over a hundred other costumes — including some with FLASHER LIGHTS—many other exclusives from the movies and TV—including new novelties as a pony (2-man horse), cowboy, military, space, Indian, and baseball playsuits. Also Santa Claus suits, wigs and beard sets.

- Popular characters from the motion picture studios of Walter Lantz Productions—reproduced by COLLEGEVILLE in authentic colors and styling. Made of cambric, rayon and special prints.
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Columbia-Built Bicycles

GUARANTEED AS LONG AS YOU OWN IT

A COLUMBIA FIVE-STAR SUPER-EQUIPPED 26-IN. BICYCLES

- **Double stopping control with two brakes! Hand controlled front wheel expander brake with large hub flange, plus coaster brake!**
- **Chrome streamliner headlight with new button reflector on bezel, plus stop, tail light, reflector combination, electric horn!**
- **Floating action spring fork with chrome and enameled members takes the jar out of ruts and curbs!**

Anybody will thrill to the smooth, speedy action of this jet-styled super equipped bike. It's built to last for years—and it's got plenty of safety features too! Exclusive Protecto-Lock in fork crown locks front wheel. One year theft replacement guarantee. Deluxe top grain leather Troxel saddle with chrome springs and crash rail. New improved, Columbia built-in kick stand. Luggage carrier with four Stimsonite reflectors on each side. Full-length full-protection chain guard, extra wide and deep rustproof chrome fenders, rear twin lens Stimsonite reflector. Exclusive curve-braced handle bar, bright plated brace rods with acorn tips, chrome and enamel air-flow tank. High quality steel construction Sparkling chrome and hard, weather-resistant, baked-on Du Pont Dulux lustrous enamel. 18 in. Therm-O-Matic frame. White side wall balloon tires. Shpg. wt. 65 lbs.

80167W6975—Maroon boys' model.....Retail **$92.95**

As above, but 26 in. girls' model—without hand brake. Wt. 62 lbs

80168W6225—Opalescent blue girls' model.....Retail **$82.95**

B COLUMBIA THREE-STAR 26-IN. BICYCLES

- **Safety equipped with new, exclusive Columbia jetliner headlight with twin front reflectors, rear reflector and electric horn!**
- **Plated fork truss rods with plastic tips add strength, beauty!**
- **New, improved, built-in kick stand, full length chain guard and deluxe luggage carrier!**

There's real style and zip in this flashing, lower priced model, companion to the jet styled bikes above. Has outstanding Columbia-built features—new air-flow tank with an electric horn and chrome top strip, famous built-in kick stand and a new, full length air-flow chain guard. Equipped with Columbia's new, exclusive jetliner headlight with twin streamlined front reflectors, deluxe luggage carrier with new top decorations. Deep, wide fenders, chrome plated tubular front fork truss rods with ivory plastic tips, tan top Troxel saddle and non-slip finger-fit handlebar grips. Plus all the regular Columbia style and construction details. All steel 18 in. Therm-O-Matic frame. 26 in. dia. wheels. Ivory trim with basic color. Shpg. wt. 60 lbs

80169W4875—Maroon boys' model.....Retail **$64.95**

80170W4875—Berkley blue girls' model.....Retail **$64.95**

C COLUMBIA JUVENILE EQUIPPED 24-INCH BICYCLES

- **Safety styled with full length chain guard, electric headlight, quick stopping coaster brake, tank with built-in horn!**
- **Easy riding balloon inner tube tires and chrome plated rims!**
- **It's a 24 in. bike for between-age youngsters!**

Top quality, fully equipped bicycles with the flash and style of full sized bikes. New—wider, deeper, longer, semi-gothic fenders and brand new air-flow tank put these sleek juveniles far in front of any bike in its price bracket. Has 15 in. all steel frame, tank with built-in horn, electric headlight, full length chain guard. Truss rods with plastic tips, special side kick stand, tan top Troxel saddle and rustproof chrome handlebars with non-slip grips. All enameled parts finished with baked-on Du Pont Dulux enamel. Easy riding balloon inner tube tires. 24 in. dia wheels, chrome rims. Carrier on boys' model only. Shpg. wt. 55 lbs.

80171W4575—Maroon Boys' model.....Retail **$60.95**

80172W4475—Berkley blue girls' model.....Retail **$59.45**

D COLUMBIA FIVE-STAR 26-IN. LIGHTWEIGHT BIKES

- **Safety equipped for night riding with new rear wheel dynamo lighting set, electric headlight and tail light!**
- **Car-like driving ease with trigger-control 3-speed gear shift! Safety front and rear caliper rim brakes!**
- **Easy-riding improved mattress type saddle, large touring bag!**

Modern lightweight bicycle styled for hosteling, touring or pleasure riding. Dyna-hub electric generator in front wheel. Trigger-control 3-speed forward gear shift eliminates friction and hard pedalling. Has electric head and tail lights, chrome-plated fenders and rims, large leather touring bag, mattress type saddle, easy steering handlebar, with non-slip grips, caliper rim brakes, built-in kick stand and Therm-O-Matic frame. Full length chain guard. Special high pressure, 26 x 1¾ in. inner tube tires cut road friction and make pedalling easier. Frames are made of high grade steel tubing, heavy gauge at vital points, oversize tubing at crank hanger and frame crown allowing precision bearing alignment. Frame size: 21 in. in men's model, 16 in. in women's. Wheels are 26 in. in dia. Baked-on weather resistant Du Pont Dulux flexible enamel finish. Shpg. wt. 50 lbs.

80179W6000—Opalescent blue men's model.....Retail **$80.00**

80180W6000—Opalescent blue women's model.....Retail **$80.00**

Boys' model same as above, but has standard 18 in. frame.

80183W6000.....Retail **$80.00**

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. . . to stock, sell and ship model airplanes and supplies—Comet Assortments! You order by assortment, sell by assortment; each case consists of 4 complete assortments ready to re-ship to your customers. You can sell more Comet kits because (1) you have more models to sell; (2) Comet is nationally advertised; (3) Comet can — and does — give model builders more for their money!

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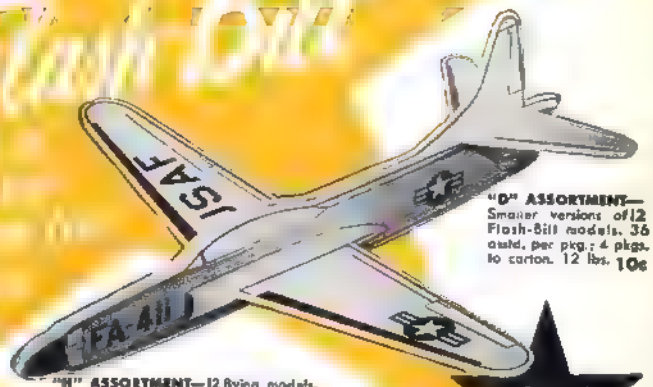

"D" ASSORTMENT—Smaller versions of 12 Flash-Bill models. 36 asstd. per pkg.; 4 pkgs. to carton. 12 lbs. **10¢**

"A" ASSORTMENT—12 flying models. No tools—just cement together! All balsa, completely die cut, printed in 2 colors. Complete with powerful rubber sling, handsome 3-color carton. 18 asstd. per pkg.; 4 pkgs. to carton. 12 lbs.

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B C

"B" ASSORTMENT—9 Solid Models. 36 asstd. per pkg., 4 pkgs. to carton. 13 lbs.

"C" ASSORTMENT—12 E-Z-to-Build Flying Scale Pre-fab Struct-O-Speed Models. 36 asstd. per pkg.; 4 pkgs. to carton. 14 lbs.

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E

"E" ASSORTMENT—14 Flying and Flying Scale Models. 18 asstd. per pkg.; 4 pkgs. to carton. 17 lbs.

F

"F" ASSORTMENT—14 Flying Scale Pre-fab Struct-O-Speed Models. 18 asstd. per pkg., 4 pkgs. to carton. 14 lbs.

S

"S" ASSORTMENT—12 Solid Scale Models. 12 asstd. per pkg.; 4 pkgs. to carton. 12 lbs.

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K L

"K" ASSORTMENT—6 Flying Scale Pre-fab Struct-O-Speed Models. 12 asstd. per pkg., 4 pkgs. to carton. 14 lbs.

"L" ASSORTMENT—12 Flying & Flying Scale Models. 12 asstd. per pkg.; 4 pkgs. to carton. 16 lbs.

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Dries to the touch in 5 minutes, thoroughly dry in 20 minutes. For plastic toys, household articles, wood, metal, ceramics, autos, refrigerators, bikes, etc. 14 sparkling colors, generous-sized jars.....10¢ each
Also in a "Set-of-Seven" in handy container 69¢

COMET DOPE—10¢

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M P

"M" ASSORTMENT—9 Flying Scale E-Z-to-Build Struct-O-Speed Models—every part completely pre fab. 6 asstd. per pkg., 4 pkgs. to carton. 17 lbs.

"P" ASSORTMENT—12 Flying & Flying Scale Models. 6 asstd. per pkg., 4 pkgs. to carton. 19 lbs.

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CARROM

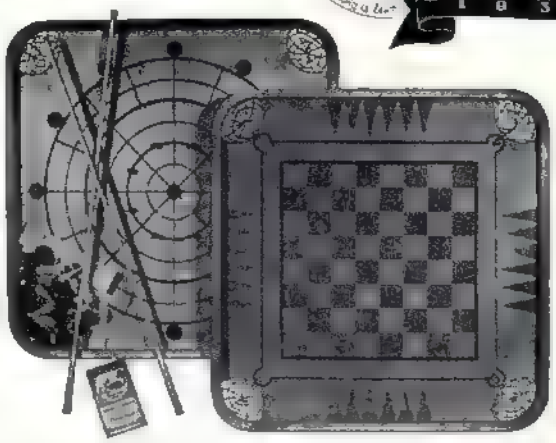
Toys and Games

Only games of outstanding play value can win and hold public interest and acceptance, generation after generation. Carrom-Crokinole Game Boards, introduced in 1889, are still leaders in the Carrom line . . . going stronger than ever! No other games, even today, offer so much in diversified entertainment for all age groups.

But popular demand also calls for constantly new, ingenious toys and games . . . well represented in the always expanding Carrom line. For high *Play Value* and high *Pay Value*, in terms of turnover and profit per sale, CARROM should rate "No. 1" in your Toy and Game Department.

If you do not have a copy of our latest catalog, write for it . . . and keep a representative assortment of Carrom Toys and Games on hand the year 'round.

Awarded the Toy Guidance Council's "Prestige Toy" Seal by four panels of experts, as an "Educator-Approved" Game and to be included in the Council's national advertising.

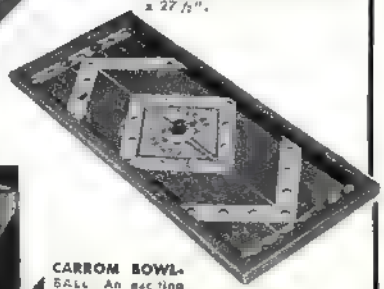


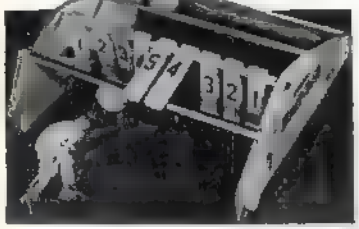
NO. 85 CARROM BOARD. This reversible board plays 85 different games. Official 28½" size. Wood frame construction with plywood center panel, round corners, reversible net pockets and green felt cushions on Carrom side. Other types and sizes also available.

COMPETITIVE SKILL GAMES for ALL AGE GROUPS

RIFFA GAME. A new and unique skill game for any number of players. Combines features of bowling, curling and billiards. Employs 3 way scoring. Size: 12" x 60". Hinged in middle for convenient storing.

CARROM TILT-BALL. An interesting and unusual variation of "pin ball" games, with new elements of skill and chance, providing direct competition between players at opposite goals. Size: 11½ x 27½".



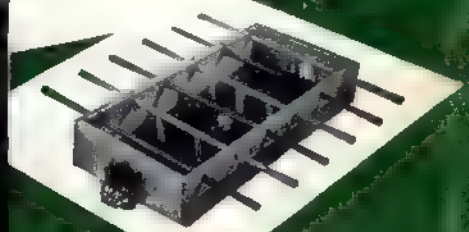


CARROM BOWL-BALL. An exciting action game for all age groups, with plenty of play variation. Furnished with 2 balls. Strongly built. Size: 28" wide 30" long 10" high.

NOK-HOCKEY. A very realistic table hockey game for 2 to 4 players. Size 34" x 46". Hardwood frame; hardwood playing surface.

BALLA-ROLLA. Here's an exciting challenge to the bouncing skill of any youngster. Provides fun, exercise and lots of action. Includes wooden platform with non-slip tread and wooden roller moving in hardwood frame on bottom of board. Platform: 32" x 9½"; roller 5" x 8". Packed singly in shipping carton.

SHUFFLE HOCKEY. One of the newest Carrom games. Combines principles of ice hockey and shuffle-board. Size: 15½" x 30". Sturdy construction.



fast, action[illegible] for 2 [illegible] play[illegible] Combines [illegible] skill. Two sizes.

Carrom Industries, Inc.

LUDINGTON — *Established 1889* — MICHIGAN

Largest Makers of Game Boards in the World

NEW YORK SHOWROOM: 135 Fifth Avenue — 4th Floor

COMET's All-Star ASSORTMENTS

THE MODERN EASY WAY

. . . to stock, sell and ship model airplanes and supplies—Comet Assortments! You order by assortment, sell by assortment; each case consists of 4 complete assortments ready to re-ship to your customers. You can sell more Comet kits because (1) you have more models to sell; (2) Comet is nationally advertised; (3) Comet can—and does—give model builders more for their money!

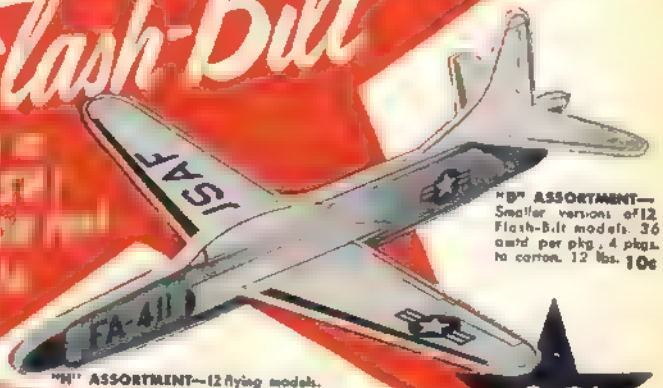
WRITE for FREE ILLUSTRATED CATALOG

COMET HEADQUARTERS
During the Toy Fair
Room 1138—
HOTEL NEW YORKER

SLING-LAUNCHED or may be thrown as glider

COMET'S **Flash-Bilt**

SLING LAUNCHED FLYING JETS and FIGHTERS



"B" ASSORTMENT—Smaller versions of 12 Flash-Bilt models. 36 asstd per pkg., 4 pkgs. to carton. 12 lbs. **10¢**

"H" ASSORTMENT—12 flying models. No tools—just cement together! All balsa, completely die cut, printed in 2 colors. Complete with powerful rubber sling handsome 3-color carton. 18 asstd. per pkg.; 4 pkgs. to carton. 12 lbs.

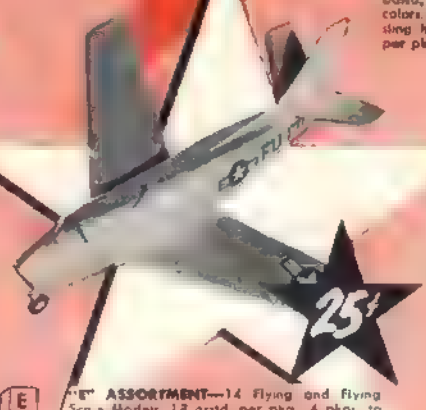
25¢

10¢

B C

"B" ASSORTMENT—9 Solid Models. 36 asstd per pkg. 4 pkgs. to carton 13 lbs.

"C" ASSORTMENT—12 E-Z-to-Build Flying Scale Pre-fab Strut-O-Speed Models. 36 asstd per pkg., 4 pkgs. to carton. 14 lbs.



25¢

E

"E" ASSORTMENT—14 Flying and Flying Scale Models. 18 asstd. per pkg., 4 pkgs. to carton. 17 lbs.

F

"F" ASSORTMENT—4 Flying Scale Pre-fab Strut-O-Speed Models. 18 asstd. per pkg., 4 pkgs. to carton. 14 lbs.

S

"S" ASSORTMENT—12 Solid Scale Models. 12 asstd. per pkg.; 4 pkgs. to carton. 12 lbs.

50¢

K L

"K" ASSORTMENT—6 Flying Scale Pre-fab Strut-O-Speed Models. 12 asstd. per pkg.; 4 pkgs. to carton. 14 lbs.

"L" ASSORTMENT—12 Flying & Flying Scale Models. 12 asstd per pkg., 4 pkgs. to carton. 16 lbs.

10¢

COMET
HY-GLOSS PAINT FOR PLASTICS

Dries to the touch in 5 minutes, thoroughly dry in 20 minutes. For plastic toys, household articles, wood, metal, ceramics, autos, refrigerators, bikes, etc. 14 sparkling colors generous-sized jars. . . . . 10¢ each
Also in a "Set-of-Seven" in handy container-69¢

COMET DOPE—10¢

$1.00

M P

"M" ASSORTMENT—9 Flying Scale E-Z to Build Strut-O-Speed Models—every part completely pre-fab. 6 asstd per pkg. 4 pkgs to carton. 17 lbs.

"P" ASSORTMENT—12 Flying & Flying Scale Models. 6 asstd. per pkg.; 4 pkgs to carton. 19 lbs.

10¢

COMET CEMENT

One for every purpose. Regular, Extra-Fast Drying and Cement for Plastics. Big values—top quality!

THE WORLD'S LARGEST MANUFACTURER OF MODEL AIRPLANE KITS offers the World's Biggest Line—Over 122 Models

COMET MODEL HOBBYCRAFT, INC.
501 WEST 35th STREET CHICAGO 16, ILLINOIS

CARROM

Toys and Games

The No. 1 Line Since 1889

Only games of outstanding play value can win and hold public interest and acceptance, generation after generation. Carrom-Crokinole Game Boards, introduced in 1889, are still leaders in the Carrom line . . . going stronger than ever! No other games, even today, offer so much in diversified entertainment for all age groups.

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VISIT THE CARROM EXHIBIT AT THE AMERICAN TOY FAIR, MARCH 8 TO 17 ROOM 797, HOTEL McALPIN, NEW YORK

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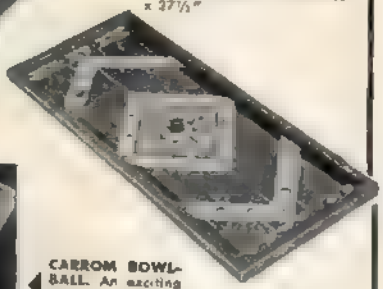
NOK-HOCKEY. A very realistic table hockey game for 2 to 4 players. Size: 34" x 46". Hardwood frame; hardwood playing surface.

DART BOARDS. Two distinctive, original-design reversible boards . . . a different dart game on each side. Games include Triple Ring, Splasho, 20-Point and Dart Baseball.



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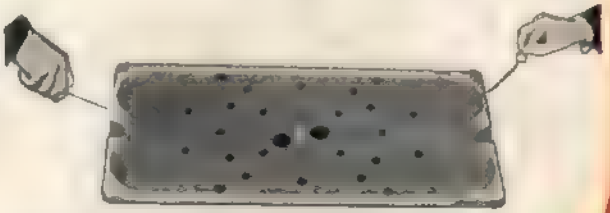


SHUFFLE HOCKEY. One of the newest Carrom games. Combines principles of ice hockey and shuffle-board. Size: 15½" x 30". Sturdy construction.

Carrom Industries, Inc.

LUDINGTON *Established 1889* MICHIGAN

Largest Makers of Game Boards in the World

NEW YORK SHOWROOM: 10 West 33rd St. (Empire State Building)

KIKIT. A fast, action skill game for 2 to 6 players. Combines teamwork and individual skill. Two sizes.

Comet ALL PLASTIC

High-Impact Plastic

Sabre 44

CONTROL GAS MODEL

Simply Terrific!

Ready to Fly

Kit No. PLM-44

"Sensational"—"beautiful"—there just aren't words to describe this amazing new Control, ready-to-fly Comet Gas Model! True to its name, the Sabre 44 "slashes" through the air with all the flashing performance of its modern swept-back-wing jet fighter design, powered by its own ½A-Herkimer 049B Gas Engine! Molded from high-impact plastic in two colors, it is strikingly packaged in a 3-color protective case, complete with transparent cockpit canopy, control handle, control lines, decal markings and insignia, and flying instruction leaflet. With a wing-span of 14 inches and a length of 14⅜ inches, the Sabre 44 has an approximate weight of only 5 ounces! Nothing to build or assemble—the Sabre 44 is truly ready-to-fly!

Watch it sell —and pile up profits for you!

$9.95

Complete with Powerful ½A Herkimer .049B Gas Engine

COMET

COMET MODEL HOBBYCRAFT, INC.

501 WEST 35TH STREET • CHICAGO 16, ILLINOIS

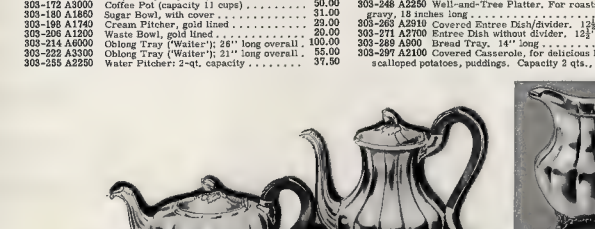
COMMUNITY Silverplate...Ascot Service

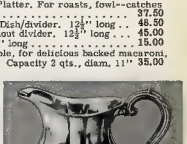
The Ascot design is authentically 19th Century . . . taken directly from the period when the shell, leaf and scroll were very popular in England.

303-156 A10500	Tea and Coffee Set; 5-pieces (no tray) . .	$175.00
303-164 A2700	Teapot (capacity 9 cups)	45.00
303-172 A3000	Coffee Pot (capacity 11 cups)	50.00
303-180 A1860	Sugar Bowl, with cover	31.00
303-198 A1740	Cream Pitcher, gold lined	29.00
303-206 A1200	Waste Bowl, gold lined	20.00
303-214 A6000	Oblong Tray ("Waiter"); 26" long overall .	100.00
303-222 A3300	Oblong Tray ("Waiter"); 21" long overall .	55.00
303-255 A2250	Water Pitcher: 2-qt. capacity	37.50

Ascot Hollow Ware Pieces available but not shown, listed below

303-230 A2100	Gravy Boat and 10" Tray. Set	$35.00
303-248 A2250	Well-and-Tree Platter. For roasts, fowl--catches gravy. 18 inches long	37.50
303-263 A2910	Covered Entree Dish/divider. $12\frac{1}{2}$" long . .	48.50
303-271 A2700	Entree Dish without divider. $12\frac{1}{2}$" long . . .	45.00
303-289 A900	Bread Tray. 14" long	15.00
303-297 A2100	Covered Casserole, for delicious backed macaroni, scalloped potatoes, puddings. Capacity 2 qts., diam. 11"	35.00





COMMUNITY Silverplate...Melon Service

The richness of Community's famous Melon Pattern comes to you straight from 19th Century England . . . from the town of Sheffield.

303-305 A10500	Tea and Coffee Set; 5 pieces (no tray) . .	$175.00
303-313 A2700	Teapot (8 cups)	45.00
303-321 A3000	Coffee Pot (10 cup)	50.00
303-339 A1860	Sugar Bowl, with cover	31.00
303-347 A1740	Cream Pitcher, gold lined	29.00
303-354 A1200	Waste Bowl, gold lined	20.00
303-362 A6000	Oblong Tray ("Waiter"); length 26" . . .	100.00
303-388 A2250	Water Pitcher; 2 qt. capacity	37.50

Melon Hollow Ware also available but not shown. listed below

303-370 A3900	Oblong Tray ("Waiter"); length 22"	$65.00
303-396 A2700	Well-and-Tree Platter, 18" long	45.00
303-404 A8400	Tea Kettle on Stand with burner, (8 cup) .	140.00
303-412 A360	Footed Salt and Pepper Shakers, 4" high . .	5.00
303-420 A1200	Bread Tray, 13" long	20.00
303-438 A3060	Covered Entree Dish/divider. $12\frac{1}{2}$" long . . .	51.00
303-446 A2850	Entree Dish without divider. $12\frac{1}{2}$" long . . .	47.50

Serving the trade for 30 years

COMPOSITION NOVELTY CO.

(FRANK SCOPARINO)

Our new line for '54 offers the greatest variety of all—plastic dolls and novelties in our 30-year-old history. Outstanding values—based on design, craftsmanship and the ability to produce quality at popular prices.

Featuring

ALL PLASTIC

WALKING DOLLS

8 Inches to 27 Inches

NATIVITY SET

This beautiful and exquisitely modeled set consists of 15 pieces of unbreakable, lightweight plastic and decorated in lifelike colors. Sold in sets or individual pieces.

ALL PLASTIC DOLLS

MINIATURE DOLLS . .	5 Inches to 12 Inches
SLIM DOLLS	12 Inches to 18 Inches
WALKING DOLLS	8 Inches to 27 Inches

MINIATURE DOLLS WITH AND WITHOUT WIGS HAVE STATIONARY OR MOVABLE EYES AND HEADS AND MOVABLE ARMS AND LEGS.

SLIMS AND WALKING DOLLS HAVE MOVABLE HEADS, EYES, ARMS AND LEGS

PLASTIC DOLL HEADS IN ALL SIZES

Note: We do not sell dressed dolls.

COMPOSITION NOVELTY CO.

OFFICE, SHOWROOM & FACTORY:

476-498 JEFFERSON STREET BROOKLYN 37, N. Y.

Correct Craft At The Boat Show ...
New York - Jan. 15-23
Chicago - Feb. 5-14

28′ MARATHON Express Cruiser

If economy is a factor—and it is with most people—here is the boat for you. This superb cruiser is low in cost and stays low in operating expense and upkeep—because it was designed to fill the needs of those who know and desire a fine boat at a reasonable cost.

There's plenty of power—from 100 to 200 h.p. or twin 100 to 150 h.p. engines. The hull is double planked in solid mahogany on bottom, sides and transom. The stem is mahogany laminated with 16 thicknesses. Bronze fastenings throughout.

Lots of deluxe features for your comfort and convenience. It's a real quality boat you'll be proud—and smart—to own.

Accommodations for 4 persons. 4" Air Foam mattresses. Galley includes ice box, sink and 2 burner alcohol stove. Complete toilet room.

Correct Craft Inc.
NEWCASTLE AND TITUSVILLE FLORIDA

Ensembles by CORT

ESQUIRE Jewelry ensemble in brilliant gold tone finish with handset simulated rubies. . . . Consists of key chain, tie clasp, collar bar, cuff links and 17 jewel CORT Watch with matching gold filled expansion bracelet Packaged in genuine leather saddle stitched all purpose utility case

T552-2550.. ... .Retail **$59.75**

LYNN Fine grade rhinestones in handset jewelry ensemble Brilliant in color, bright in style, exquisite loveliness Matching handset rhinestone watch with comfort fitting snake bracelet. Electronically tested 17 jewel CORT movement fully guaranteed Lavishly packaged in leatherette all purpose jewel case.

T554-2475..... ....Retail **$49.75**

ORCHID The world's most fabulous flower reproduced in gold tone fine jewelry set with handset simulated stones. . . Consists of earrings, brooch and neck chain . . . Enchantingly beautiful matching CORT Watch in natural gold plate stainless steel back. . . Lavishly packaged in gay color leatherette jewel case. . . . Electronically tested 17 jewel CORT movement, fully guaranteed.

T556-2475..... ....Retail **$49.75**

GOLF WATCH . Here is a unique watch that is worn on the belt and permits the golfer and all sportsmen to be free of wrist watch Genuine brown alligator leather covered case or blue lizard May be used as travelling clock and night table timepiece . . Electronically tested CORT 17 jewel lever movement, fully guaranteed Ideal gift for man or woman.

T558-2550..... ..Retail **$59.75**

BRAILLE For the handicapped in sight A sturdy, dependable timepiece scientifically tested and approved by all agencies for the blind. Special braille enamel dial, extra sturdy hands, translucent crystal, spring set bezel Available for women in ladies small size model. Ideal thoughtful, practical gift.

T562-2500..... ....Retail **$49.75**

CLIP WATCH . For the smart executive a Gold Filled money clip watch of many uses May be also worn by women as belt watch and blouse watch . Clear crystal shows off attractive Trylon dial Electronically tested CORT 17 jewel lever movement, fully guaranteed

T560-2550.....Retail **$59.75**

CORT'S Parade of TEEN TIMERS FOR Teen Agers

CONFIRMATION

STARLET . . . Exquisite design . . Gold filled expansion band . . A dress-up timepiece in natural 10K RGP, steel back. . . . Electronically tested CORT 17 jewel movement, fully guaranteed

T542-1950
Retail..... $39.50

CORONET Handsome bracelet in natural gold 10K RGP steel back, gold filled Stonewall band Electronically tested CORT 17 jewel movement

T534-1875
Retail $37.50

GRADUATION

BEAU BRUMMEL
Suave, masculine 10K RGP, steel back with electronically tested CORT 17 jewel lever movement

T536-1875
Retail . . . $37.50

Waterproof

Anti-magnetic

Shock-Proof

SPORTS

BIRTHDAYS

NAVY PRINCE . . Waterproof, shockproof. Luminous dial and sweep second hand. Electronically tested CORT 17 jewel movement.

T540-1950
Retail . $39.50

MISS SOPHISTICATE
Most attractive latest model cushion shape watch in natural 10K RGP and matching expansion bracelet by Stonewall. Electronically tested CORT 17 jewel lever movement

T546-1850
Retail..... ... $37.50

TAILORED MISS
Sleek, modern, sport type watch, natural gold 10K RGP steel back. Electronically tested CORT 17 jewel lever movement with new, soft, genuine jet suede strap

T550-1875
Retail .. . $37.50

MI-LADY FAIR Petite modern classic design, in 10K RGP steel back, adjustable snake bracelet. Electronically tested CORT 17 jewel movement

T548-1875
Retail. $37.50

MISS PROFESSIONAL
Waterproof shockproof, chrome case steel back. Radium dial. Electronically tested CORT 17 jewel movement

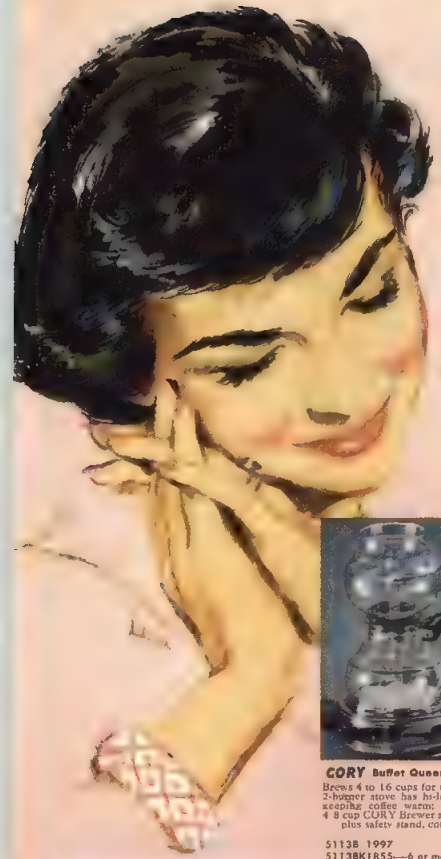
T544-1950
Retail. $39.50

EXECUTIVE Conversation piece and the watch you have always desired . Highly fashion styled in natural 10K RGP with stainless steel back snag fitting expansion band by Stonewall. Electronically tested CORT 17 jewel movement fully guaranteed

T538-1950
Retail $39.50

Fashion right accurate and dependable
All 17 jewels fully guaranteed.
Exclusive custom fit bands require no sizing
Gift boxed in lavish jewel case CORT
Watches are known from coast to coast.
Designed for the youth of today
and the leaders of tomorrow

# of course They're CORY
America's finest coffee makers



CORY Automatic Coffee Brewers

The only completely Automatic Coffee Brewers *Automatically* brews perfect coffee—keeps it "just right" *automatically*. Stainless steel model ACB-3 shown; also available in featherweight Corallyne model FAB 3. Both have Cory Glass Filter Rod, safety stand, coffee measure. A.C. only. U.L. approved. 4 cup

5121A1997 Corallyne . . . Retail $29 95
5236A2500 Stainless Steel (Illust.) Ref $37 50

CORY Buffet Queen

Brews 4 to 16 cups for family meals, buffets, parties. 2-burner stove has hi-low burner for brewing and keeping coffee warm; low-heat burner for serving. 4-8 cup CORY Brewer and additional 8-cup decanter plus safety stand, coffee measure. U.L. Approved

5113B 1997 . . . Retail
5113BK1855—6 or more . . . $29 95

CORY Percolator & Beverage Server

Smartly styled in a new, exciting Swedish modern design. Sparkling, heat resistant, taste-free glass. Decorative cup markings on decanter and inner basket. Has heat-proof handle and handsome metal collar. Doubles as beautiful hot or cold beverage decanter. 4-8 cup

4359A 387 . . . Retail
4359AK357—6 or more $5 95

CORY Tea & Instant Beverage Brewer

Most unusual tea brewer, instant coffee maker or kettle. Use it on any range, gas or electric. Ideal for storing and serving orange juice, lemonade or any cold beverage. CORY heat-resistant glass. Plastic handle and steam-guard decanter cover. 2-6 cup

4371A 192 . . . Retail
4371AK177—3 or more . . . $2 95

CORY Rubberless Glass Coffee Brewers

The *only* all Glass Coffee Brewer complete to the famous CORY Filter Rod. New Cory glass-to-glass seal—no rubber bushing to stick or wear out. Sparkling, heat-resistant, taste-proof CORY glass. Has safety stand, hinged decanter cover, coffee measure

4340A358 2-4 Cup . . . Retail $5 50
4341A387 4-8 Cup . . . Retail $5.95
4342A452 8-12 Cup . . . Retail $6.95

NICKEL Stainless Steel Coffee Brewers

America's original Stainless Steel Coffee Brewer. Won't break, chip, crack, or rust because it's gleaming, taste-free stainless steel. With famed "Flavor" Insurance stainless steel filter, sturdy plastic safety stand, coffee measure

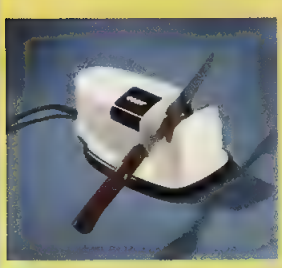
4345A647 2-4 Cup Retail $ 9.95
4346A777 4-8 Cup Retail $11.95
4351A1037 8-12 Cup Retail $15 95

When only the finest will do...

give and get

CORY

America's Gift Sensations



CORY Electric Knife Sharpener

Unique present for any gift occasion. CORY, *the nation's finest electric knife sharpener.* Professionally sharpens any knife. Simple to use . . . just press starting button—draw blade along sharpening guide. Won't harm any knife—if you press too hard sharpening wheel *stops automatically.* A.C. only, 105-120 volts, U.L. Approved

5820A 972 | Retail
5820AK697—6 or more . . . . . | $14.95

CORY Beverage Server & Candlewarmer

For gracious family living—for delightful party buffets. 8 cup Glass Beverage Server keeps any hot beverage at serving temperature when used atop the Candlewarmer. Use the Candlewarmer anywhere to keep foods hot. Alone, the Cory Beverage Server is a wonderful decanter for hot or cold beverages.

4366A 309 Server . . . . . Retail $4.75
4373A 192—Candlewarmer. . . . . | Retail
4373AK177—6 or more . . . . . | $2.95

CORY Candlewarmer

Handsomely fashioned in jet-black wrought iron—has glass candle holder and candle. Ideal for keeping hors d'oeuvres, canapes, fondes, and beverages hot at the dinner or buffet table. No cords, no connections . . . use it anywhere. A wonderful serving accessory. A unique gift!

4373A 192 | Retail
4373AK177—6 or more . . . . . | $2.95

Famous CORY & -NICRO- Coffee Filters

America's most popular! The CORY All-Glass Filter Rod and NICRO Stainless Steel Filters—millions in use. Fit all standard vacuum-type coffee makers—just slip into place. Easy to clean . . . just rinse under faucet.

4365A49 Cory Glass Filter . . . Retail $ .75
4368A59 Nicro 2-6 Cup Filter . Retail $ .90
4367A59 Nicro 8 Cup Filter . . . Retail $ .90
4369A65 Nicro 12 Cup Filter . . . Retail $1.00

CORY 2-Heat Electric Stove

Top quality 2-heat element . . . high heat (500 watts) for brewing coffee; low heat (90 watts) for keeping coffee or foods warm. Use it as food or beverage warming stove. Beautiful chrome finish. Handy hi-low switch. With cord. A.C.-D.C. U.L. approved

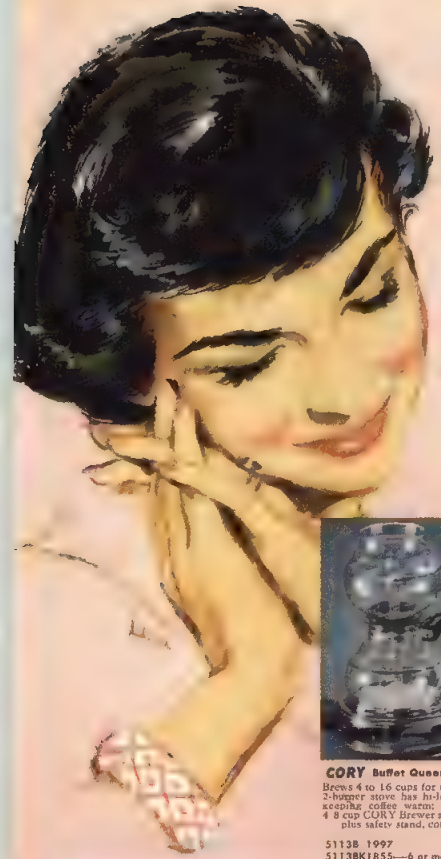
5243A 462 | Retail
5243AK429—6 or more . . . . . | $6.95

-NICRO- Stainless Steel Mixing Bowl

Handy, lightweight, unbreakable. Use with standard or portable electric mixer. Ideal for tossing salads, mixing batters, storing foods. Cleans in jiffy. Non-tip base. Highest quality polished stainless steel keeps its mirror-like lustre. 3½ qt. capacity.

4370A 257 | Retail
4370AK237—3 or more . . . . . | $3.95

# of course They're CORY
America's finest coffee makers



CORY Automatic Coffee Brewers

The only completely Automatic Coffee Brewers *Automatically* brews perfect coffee—keeps it "just right" *automatically*. Stainless steel model ACB-3 shown; also available in featherweight Corallyne model FAB 3. Both have Cory Glass Filter Rod, safety stand, coffee measure. A.C. only. U.L. approved. 4 cup

5121A1997 Corallyne . . . Retail $29 95
5236A2500 Stainless Steel (Illust.) Ref $37 50

CORY Buffet Queen

Brews 4 to 16 cups for family meals, buffets, parties. 2-burner stove has hi-low burner for brewing and keeping coffee warm; low-heat burner for serving. 4-8 cup CORY Brewer and additional 8-cup decanter plus safety stand, coffee measure. U.L. Approved

5113B 1997 . . . Retail
5113BK1855—6 or more . . . $29 95

CORY Percolator & Beverage Server

Smartly styled in a new, exciting Swedish modern design. Sparkling, heat resistant, taste-free glass. Decorative cup markings on decanter and inner basket. Has heat-proof handle and handsome metal collar. Doubles as beautiful hot or cold beverage decanter. 4-8 cup

4359A 387 . . . Retail
4359AK357—6 or more $5 95

CORY Tea & Instant Beverage Brewer

Most unusual tea brewer, instant coffee maker or kettle. Use it on any range, gas or electric. Ideal for storing and serving orange juice, lemonade or any cold beverage. CORY heat-resistant glass. Plastic handle and steam-guard decanter cover. 2-6 cup

4371A 192 . . . Retail
4371AK177—3 or more . . . $2 95

CORY Rubberless Glass Coffee Brewers

The *only* all Glass Coffee Brewer complete to the famous CORY Filter Rod. New Cory glass-to-glass seal—no rubber bushing to stick or wear out. Sparkling, heat-resistant, taste-proof CORY glass. Has safety stand, hinged decanter cover, coffee measure

4340A358 2-4 Cup . . . Retail $5 50
4341A387 4-8 Cup . . . Retail $5.95
4342A452 8-12 Cup . . . Retail $6.95

NICKEL Stainless Steel Coffee Brewers

America's original Stainless Steel Coffee Brewer. Won't break, chip, crack, or rust because it's gleaming, taste-free stainless steel. With famed "Flavor" Insurance stainless steel filter, sturdy plastic safety stand, coffee measure

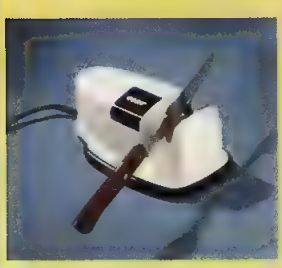
4345A647 2-4 Cup Retail $ 9.95
4346A777 4-8 Cup Retail $11.95
4351A1037 8-12 Cup Retail $15 95

When only the finest will do...

give and get

CORY

America's Gift Sensations



CORY Electric Knife Sharpener

Unique present for any gift occasion. CORY, *the nation's finest electric knife sharpener.* Professionally sharpens any knife. Simple to use . . . just press starting button—draw blade along sharpening guide. Won't harm any knife—if you press too hard sharpening wheel *stops automatically.* A.C. only, 105-120 volts, U.L. Approved

5820A 972 | Retail
5820AK697—6 or more . . . . . | $14.95

CORY Beverage Server & Candlewarmer

For gracious family living—for delightful party buffets. 8 cup Glass Beverage Server keeps any hot beverage at serving temperature when used atop the Candlewarmer. Use the Candlewarmer anywhere to keep foods hot. Alone, the Cory Beverage Server is a wonderful decanter for hot or cold beverages.

4366A 309 Server . . . . . Retail $4.75
4373A 192—Candlewarmer. . . . . | Retail
4373AK177—6 or more . . . . . | $2.95

CORY Candlewarmer

Handsomely fashioned in jet-black wrought iron—has glass candle holder and candle. Ideal for keeping hors d'oeuvres, canapes, fondes, and beverages hot at the dinner or buffet table. No cords, no connections . . . use it anywhere. A wonderful serving accessory. A unique gift!

4373A 192 | Retail
4373AK177—6 or more . . . . . | $2.95

Famous CORY & -NICRO- Coffee Filters

America's most popular! The CORY All-Glass Filter Rod and NICRO Stainless Steel Filters—millions in use. Fit all standard vacuum-type coffee makers—just slip into place. Easy to clean . . . just rinse under faucet.

4365A49 Cory Glass Filter . . . Retail $ .75
4368A59 Nicro 2-6 Cup Filter . Retail $ .90
4367A59 Nicro 8 Cup Filter . . . Retail $ .90
4369A65 Nicro 12 Cup Filter . . . Retail $1.00

CORY 2-Heat Electric Stove

Top quality 2-heat element . . . high heat (500 watts) for brewing coffee; low heat (90 watts) for keeping coffee or foods warm. Use it as food or beverage warming stove. Beautiful chrome finish. Handy hi-low switch. With cord. A.C.-D.C. U.L. approved

5243A 462 | Retail
5243AK429—6 or more . . . . . | $6.95

-NICRO- Stainless Steel Mixing Bowl

Handy, lightweight, unbreakable. Use with standard or portable electric mixer. Ideal for tossing salads, mixing batters, storing foods. Cleans in jiffy. Non-tip base. Highest quality polished stainless steel keeps its mirror-like lustre. 3½ qt. capacity.

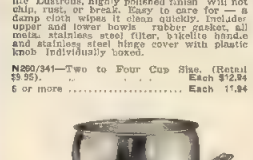
4370A 257 | Retail
4370AK237—3 or more . . . . . | $3.95

METAL AND GLASS VACUUM COFFEE MAKERS

NICRO STAINLESS STEEL COFFEE MAKERS

Handsomely styled Nicro Drip Coffee Brewers compliment any table setting and serve piping hot coffee at its best. Made of gleaming stainless steel guaranteed for life. Lustrous, highly polished finish. Will not chip, rust, or break. Easy to care for — a damp cloth wipes it clean quickly. Includes upper and lower bowls, rubber gasket, all metal stainless steel filter, bakelite handle and stainless steel hinge cover with plastic knob individually boxed.

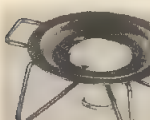
N260/341—Two to Four Cup Size. (Retail $9.95). ..... Each $7.94
6 or more ..... Each 11.94



N260/342—Four to Eight Cup Size. (Retail $11.95) ..... Each $16.54
6 or more ..... Each 14.34

N260/343—Eight to Twelve Cup Size. (Retail $15.95) ..... Each $20.74
6 or more ..... Each 19.14

Cory Candle Warmer



N260/324 — Cory Candle-Warmer Beverage and Food Server. Keeps beverages and foods hot right at dinner table. Handsomely fashioned in genuine wrought iron with glass candle holder. Size 7x9 inches, stands only 3½" high. (Uses our K260/208 Food Warmer Candle). Individually boxed, 12 to carton. (Retail $3.95). ..... Each $3.94
6 or more ..... Each 3.54

Cory Glass Percolator and Beverage Decanter

N260 323—Cory Glass Percolator. Combines a beautifully styled percolator and an all-purpose beverage decanter. Newly designed, follows the famous popular Swedish modern style trend. Blends with any table setting. 4 to 8 cup capacity. Decorative cup markings exclusive Cory deep-throat construction for easy drip free pouring, decorative metal collar for extra beauty and increased strength, sturdy plastic heat proof handle, modern no-tip safety design. Individually boxed. (Retail $6.95). ..... Each $9.30
6 or more. ..... Each 8.34

MODEL DNG 2-4 CUP

The "Petite" offers the exclusive CORY Rubberless glass-to-glass vacuum seal. Comes complete with accessories in ebony black plastic.

Range Model DNG
Retail Price $5.45 (No Tax).

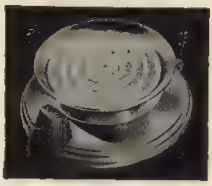
	Less than 6 Each	6 or more Each
N260/305—	$7.25	$6.54
N260/308 — DNU Upper Bowl ..... 3 in Ctn (Ret. $2.50)	3.30	3.00
N260/307 — DNL Lower Bowl ..... 3 in Ctn (Ret. $3.10)	2.78	2.52

MODEL DCG 4-8 CUP

The "Royal Rubberless" features the exclusive glass-to-glass seal in the 4-8 cup size. Handle, cover, measuring cup and safety stand of rich ebony black plastic.

Range Model DCG
Retail Price $5.95 (No Tax).

	Less than 6 Each	6 or more Each
N260/315—	$7.94	$7.14
N260/316 — DCU Upper Bowl ..... 3 in Ctn (Ret. $2.75)	3.65	3.30
N260/317 — DCL Lower Bowl ..... 3 in Ctn (Ret. $3.30)	3.06	2.76



MODEL DES ELECTRIC STOVE

Chrome finish—two heats, high, 660 watts for brewing; low, 80 watts for maintaining correct serving temperature. For 115 volt AC or DC operation.

Model DES—Black bakelite handle.
Retail Price $6.75 (Inc. Fed. Tax).

	Less than 6 Each	6 or more Each
N260/314— ..... (With cord)	$8.88	$8.22

CORY

FLAME TESTED GLASS

Another Cory exclusive . . . this new FLAME-TEST is for your assurance of highest quality heat-resistant glass.

ALL GLASS FILTER ROD

The famous patented CORY ALL-GLASS FILTER ROD takes all fuss and bother out of brewing coffee and tea — does away with all cloth, metal or paper filter parts. Can be used in all standard makes of glass coffee brewers.

N260/322—FRA Glass Filter Rods each in package, one dozen in carton (Ret. 76c) ..... Per dozen $10 80

N260/309 — DLU Lynn Upper Bowl for Model DNG Brewer. Packed 3 pieces ..... Each $3 00
6 or more ..... Each $2 70

N260/310 — DLL Lynn Lower Bowl. ..... Each $2 48
6 or more ..... Each $2 20

MODEL DIG 10-12 CUP

The "Imperial Rubberless" uses no rubber parts. CORY Flame-Tested quality heat resistant glass, black plastic accessories and distinctive CORY triple striping.

Model DIG—Black fittings.
Retail Price $6.95 (No Tax).

	Less than 6 Each	6 or more Each
N260/330—	$8.50	$8.34
N260/331 — DIU Upper Bowl ..... 3 in Ctn (Ret. $2.95)	3.94	3.54
N260/332 — DIL Lower Bowl ..... 3 in Ctn (Ret. $2.45)	3.24	2.94

MODEL DKS ELECTRIC KNIFE SHARPENER

New electric motor driven sharpener. No skill is required to put a professional edge on household cutlery. Smartly styled, complete with 6 ft. cord. Guaranteed for a year against defective workmanship or material.

Model DKS packed each in a carton.
Retail price $14.95

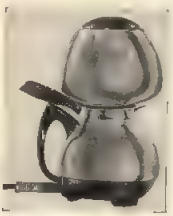
	Less than 3 Each	3 or more Each
N260 334—	$19.44	$17.94

MODEL DKG 4-8 CUP

Ebony black plastic accessories compliment the triple platinum striped flame tested glass brewer. Seal obtained with new process rubber bushing.

Model DKG—Black fittings.
Retail Price $4.95 (No Tax).

	Less than 6 Each	6 or more Each
N260/311—	$6.60	$5.94
N260/312 — DRU Upper Bowl ..... 3 in Ctn (Ret. $2.45)	3.24	2.94
N260/313 — DRL Lower Bowl ..... 3 in Ctn (Ret. $2.60)	2.88	2.60



MODEL EAB

Automatic brewer, beautiful, bright Chrome finish — stain resistant and designed especially for coffee brewing. Brews 2 to 3 cups completely automatic and keeps coffee piping hot. Retail price $29.95, (Inc. Fed. Excise Tax). Packed each in carton.

	Each	Lots of 3
N260/335—	$38.52	$33 66

CUSTOM MODEL ACB

Deluxe Cory Automatic Brewer. Polished stainless steel. Completely automatic. Two to three cup capacity. Handy cup markings inside and out. Special thermostat brewing control — turns itself on — turns itself down. Retail price $38 50 (Inc Fed. Excise Tax)

	Each	Lots of 3
N260/336—	$48.20	$44.64

perfect gifts by CORY®

Cory Stainless Steel Coffee Brewer

6755EF2500—Single Lots $37.50
6756EF2322—3 or More 37.50

Sparkling life-time finish of stainless steel! No chrome to chip, scratch or peel! Just put water in the bottom, coffee in the top, and plug into electrical outlet! Completely automatic—no buttons, dials, or switches to set; nothing to forget. Comes complete with Cory glass filter rod, plastic safety stand and plastic coffee measure. 4 to 8 cup capacity. A. C. only; U. L. approved. Shipping weight 5 lbs. individually packed

Cory Featherweight Coffee Brewer

6757EF1997—Single Lots $29.95
6758EF1855—3 or More 29.95

Made of special alloy of aluminum. Sparkling polished finish. Identical to model described above. Same as illustrated except no decorative stripes. ... 4 to 8 cup capacity. A. C. only. U. L. approved. Shipping weight 4½ lbs. individually packed

Cory Combination Percolator And Beverage Server

6759EF387—Single Lots $5.95
6760EF357—6 or More 5.95

Smartly styled in a new, exciting Swedish modern design. Sparkling heat-resistant, taste free glass. Decorative cup markings on decanter and inner basket features sturdy handle, metal collar and drip-free pouring lip for easy service. Remove basket assembly—it's a beautiful hot or cold beverage server 4-8 cup. Use on gas or electric stove. Shipping weight 2¼ lbs., individually packed
For companion electric stove, see 6765EF listed below

Cory Rubberless Glass Brewer

6761EF387—Single Lots $5.95
6762EF357—6 or More 5.95

The famous *All Glass* Cory—coffee and water touch nothing but glass. New Cory glass-to-glass seal—no rubber bushing to tug and twist or wear out. Features Cory Glass Filter Rod, platinum-striped bowls, hinged decanter cover, sturdy safety stand and measuring cup. 4-8 cup. Use on gas or electric range. Shipping weight 2¾ lbs., individually packed
For companion electric stove, see 6765EF listed below

Nicro Stainless Steel Brewer by CORY

6766EF777—Single Lots $11.95
6767EF717—6 or More 11.95

The original stainless steel coffee brewer. Upper and lower bowls will not break, chip, rust, pit, or discolor. Comes complete with stainless steel filter, hinged decanter cover, plastic safety stand and measuring cup. 4 to 8 cup capacity. Use on gas or electric range. Shipping weight 2¾ lbs., individually packed
For companion electric range, see 6765EF at right

Cory 2-Heat Electric Stove

6765EF462—Single Lots $6.95

Beautifully styled, chrome-finished electric stove. Top quality 2-Heat element—high heat (500 watts) for brewing coffee, low heat (80 watts) for keeping coffee or food warm. Handy high-low finger switch. 110-120 volt, A.C.-D.C. Has six foot detachable cord. U. L. approved. Shipping weight 2¼ lbs. Individually packed
For ideal stove and brewer combination, use with 6759EF (Glass Percolator), 6761EF (Glass Brewer) or 6766EF (Stainless Steel Brewer.)

Cory Buffet Queen

6763EF1997—Single Lots $29.95
6764EF1855—3 or More 29.95

Brews 4 to 16 cups of delicious coffee. Includes 2-burner A.C.-D.C. electric stove—a high low heat burner for brewing—a low-heat only burner for serving. Also has a 4-8 cup Cory glass brewer and an additional 8-cup serving decanter. Comes complete with Cory glass filter rod, hinged decanter covers, plastic coffee measure and safety stand for upper bowl. A.C.-D.C. stove; U. L. approved. Shipping weight 11 lbs. individually packed

Cram's POPULAR-PRICED GLOBES IN EIGHT MODELS

The only true world map is spherical in shape. Free of distortion, showing true directions and distances, comparative sizes of continents and countries. A Cram Globe is truly a miniature world.

Moderately priced, these Universal Series Globes are big values. Published by the George F. Cram Co., the world's largest producer, established 1867.

Metal dome table base finished beige and gold.

A13/704 — 12-inch Universal Globe Ball. Height 17½ inches. Shipping weight 5 lbs. ..... **Each $10.50**

A13 702—10½ inch Universal Globe Ball. Height 13¾ inches. Shipping weight 3 lbs. **Each $8.40**

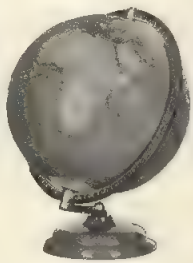
A13/727 — 8-inch Universal Globe Ball. Height 10½ inches. Shipping weight 1½ lbs. ..... **Each $5.00**

Metal dome table base finished beige, blue stripe. Semi-meridian. A very popular model.

A13/705—12-inch Universal Globe Ball. Height 17½ inches. Shipping weight 5¼ lbs. ..... **Each $12.50**

A13 703 — 10½ inch Universal Globe Ball. Height 14½ inches. Shipping weight 3¼ lbs. **Each $10.00**

A13 706 — 8-inch Universal Globe Ball. Height 11 inches. Shipping weight 2 lbs. ..... **Each $5.30**



Full vision (Patented) fixed meridian mounting. Metal dome base, finished beige and gold.

A13 707 — 12-inch Universal Globe Ball. Height 16 inches. Shipping weight 6 lbs. ..... **Each $17.00**

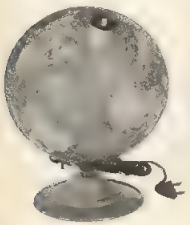
W13/711 — Walnut finished floor stand 12" Universal Globe ball. Bronze plated tall, movable meridian and fork. Plated claw feet. Height 36" Fork unscrews from column which unscrews from base, allowing the four parts of the assembly to pack in one carton 23½x14x14 inches. ..... **Each $35.00**

XX

Cram's ILLUMINATED GLOBES

THE WORLD AGLOW AT YOUR FINGERTIPS

These beautifully illuminated globe models are exclusive Cram creations. Beautifully colored, a pull of the cord converts the ball into a strikingly handsome, luminescent Globe Lamp. There's nothing more decorative and attention-getting than an illuminated Cram globe.



A New Size
7½-Inch Illuminated Globe

The smallest available illuminated globe that turns on its axis. Mounted at correct inclination of 23½ degrees from perpendicular. Circular with bulb, cord and plug.

A13 712—7½ inch Illuminated Globe Height 10 inches Shipping weight 3 lbs **Each $12.50**

Map is hand-mounted on a 10½-inch glass ball. Semi-meridian. Mahogany finished hardwood table base. Complete with bulb, cord and plug.

A13 714—10½-inch Illuminated Globe Height 16 inches. Shipping weight 10 lbs. **Each $33.00**

Semi-meridian; metal dome table base. Map is hand-mounted on 10½-inch glass ball.

A13/715—10½-inch Illuminated Globe Height 15 inches. Shipping weight 10 lbs **Each $27.80**

Cram's Air-Age Globe

WITH HORIZON RING

A13/730—Designed for the convenience of those who wish to determine quickly Great Circle airplane routes, distances and approximate flying time between points. Also for those who want a World Globe that is decorative as well as useful for home or office. The 12 inch Ball may be lifted out of the cradle, it may be turned in any direction for easy reference to the map, or for adjusting to the Horizon Ring so that the Great Circle route between any two points is brought in line with the measuring scale on the ring. Universal Type Ball. Map in nine colors. The scale on Measuring Ring is also in several harmonizing colors, making a most attractive and decorative ensemble Shipping weight 7½ lbs **Each $21.00**

Exclusive CURTIS CREATIONS

CC043 1/20-12KT Gold Filled —Three piece Genuine Onyx Set.
Boxed as Illustrated 41.00
CC044 Neck & Ear Set Boxed 25.50
CC045 Necklace Boxed 16.50

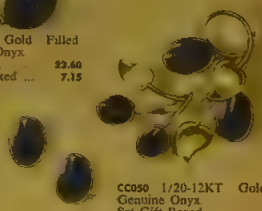
CC052 1/20-12KT Gold Filled Set with Simulated Goldstones.
Set Gift Boxed 21.00
CC053 Earrings Boxed 7.15

CC054 1/20-12KT Gold Filled Set with beautiful, selected, hand-carved cameos
Set Boxed 21.00
CC055 Earrings Boxed 9.40
CC056 Brooch Boxed 11.25

CC046 1/20-12KT Gold Filled Set with Genuine Onyx
Set Boxed 23.60
CC047 Earrings Boxed 7.15

CC048 1/20-12KT Gold Filled. Genuine Onyx combined with Cultured Pearls.
Set Boxed 21.60
CC049 Earrings Boxed 6.75

CC057 1/20-12KT Gold Filled. Set with selected, hand-carved cameos.
Gift Boxed 29.65
CC058 Earrings Boxed 9.40



CC050 1/20-12KT Gold Filled Genuine Onyx
Set Gift Boxed $19.50
CC051 Earrings Boxed 7.15

CC059 1/20-12KT Gold Filled. Set with selected, hand-carved cameos.
Set Boxed 23.65
CC060 Earrings Boxed 10.50
CC061 Brooch Boxed 12.75

Prices are Keystone List — Items shown 4/5 Actual Size. Sold only through wholesalers. Beautifully gift boxed.

CC062 1/20-12KT Gold Filled. Set with selected, hand-carved cameos.
Set Boxed 23.65
CC063 Earrings Boxed 10.50
CC064 Brooch Boxed 12.75

Women's Fine Jewelry . . . Exquisite Design . . . Incomparable Craftsmanship

Exclusive
CURTIS CREATIONS

CC025 Choice of Gold Plate or Rhodium Finish, gift boxed. Brilliant Rhinestones Combined with Simulated Jets, Ice Blue, Rose, Aqua or Sapphire **$10.65**
CC026 Sparkling White **12.65**

CC031 Lacy Filigree in Sterling Silver
Set Gift Boxed **21.40**
CC032 Earrings Boxed **6.00**

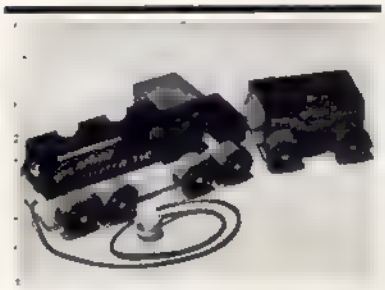
CC033 Lacy Filigree in Sterling Silver set with brilliant rhinestones
Set Gift Boxed **14.65**
CC034 Earrings Boxed **6.40**

CC035 Lacy Filigree in Sterling Silver. Beautifully set with brilliant rhinestones and Baguettes.
Set Gift Boxed **18.40**
CC036 Earrings Boxed **5.65**

CC041 1/20-12KT Gold Filled
Set with Genuine Onyx
Set Gift Boxed **25.15**
CC042 Earrings Boxed **7.50**

Prices are Keystone List — Items shown 4/5 Actual Size. Sold only through wholesalers. Beautifully gift boxed.

Women's Fine Jewelry . . . Exquisite Design . . . Incomparable Craftsmanship



TOYS FOR PRE-SCHOOL KIDS

No. 760 Locomotive and Tender. A 2-piece train set. Take-apart engine with black boiler, red cap and wheels, ivory base. Tender is jet black with bright yellow silk-screened design on sides. A pile of realistic coal makes tender look like a real coal car. Length, 12". $2 retail. Various other good numbers in the line, too!

PRE-SCHOOL TOY MFG. CO.
23706 74TH AVE. WEST
EDMONDS, WASH.

The Most Powerful Sales Building Program in Toy History!

for Wholesalers, Department Stores, Syndicate Dept. Stores & Independent Retailers

TOY GUIDANCE COUNCIL, Inc.
1124 BROADWAY, N. Y. 10
MUrray Hill 9-0175

MAKIT TOY

The COLORFUL Wood CONSTRUCTION TOY

A QUALITY TOY HIGH IN PLAY VALUE

OUTSTANDING IN ITS FIELD

PRIMARY MAKIT	93 PIECES
SUPER MAKIT	183 PIECES
JUMBO MAKIT	292 PIECES

W. R. BENJAMIN CO.
Makers of Makit Toys
GRANITE CITY, ILLINOIS

The New "Daily Dolly"

Anne Fadden of the A & H Doll Co., 43-12 50th St., Woodside, New York, has done it again. Finding answers to buyers' problems is Mrs. Fadden's specialty, and this reputation is well supported by her latest creation. A delightful addition to the nationally famous "Marcie Doll" family, it is a doll-and-wardrobe combination appropriately named the *Marcie Daily Dolly*. No less than sixteen different costumes are now available, and more are in the process of being designed. Each costume is colorful and imaginative, and each one comes complete with irresistibly attractive accessories, so the doll can be dressed and outfitted for all the occupations of the day, every day of the week.

The dynamic Mrs. Fadden has achieved her objective, that of creating an attractive, high-quality doll-wardrobe combination, at the same time avoiding the high-price bugaboo of similar undertakings in the past. The doll itself is nine inches tall, made of unbreakable plastic. Everyone loves her; she can sit and walk, her eyes open and close, and her beautiful, realistic Saran hair can be combed and curled. Dressed in little panties, socks and shoes, she is a real heart-stealer, and retails at only $1.98.

But this is only half the story. Mrs. Fadden's answer to the problem of creating an extensive but low-priced wardrobe has been to pack the sixteen different costumes individually in attractive transparent box-trays, retailing at only $1.00 each. A typical example of the costumes now available is the one for a rainy day, which includes a yellow slicker, rain hood, boots, and umbrella. Another costume is for gardening, and packed so they can be seen alongside of the colorful little dress are a straw sun hat, a shovel, a rake, and a watering can.

WANT MORE SALES?

If you want an established organization to handle your products in any or all territories, check us. We have an excellent following.

The lines we accept will be assured of sales volume. We have 27 Sales Offices and desire to handle only Top-Notch manufacturers. Inquiries held strictly confidential.

NATIONAL REPRESENTATIVES FOR

- WANNATOYS
- SHERIFF HOLSTERS
- NATL. NOVELTY GAMES

JOBBERS, CHAINS, INQUIRIES INVITED

SMITH-BENNY SALES CO. 11 W. 42nd St. New York 36
Sales Representatives

NEW WHIZ BACK TOP

It's easy to sell and every one sold creates additional demand. Kids like ACTION, and this top has it! Attractively boxed, one gross to the case.

INSTANT APPEAL

to all ages. Bright red and blue with red propellers that whiz as top goes up or down. Put in a stock of "Whiz Back" Tops and start selling! 50 cents retail.

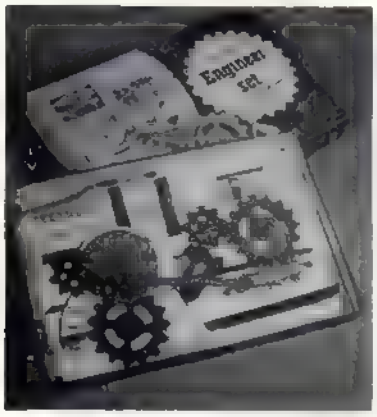
PHOENIX ENGINEERING CO.
917 49th ST. SOUTH
ST. PETERSBURG, FLA.

SPELL IT

Amazing Game with the "Magic Doors"! Spells . . . Adds . . . Multiplies . . . Subtracts . . . Delights Ages 5 to 81. $1.75.

CADACO-ELLIS GAMES
- CHICAGO—1444 Merchandise Mart
- NEW YORK—407, 200 Fifth Avenue
- SAN FRANCISCO—909 Merchandise Mart

New Toys on Parade



Small Fry Engineer Set

PRESSMAN TOY CORP., 1107 Broadway, New York City 10, has a new toy preschool engineering set combining eye appeal, decorative packaging, and educational value. The set is endorsed by *Parents* Magazine.

Essentially, the toy is an action jigsaw puzzle with plastic gears and wheels which are assembled on various printed backgrounds to make up a train, a car, a steam boat, and a tractor. Once the child has the gears properly in place, he has an action toy with gears that turn in interlocking fashion to an accompanying clicking sound, like real engines would make.

Play-A-Story with Dolly

KENNER PRODUCTS CO., 912 Sycamore St., Cincinnati 2, has introduced a different, activity toy designed specifically to keep a little girl happy for hours.

Play-a-Story with Dolly takes place on a rainy day and the story takes the doll through the measles, into a disguise party, and finally off to bed. The set contains pills and a "Do not disturb" sign for sick dolly; there is make-up and a mirror for dolly when she dresses up for her party; there's a string and beads to be strung; and there is a get-well card and invitations for dolly's party to be sent. Also included are a scissors and disguises to be cut out, besides a game to be played by dolly and her friends.

The toy retails for $2, and is packed a dozen to the shipping case, weighing eight pounds.

Weather Station

Youngsters of all ages can observe, chart and forecast the weather with a new educational hobby kit. Easily assembled, the Weather Station includes complete parts for a desk barometer, an outdoor thermometer and a rain gauge.

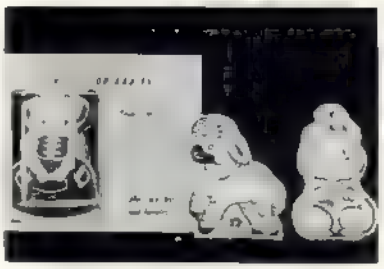
With these instruments and the colorful weather manual observation charts and instruction sheet also included in the kit, any youngster can set up his own "home weather bureau" for years of instructive, absorbing fun.

Made by AIRGUIDE INSTRUMENT CO., 2210 Wabansia Ave., Chicago 47, the Weather Station is packed in a four-color lithographed box to retail for $10.

Peggy Falter Toys

PEGGY CLOTH-BOOKS, INC., 109 Worth St., New York 13, N. Y., has brought out a new line of "Peggy Falter Toys"—a group of foam-rubber stuffed animals and dolls 6" high, covered with brightly printed muslin in four fast colors.

The toys come in a variety of packages



for different types of merchandising, including one in a durable, re-usable bag with a gift card on top so that the toy can be mailed "as is" for 3c postage anywhere in the U.S. It may be sold as a souvenir mailer, birthday greeting, toy enclosure, or stocking stuffer, or the store itself can use it in promotions as a give-away for the small customers. The toys double as bath sponges, too.

The items are also packed singly or in pairs in an acetate box. Suggested retail is $1 for the package of two without voices, $1.25 with voices; 50c for the mailer without voice, and 65c for the mailer with a voice. Voices in the toys are not harmed by daily dunkings. A pretty counter display goes along with each order free of charge.

NITE-LITE SHADOW BOX

An attractive new light for a child's room was described on page 182 of the July issue of TOYS & NOVELTIES, but the name of the manufacturer was omitted.

The Nite-Lite Shadow Box is available from HOBBY HILL, 225 N. Wabash Ave., Chicago 1, Ill.

New

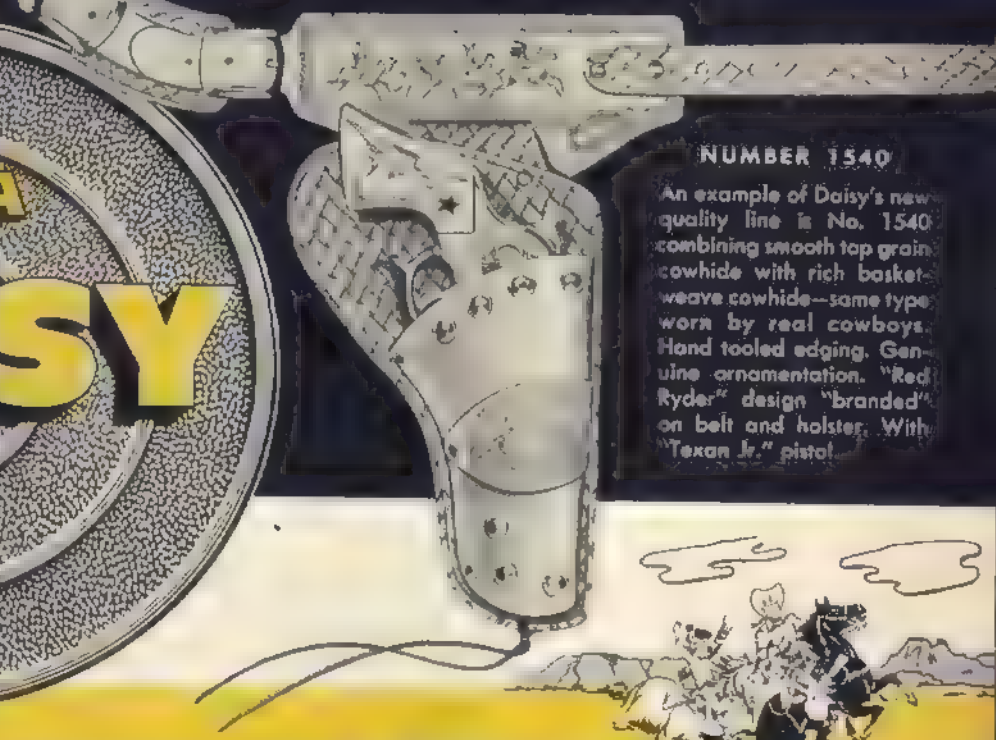
COMMENDED PARENTS

DAISY RED RYDER

LICENSED BY STEPHEN SLESINGER, INC.

Gun and Holster Sets

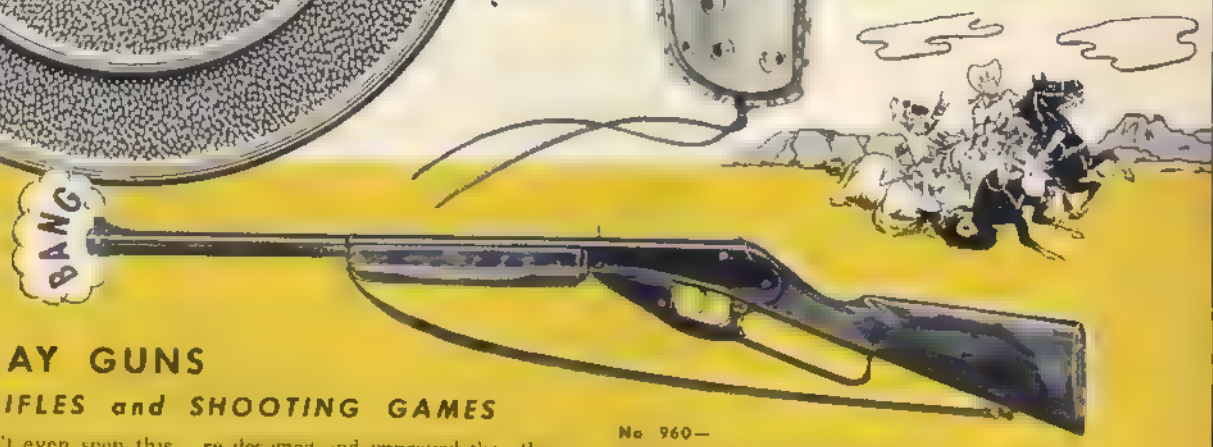
This beautiful new Daisy quality line is the finest, most complete selection of single and double holster outfits ever developed. All are genuine leather. They retail from 39¢ to $7.95. Most are individually packaged in colorful "Daisy Red Ryder" display boxes. Immediate delivery on production samples, stock orders.



NUMBER 1540

An example of Daisy's new quality line is No. 1540 combining smooth top grain cowhide with rich basket-weave cowhide—same type worn by real cowboys. Hand tooled edging. Genuine ornamentation. "Red Ryder" design "branded" on belt and holster. With "Texan Jr." pistol.

IT'S A **DAISY**



New

DAISY PLAY GUNS

TRAINING RIFLES and SHOOTING GAMES

Perhaps you haven't even seen this now-famous new line. Introduced in late '53 we could not satisfy the demand. Since then, we have added new models, re-designed and improved the others. These Daisy Play Guns are year around sellers. We have planned production accordingly so order samples and stock.

No. 960—
DAISY DE LUXE TRAINING RIFLE
Harmless. Shoots smoke pellets and noise only, yet looks exactly like a Daisy Air Rifle. Lever action. Big seller. Ideal for areas not permitting air rifle sales.

New

DAISY AIR RIFLES and BB SHOT

The new Daisy Air Rifle line is really something. More eye appeal. Better values. More "sell"! Daisy also offers several exciting completely new rifles. fast as production permits. The brand new Red Ryder Pouch and new Shot Tubes will stimulate BB sales. Stock both Daisy air rifles and shot now.

NOW! DAISY AIR RIFLE SHOT IN

No. 700 Red Ryder Shot Pouch
Retailing 10¢ (West Coast)

No. 5 Bulls Eye Shot Tube
Retailing 10¢ (West Coast)

No. 502 Bulls Eye Shot Tube
Retailing 12¢ (West Coast)

PRICES SLIGHTLY HIGHER IN CANADA

See These New Daisy Quality Lines At The Toy Fair

Remember Daisy Headquarters for Juvenile Guns

DAISY MANUFACTURING COMPANY • PLYMOUTH, MICHIGAN U.S.A.

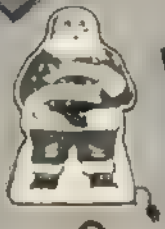
NEW YORK OFFICE: 114 ARCADE - FIFTH AVENUE BUILDING

GLOLITE

all American made

OUTDOOR and INDOOR

here are just a few of many magazines carrying GLOLITE ads (many consumer ads run in full color)



Christmas

LIGHTING DECORATIONS and TREE LIGHT SETS

equipped with GE *or* W *lamps!*

GLOLITE . . . the ONLY nationally advertised line at COMPETITIVE PRICES! You're going to sell more . . . make more profit on GLOLITE merchandise . . . yes, a lot more in '54. Why? For one thing, the GLOLITE line is much bigger, and better than ever, with many "firsts." For another, its quality is among the highest . . . and prices among the lowest! And —GLOLITE merchandise is going to be pre-sold for you by hard-sell advertising and plenty of it to influence most people most able to buy!

• So welcome the GLOLITE salesman when he calls!

WRITE FOR OUR CATALOG AND PRICES!

THE
GLOLITE
CORPORATION
1017 W. Washington Blvd.
Chicago 7, Ill.

GLOLITE
HAS THE
GO-LITE
TO HELP YOU SELL!

DAISY CORKS

10 corks in a pkg. Corks fit all Daisy Play Guns. 12 dz. pkgs. to ctn., 4 lbs. Daisy Mfg.
NO. 909.....EACH $ 0.10
QUANTITY ORDERED _____

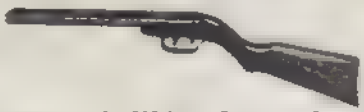
DAISY CORK BALLS

1/2" in diameter. 20 cork balls to pkg. For No. 965 and No. 325. 3 dz. pkgs. to ctn., 4 lbs. Daisy Mfg. Co.
NO. [illegible].....EACH $ 0.26
QUANTITY ORDERED _____

ROCKET DART GUN

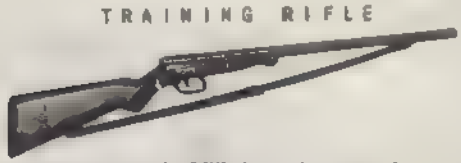
Heavy gauge steel, 17" long. Rust proof gun-blu finish. High-impact, shock resistant, molded stock; Metal forepiece. Shoots harmless rocket shaped darts. Includes 2 plastic rocket darts with rubber suction cups. 1 to box. 3 doz. to ship. case, 25 lbs. Daisy Mfg. Co.
NO. 829.....EACH $ 0.89
QUANTITY ORDERED _____

DOUBLE BARREL POP GUN



Heavy gauge steel; 21" long. Rust proof, gun-blu finish. Walnut finished stock. Break action, self-loading, 2 triggers. Absolutely harmless. 1 doz. to ship. case, 14 lbs. Daisy Mfg. Co.
NO. 838.....EACH $ 1.19
QUANTITY ORDERED _____

TRAINING RIFLE



Heavy gauge steel, 29¾" long. Rust proof, gun-blu finish. High-impact, shock resistant, molded stock with "secret" pocket to hold extra corks. Realistic bolt action, shoots harmless corks. Adjustable web shoulder strap. Includes 5 corks. 1 doz. to ship. case, 13 lbs. Daisy Mfg. Co.
NO. 840.....EACH $ 1.59
QUANTITY ORDERED _____

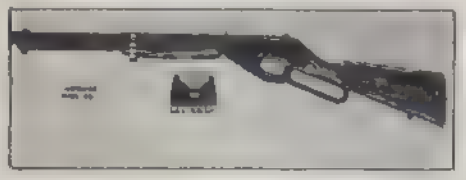
DAISY RED RYDER DOUBLE BARREL TRAINING CORK SHOT GUN

Harmless, shoots corks from both barrels. Heavy guage steel, 31" long. Rustproof, gun-blu finish. Hi-impact, shock resistant, molded stock and forepiece. Stock has RedRyder design. Break action cocks two triggers simultaneously. 1 to box. 1 dz. to ctn., 28 lbs. Daisy Mfg. Co.
NO. 850.....EACH $ 2.19
QUANTITY ORDERED _____

DELUXE TRAINING RIFLE

Heavy gauge steel, 32" long. Rust proof, gun-blu finish. High-impact, shock resistant, molded stock and forepiece. Sturdy "man-size" rifle lever action, self loading. Each shot produces smoke (with an occasional drop of light oil in the muzzle). Absolutely harmless. Adjustable web shoulder strap. 1 doz. to ship. case, 26 lbs. Daisy Mfg. Co.
NO. 860.....EACH $ 3.10
QUANTITY ORDERED _____

DAISY RED RYDER CORK BALL CARBINE



Lever-action Western style, 32" long; shoots ½" cork balls with amazing velocity and accuracy. Makes loud bang, with or without ammunition. Does not shoot BBs. Styled with carbine-type secondary barrel with red button in end; full-fashioned forearm and bright-plated steel band. Full-fashioned stock with checkering and Red Ryder design in gold. Bright-plated trigger. Packed with cork ball ammunition in leather carrying pouch with belt loop. 1 to box. 10 to ctn., 30 lbs. Daisy Mfg. Co.
NO. 965.....EACH $ 5.25
QUANTITY ORDERED _____

PRINCE VALIANT JEWELED SWORD, SCABBARD, SHIELD

Gold-Glo handle; shining, flexible blade with soft rubber tip. Metal shield, no sharp points. No dangerous metals—safe for any member of the family. Sword 18" long; shield 12" diam., vinyl holding straps. 1 set to box. 6 sets to ctn., 9 lbs. Mattel, Inc.
NO. 506.....EACH $ 2.98
QUANTITY ORDERED _____

DAISY WILD ANIMAL SHOOTING GAME

Full color, showing "wild animal" targets with scoring values. 13¾" high, 10¼" wide, held upright by firm wire easel. Smooth surface holds safety suction-cup darts. Target gun is heavy gauge steel dart Rifle, 17" long, 2 harmless darts with rubber suction-cups included. 1 to box. 1 dz. to ctn., 14 lbs. Daisy Mfg. Co.
NO. 921.....EACH $ 1.79
QUANTITY ORDERED _____

DAISY DOUBLE-GUN ACTION SHOOTING GALLERY

Sturdy litho. steel and heavy wire frame; 14" wide, 9" high, 13½" long. 6 shock resistant molded birds with wings spread are mounted in a double row on wire frame; moving target. Gun is heavy guage steel double barrel cork shooter 21" long, 10 corks included. 1 to box. 1 dz. to ctn., 36 lbs. Daisy Mfg. Co.
NO. 931.....EACH $ 3.19
QUANTITY ORDERED _____

WESTERN TARGET SET

4 decorated rigid Texwood Indian targets mounted on individual bases with reverse sides numbered for scoring. Includes: Easy action 23" repeater rifle with hi-impact plastic barrel and 2 harmless "safety" bullets with collapsible rubber-tips. 1 to box. 1 dz. to ctn., 10 lbs. Keystone Wood Toys, Inc.
NO. 819.....EACH $ 1.98
QUANTITY ORDERED _____

TARGET SETS — FBI SETS — EDUCATIONAL TOYS

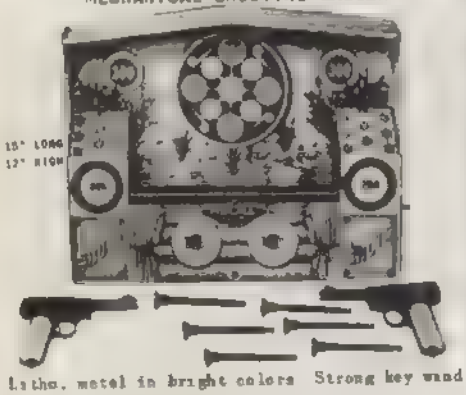
WESTERN TARGET SET

Colorful attacking Indian targets, covered wagon and stage coach, all mounted on individual bases and numbered on reverse side for scoring. Includes 22" Tekwood background in "Rocky Mountain" design equipped with target platform; 23" easy action repeater rifle with hi-impact plastic barrel and 3 harmless "safety" bullets with collapsible rubber-tips. 1 to display box with all parts in position, 3 lbs. Keystone Wood Toys.

NO. 825.....EACH $ 3.29

QUANTITY ORDERED _____

MECHANICAL SHOOTING GALLERY



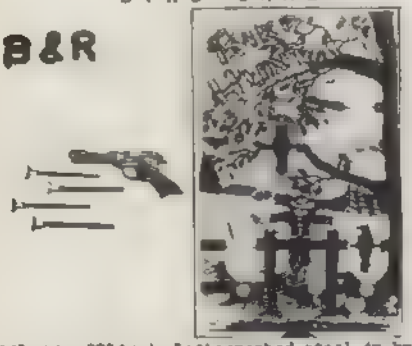
Litho. metal in bright colors. Strong key wind motor (key attached). Set includes 2 plastic dart pistols with 6 rubber tipped darts. 1 to box. 6 to ctn., 34 lbs. All Metal Products Co.

NO. 3907.....EACH $ 4.98

QUANTITY ORDERED _____

BIRD GAME

B&R



14" wide, 23" high. Lithographed steel in bright colors. 4 birds suspended on wire bracket. Metal board is supported on back with heavy corrugated board. Wire stand with metal base. 1 plastic dart pistol with 2 rubber tipped darts. 1 to box. 1 dz. to ctn., 32 lbs. All Metal Products.

NO. 2510.....EACH $ 2.25

QUANTITY ORDERED _____

SHARPSHOOTER

For all ages; for 2 or more players. 2 unbreakable molded automatic repeating pistols, rubber band ammo rifle, trophy target range, 2 support standards. 1 display box 19" x 1¾" x 1½". 1 doz. to ctn., 25 lbs. Cadaco-Ellis.

NO. 193.....EACH $ 3.98

QUANTITY ORDERED _____

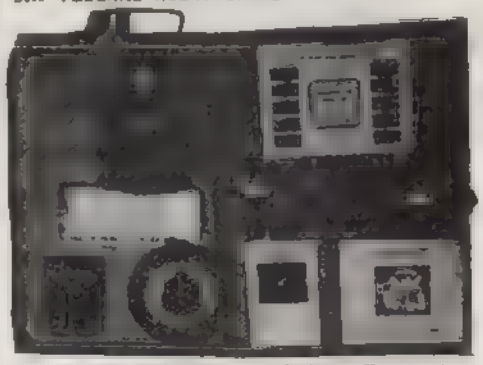
JR. FEDERAL AGENT FINGERPRINT OUTFIT

Contents: Pair of metal handcuffs, secret code chart system, supply of fingerprint inkin metal container; printed record sheets; plastic whistle; plastic magnifying glass; embossed metal badge; wood skewer; identification card; booklet of instructions. 1 set to box. 2 ds. to ctn., 25 lbs. Transogram Co., Inc.

NO. 3757.....EACH $ 0.98

QUANTITY ORDERED _____

JR. FEDERAL AGENT CRIME DETECTION LAB



Contents: Vinyl plastic bag of white fingerprint detecting powder; roll of fingerprint transfer tape on a dispenser; plastic action microscope with 10 power lens. 2 plastic microscope slides; metal tweezer, plastic magnifying glass; secret code chart and decoder; official Federal Agent badge; pad of fingerprint and photo record charts; pad of undecided fingerprint records; 2 bottles for unknown specimens, complete set of instructions. Entire contents pkg. in reinforced carrying kit with brass plated metal handle and metal snap lock. 1 ds. to ctn., 14 lbs. Transogram Co., Inc.

NO. 3705.....EACH $ 1.98

QUANTITY ORDERED _____

ADDING MACHINE

Heavy gauge metal brightly lithographed. Adds up to 9,999. Constructed so that anyone can operate it without trouble. 6½" wide, 9" deep. 1 to box. 12 to ctn., 20 lbs. Wolverine Supply.

NO. 99.....EACH $ 1.98

QUANTITY ORDERED _____

TOM THUMB TOY TYPEWRITER
SMALL FRY PRINTING PRESS

B&R

10" deep; 10½" wide; 6" high. New ribbon shift; new finger tip spacer; letters arranged same as standard keyboard; individual key operation; shift keys; ball bearing carriage; standard ½" ribbon; attractively finished; chrome trim. 1 to box. 9 lbs. 6 to ctn. Western Stamping Co.

NO. 4490.....EACH $20.95

QUANTITY ORDERED _____

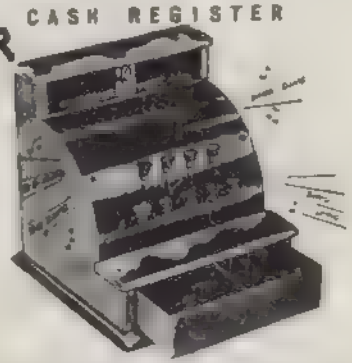
Sturdy; molded of high impact plastic, completely streamlined. Contents: Plastic press, 5 metal typeholders, box of rubber type, inking brush, bottle of ink, blank stationery, blank envelopes, type tweezers, full-color instruction booklet. 1 to display box 15"x13"x4". 6 to ctn., 17 lbs. Pressman Toys.

NO. 4469.....EACH $ 3.98

QUANTITY ORDERED _____

CASH REGISTER

B&R

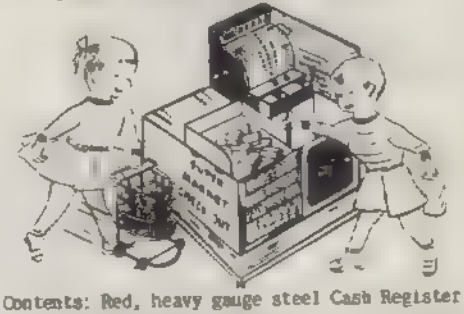


Polished, plated metal front, top and shelf. Numbers behind plastic window can be seen when keys are pressed; drawer opens, bell rings. Keys from 1¢ to $1.00; also "No Sale". 1 to box. 12 to ctn., 33 lbs. Kankap, Inc.

NO. 202C.....EACH $ 2.19

QUANTITY ORDERED _____

SUPER MARKET CHECK-OUT COUNTER



Contents: Red, heavy gauge steel Cash Register with action mechanism, metal rolling Shopping Cart; metal package pull; metal play money, 24 miniature product boxes; paper bags; colorful Check-Out Counter is self-contained unit, with cash register and shopping cart packed securely inside. 6 to ctn., 48 lbs. Kankap, Inc.

NO. 400.....EACH $ 7.95

QUANTITY ORDERED _____

New

IT'S A DAISY

No. 1540 DAISY RED RYDER Gun and Holster Set

Here is a typical example of the quality and sales appeal in this new Daisy quality line. No. 1540 combines smooth top grain cowhide with rich basket-weave cowhide—the same type worn by real cowboys. Hand tooled edging. Genuine ornamentation. "Red Ryder" design "branded" on belt and holster. With "Texan Jr." pistol.

DAISY RED RYDER GUN and HOLSTER SETS

This beautiful new Daisy quality line is, we sincerely believe, the finest, most complete selection of single and double holster outfits ever developed. All are genuine leather. They retail from 39¢ to $7.95. Most are individually packaged in colorful "Daisy Red Ryder" display boxes. Immediate delivery on production samples, stock orders. See them before placing your spring and 4th of July orders.

No. 960
DAISY TRAINING RIFLE

DAISY PLAY GUNS
Training Rifles and Shooting Games

Perhaps you haven't even seen this now-famous complete new line. Introduced in late '53, we could not satisfy the demand. It sells the year around; we have planned production accordingly so order samples, spring stock!

No. 25
DAISY PUMP GUN

DAISY AIR RIFLES
and Daisy Air Rifle Shot

Steady year around profit-makers since 1888. Sales in 1954 should improve due to Daisy's junior air rifle club promotion plus acceptance of this type rifle by National Rifle Association and Boy Scouts of America in their marksmanship programs.

Remember—Daisy is Headquarters for Juvenile Guns

DAISY MANUFACTURING COMPANY • PLYMOUTH, MICHIGAN, U. S. A.
NEW YORK OFFICE • 114 ARCADE • FIFTH AVENUE BUILDING

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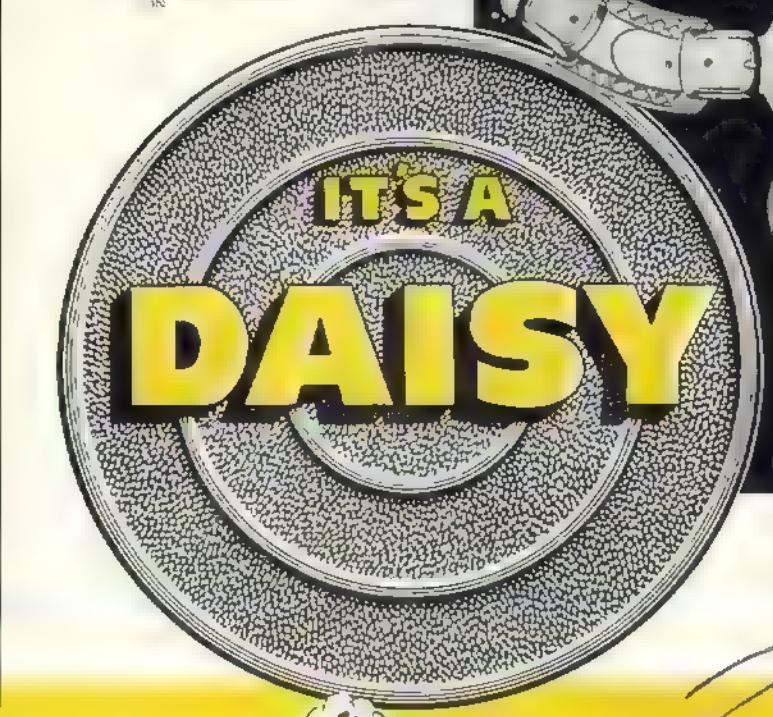
NOTE
Daisy Gun and Holster Sets Play Guns Training Rifles Shooting Games carry the PARENTS' MAGAZINE SEAL OF COMMENDATION

COMMENDED PARENTS' MAGAZINE



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New DAISY AIR RIFLES and BB SHOT

The new Daisy Air Rifle Line is really something. More eye appeal! Better values! More "sell"! Daisy also offers several exciting, completely new rifles fast as production permits. The brand new Red Ryder Pouch and new Shot Tubes will stimulate BB sales. Stock both Daisy air rifles and shot now.

NOW! DAISY AIR RIFLE SHOT IN

No. 700 Red Ryder Shot Pouch
Retail 5¢ (15¢ West Coast)

No. 5 Bulls Eye Shot Tube
Retail 5¢ (6¢ West Coast)

No. 502—Bulls Eye Shot Tube
Retail 10¢ (12¢ West Coast)

PRICES HIGHER CANADA

See These New Daisy Quality Lines At The Toy Fair

Remember — Daisy is Headquarters For Juvenile Guns

DAISY MANUFACTURING COMPANY • PLYMOUTH, MICHIGAN U.S.A.

NEW YORK OFFICE: 114 ARCADE - FIFTH AVENUE BUILDING

DAISY RED RYDER

LICENSED BY STERLING ELECTRONICS, U.S.A.

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[illegible] COMMENDED BY PARENTS MAGAZINE INSTITUTE

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Retails: 5¢ (6¢ West Coast)

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Retails: 5¢ (6¢ West Coast)

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DAISY MANUFACTURING COMPANY • PLYMOUTH, MICHIGAN U.S.A.

NEW YORK OFFICE: 114 ARCADE - FIFTH AVENUE BUILDING

DAISY CORKS

10 corks in a pkg. Corks fit all Daisy Play Guns. 12 dz. pkgs. to ctn., 4 lbs. Daisy Mfg.

NO. 909.....EACH $ 0.10

QUANTITY ORDERED _____

DAISY CORK BALLS

1/2" in diameter. 20 cork balls to pkg. For No. 965 and No. 325. 3 dz. pkgs. to ctn., 4 lbs. Daisy Mfg. Co.

NO. 988.....EACH $ 0.25

QUANTITY ORDERED _____

ROCKET DART GUN

Heavy gauge steel; 17" long- Rust proof gun-blu finish. High-impact, shock resistant, molded stock1 Metal forepiece. Shoots harmless rocket shaped darts. Includes 2 plastic rocket darts with rubber suction cups. 1 to box. 3 doz. to ship. case, 25 lbs. Daisy Mfg. Co.

NO. 820.....EACH $ 0.89

QUANTITY ORDERED _____

DOUBLE BARREL POP GUN

Heavy gauge steel; 21" long. Rust proof, gun-blu finish. Walnut finished stock. Break action, self-loading, 2 triggers. Absolutely harmless. 1 doz. to ship. case, 14 lbs. Daisy Mfg. Co.

NO. 880.....EACH $ 1.19

QUANTITY ORDERED _____

TRAINING RIFLE

Heavy gauge steel; 29½" long. Rust proof, gun-blu finish. High-impact, shock resistant, molded stock with "secret" pocket to hold extra corks. Realistic bolt action, shoots harmless corks. Adjustable web shoulder strap. Includes 5 corks. 1 doz. to ship. case, 13 lbs. Daisy Mfg. Co.

NO. 940.....EACH $ 1.59

QUANTITY ORDERED _____

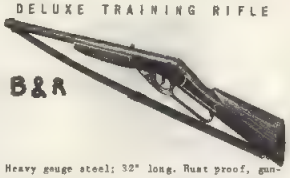
DAISY RED RYDER DOUBLE BARREL TRAINING CORK SHOT GUN

Harmless. shoots corks from both barrels. Heavy guage steel, 31" long. Rustproof, gun-blu finish. Hi-impact, shock resistant, molded stock and forepiece. Stock has Red Ryder design. Break action cocks two triggers simultaneously. 1 to box. 1 dz. to ctn., 28 lbs. Daisy Mfg. Co.

NO. 950.....EACH $ 2.19

QUANTITY ORDERED _____

DELUXE TRAINING RIFLE



Heavy gauge steel; 32" long. Rust proof, gun-blu finish. High-impact, shock resistant, molded stock and forepiece. Sturdy "man-size" rifle, lever action, self loading. Each shot produces smoke (with an occasional drop of light oil in the muzzle). Absolutely harmless. Adjustable web shoulder strap. 1 doz. to ship. case, 26 lbs. Daisy Mfg. Co.

NO. 960.....EACH $ 3.10

QUANTITY ORDERED _____

DAISY RED RYDER CORK BALL CARBINE

Lever-action Western style, 32" long, shoots ½" cork balls with amazing velocity and accuracy. Makes loud bang, with or without ammunition. Does not shoot BBs. Styled with carbine-type secondary barrel with red button in end; full-fashioned forearm and bright-plated steel band. Full-fashioned stock with checkering and Red Ryder design in gold. Bright-plated trigger. Packed with cork ball ammunition in leather carrying pouch with belt loop. 1 to box. 10 to ctn., 30 lbs. Daisy Mfg. Co.

NO. 965.....EACH $ 5.25

QUANTITY ORDERED _____

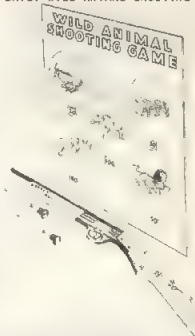
PRINCE VALIANT JEWELED SWORD, SCABBARD, SHIELD

Gold-Glo handle; shining, flexible blade with soft rubber tip. Metal shield, no sharp points. No dangerous metals—safe for any member of the family. Sword 18" long, shield 12" diam., vinyl holding straps. 1 set to box. 6 sets to ctn.. 9 lbs. Mattel, Inc.

NO. 506.....EACH $ 2.98

QUANTITY ORDERED _____

DAISY WILD ANIMAL SHOOTING GAME

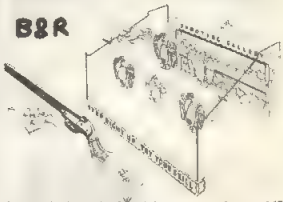


Full color, showing "wild animal" targets with scoring values. 13⅜" high, 10½" wide; held upright by fire wire easel. Smooth surface holds safety suction-cup darts. Target gun is heavy gauge steel dart Rifle, 17" long; 2 harmless darts with rubber suction-cups included. 1 to box. 1 dz. to ctn., 14 lbs Daisy Mfg. Co.

NO. 921.....EACH $ 1.79

QUANTITY ORDERED _____

DAISY DOUBLE-GUN ACTION SHOOTING GALLERY



Sturdy litho. steel and heavy wire frame; 14" wide, 9" high, 13⅜" long. 6 shock resistant molded birds with wings spread are mounted in a double row on wire frame, moving target. Gun is heavy guage steel double barrel cork shooter 21" long; 10 corks included. 1 to box. 1 dz. to ctn., 36 lbs. Daisy Mfg. Co.

NO. 881.....EACH $ 3.19

QUANTITY ORDERED _____

WESTERN TARGET SET

4 decorated rigid Tekwood Indian targets mounted on individual bases with reverse sides numbered for scoring. Includes. Easy action 23" repeater rifle with hi-impact plastic barrel and 2 harmless "safety" bullets with collapsible rubber-tips. 1 to box. 1 dz. to ctn., 10 lbs. Keystone Wood Toys, Inc

NO. 819.....EACH $ 1.98

QUANTITY ORDERED _____

TARGET SETS — FBI SETS — EDUCATIONAL TOYS

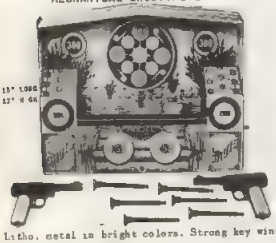
WESTERN TARGET SET

Colorful attacking Indian targets, covered wagon and stage coach, all mounted on individual bases and numbered on reverse side for scoring. Includes 22" Tekwood background in "Rocky Mountain" design equipped with target platform; 23" easy action repeater rifle with hi-impact plastic barrel and 3harmless "safety" bullets with collapsible rubber-tips. 1 to display box with all parts in position, 3 lbs. Keystone Wood Toys.

NO. 825.....EACH $ 3.29

QUANTITY ORDERED _____

MECHANICAL SHOOTING GALLERY



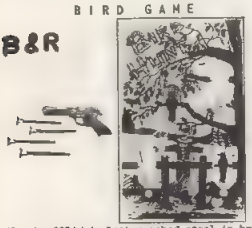
Litho. metal in bright colors. Strong key wind motor (key attached). Set includes 2 plastic dart pistols with 6 rubber tipped darts. 1 to box. 6 to ctn., 34 lbs. All Metal Products Co

NO. 3907.....EACH $ 4.95

QUANTITY ORDERED _____

BIRD GAME

B&R



14" wide, 23" high. Lithographed steel in bright colors. 4 birds suspended on wire bracket. Metal board is supported on back with heavy corrugated board. Wire stand with metal base. 1 plastic dart pistol with 2 rubber tipped darts. 1 to box. 1 dz. to ctn., 32 lbs. All Metal Products.

NO. 2510.....EACH $ 2.25

QUANTITY ORDERED _____

SHARPSHOOTER

For all ages; for 2 or more players. 3 unbreakable molded, automatic repeating pistols, rubber band ammunition, trophy target range, 2 support standards, in display box 19" x 12¼" x 1¾". 1 doz. to ctn., 25 lbs Cadaco-Ellis

NO. 193.....EACH $ 3.49

QUANTITY ORDERED _____

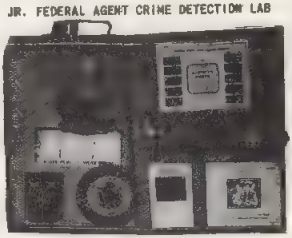
JR. FEDERAL AGENT FINGERPRINT OUTFIT

Contents: Pair of metal handcuffs, secret code chart system, supply of fingerprint ink in metal container; printed record sheets; plastic whistle; plastic magnifying glass; embossed metal badge; wood skewer, identification card, booklet of instructions. 1 set to box. 2 dz. to ctn., 25 lbs. Transogram Co., Inc.

NO. 3787.....EACH $ 0.98

QUANTITY ORDERED _____

JR. FEDERAL AGENT CRIME DETECTION LAB



Contents: Vinyl plastic bag of white fingerprint detecting powder; roll of fingerprint transfer tape on a dispenser; plastic action microscope with 10 power lens, 2 plastic microscope slides; metal tweezer; plastic magnifying glass; secret code chart and decoder, official Federal Agent badge; pad of fingerprint and photo record charts; pad of undecided fingerprint records; 2 bottles for unknown specimens; complete set of instructions. Entire contents pkg. in reinforced carrying kit with brass plated metal handle and metal snap lock. 1 dz. to ctn., 14 lbs. Transogram Co., Inc.

NO. 3780.....EACH $ 1.98

QUANTITY ORDERED _____

ADDING MACHINE

Heavy gauge metal brightly lithographed. Adds up to 9,999. Constructed so that anyone can operate it without trouble. 5¼" wide, 9" deep. 1 to box. 12 to ctn., 20 lbs. Wolverine Supply.

NO. 30.....EACH $ 1.98

QUANTITY ORDERED _____

TOM THUMB TOY TYPEWRITER
SMALL FRY PRINTING PRESS

B&R

10" deep; 10¼" wide; 6" high. New ribbon shift; new finger tip spacer; letters arranged same as standard keyboard; individual key operation; shift keys; ball bearing carriage; standard ½" ribbon; attractively finished; chrome trim. 1 to box, 9 lbs. 6 to ctn. Western Stamping Co

NO. 4490.....EACH $20.95

QUANTITY ORDERED _____

Sturdy; molded of high impact plastic, completely streamlined. Contents: Plastic press, 5 metal typeholders, box of rubber type, inking brush, bottle of ink, blank stationery, blank envelopes, type tweezers, full-color instruction booklet. 1 to display box 15"x13"x4". 6 to ctn., 17 lbs. Pressman Toys.

NO. 4489.....EACH $ 3.98

QUANTITY ORDERED _____

CASH REGISTER

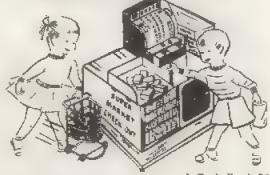
B&R

Polished, plated metal front, top and shelf. Numbers behind plastic window can be seen when keys are pressed, drawer opens, bell rings. Keys from 1¢ to $1.00; also "No Sale". 1 to box. 12 to ctn., 33 lbs. Kamkap, Inc.

NO. 202C.....EACH $ 2.19

QUANTITY ORDERED _____

SUPER MARKET CHECK-OUT COUNTER



Contents: Red, heavy gauge steel Cash Register with action mechanism, metal rolling Shopping Cart; metal package pull; metal play money, 24 miniature product boxes, paper bags, colorful Check-Out Counter is self-contained unit, with cash register and shopping cart packed securely inside. 6 to ctn., 46 lbs. Kamkap, Inc.

NO. 400.....EACH $ 7.95

QUANTITY ORDERED _____

DUBOW..Play Better Ball with Baseball Gloves Designed and

DUBOW EDDIE STANKY GLOVE

Five-finger model tops in fielding performance! Major League glove of tanned cowhide—cowhide lining, rolled leather binding, leather welted throughout. Asbestos felt heel. Streamlined back. Extra long fingers! Solid ball trap, adjustable laced deep-set pocket, crotch. Oiled.

41152A1225.....Retail **$18.95**

Glove as above but for southpaw.

41153A1225.....Retail **$18.95**

DUBOW DUKE SNIDER GLOVE

Large, professional five-finger model—fielder's masterpiece! Made of highest grade tan cowhide—genuine cowhide lining. Rolled leather binding, leather welted throughout. Extra large, solid ball trap. Adjustable double laced deep-set pocket and laced crotch for sure catching. Adjustable thumb loop, interlaced fingers. Heavily greased --fully oiled.

41150A950 ... .Retail **$14.95**

DUBOW MIKE GARCIA GLOVE

Four-finger model—extra large, hand-conforming—handles easily! Dark tan high quality cowhide—full cowhide lining, leather welted throughout. Extra-large solid ball trap, deep-set, heavily greased pocket—adjustable pocket lacing. Leather laced heel and rolled leather binding. Special built-in pad cushions hand when handling hard hit balls. Fully oiled.

41151A1085.....Retail **$16.95**

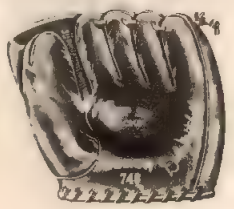
DUBOW CARL FURILLO GLOVE

Large, professional five-finger model—designed to Major League standards! Selected tan cowhide—fully lined with genuine cowhide. Solid ball trap and greased deep-set pocket—adjustable lacing. Streamlined back. Leather welted throughout. Rolled leather binding. Oiled.

41148A645.....Retail **$9.95**

Glove as above but for southpaw.

41149A645.....Retail **$9.95**



DUBOW DALE MITCHELL GLOVE

Large five-finger model--rugged in construction, streamlined in design! Ideal all-around fielder's glove. Designed from specially selected dark cowhide—fully leather lined. Leather welted throughout. Solid ball trap with greased deep-set pocket. Extra strong rolled binding. Streamlined back. Leather interlaced fingers, laced heel Oiled.

41147A545 .. ..Retail **$8.50**

DUBOW AL DARK GLOVE

Four-finger model--broken in, ready for action! Large size. Fine quality tan cowhide—full leather lined, leather welt seams, rolled binding, leather laced heel. Extra large deep-set ball trap—fully greased. Streamlined back. Protective pad. Fully oiled.

41145A510.....Retail **$7.95**

Glove as above but for southpaw.

41146A510.....Retail **$7.95**

DUBOW BOB LEMON GLOVE

Large, professional five-finger model—hand conformed for better fielding! Made of finest selected tan cowhide, fully oiled Full leather lined throughout. Streamlined back. Leather welted seams, leather interlaced fingers, leather laced heel. Deep set greased pocket and solid ball trap assure

DUBOW SID GORDON GLOVE

Full size, five-finger model—for top notch fielding! Designed from tough tan cowhide, leather lined throughout. Large, solid ball trap between thumb and forefinger. Deep-set greased pocket. Leather interlaced fingers, welted seams. Closed heel. Fully oiled.

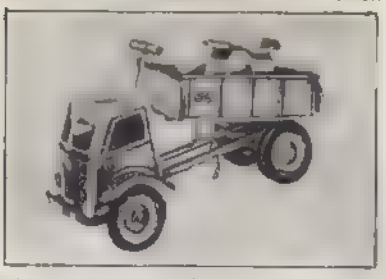
41142A410.....Retail **$6.50**

DUBOW TOBY ATWELL CATCHER'S MITT

Flexible, durable deep-set model. Full size professional model designed from specially tanned mitten cowhide—leather laced throughout. Heavily greased pocket. Hand-formed pad has laced hinge break. Leather laced trap snares and holds ball. Adjustable lined wrist strap. Broken in—ready for heavy duty behind the plate!

RIDER TRUCKS — FIRE TRUCKS

"RIDE 'EM" CONSTRUCTION DUMP TRUCK



Rugged construction with comfortable seat and handle for steering. Large dual wheels support heavy weight. Tailgate opens automatically when truck body is raised to dumping position. Lustrous baked enamel finish in green and orange. 24½" long; 12" high. 1 to box, wt. 15½ lbs. Keystone Mfg. Co.

NO. 46.....EACH $13.95
QUANTITY ORDERED _____

"RIDE 'EM" STEAM SHOVEL

It scoops and loads. Handle bar for steering control; shovel arm extends additional 8¾" when raised. Scoop bottom releases to dump and automatically closes when scoop is dropped. House rotates on turntable. Red, grey and black colors. When arm is down 23¾" L.; 14¾" H. Ship Wt. 8-1/3 lbs. Keystone Mfg. Co.

NO. 47.....EACH $ 7.50
QUANTITY ORDERED _____

"RIDE 'EM" AIRPLANE

Latest streamlined design with swept-back wings. Propellor and clicker noisemaker operate automatically. Comfortable seat is located so plane will not tip. Handle bar for easy steering control. Sturdy, with rubber tires on steel disc wheels. Tough baked enamel finish. 25" L.; 27" wing spread; 11" H.; Ship. wt. 1¾ lbs. Keystone Mfg.

NO. 283.....EACH $12.95
QUANTITY ORDERED _____

"RIDE 'EM" STEAM ROLLER

"RIDE 'EM" LOCOMOTIVE

Adjustable handle bar steering control and comfortable seat. Large all rubber tires. Made of automobile body stock in red and black colors. Luggage space provided in coal tender. Loud whistle operated by hand action. Loud ringing bell. Will carry weight of an adult. 29" L.; 12¼" H. Ship. wt. 14½ lbs. Keystone Mfg. Co.

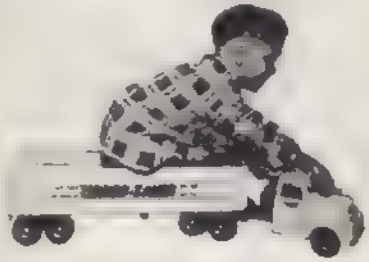
NO. 6400.....EACH $14.95
QUANTITY ORDERED _____

"RIDE 'EM" TRACTOR

Heel operating bulldozer. Sturdy, scale proportioned; large air-cushion rubber tires on steel disc wheels, lever operated bulldozer; comfortable seat, handle bar extension makes steering easy. Hard baked enamel finish. 25" L. 12¾" H.; 10" W.; Ship. wt. 16 lbs. Keystone Mfg.

NO. 75.....EACH $12.95
QUANTITY ORDERED _____

CARGO-LINER



New item in "You-Ride-It" field. All welded steel frame, air horn steering, truck and semi. 8" x 8" x 38" All American Toy Co.

NO. CL-8.....EACH $19.95
QUANTITY ORDERED _____

RIDER FIRE TRUCK

B&R

Bright "Fireman's Red" color with all the equipment litho. on the side. 7½" L 8¾" W 15" high overall. All Metal Corp.

NO. 1704.....EACH $ 8.98
QUANTITY ORDERED _____

Extra heavy roller and well proportioned wheels, handle bar in front. Has loud ringing bell. Will stand weight of about 150 lbs. Lustrous baked enamel finish in red and gray. 1 to ctn. Wt. 10½ lbs. Keystone Mfg. Co.

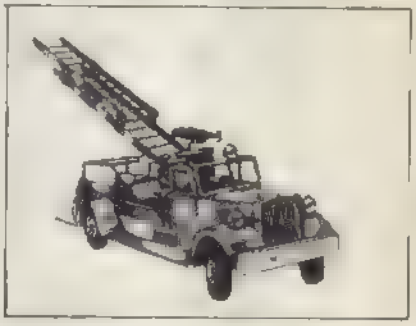
NO. 81.....EACH $ 6.95
QUANTITY ORDERED _____

AMERICAN-LAFRANCE PUMPER

Manual pump, 30" hose on reel, hook fire extinguisher, bell and scaling ladder. 18" L. Wt. 7 lbs. Chas. M. Doepke Mfg. Co.

NO. 2010.....EACH $16.75
QUANTITY ORDERED _____

"AERIAL LADDER" FIRE TRUCK



Aluminum diecast cab & chassis, aluminum body & trim. Baked red enamel finish. All doors open & close—latch & handle action. Front wheels turn by finger-tip steering. Complete with 360° turntable. Smooth acting "jack-screw" combination raises & lowers assembly. Auxiliary crank projects telescope ladder. 8½" high, 27½" long 6" wide, 1 to box, 8½ lbs. Miller-Ironson.

NO. 537.....EACH $14.95
QUANTITY ORDERED _____

AERIAL LADDER TRUCK

B&R

Heavy 20 gauge steel tractor scaled from popular '54 trucks—ladders of heavy gauge aluminum with plated operating wheel cranks and simulated hydraulic raising mechanism—tiller-man's seat and windshield swings away for ladder operation, large rubber truck tires with plated wheel discs, plated head lights. Grill & bumper length 32½", ht. 7⅞", w. 6". 1 to box, 10 lbs. Mound Metal-Craft, Inc. (Tonka Toys)

NO. 700-4.....EACH $14.95
QUANTITY ORDERED _____

FIRE TRUCKS — TRUCKS AND TRAILERS

AMERICAN-LAFRANCE AERIAL LADDER

...proved. Reinforced steel frame, die-cast aluminum extension ladder, 2 auxiliary ladders, road jacks. 33" L., 42" H. (ladder extended), 8½ lbs. Chas. M. Doephe Mfg. Co.

NO. 2014.....EACH $20.75

QUANTITY ORDERED _____

ROAD STAR FRUEHAUF

Aluminum diecast cab & chassis; aluminum body & trim. Baked red enamel finished cab with burnished aluminum trailer. All doors open & close—latch & handle action. Front wheels turn by finger-tip steering. Hasp & shackle closure on rear doors. Self-compensating rocker-bearing action. 3-position carriage stand—automatic self engaging turntable hitch. 8-3/8" high; 27" long; 6" wide. 1 to box, 11½ lbs. Miller-Ironson.

NO. 534.....EACH $19.85

QUANTITY ORDERED _____

BUDDY "L" TRAILER WITH AUTOMATIC TAILGATE LOADER

B&R

31½" L.; 6½" W.; 9½" H. All heavy gauge steel. With 1 continuous turning action of hand crank tailgate will lower to ground, pick up load and empty into rear of truck. Action may be repeated indefinitely and reversed to unload truck. Rugged rubber tires, plated hub caps. 1 to box, 13½ lbs. Moline Pressed Steel Corp.

NO. 3828.....EACH $ 9.98

QUANTITY ORDERED _____

ALLIED FURNITURE VAN

GREEN GIANT TRANSPORT

B&R

Scale model of large refrigerator or "Reefer" truck. Quality built of heavy steel; 14 large rubber tires; tandem rear axle, authentic appearing refrigerator unit—placed on the front of trailer section. Retractable stand wheels. Plated wheel rims and heavy steel plated front bumper. 22½" long; 8½" high; 6½" high. 1 to box. 4 to ctn., 26 lbs. Mound Metalcraft, Inc.

NO. 650-4.....EACH $ 6.98

QUANTITY ORDERED _____

TONKA TRAILER FLEET

B&R

In one carton, 5 factual miniature models of real trailers and 2 interchangeable miniature tractors. Each tractor can be coupled to any of the trailers. Packing carton is the garage for the entire fleet. 1 complete set to ship. ctn., 20 lbs. Mound Metalcraft, Inc

NO. 675-4.....EACH $19.85

QUANTITY ORDERED _____

GRAIN HAULER

Scale model. Rolled edges on trailer body with rugged embossed steel sides, tandem rear axle, 14 large truck tires on plated steel wheels, retractable stand wheels. Color: Plated trailer body, red tractor. 22½" L.; 5½" H.; 5½" W. 1 to box. 4 to ctn., 20 lbs. Mound Metalcraft, Inc.

NO. 550-4.....EACH $ 5.98

QUANTITY ORDERED _____

Exclusive authorized reproduction in miniature of Allied Van Lines. Heavy steel construction with retractable stand wheels and locking rear doors. 10 big rubber truck tires mounted on plated steel truck wheels. Baked on enamel finish with standard "Allied" decals. 23½" long, 8½" high; 5½" wide. 1 to box. 4 to ship. ctn., 26 lbs. Mound Metalcraft, Inc.

NO. 400-4.....EACH $ 6.98

QUANTITY ORDERED _____

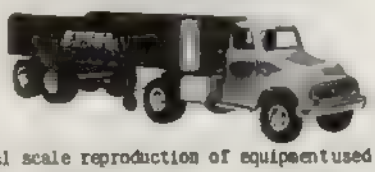
LIVE STOCK VAN

Heavy steel construction, 14 N.D. truck tires on plated steel wheels, retractable stand wheels, tandem rear axle. Color: "Farm" red. 22½" L., 9½" H., 6½" W. 1 to box. 4 to bundle, 28 lbs Mound Metalcraft, Inc.

NO. 500-4.....EACH $ 6.98

QUANTITY ORDERED _____

STEEL CARRIER



Factual scale reproduction of equipment used to transport heavy loads of iron and steel. 14 large heavy duty truck tires; tandem rear axles; heavy 20 ga. steel tractor with plated grill, bumper, headlights. 23½" long, 5½" high; 6" wide. 1 to box. 4 to ctn., 24 lbs. Mound Metalcraft, Inc. (Tonka Toys).

NO. 195-4.....EACH $ 4.98

QUANTITY ORDERED _____

FREIGHT TRAILER

B&R

Color: Red cab & trailer; cab, chassis & body made of heavy gauge steel, welded & reinforced with 14-gauge stakes; retractable dolly wheels, 16 rubber wheels; floating tandem duals. 17½" L.; 3" W.; 4½" H. 6 to ctn.; wt. dz. 42 lbs. Structo Toys.

NO. 930.....EACH $ 2.98

QUANTITY ORDERED _____

STEEL CARGO TRAILER

New. Color: White cab, red trailer, natural aluminum chassis; trailer reinforced 14 gauge stakes, retractable dolly wheels, 14 rubber wheels; floating tandem duals, skid plate. 20¾" long; 5-3/8" wide; 5-3/8" high. 6 to master ctn. Wt. doz. 65 lbs. Structo Mfg. Co.

NO. 702.....EACH $ 4.98

QUANTITY ORDERED _____

GRAIN TRAILER

Completely new. Color: White cab, orange body, natural aluminum chassis; trailer reinforced 14 gauge stakes; retractable dolly wheels; 14 rubber wheels; floating tandem duals, sliding door at rear. 20¾" long, 5-5/8" wide; 5-3/8" high. 6 to master ctn. Wt. doz. 62 lbs Structo Mfg. Co.

NO. 704.....EACH $ 4.98

QUANTITY ORDERED _____

THE Model TOY LINE

MT Sports Car KIT

THE ULTIMATE IN *Craftsmanship*

The most completely detailed "Build-it-yourself" kit on the market—a replica of the British M.G. sports car. Die-cast body, steel frame and over 50 precision parts. Requires only a screwdriver for assembly.

PACKAGED FOR DISPLAY

This colorful, self-merchandising box displays all parts—attracts shoppers, stimulates impulse buying. Packed 6 to the carton. Shipping weight, 36 lbs.

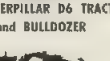
An educational father-and-son project—when assembled, a collector's item or a rugged toy with steerable front wheels, semi-pneumatic tires and semi-elliptical rear springs. Delivered with gray primer coat, can be painted to individual color preference.

Plated trim. Length, 15"; weight, 5 lbs. Factory Maintained List, $10.95 - West, $11.75.

DOEPKE Model

BARBER-GREENE BUCKET LOADER

CATERPILLAR D6 TRACTOR and BULLDOZER

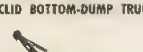


HEILINER-SCRAPER

ADAMS ROAD GRADER

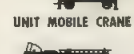
EUCLID BOTTOM-DUMP TRUCK

UNIT MOBILE CRANE



AMERICAN-LAFRANCE PUMPER

AMERICAN-LAFRANCE AERIAL LADDER



New this Year

CLARK AIRPORT TRACTOR and TRAILERS

The Chas. Wm. Doepke Manufacturing Co., Inc., Rossmoyne, Ohio

SELL-E-BRATE Father's Day JUNE 20th with Revell's

FULL PAGE

ADVERTISED IN

LIFE

PROMOTION!

Ad breaks June 14th

This Summer you can turn those warm weather doldrums into the hottest thirteen weeks of hobby selling you've ever known! Revell has harnessed the powerful promotional force of LIFE—with its audience of 23,950,000 readers!—to a hard-driving campaign of summer **selling.**

Tie in with Revell's terrific tie-in. Get your FREE issue of posters, window-strips, easel cards, ad mats—**now.**

P.S. Sell Father's family more than a gift—sell them all a **hobby**—and remember the 20 000,000 past and present Navy men include a lot of Fathers!

Featuring

ADMIRAL'S FLEET GIFT SET

5 easy-to-build models in deluxe gift box containing paints, brush, thinner and cement **$6.95**

Revell Inc.

4223 Ocean Park Ave
Venice, Calif.

New York Office:
Room 1260,
200 Fifth Ave. Bldg.

FOR AGES 2 TO 8

MODEL AIRPORT TRACTOR and 2 TRAILERS

Overall Length 27"

Retail Price

$9.95

NEW Model TOY

packaged to SELL ITSELF- and priced for volume sales!

Here's an exciting, new Model Toy that's loaded with customer appeal - a rugged scale miniature of the Clark Airport Tractor that hauls air freight and baggage!

Like all Model Toys, this AIRPORT TRACTOR and TRAILERS is wonderfully realistic in appearance and performance. Trailers bear the emblems of leading airlines AMERICAN, DELTA AND C & S, TWA, UNITED and BRANIFF an authentic touch that will thrill and impress all youngsters. The emblems will be alternated, with only one airline name appearing on each toy.

AS ADVERTISED IN **LIFE**

This fascinating New Model Toy will be featured in LIFE'S big Summer Toy Promotion (June 7 issue) and in Model Toys' extensive consumer advertising campaign. Millions will be shopping for this toy, so be ready for volume demand!

TOP QUALITY TOY - AT LOWER PRICE!

This new Model Toy is built to withstand years of roughest treatment. The tractor is of durable, die-cast construction Trailers are heavy gauge, welded steel. All units have baked automotive enamel finish In every way, this new toy conforms to the *superb quality standards of the larger Model* Toys yet is *priced under $10.00* to assure *large volume sales.*

EASY TO OPERATE!

With self-locking couplings on tractor and both trailers, this fun-packed toy can be operated by the very young, yet is exciting enough for older youngsters, too – assuring maximum sales scope in the 2 - 8 age bracket.

SELF-MERCHANDISING!

Packaged in this colorful, compact display carton that attracts shoppers, stimulates buying at the point of sale!

ORDER NOW!

SAMPLE ORDER—1 CARTON

Packed 6 toys to carton. Shipping Wt. 33 lbs.

AVAILABLE FOR IMMEDIATE DELIVERY!

THE REGULAR LINE OF MODEL TOYS REMAINS INTACT—AND AS POPULAR AS EVER. MODEL OFFERS TWO MORE EXCITING NEW TOYS IN 1954.

DOEPKE Model TOYS

THE CHAS. WM. DOEPKE MANUFACTURING CO., INC.
ROSSMOYNE, OHIO

See the complete line of MODEL Toys at the Toy Fair - Room 611, Hotel New Yorker and Rooms 510-512, 200 5th Ave.

FOR AGES 2 TO 8

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Overall Length 27"

Retail Price

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A KNOCKOUT AND A BEAUTY

... the racy, rugged

new Model MT Sports Car Kit!

Here's the *finest*, most *completely different* kit model ever produced. It's rugged, realistic and styled after the famous MG sports car—packed with customer appeal and profit potential.

Unlike cheaper, flimsily constructed kits, the Model "MT" is *more* than just something to *look at*. With over 50 precision-fitted parts, including semi-elliptical rear springs, it's an absorbing "father-and son" project, requiring only a screw-driver for assembly. And when put together, it's a fascinating push-pull toy with steerable front wheels—a toy that *would cost much more* if factory assembled

The Model "MT" has *wider sales scope* than any other kit model ever devised. In addition to its "boy-and-dad" appeal, it's a "natural" for sports car lovers and hobbyists—an irresistible challenge to power enthusiasts—a unique collector's item.

Chrome-plate trim. Body finished in prime coat permitting kit builders to apply own color schemes. Length, 15"; weight, 5 lbs. Price, $10.95. ($11.75 in 11 Western States).

SUPERB STRUCTURAL QUALITY!

The Model "MT" is built to the same high standards of world-famous Model Toys. Body is durable die-cast construction, chassis is heavy gauge steel. All parts are metal, except the seats and real rubber tires.

The "MT" Will Be Featured In Model Toys National Advertising, and *will be in great demand.*

BE SURE TO SEE IT AT THE TOY FAIR!
Rooms 510-512 at 200 5th Ave., and Room 611 at Hotel New Yorker.

ANOTHER TRIUMPH
by the makers of world famous

DOEPKE Model TOYS

PACKAGED FOR DISPLAY!

Colorful, self-merchandising box displays all parts—attracts shoppers, stimulates impulse buying. Packed 6 to the carton. Shipping weight, 36 lbs.

THE CHAS. WM. DOEPKE MANUFACTURING CO., Inc.
ROSSMOYNE, OHIO

ROAD BUILDING EQUIPMENT

ROAD BUILDING SET

Set consists of orange flat bed truck, green road roller with red wheels, yellow scraper; all with aluminum trimming. 1 set to box. 1 dz. to ctn., 22 lbs. Hubley Mfg. Co. (Plastic)

NO. 60.....EACH $ 1.98
QUANTITY ORDERED _____

ADAMS ROAD GRADER

Steerable knee-action front wheels; tandem rear wheels. 3-position scraper blade. 26" L.; Wt. 12 lbs. Chas. M. Doepke Mfg. Co.

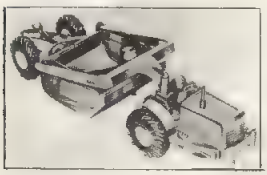
NO. 2008.....EACH $14.75
QUANTITY ORDERED _____

STRUCTO SCRAPER

Color, red. Extra large heavy-duty rubber wheels. Realistic "Diesel" motor, universal coupler connects scraper to tractor, adjusting screw raises and lowers blade; crank operates mechanism for loading and dumping or spreading load. 22" L.; 7" W.; 6-5/8" H. 6 to ctn., wt. dz. 75 lbs. approx. Structo Mfg. Co.

NO. 930.....EACH $ 4.95
QUANTITY ORDERED _____

HEILINER-SCRAPER



Two controls activate scraping, hauling and dumping operations. Famous-make tires. 29" L., Wt. 13 lbs. Chas. M. Doepke Mfg. Co.

NO. 2011.....EACH $16.75
QUANTITY ORDERED _____

EUCLID BOTTOM-DUMP TRUCK

Lever-controlled bottom-dump doors, universal-type coupling, tractor wheels steer. Heavy-gauge steel. 27" L.; Wt. 11 lbs. Chas. M. Doepke Mfg. Co.

NO. 2009.....EACH $14.75
QUANTITY ORDERED _____

BOTTOM DUMP

New. Color, orange. Sturdy construction throughout. Extra large heavy-duty rubber wheels; realistic "Diesel" motor; universal coupler connects bottom dump body to tractor; crank operated trip opens dual bottom door for unloading trailer. 21-5/8" long, 6-5/8" wide; 6-5/8" high. 6 to master ctn. Wt. doz. 67 lbs. Structo Mfg. Co.

NO. 920.....EACH $ 3.95
QUANTITY ORDERED _____

STRUCTO END-LOADER

New. Color, orange. Sturdy construction throughout. Extra large heavy-duty rubber wheels; realistic "Diesel" motor, bucket raises over 10½" by screw-type crank, load rigidly held in any position; trip lever for unloading and automatic latching of bucket. 15¾" long; 6-1/8" wide, 5¾" high. 6 to master ctn. Wt. doz. 56 lbs. Structo Mfg. Co.

NO. 940.....EACH $ 3.98
QUANTITY ORDERED _____

STRUCTO ROCKER

New. Color, red. Sturdy construction throughout. Extra large heavy-duty rubber wheels; realistic "Diesel" motor; universal coupler connects rocker body to tractor, crank operated winch raises and lowers body. 20" long; 6-1/8" wide; 6-5/8" high. 6 to master ctn. Wt. doz. 61 lbs. Structo Mfg. Co.

NO. 910.....EACH $ 3.95
QUANTITY ORDERED _____

TOURNAHOPPER

TOURNAROCKER

Realistic working model. Built for big-load hauling, oversize hopper dumps by backing rear wheels against a stop, or by turning crank on new, improved, easy-operating hoist. Front and back units are joined by two-way pivot for smooth weaving action over rough ground. New enclosed cab; all heavy-gauge steel construction with durable, sprayed baked enamel finish. New, larger 3¾" diam. rubber-tired metal wheels. 18" L.; 6" W.; 6¾" H. 1 to box. 6 to ctn. Wt. per doz 72 lbs. Ny-Lint Tool & Mfg. Co.

NO. 1900.....EACH $ 7.25
QUANTITY ORDERED _____

PAYLOADER

Working model can dig, load and carry all kinds of materials, bulldoze, level, grade or scrape, hoist, push or pull larger objects. Crank raises bucket on two sets of arms. Tip-proof bucket remains level until spring latch is released. Non-stripping case-hardened steel gears in hoisting mechanism mean rugged durability, smooth operation, long life. Big 3¾" diam. Rubber-tired metal wheels are steerable. Strong heavy-gauge steel construction has durable, sprayed baked-enamel finish. 18" L.; 7" W.; 7-5/8" H. 1 to box. 6 to ctn. Wt. per doz 104 lbs. Ny-Lint Tool & Mfg. Co.

NO. 1400.....EACH $ 8.35
QUANTITY ORDERED _____

Faithful scale model. Strong heavy-gauge steel construction has durable, sprayed baked-enamel finish and big 3¾" diam. rubber tired metal wheels. It hauls and dumps, built to snake, turn, and rock like the big earth movers. Big clam-shell-type dump hopper empties clean in a hurry, operates by rear lever with strong spring return. Front and back units are joined by two-way pivot for free action. 22½" L.; 5¾" W.; 6¾" H. 1 to box. 6 to ctn. Wt. per doz. 95 lbs. Ny-Lint Tool & Mfg. Co.

NO. 1500.....EACH $ 8.35
QUANTITY ORDERED _____

UTILITY TRUCKS — SERVICE TRUCKS

TRAILWAYS THRU-LINER BUS

Spin-Torque motor. Demountable & interchangeable wheels; 1 spare. Luggage compartment with miniature luggage. Destination sign can be changed to 16 different cities. Tak-A-Part motor in rear compartment. Front wheels turn right or left. Interlocking steel chassis with hi-impact plastic body. 4 colors—red, silver, cream, white, on bus. 18"x3¾"x5". box can be used as depot. Product Miniature Co.

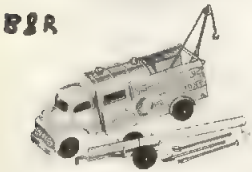
NO. 325A.....EACH $ 4.98
QUANTITY ORDERED _____

U. S. MAIL TRUCK

All-heavy gauge steel construction. Louvered doors in rear are hinged and lock with drop latch. Top removable. Tandem, toggle-action rear wheels with rubber tires, plated hub caps. 22¾" long, 6¾" wide; 9¾" high. 1 to ship. ctn., 9¼ lbs. Buddy L.

NO. 3773.....EACH $ 7.49
QUANTITY ORDERED _____

BELL TELEPHONE TRUCK



12½" long. Olive green metal cab and body. Bright lettering and trim. Removable boom in rear. Crank handle raises or lowers rope and hook. Top of truck slides back to cover open half in rear. Ivory colored plastic ladder. 3 bright metal digging tools fit inside truck. Red metal 2-wheeled pole trailer hooks on rear of truck. 11" pole removable. Black rubber wheels, dual in rear. 1 to box. 4 to ctn. Hubley Mfg. Co.

NO. 504.....EACH $ 3.98
QUANTITY ORDERED _____

TOW TRUCK

WRECKER TRUCK (WIND-UP)

Die-cast aluminum cab & chassis, heavy gauge steel body. Color: White cab, orange body, natural aluminum chassis. Crank operated winch with steel chain, also tow chain; 6 rubber wheels, front wheels adjustable; motor brake; Structo's own sturdy clock spring motor. 12-1/8" L.; 5-5/8" W.; 5-3/16" H. 6 to ctn. Wt. dz. 42 lbs. Structo Toys.

NO. 822.....EACH $ 3.98
QUANTITY ORDERED _____

TOW TRUCK

Color, Red. Crank operated winch on boom, heavy gauge steel, reinforced & welded; 8 rubber wheels plus 2 spares; removable wheels, threaded axles with nuts. Includes miniature screwdriver, hammer, open-end wrench, box-end wrench. 11⅜" L., 5-3/8" W.; 6" H. 6 to ctn.; wt. dz. 30 lbs. Structo Toys.

NO. 910.....EACH $ 1.98
QUANTITY ORDERED _____

AUTO WRECKER SERVICE

Big, sturdy towing wrecker. Rugged, all-heavy gauge steel construction. Heavy duty rubber tires. Plated hub caps. 17" long; 4¾" wide; 4¾" high. 1 to box. 12 to ctn., 20½ lbs. Buddy L.

NO. 3317.....EACH $ 1.59
QUANTITY ORDERED _____

Aluminum diecast cab & chassis; aluminum body & trim, baked white enamel finish. All doors open & close—latch & handle action. Front wheels turn by finger-tip steering. Ratchet & pawl action. Finger-tip check, with chain & drum winch arrangement. Looks & operates like real thing. 10¼" high; 17⅛" long; 6-5/8" wide. 1 to box, 7⅛ lbs. Miller-Ironson.

NO. 531.....EACH $16.95
QUANTITY ORDERED _____

BUDDY "L" REPAIR-IT UNIT WITH 3 TOOLS AND AUTO JACK

B&R

24½" L.; 6¼" W.; 8¾" H. All heavy gauge steel. Hard rubber hub cap wrench, hammer & screwdriver. Die cut cardboard caution sign, danger sign, 2 flares, stop horse. All 7 wheels removable & interchangeable. Extra metal tool box. Wrecker boom with weighted hook removable to convert into hauling truck. 7 rugged rubber tires; plated hub caps. 1 to box, 8 lbs. Moline Pressed Steel Corp.

NO. 3667.....EACH $ 6.89
QUANTITY ORDERED _____

ALL STEEL WRECKER TRUCK

B&R

15" long, 6" high, 5" wide. Litho. cab & body. Chassis & bumper made of heavy gauge steel. Removable wheels and tires. Threaded axles with nuts. 2 spare tires & wheels. Includes miniature jack that works, tire iron, screwdriver, hammer and tire wrench. 2 tool boxes with lids inside truck. Crank operated chain hoist. 1 to box. 6 to ctn., 20 lbs. All Metal Products Co.

NO. 1015.....EACH $ 3.39
QUANTITY ORDERED _____

WRECKER TRUCK

All heavy steel construction; heavy dual plated steel truck wheels and rims with 6 large rubber tires, plated hoisting crank with sturdy chain and hook; heavy plated steel front bumper. 12⅝" L.; 5¾" H.; 5½" W. 1 to box. 6 to ctn., 15 lbs. Sound Metalcraft, Inc.

NO. 250-A.....EACH $ 3.98
QUANTITY ORDERED _____

WE ARE AS Close AS YOUR Telephone!
WOODBURY HARDWARE CO. ATwater 9675

CATERPILLAR D6 TRACTOR and BULLDOZER

ADAMS ROAD GRADER

BARBER-GREENE BUCKET LOADER

EUCLID BOTTOM-DUMP TRUCK

HEILINER-SCRAPER

What makes a line STRONG ?

UNIT MOBILE CRANE

CLARK AIRPORT TRACTOR and TRAILERS

AMERICAN-LA FRANCE AERIAL LADDER

AMERICAN-LA FRANCE PUMPER

MT SPORTS CAR KIT

THE ANSWER is *quality* and *originality* Quality in the products that continue to sell year after year. Originality in the new items that are outstanding every year

These are the factors that have made the *Model* Toy line strong – that have created the unprecedented consumer demand that *Model* Toys enjoy. *Model* Toys are well worth the difference!

AS ADVERTISED IN **LIFE** and nine other leading magazines

If your jobber's supply is exhausted, write or wire direct to:

THE CHAS. WM. DOEPKE MANUFACTURING CO., INC. ROSSMOYNE, OHIO, U.S.A.

Trade Shows Combine

TWO of the southwest's most important regional trade shows have agreed to combine next year's Houston show dates, August 15-18, according to President R. T. Thompson of the Houston Gift & Houseware Show, and chairman of the Chamber of Commerce Trade Show Committee, on conclusion of a meeting Tuesday with President R. B. Coffey and other officials of the Texas Cosmesis Club.

The gift show generally attracts the same buyers and retail representatives as the cosmetics show, emphasized Executive Secretary Walter Cousins of the Cosmesis Club, following the meeting, and the convenience offered by scheduling both shows on the same dates will attract more buyers to both than either show could attract separately.

More than 2,000 buyers saw 75 separate exhibits, occupying 94 rooms on four floors of the Ben Milam Hotel, in the Gift & Houseware Show last August 16-18.

Convenience to buyers in this area keynotes the proposed joint showing, Thompson pointed out, offering in Houston a wide selection among national brands.

Increasing attendance at both shows encourages the opinion that simultaneous scheduling will stimulate even greater growth, Coffey said. It has not yet been definitely determined whether or not both shows can be presented in the same hotel, with space requirements yet to be arranged, but locations will be chosen to assure convenience to buyers attending both shows.

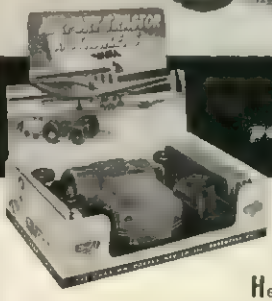
While exhibits offered will not be limited to Christmas merchandise, the date for the joint showings permits buyers to do their Christmas shopping early for items to be sold at retail during the holiday trade the following three months.

♦

• Taplin Toys, Inc., 3725 E. 45th St., Minneapolis 6, Minn., has appointed Vic Berke & Associates as their exclusive representative for the U. S.

Fascinating New Model Toy . . . priced for Volume Sales !

Model TOW TRACTOR and 2 TRAILERS



First Model Toy packaged for Display

Colorful box attracts shoppers, stimulates impulse buying.

Here's a thrilling new Model Toy that's loaded with appeal for youngsters—the *Model* TOW TRACTOR and 2 TRAILERS—rugged 1/16" scale miniature of the Clark Airport Tractor that hauls air freight and baggage !

With tractor of durable, die-cast construction, and trailers of welded heavy-gauge steel, this exciting toy has the superb structural quality of the larger Model Toys, yet is competitively priced to build large volume sales. Has automatic couplings that even the very young can operate. A fun-packed toy for youngsters 2 to 8.

ORDER NOW

Weight—4½ lbs. Overall length —27 in. Retail Price—$9.95. 11 Western States — $10.75. (Packed 6 to the carton)

Model TOYS

THE CHAS. WM. DOEPKE MFG. CO., Inc.
Rossmoyne, Ohio

SURE-FIRE *Christmas* SALES

when you display these toys *together* . . .

Model American-LaFrance Aerial Ladder
Factory Maintained List—$19.95
West—$20.75

Model American-LaFrance Pumper
Factory Maintained
List—$15.95
West—$16.75

Together, these Model masterpieces form a complete fire department and, displayed together, they are irresistable to boys and parents alike. Every feature of each adds immeasurably to the play possibilities of the combination.

DOEPKE Model TOYS

Model Toys advertising campaign is now in full swing in leading national magazines—including full pages in color! Model Toys will also be featured in the big LIFE Christmas promotion, the Toy Guidance Council "PRESTIGE SELECTED" campaign and the IRHA—SATURDAY EVENING POST promotion.

Your customers are being pre-sold on Model Toys, so don't miss this opportunity to display them *and sell them* in combination. There's more profit for you in every sale!

For catalogs and complete details write

THE CHAS. WM. DOEPKE MANUFACTURING CO., INC.
ROSSMOYNE, OHIO, U.S.A.

This store was doing a nice summer toy business under the new buying guidance of Rudy Schwartz. They started promotions in February with about the same window space as last year, but more ads. May and June had been the best months so far. This season was ahead in business as compared with 1953. Rigid and inflated pools were running about even. Most popular price in rigid types, $12.98 and $14.98. Inflated $12.98. Gyms had been active at $29.95. Sand boxes, $8.98. Miniature dolls and baby types in larger sizes were moving. Best games, besides Scrabble, were Winky Dink and Beat the Clock.

Strawbridge & Clothier, Philadelphia—This store's toy department started promotions on summer goods in April. The best month so far had been June. Business this year was even with last, at this point. Rigid pools were about 60-40 over inflated numbers, with the most popular price in rigid types, $13.95; inflated, $12.95. Best action in gyms was at the $27.95 level; sand boxes, $12.95. Miniature dolls and baby dolls had carried their section through the summer. In games, Scrabble, Winky Dink, Hi-Q and Beat the Clock were moving. The Spitz Jr. Planetarium had been selling, and in wheel goods, better velocipedes were moving, as were 20" trainer bikes

Gimbel's, Philadelphia—Joe Urban reported he was feeling fine and had been promoting summer toys since February Best month so far: June. But July looked like it would be better This store had been doing good business on a number of items without promotions such as games like Scrabble, Winky Dink and Beat the Clock. In heavier merchandise the most popular price in rigid pools was $15; inflated, $12.95; gyms, $19.95, sand boxes, $10 Business was about even with last year at this time. Girl dolls were still getting the call here A 16" trainer was still popular, but good velocipedes were noting an upward trend

Snellenburg's, Philadelphia — Joel Silverman was very enthusiastic about summer business in toys. He was sure figures were ahead of last

(*Continued on page* 130)

COMING EVENTS CAST THEIR SHADOWS BEFORE

1954-1955 SHOWS

August 2-13. Chicago Gift Show LaSalle Hotel and Palmer House

August 15-18. Kansas City Toy Show, Municipal Auditorium, Kansas City, Mo.

August 22-24. Minneapolis - St. Paul Gift Show, Minneapolis Auditorium.

August 22-27. New York Gift Show, Hotels Statler and New Yorker.

August 29-September 1. Gift Show and Merchandise Fair, Statler Hotel, St. Louis, Mo.

September 5-7. Omaha-Midwest Gift Show, Paxton Hotel, Omaha, Neb.

Sept. 5-9. Allied Gift & Jewelry Show, Hotel Adolphus, Dallas, Tex.

Sept. 13-17. Boston Gift Show. Hotel Statler

Sept. 23-26. Denver Gift & Jewelry Show, Hotel Albany, Denver, Colo.

Oct. 10-13. Philadelphia Gift Show, Hotel Benjamin Franklin

November 13-21. Hobby and Gift Show, Manufacturers' Bldg., Indianapolis, Ind.

February 6-10. National Sporting Goods Show, Morrison Hotel, Chicago.

March 7-16. AMERICAN TOY FAIR, New York City

June 14-20. Chicago - Midwest Toy & Juvenile Goods Show, Hotel Morrison.

Oakes' Toy Book Is Off the Press And Ready for Distribution

Santa's Own Toy Book 1954, published by Oakes Consumer Catalogs 650 South Clark Street, Chicago 5 came off the press in mid-July and is ready for distribution through jobber-members of the group to their dealer accounts

It is a 32-page book, fully illustrated in color. Items are listed as to age group and classification and represent the products of some 125 toy manufacturers.

NEW TOY REVIEW OF 1954 SEPTEMBER ISSUE TOYS & NOVELTIES

SURE-FIRE *Christmas* SALES

when you display these toys *together* . . .

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Factory Maintained List—$19.95
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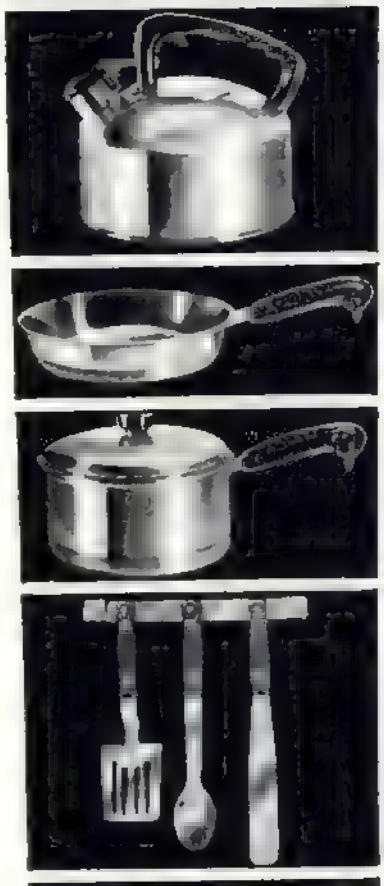
For catalogs and complete details write

THE CHAS. WM. DOEPKE MANUFACTURING CO., INC.
ROSSMOYNE, OHIO, U.S.A.

LITTLE CHEF
MINIATURE WARE



LITTLE CHEF
MINIATURE
ELECTRIC STOVES

WRITE FOR
CATALOG

Little Chef

THE QUALITY LINE
THAT SELLS ON SIGHT!

TACOMA METAL PRODUCTS CO.
TACOMA, WASHINGTON

Fred Kroll of Pressman Toy Corp., shows Groucho Marx the very first Groucho TV Quiz Game—and Groucho loves it!

GROUCHO *to* Play His New Quiz Game *on* TV

PRESSMAN Toy Corporation, manufacturer of the new *'Groucho T. V. Quiz,"* a Toy Fair sensation, is happy to announce that plans have been completed for the one—the only G-R-O-U-C-H-O to plug the game on T V and radio on his nationwide program, *"You Bet Your Life."*

Fred Kroll of the Pressman sales staff, recently visited Groucho in Hollywood, to show him a completed sample of the game. Groucho was so enthusiastic that he immediately contacted his sponsor, the De Soto Company, and he arranged to plug the quiz game on radio starting Wednesday night, Sept. 29, and on TV starting Thursday night, Sept 30

Syndicate Listings

The following syndicate listings will insure nationwide distribution of the game: Butler Brothers (3,000 stores), Western Auto Supply Co (3,200 stores), B. F. Goodrich Co (2,200 stores), Rexall Drug Co (11,000 stores), and Allied Stores Corp. (76 stores)

The Groucho T V Quiz is magnetic foolproof, and designed to be played by the entire family. Each set comes with a 5" plastic figure of Groucho 12 sets of quizzes, play money, secret word cards, question selection spinner and full instructions The contestants place their bets just as on the Groucho T V program, and the plastic Groucho figure spins to the correct answers.

The Groucho Quiz is another Lynn Pressman original, and is an example of Pressman's search for outstanding promotional toys and games. Incidentally, Mrs. Pressman is busy with her design staff, working on over 20 brand new items for 1955 Now that Pressman is set up in its new factory, of over 200,000 square feet, in Bush Terminal, Brooklyn, it has moved its far-flung manufacturing operations under one roof Included is a paper-box plant, a metal stamping plant, a plastic injection molding plant, a printing and die-cutting plant, and wood shop.

The trade may expect a series of diversified and interesting items from Pressman in the coming year.

♦

RECESSION REALLY STRIKES!

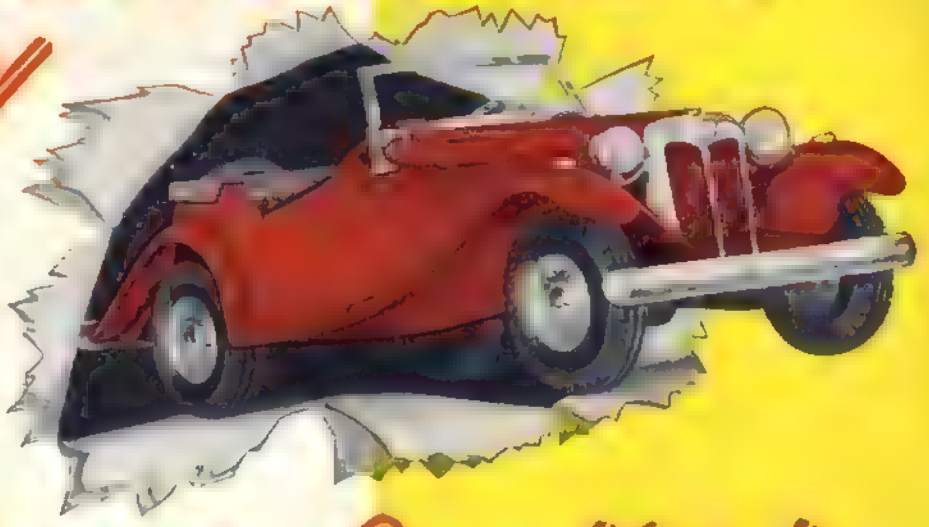
The recession has struck the South Side in Chicago, according to a business man, 9 years of age, who says that things are very, very bad. You see, he has picked up an old baby carriage and stands in front of a store where he offers his services as a package-pusher to folks who come out of the store with bundles in their arms When he does land an order to cart some packages home, he gets a quarter or may be only a dime

It seems that most shoppers today as he sees it, are above the average in health and physique, and are able to tote their own packages home. And that, he says, makes the situation bad *ery bad* for those who, like himself, are in the package-pushing business.

A KNOCKOUT AND A BEAUTY

...the racy, rugged

new Model MT Sports Car Kit!

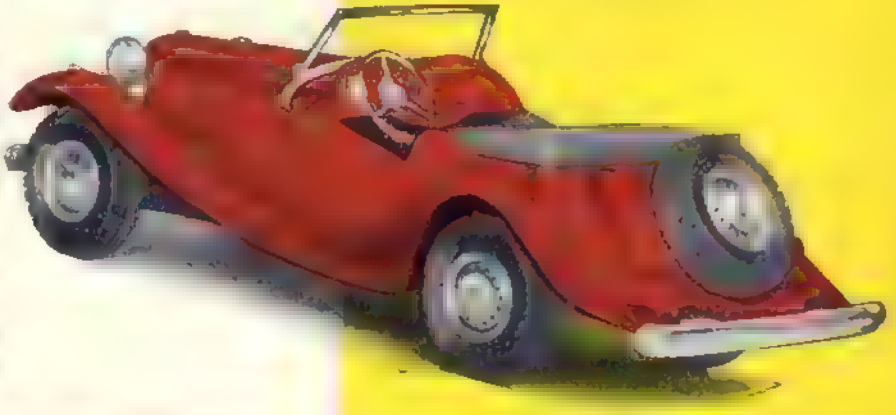


Here's the *finest*, most *completely different* kit model ever produced. It's rugged, realistic and styled after the famous MG sports car—packed with customer appeal and profit potential.

Unlike cheaper, flimsily constructed kits, the Model "MT" is *more* than just something to *look at*. With over 50 precision-fitted parts, including semi-elliptical rear springs, it's an absorbing "father-and-son" project, requiring only a screwdriver for assembly. And when put together, it's a fascinating push-pull toy with steerable front wheels—a toy that *would cost much more* if factory-assembled.

The Model "MT" has *wider sales scope* than any other kit model ever devised. In addition to its "boy-and-dad" appeal, it's a "natural" for sports car lovers and hobbyists—an irresistible challenge to power enthusiasts—a unique collector's item.

Chrome-plate trim. Body finished in prime coat, permitting kit builders to apply own color schemes. Length, 15"; weight, 3 lbs. Price, $10.95. ($11.75 in 11 Western States).



SUPERB STRUCTURAL QUALITY!

The Model "MT" is built to the same high standards of world-famous Model Toys. Body is durable diecast construction, chassis is heavy-gauge steel. All parts are metal, except the seats and real rubber tires.

The "MT" Will Be Featured In Model Toys National Advertising, and *will be in great demand.*

BE SURE TO SEE IT AT THE TOY FAIR!

Rooms 510-512 at 200 5th Ave., and Room 611 at Hotel New Yorker.

ANOTHER TRIUMPH
by the makers of world famous

DOEPKE Model TOYS

PACKAGED FOR DISPLAY!

Colorful, self-merchandising box displays all parts—attracts shoppers, stimulates impulse buying. Packed 6 to the carton. Shipping weight, 36 lbs.

THE CHAS. WM. DOEPKE MANUFACTURING CO., Inc.
ROSSMOYNE, OHIO

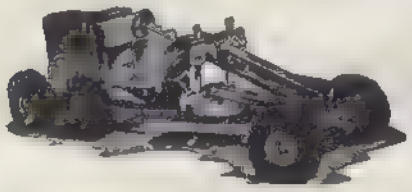
ROAD BUILDING EQUIPMENT

ROAD BUILDING SET

Set consists of orange flat bed truck, green road roller with red wheels, yellow scraper; all with aluminum trimming. 1 set to box. 1 dz. to ctn., 22 lbs. Hubley Mfg. Co. (Plastic)

NO. 60.....EACH $ 1.98
QUANTITY ORDERED _____

ADAMS ROAD GRADER



Steerable knee-action front wheels; tandem rear wheels. 3-position scraper blade. 26" L.; Wt. 12 lbs. Chas. M. Doepke Mfg. Co.

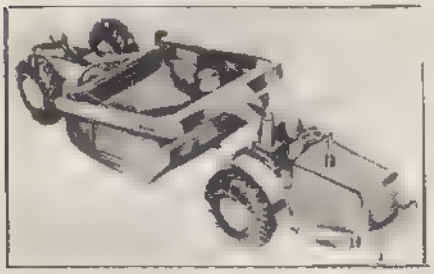
NO. 2000.....EACH $14.75
QUANTITY ORDERED _____

STRUCTO SCRAPER

Color, red. Extra large heavy-duty rubber wheels. Realistic "Diesel" motor; universal coupler connects scraper to tractor, adjusting screw raises and lowers blade; crank operates mechanism for loading and dumping or spreading load. 22" L.; 7" W.; 6-5/8" H. 6 to ctn., wt. dz. 75 lbs. approx. Structo Mfg. Co.

NO. 330.....EACH $ 4.98
QUANTITY ORDERED _____

HEILINER-SCRAPER



Two controls activate scraping, hauling and dumping operations. Famous-make tires. 29" L.; Wt. 13 lbs. Chas. M. Doepke Mfg. Co.

NO. 2011.....EACH $18.75
QUANTITY ORDERED _____

EUCLID BOTTOM-DUMP TRUCK

Lever-controlled bottom-dump doors, universal-type coupling, tractor wheels steer. Heavy-gauge steel. 27" L., Wt. 11 lbs. Chas. M. Doepke Mfg. Co

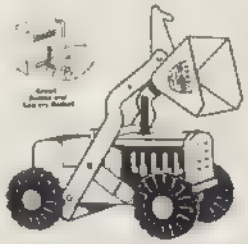
NO. 2009.....EACH $19.75
QUANTITY ORDERED _____

BOTTOM DUMP

New. Color, orange. Sturdy construction throughout. Extra large heavy-duty rubber wheels; realistic "Diesel" motor; universal coupler connects bottom dump body to tractor; crank operated trip opens dual bottom door for unloading trailer. 21-5/8" long; 6-5/8" wide; 6-5/8" high. 6 to master ctn. Wt. doz. 67 lbs. Structo Mfg. Co.

NO. 320.....EACH $ 3.98
QUANTITY ORDERED _____

STRUCTO END-LOADER



New. Color, orange. Sturdy construction throughout. Extra large heavy-duty rubber wheels, realistic "Diesel" motor; bucket raises over 10¼" by screw-type crank; load rigidly held in any position; trip lever for unloading and automatic latching of bucket. 15¾" long; 6-1/8" wide, 6¾" high. 6 to master ctn. Wt. doz. 56 lbs. Structo Mfg. Co

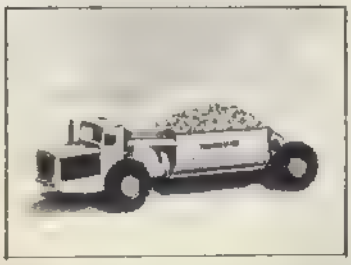
NO. 340.....EACH $ 3.98
QUANTITY ORDERED _____

STRUCTO ROCKER

New. Color, red. Sturdy construction throughout. Extra large heavy-duty rubber wheels; realistic "Diesel" motor; universal coupler connects rocker body to tractor; crank operated winch raises and lowers body. 20" long; 6-1/8" wide; 6-5/8" high. 6 to master ctn. Wt. doz. 61 lbs. Structo Mfg. Co.

NO. 310.....EACH $ 3.98
QUANTITY ORDERED _____

TOURNAHOPPER



TOURNAROCKER

Realistic working model. Built for big-load hauling, oversize hopper dumps by backing rear wheels against a stop, or by turning crank on new, improved, easy-operating hoist. Front and back units are joined by two-way pivot for smooth weaving action over rough ground. New enclosed cab, all heavy-gauge steel construction with durable, sprayed baked enamel finish. New, larger 3¾" diam. rubber-tired metal wheels. 18" L.; 6" W.; 6¾" H. 1 to box. 6 to ctn. Wt. per doz. 72 lbs. Ny-Lint Tool & Mfg. Co.

NO. 1800.....EACH $ 7.25
QUANTITY ORDERED _____

PAYLOADER

Working model can dig, load and carry all kinds of materials, bulldoze, level, grade or scrape, hoist, push or pull larger objects. Crank raises bucket on two sets of arms. Tip-proof bucket remains level until spring latch is released. Non-stripping case-hardened steel gears in hoisting mechanism mean rugged durability, smooth operation, long life. Big 3¾" diam. Rubber-tired metal wheels are steerable. Strong heavy-gauge steel construction has durable, sprayed baked-enamel finish. 18" L.; 7" W.; 7-5/8" H. 1 to box. 6 to ctn Wt. per doz. 104 lbs. Ny-Lint Tool & Mfg. Co

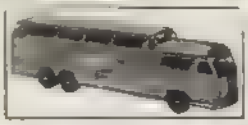
NO. 1660.....EACH $ 8.35
QUANTITY ORDERED _____

Faithful scale model. Strong heavy-gauge steel construction has durable, sprayed baked-enamel finish and big 3¾" diam. rubber-tired metal wheels. It hauls and dumps, built to make, turn, and rock like the big earth movers. Big clam-shell-type dump hopper empties clean in a hurry, operates by rear lever with strong spring return. Front and back units are joined by two-way pivot for free action. 22¾" L.; 5¾" W.; 6¾" H. 1 to box. 6 to ctn. Wt. per doz. 95 lbs. Ny-Lint Tool & Mfg. Co.

NO. 1606.....EACH $ 8.35
QUANTITY ORDERED _____

UTILITY TRUCKS — SERVICE TRUCKS

TRAILWAYS THRU-LINER BUS



Spin-Torque motor. Demountable & interchangeable wheels; 1 spare. Luggage compartment with miniature luggage. Destination sign can be changed to 16 different cities. Tak-A-Part motor in rear compartment. Front wheels turn right or left. Interlocking steel chassis with hi-impact plastic body. 4 colors—red, silver, cream, white, on bus. 18"x3¾"x5". box can be used as depot. Product Miniature Co.

NO. 3254.....EACH $ 4.98
QUANTITY ORDERED _____

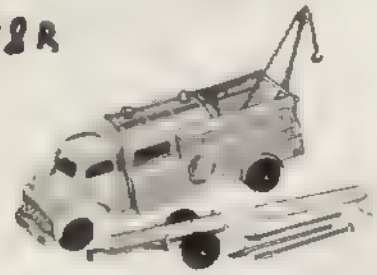
U. S. MAIL TRUCK

All-heavy gauge steel construction. Louvered doors in rear are hinged and lock with drop latch. Top removable. Tandem, toggle-action rear wheels wit rubber tires p sted hub caps. 22⅝" ong, 6½" wide. 9¼" high. 1 to ship. ctn., 9¼ lbs. Buddy L.

NO. 3778.....EACH $ 7.49
QUANTITY ORDERED _____

BELL TELEPHONE TRUCK

B&R



12½" long. Olive green metal cab and body. Bright lettering and trim. Removable boom in rear. Crank handle raises or lowers rope and hook. Top of truck slides back to cover open half in rear. Ivory colored plastic ladder. 3 bright metal digging tools fit inside truck. Red metal 2 wheeled pole trailer hooks on rear of truck. 11" pole removable. Black rubber wheels, dual in rear . to box. 6 to ctn. Hubley Mfg. Co.

NO. 509 . . ..EACH $ 3.98
QUANTITY ORDERED _____

TOW TRUCK

WRECKER TRUCK (WIND-UP)

Die-cast aluminum cab & chassis; heavy gauge steel body. Color: White cab, orange body, natural aluminum chassis. Crank operated winch with steel chain, also tow chain; 6 rubber wheels; front wheels adjustable; motor brake; Structo's own sturdy clock spring motor. 12-1/8" L.; 5-5/8" W.; 5-3/16" H. 6 to ctn. Wt. dz. 42 lbs. Structo Toys.

NO. 822.....EACH $ 3.98
QUANTITY ORDERED _____

TOW TRUCK

Color Red. Crank operated winch on boom, heavy gauge steel, reinforced & welded, 6 rubber wheels plus 2 spares, removable wheels; threaded axles with nuts. Includes miniature screwdriver, hammer, open-end wrench, box-end wrench. 11⅞" L., 5-3/8" W., 6" H. 6 to ctn.; wt. dz. 30 lbs. Structo Toys.

NO. 910.....EACH $ 1.98
QUANTITY ORDERED _____

AUTO WRECKER SERVICE

Big, sturdy towing wrecker. Rugged, all-heavy gauge steel construction. Heavy duty rubber tires. Plated hub caps. 17" long, 4¾" wide; 6¼" high. 1 to box. 12 to ctn., 20½ lbs. Buddy L

NO. 3317.....EACH $ 1.69
QUANTITY ORDERED _____

Aluminum diecast cab & chassis, aluminum body & trim; baked white enamel finish. All doors open & close—latch & handle action. Front wheels turn by finger-tip steering. Ratchet & pawl action. Finger-tip check, with chain & drum winch arrangement. Looks & operates like real thing. 10¼" high; 17⅛" long; 6-5/8" wide. 1 to box, 7½ lbs. Miller-Ironson.

NO. 531.....EACH $16.95
QUANTITY ORDERED _____

BUDDY "L" REPAIR-IT UNIT WITH 3 TOOLS AND AUTO JACK

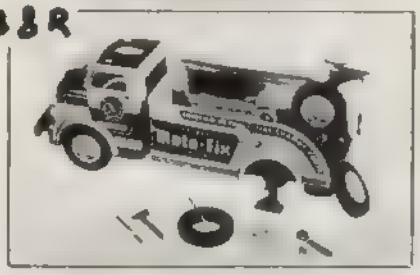
B&R

24½" L.; 6¾" W., 8¾" H. All heavy gauge steel. Hard rubber hub cap wrench, hammer & screwdriver. Die cut cardboard caution sign, danger sign, 2 flares, stop horse. All 7 wheels removable & interchangeable. Extra metal tool box. Wrecker boom with weighted hook removable to convert into hauling truck. 7 rugged rubber tires, plated hub caps. 1 to box, 8 lbs. Moline Pressed Steel Corp.

NO. 3667.....EACH $ 6.69
QUANTITY ORDERED _____

ALL STEEL WRECKER TRUCK

B&R



15" long, 6" high, 5" wide. Litho. cab & body. Chassis & bumper made of heavy gauge steel. Removable wheels and tires. Threaded axles with nuts. 2 spare tires & wheels. Includes miniature jack that works, tire iron, screwdriver, hammer and tire wrench. 2 tool boxes with lids inside truck. Crank operated chain hoist. 1 to box. 6 to ctn., 20 lbs. All Metal Products Co.

NO. 1015.....EACH $ 3.39
QUANTITY ORDERED _____

WRECKER TRUCK

All heavy steel construction, heavy dual plated steel truck wheels and rims with 6 large rubber tires, plated hoisting crank with sturdy chain and hook, heavy plated steel front bumper. 12½" L.; 5¾" H.; 5½" W. 1 to box. 6 to ctn., 15 lbs Wyandotte Metalcraft, Inc.

NO. 250-6.....EACH $ 3.98
QUANTITY ORDERED _____

WE ARE AS Close AS YOUR Telephone!

WOODBURY HARDWARE CO. ATwater 9675

DOLL BODIES INC. and M&S DOLLS

ME DOLL - MOHAIR WIG

Moving Eye Virgin Acetate ready to dress doll, Genuine Mohair Wig, movable head and arms, two complete "easy to sew" doll dress patterns with complete sewing instructions and color illustration sheet, packaged in a heat sealed envelope, printed in two colors. Packed 3 Doz. Weight 7 pounds per carton.

No. 110/85 7½" Me Doll - Mohair Wig. Per Dz..... $ 4.65

BONNY LOU CRISHAY OUTFIT

Washable molded plastic face, sealed soft vinyl arms and legs cotton stuffed body full yarn wig, dress and hat are made contrasting colors of (cracked Ice pattern) hat tied with ribbon. Shoe and stockings. Individually boxed. Packed 12, Weight 13 pounds per carton.

No. 113/3319 16" Bonny Lou. Each..... $ 1.98

ME DOLL - MOHAIR WIG

Moving Eye Virgin Acetate ready to dress doll, Genuine Mohair Wig, movable head and arms, packaged in a heat sealed cellophane envelope. Packed 3 Doz. Weight 5 pounds per carton.

No. 112/75 7½" Me Doll - Mohair Wig. Per Dz.....$ 3.80

HAPPY CLOWN DOLL

Comes with washable plastic face, red fringe hair, dressed in clown outfit one half solid color, one half checked contrasting colors, red net around neck, two white pom-poms on suit and one on hat. Packed 12, Wt. 25 pounds per carton.

No. 116/3550 26" Happy Clown Doll. Each.... $ 1.98

DOLL BODIES INC. DOLLS

DRESSED WALKING DOLL

She walk'g like the proudest toddler. Her hair is washable, brushable, comb-able, curlable, Saran, her head, arms and legs move her eyes open and close. 6 attractive 19" Walker, dressed in assortment of style and hair dress. Packed 6, Weight 13½ pounds per carton.

No. 107/800 19" Dressed Walking Doll. Each..... $ 3.95

ME DOLL - MOHAIR WIG

Moving Eye Virgin Acetate ready to dress doll, Genuine Mohair Wig, movable head, arms and legs. Packaged in a heat sealed cellophane envelope. Pkd. 2 Doz. Weight 10 pounds per carton.

No. 108/LL 20 18½" Me Doll - Mohair Wig. Per Dz... $ 8.50

COMBINATION DOLL ASSORTMENT

Combination – 2 dozen sparkling, petite 7" beauties, clad in panties plus a revolving metal rack which is a natural for counter display. The 3 dozen dresses which complete the combination are individually styled and arrange on plastic hangers. Packed 1 unit, Weight 8 pounds per carton.

No. 660 Combination Assortment. Each..... $ 27.00

"LINGERIE LOU" DOLL – MOHAIR WIG

Moving Eye Virgin Acetate ready to dress doll, Genuine Mohair Wig, movable head and arms, removable plastic pantie and bra – assorted colors, individually packaged in acetate window box. Packed 3 doz. Weight 8 pounds per carton.

No. 109/100 7½" Me Doll - Mohair Wig. Per Dz..... $ 4.95

as advertised in
Parents'
MAGAZINE
next month

Little girls love
DOLL HOUSE FURNITURE

Get stocked up now! These room sets are hot! Six individual rooms (scale 1 inch = 1 foot)—Living Room (*above* retailing at $5.00; Dining Room, Bedroom, Nursery, Kitchen, and Bath—selected woods colorful finish. Wonderful realism and play appeal.

• • •

Parents' Magazine for October will carry the above illustration and deadline. Same ad appears this month (September) in *Children's Activities*. Plenty of promotion behind this sure-fire merchandise!

• • •

And don't forget the new doll house furniture *Assembly Sets!* Same rooms as listed above, but Mother or Dad can have the fun of helping daughter assemble! "Do-it-yourself" sets retail at $2.00 and $1.75.

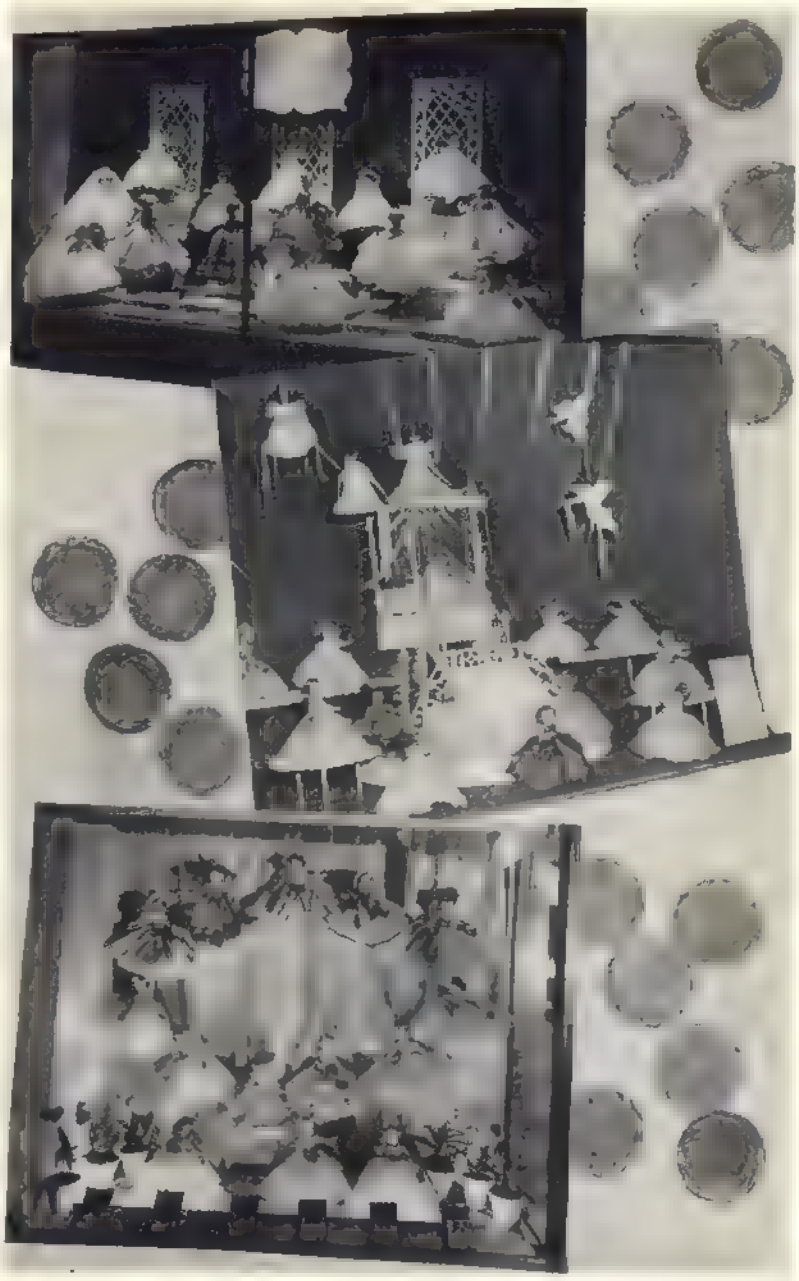
Ding! Dong! Two more new items . . . Strombecker doll furniture as pictured above—high chair 18" inches high and rocking chair 12¼ inches high, available either assembled or in Assembly Set. Millions of children will see these popular items on Ding Dong School . . . coast to coast on NBC Television Network.

• • •

High chair, assembled, $3.98. Assembly Kit, $2.00. Rocker, assembled, $3.75. Assembly Kit, $1.89. Stock up now!

Strombecker
FIRST IN SOLID MODELS

STROMBECK-BECKER MFG. CO., MOLINE, ILLINOIS
200 Fifth Avenue, New York City



NANCY ANN DOLL WINDOWS . . Hochschild Kohn Co., Baltimore, Md., features "The Style Show Doll" by Nancy Ann. Summer feel is effected by soft, draped background, trellis props and level displays of marbelized tone which create garden walk effect. Nancy Ann dolls parade filmy creations in this garden style show setting . . . John Wanamaker, Philadelphia, window presents lovely, ornate display of Nancy Ann bride doll, using other dolls as wedding guests . . . Interesting, floating arrangement of dolls, effectively lighted, dominate F. A. O. Schwarz window on Fifth Avenue, New York City . . . The 18-inch Style Show dolls are in four retail price groups—4 dolls to each group: $15.95, $19.95, $24.95 and $29.95. They are all-plastic, with elaborately styled Saran wigs . . . All Nancy Ann Style Show dolls this year are walking dolls. The series is attractively shown, in colors, in a special folder published by Nancy Ann Storybook Dolls, Inc., 1212 Post St., San Francisco 9.

VINCENT H. JEFFERDS

Roy O. Disney, president of Walt Disney Productions, announces the appointment of Vincent H. Jefferds as manager of the Disney Character Merchandising Division, with offices in New York.

In addition to the licensing of Disney characters, Jefferds' duties will include supervision of all merchandising sales promotional activities, as well as serving as liaison between Walt Disney Productions and the sponsors of the Disneyland-TV show which premieres October 27 over the ABC Network.

Jefferds was formerly vice-president of the Times Square stores, a chain of 19 general merchandise stores in the New York area. He joined the Disney organization three years ago, and will continue to direct national tie-in advertising promotions of all Disney motion picture productions.

Prior to service in World War II as a Captain in the U. S. Army, he was associated with the Congoleum-Nairn Co., Inc.

♦

Toy and Game Sales—June

Chicago—Down 11 per cent.
Milwaukee—Down 4 per cent.
Los Angeles—Down 4 per cent.
San Francisco—Down 9 per cent
Portland, Ore.—Down 15 per cent
Seattle—Up 39 per cent
Salt Lake City—Up 19 per cent
New York—Down 7 per cent
St. Louis—Down 10 per cent
Memphis—Up 12 per cent.
Cleveland—Down 15 per cent
Philadelphia—Even.

♦

BEG YOUR PARDON

On page 79 of our August issue we showed a photograph of a Revell party held for the March of Dimes in which it was mentioned that Ira Cain was toybuyer for the May Company, Los Angeles. As a matter of fact, Mr. Cain is now a factory representative on the West Coast and Allan Roof is toybuyer for the May Company of Los Angeles

Still wonder why Gaston has the lock on the block business? Here are some of the reasons!

CHANGEABLE CHARLIE BLOCKS

No. 819—keeps small-fry fascinated for hours. Adults love him, too! Has over 4,194,304 *different* faces . . . never looks the same twice.

BOZO THE CAPITOL CLOWN

No. 818—ten times funnier than any living clown. Does a million and one things with his face to make folks laugh. Even blows bubbles!

© Capitol Records Inc.

CHANGEABLE CHARLIE'S AUNT BLOCKS No. 820—the old gal keeps 'em in stitches for hours. She laughs, cries, sneers and jeers at the turn of a block. And dig that crazy cool hat and hair styling!

Get a good lock on the block business in your town! Write today for all the money-making facts!

GASTON MANUFACTURING CO., 234 W. Second St., Cincinnati, Ohio

New Toy Review of 1954

Donald Duck Rocker

The KESTRAL CORP., 25 Willow St., Springfield, Mass., is showing its first inflatable Walt Disney toy in the character of Donald Duck. It is a safe, year-round inflatable rocker for the small fry with Donald Duck squawking with every rock and roll. It is ruggedly constructed to withstand long hours of play indoors and outdoors

Made of genuine Boltaflex, the rocker measures 2' long and 21" high. As the rocker inflates, a saddle separately takes shape in addition to the whole body.

A jaunty sailor hat set off by a bright ribbon is fastened to Donald Duck's head by a snap. Five bright primary colors make up the color composition of the rocker. Suggested retail price is $2.98.

Convertible Trainer Bike

Something new in the Siebert line is a bicycle with a removable top tube rail to make it appropriate for either boy or girl. The conversion of the trainer bike is simple: the boy's bar is locked in place underneath the saddle and then keyed in an insert in the steering post. By removing one nut and bolt and removing the bar, the rider can convert the bike to a girl's style.

Retail prices of the sturdy convertible bike range from $21.95 to $29.95

The line is manufactured by O. W. SIEBERT CO., Gardner, Mass.

Cims Jr. Tie Set

Something new in the do-it-yourself line is the Cims Jr. Tie Set, to be painted by youngsters of almost any age.

Each set is complete with two Cims Jr. ties of quality material, two assorted pre sketched western designs, genuine oil paints and brush, handsomely packaged to retail at $1.49, slightly higher on the west coast

A simplified diagram is used to paint the tie

The sets are packed one dozen to a carton, weighing six pounds. They are a product of CIMS, INC., 235 Nicoll St., New Haven 11, Conn.

Play Rhythm Set

Two colorful rhythm maracas, a shiny chrome-plated musical triangle with beater, and a set of rhythm blocks are combined by SPACE-MASTER CO., 1452 W. Devon

Ave., Chicago 26, to make a musical plaything for children of all ages.

The percussion instrument set is packaged in a big display carton featuring a picture of "Miss Frances," its designer, and the Ding Dong School bell trademark.

The maracas are made of styrene, the triangle is attractively plated, and the sand paper on the rhythm blocks is replaceable

The instruction book by Miss Frances is illustrated and has many ideas for youngsters to enlarge upon to enjoy their Play Rhythm Set.

The set retails at about $2.50, and comes packed a dozen to a master carton. Shipping weight is 20 pounds.

Numberaid

Arithmetic can be a fascinating "game" now with "Numberaid," the American version of the ancient Abacus used even today throughout the Orient. Designed by Dr. Andrew F. Scholt, Ph.D., arithmetic specialist, and educational consultant and lecturer at Marquette University, the Numberaid is said to prove effective as a tool of learning in schools, as well as interesting fun at home.

Numberaid is designed in colorful plastic. Capable of handling numbers up to 10,000, the units, tens, hundreds, thousands, and ten thousands "columns" have counters of green, red, white, amber and blue, sliding on plastic rods. Simple to operate, Numberaid can be used to add, subtract, multiply and divide. Each is packed in a colorful cardboard case, with an interesting book of games.

Manufactured by PEERLESS MANUFACTURING AND DISTRIBUTING CO., Waukesha, Wis., the Numberaid is priced at $2.

Cowgirl on Horse

Hartland's newest product is an authentic reproduction of the cowgirl seen on television and in movies. The figure is hand decorated in life like colors. Saddle, hat, and guns are removable for added play value

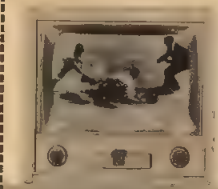
HARTLAND PLASTICS, INC is at Hartland, Wis.

FOREMOST NAME DUMONT TELEVISION

DUMONT OUTSTANDING ENGINEERING EXCELS

The superior background of electronic research and engineering behind DUMONT television plus exacting control of quality and materials in every stage of manufacturing, have put these sets among those **most preferred in America today.** Every feature to insure complete television entertainment is incorporated in these fine sets. **The exclusive Automatic Selfacus Tube** gives perfect picture focus from the moment the set is turned on—assuring edge-to-edge picture clarity without annoying adjustments. **The Automatic Picture Stabilizer** locks the television picture firmly in place, screens out interference, and eliminates flop-over and jiggling. **DUMONT's famous DuMonitor** automatically measures and controls the television signal for best possible reception—anywhere—**even in fringe areas.**

Now—you can offer your customers "America's Most Wanted Television Set"—DUMONT—made by the company that pioneered home television.



SUMMIT 17-IN. PICTURE Smaller cabinet in more compact size, 20½ in. high, 22⅜ in. wide, 20½ in. deep. In either **Mahogany or Blond finish**

CAT. NO. DT-117M. Mahogany
CAT. NO. DT-1178. Blond.
DEALERS NET PRICE EA **177.98**

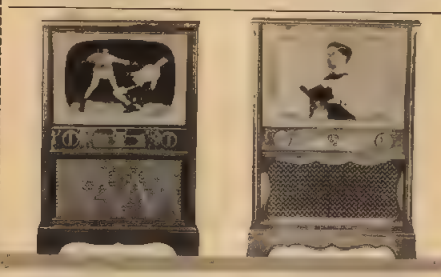
DUMONT *PRESTON*
21-IN. PICTURE DELUXE TABLE MODEL 2 FINISHES

Contemporary styled 21-in. picture table model brings big-picture television enjoyment at a price your customers can afford. Cabinet **Custom-crafted** of the finest woods, hand rubbed to a lustrous finish. Incorporates every one of the advanced design DUMONT features as listed at right and left giving maximum picture accuracy, depth and contrast. **Oversized chassis parts insure cooler set operation** with minimum service and replacement. Dimensions 24¼ in. high, 25 in. wide, 20¾ in deep. **UL Approved.**

PRESTON 21-IN. TABLE MODEL.
CAT. NO. DT-121M. Mahogany.
DEALERS NET PRICE, EACH **229.97**
CAT. NO. DT-121-O. Limed Oak.
DEALERS NET PRICE, EACH **237.97**

DUMONT FAMOUS FOR OUTSTANDING FEATURES

Here is the line that has set the standards for tomorrow's television with a revelation of achievement in picture and sound reproduction. **Full Range Picture Realism**—a full range of picture tones—deep, rich black, blended grays and crisp clear whites—all bring amazingly lifelike picture realism to the screen. Safety glass and picture tube are both tilted to deflect glare and reflections for enjoyable, eye-ease viewing. **Acoustically Matched Tone System** reproduces true fidelity tone for greatest listening pleasure. **Continuous Tone Control** with bass-to-treble adjustment. Handy phono jack permits record player plug-in. **All DUMONT sets can be quickly adapted to UHF reception by simple interchange of tuning strips.** Also available with built-in UHF-VHF All-Channel Tuner (**Write for prices**)



DUMONT *GARFIELD*
21-IN. PICTURE CONTEMPORARY STYLE WALNUT

Distinctive in its beauty, this 21-in. picture open-face console will harmonize tastefully with other fine furnishings. **Available in choice of 3 wood finishes,** 38 in. high, 25 in. wide, 21 in. deep. **U. L. Approved.**

CAT. NO. DC221W. Walnut.
DEALERS NET PRICE, EACH **259.97**
CAT. NO. DC221M. Mahogany
DEALERS NET PRICE EACH **264.97**
CAT. NO. DC221-O. Limed Oak.
DEALERS NET PRICE EACH **274.97**

DUMONT *BRADFORD II*
21-IN. PICTURE TRADITIONAL CONSOLE MAHOGANY

This deluxe 21-in. picture console imparts an air of fine traditional warmth to harmonize graciously with period pieces. Hand crafted cabinet of selected veneers, satin-rubbed to a **rich Mahogany finish.** Within is the unexcelled **DUMONT Chassis** with all of the quality-built picture and sound features that the discerning look for. Size 38½ in. high, 25½ in. wide, 21½ in deep. **UL Approved.**

TRADITIONAL STYLING.
CAT. NO. DC221M. Mahogany.
DEALERS NET PRICE, EACH **294.97**

DUMONT *BRADFORD*
21-IN. PICTURE PROVINCIAL CONSOLE MAPLE

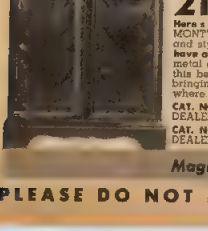
Reflecting the flowing curves of French Provincial styling, this handsomely crafted 21-in. picture console presents a period piece of true distinction. **Acoustically constructed cabinet** made of genuine Maple hardwood veneers **incorporates all famous DUMONT engineering features** to bring to the viewer the most brilliant, life-like picture possible. Size: 38½ in. high, 25¾ in wide, 22 in. deep. **U.L. Approved.**

PROVINCIAL STYLING
CAT. NO. DC-421-MA. Maple.
DEALERS NET PRICE, EACH **304.97**

DUMONT *BRISTOL*
21-IN. PICTURE SWEDISH MODERN STYLE BLOND

Here is a console model television set always in good taste with either period or contemporary furniture. Within the Swedish Modern cabinet is **DUMONT's powerful, trouble-free chassis**—new picture clarity—**"close in" or on farthest "fringe."** 38½ in high, 25¾ in. wide, 21¼ in. deep **U.L. Approved.**

CAT. NO. DC-521-O. Limed Oak.
DEALERS NET PRICE, EACH **289.97**
CAT. NO. DC-421-M. Mahogany.
DEALERS NET PRICE, EACH **279.97**



RICH FURNITURE STYLE DUMONT MAGNIFICENTLY MODERN

The graceful styling of this 21-in. picture full-door console brings quiet dignity to traditional or period room furnishings.

DUMONT *RUTLAND* CONSOLE
21-IN. PICTURE TRADITIONAL MAHOGANY

Here's today's luxury television, reflecting DUMONT's long-held heritage of unequalled quality and styling. **The full-length, frame-panelled doors have an unusual peacock feather-grain effect.** Solid metal door pulls add a graceful touch. Inside all this beauty is DUMONT's picture-perfect chassis bringing outstanding television enjoyment anywhere. 38½ in high, 26¾ in wide, 22½ in. deep.

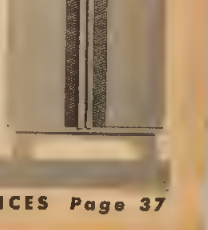
CAT. NO. DC-721-M. Mahogany.
DEALERS NET PRICE, EACH **324.97**
CAT. NO. DC-721B. Blond.
DEALERS NET PRICE, EACH **339.97**

Here's the essence of smart styling for modern room settings to meet and mingle with all that is present day

DUMONT *NEWPORT* CONSOLE
21-IN. PICTURE ULTRA MODERN BLOND FINISH

This showpiece of modern furniture design—an outstanding example of DUMONT quality—has decorator finished doors with an **inlaid applique trim alongside the unique full-length "finger-tip" door pulls.** The full complement of DUMONT picture and sound features offers unsurpassed television enjoyment. Dimensions: 39¼ in. high, 24¾ in wide, 27½ in deep. **U.L. Approved.**

CAT. NO. DC-821-O. Limed Oak.
DEALERS NET PRICE, EACH **344.97**
CAT. NO. DC-821M. Mahogany.
DEALERS NET PRICE, EACH **329.97**



Magnificent in Styling . . . DUMONT . . . *Supremacy in Picture-View*

PLEASE DO NOT DEDUCT 2% CASH DISCOUNT ON NET PRICES

GENERAL ELECTRIC BLACK-DAYLITE TV Television

SUPERB RECEPTION
POPULAR PRICE

Here are 2 outstanding General Electric Black-Daylight Television Sets, both incorporating all the latest G.E. engineering features for superior performance—**both at new low prices that are certain to bring volume sales when offered on TV with this outstanding trade-mark name.**

Modern design Mahled Mahogany plastic cabinet has felt feet on bottom to protect table top. Dimensions: 19¾ in. high, 21¾ in. wide, 20⅝ in. deep. **Underwriters' Laboratories Approved.**

CAT. NO. 17T10.
DEALERS NET PRICE EACH **139.97**

17-INCH PICTURE TABLE MODEL

This trim, compact 17-in. picture table model set features G.E. Black Daylight television reception bringing amazingly clear, steady, glare-free reproduction—just as the camera "sees" the picture. **Removable safety glass** is tipped forward to deflect annoying room light reflections, makes viewing even more pleasant. **Superb G.E. Chassis** has shielded tuner with RF amplifier, power transformer, interference suppressor **Automatic Gain Control**—all designed to assure exceptionally sharp pictures always in edge-to-edge focus . . . even in fringe areas. Equipped with built-in VHF antenna. **Exclusive G.E. automatic sound tuning** plus Almico 5 dynapower speaker provides unexcelled tonal reproduction. Has easy-to-read channel selector dial. All controls conveniently located below picture tube.

OUTSTANDING ALL-CHANNEL UHF PERFORMANCE

Both Table and Console models illustrated are also available with built-in All-Channel UHF-VHF tuners for full UHF and VHF station reception. Sets with UHF tuners are also equipped with efficient, built-in UHF antennas which are easily adjustable to local conditions. **ADD $35.00 TO DEALERS NET PRICE** for either set with built-in UHF tuner and antenna. **SPECIFY UHF when ordering.**

21-INCH PICTURE CONSOLE MODEL

This strikingly handsome open-face console that offers big-picture viewing at a popular price will be "Easy" to sell. Large 21-inch cylindrical black-face picture tube reproduces natural, life-size pictures, sharp in detail and perfect in contrast. **G. E. Glare-ject or features** with inclined picture tube and safety glass keep room light reflections at a minimum. **Powerful Chassis** brings in clear, steady, interference-free pictures — even in fringe areas. **Automatic Sound Tuning** coupled with its big, powerful 10-inch Alnico 5 Speaker assures perfect, undistorted reproduction. **Channel Selector Knob** is clearly marked, easily read. Set has built-in VHF antenna. **The modern styled cabinet** beautifully crafted of fine woods and finished in lustrous Mahogany will enhance the complete decor effect of any room. **Furniture glides** on bottom of cabinet for easy moving. Operates on 115 Volts 60 cyc AC only. **Underwriters' Laboratories Approved.**

Same set is available with built-in UHF-VHF All-Channel Tuner to tune additional 70 UHF stations as well as the regular VHF stations **ADD $35.00 TO NET PRICE of No. 21C115 (at right). SPECIFY UHF.**

Mahogany finished cabinet has harmonizing grille cloth over speaker opening. Dimensions: 35¼ in. high, 25⅛ in. wide, 21 in. deep.

CAT. NO. 21C115.
DEALERS NET PRICE, EACH **209.97**

SPECTACULAR HOLIDAY RADIO-FONO COMBINATION

Webcor

Portable

SMART LUGGAGE TYPE

Tan and Brown or Ebony and Grey

Now RADIO has been added to the famous "Webcor Holiday" high-fidelity 3-speed phonograph—making it a complete portable entertainment unit unmatched for quality and versatility. **Ideal for parties, dances, vacation, or the den at home.** It's the combination that's sure to be your top sales winner this year.

Featuring HIGH FIDELITY 3-Speed Phonograph with Automatic Record Changer

THE PHONOGRAPH—The heart of the "Holiday" is the new Webcor 121 Disk-changer that embodies Balanced Tone Arm, Velocity-Trip fast record-changer mechanism, electrically flocked turntable and **powerful 4 pole motor** — features that insure smooth, quiet operation, longer record life and top performance. **Plays up to 4 hours of all 3-speed, 3-size records** through its powerful amplifier and matched Hi-fidelity speaker. The vibrant tones are adjusted for full range tone and volume controls in recessed panel on front. **New output jack for connection with tape recorder** makes it possible to record directly from the Holiday radio or phonograph.

CAT. NO. 150. SPECIFY COLOR: **Ebony and Grey or Tan and Brown.**
List Price 109.50.
DLRS., EA. **83.63,** Less 2%.. **81.97**

THE RADIO: Powerful, yet sensitive superheterodyne AM Radio brings in all stations clearly—anywhere. Controlled by slide-rule type tuning dial in front recessed panel. **Automatic volume control** provides a constant level of reception and eliminates alternate fading on distant stations or blasting of more powerful, local stations.

Beautiful, luggage-type carrying case of reinforced plywood covered in scuff-resistant Ebony-and-Gray or Brown-and-Tan leatherette. Dimensions: 19x14½x9¼ in.

WEBCOR *HOLIDAY* PORTABLE DISKCHANGER PHONOGRAPH

Same Webcor "Holiday" 3-speed portable diskchanger phonograph as above less Radio. Luggage-type case in choice of Burgundy or Green. **SPECIFY.**

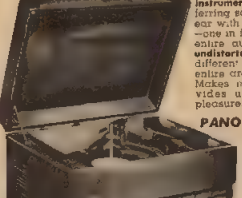
CAT. NO. 1024. Portable Diskchanger Phonograph. SPECIFY COLOR.
List Price 89.50.
DLRS., EA. **66.34,** Less 2%... **66.97**

NEW WEBCOR *JUBILEE* TABLE MODEL RECORD PLAYER

Automatically plays up to four hours of all 3-speed, 3-size records through a powerful amplifier and big speaker. Full, vibrant tones are adjusted by sensitive tone and volume controls. **Advanced Webcor features** include fast changing Velocity-Trip mechanism, Balanced tone Arm, and automatic shut-off after last record is played. **Comes in Forest Green or Burgundy.** Size 12¼x13¾x10 in. SPECIFY FINISH.

CAT. NO. 123. List Price 69.50
DLRS PRICE, EA. **53.03,** Less 2%..... **51.97**

MUSICALE AUTOMATIC HIGH FIDELITY PHONOGRAPH



Famous Webcor Type 121 automatic 3-speed record changer, spring-mounted to eliminate acoustical feedback. Shuts off automatically after last record. **Pickup arm has G.E. triple play magnetic cartridge,** matched to very low tip-force scale compensated preamplifier. **5-tube AC amplifier uses push-pull 6V6 output tubes** in a negative feed-back circuit. **Audio level control** varies or sets audio level without changing frequency response. **Response control provides adjustments** to accentuate treble or bass. Acoustically designed balanced cabinet of Ribbon Stripe African Mahogany or Korina woods.

A completely new conception in record playing instruments. An entirely new method of transferring sound from a recording to the human ear with full "high fidelity." **THREE SPEAKERS**—one in front and one on each side—cover the entire audio range **with evenly distributed, undistorted sound.** Music comes out in three different directions, completely filling the entire area with **brilliant, true-to-life fidelity.** Makes musical recordings come alive—provides unexcelled, undistorted listening pleasure.

PANORAMIC TRUE-TONE SOUND

THREE SPEAKERS

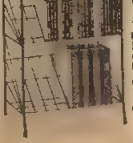
FLOOD the Room with Sound

Three separate speakers cover the entire audio range from 30 to 15,000 cycles. When placed against wall, the Musicale uses that surface as an **additional sounding board.**

The sheer magnificence of this amazing sound reproduction will delight every music lover. Every subtle musical tone and shading is faithfully transmitted to the listener's ear exactly as it was played by the orchestra.

MUSICALE — in Mahogany (Dark) Wood Cabinet.
CAT. NO. 333-1. List 149.50.
DLRS., EA. **117.32,**
Less 2%.
Net . . **114.97**

MUSICALE — in Limed Oak (Blond) Wood Cabinet.
CAT. NO. 333-2. List 159.50.
DLRS., EA. **125.46,**
Less 2%.
Net. **122.97**



WROUGHT IRON STAND AND RECORD RACK

Styled for Today. Designed for Webcor MUSICALE

Ultra-modern satin black finish wrought iron stand holds MUSICALE on 20½x13½ in. top shelf. Bottom rack holds standard size record albums, upper rack for 45 RPM albums. Rubber tipped legs. 28 in. high.

CAT. NO. 8666L. List Price 16.95
DLRS EA **10.17;** LOTS OF 3, EA. **9.15,** Less 2% Net... **8.97**

CAT. NO. 82467. Same with 14x14 in. top to hold JUBILEE and other table model record players. List 15.95.
DLRS, EA **9.16;** LOTS OF 3, EA **8.13,** Less 2%, Net . **7.97**

WALT DISNEY'S

Pinocchio AND THE Blue Fairy

by Duchess

- ★ MOVING EYES
- ★ MOVING HEAD
- ★ MOVING ARMS
- ★ 7½" ALL PLASTIC BODY

A REAL PROFIT COMBINATION!

Once again Duchess Doll Corp. presents to the trade a real profit combination. Walt Disney's Pinocchio and the Blue Fairy as created by Duchess, brings you 2 beautiful costumed dolls packaged to-gether in one attractive Red and Blue box. .. .. **RETAIL PRICE $1.98**

Walt Disney's Pinocchio will be seen in every city and town in the United States and is supported by a national advertising campaign. **Send your order in to-day and be ready to take full advantage of this powerful selling force.***

*On the last Disney Peter Pan doll promotion by Duchess we were snowed under with hundreds of last minute orders. Don't wait until this Disney Hit is at your local theatre. ***Send your order in now to insure prompt delivery.***

Retail Price 1.98

See Us at the Toy Fair
HOTEL McALPIN
ROOM 967

Duchess Doll Corp.

86-27 ROOSEVELT AVENUE • JACKSON HEIGHTS, L.I., N.Y.

WIN A RCA COLOR TELEVISION SET IN THE WALT DISNEY CHARACTER MERCHANDISE *(LUCKY NUMBER DRAWING • ENTER YOUR NAME IN OUR SHOWROOM)*

Dolls of Famous Operas

12 EXQUISITELY COSTUMED DOLLS DESIGNED FROM FAMOUS OPERAS

Duchess

★ Moving Eyes

★ Moving Head

★ Moving Arm

7½" ALL PLASTIC DOLL BODY . . . ALSO AVAILABLE IN 12½" SIZE

SEND FOR COMPLETE CATALOG

RETAIL PRICE

1.98

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"QUEEN OF THE NIGHT" *From the Opera by Mozart*

SEE OUR FULL LINE AT THE

TOY FAIR

Hotel McAlpin

Room 967

BEFORE YOU BUY ANY OTHER KIND OF DOLLS *READ THIS!*

DUCHESS DOLL CORP. LONG A LEADER IN THE FIELD OF MINIATURE DOLLS AGAIN PRESENTS TO THE TRADE A REAL PROFIT MAKER WITH A TREMENDOUS POTENTIAL.

This NEW and EXCLUSIVE line of "DOLLS of FAMOUS OPERAS" as created by DUCHESS are dressed in original and exquisite costumes designed from 12 famous operas. Each Doll features moving eyes, moving arms and head and carries on her wrist a little booklet which tells an interesting condensed version of the story of the opera she represents.

Since Opera has become a household word due to Radio and T.V. young and old have come to know and appreciate the Opera. These millions of Opera lovers constitute a ready and willing market for these Exquisite Duchess "Dolls of Famous Operas."

Here is your opportunity to cash in on this tremendous ready made market.

SEND YOUR ORDER IN TODAY AND INSURE EARLY DELIVERY

Duchess Doll Corp.

86-27 ROOSEVELT AVE. JACKSON HEIGHTS, L. I., N. Y.

top quality

AMERICA'S LOWEST PRICED
20", 24" and 26" Bicycles

featuring

• Strength • Durability • Eye appeal

26" LIGHTWEIGHTS

Equipped with English 3-Speed Gears
• DeLuxe Equipped • Beautifully Finished
• Guaranteed and Serviced by Stelber

SEE

Both Complete Lines
at our
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(Subway Level)
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and Rm 665 Hotel McAlpin

profits to you

For the Best Buys in Bikes, it's

Stelber CYCLE CORP.
200 FIFTH AVENUE, NEW YORK 10, N. Y.

top quality

AMERICA'S LOWEST PRICED
20″, 24″ and 26″ Bicycles

featuring

• Strength • Durability • Eye appeal

26″ LIGHTWEIGHTS

Equipped with English 3-Speed Gears

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★ Moving Arms

7½" ALL PLASTIC DOLL BODY . . . ALSO AVAILABLE IN 12½" SIZE

SEND FOR COMPLETE CATALOG

RETAIL PRICE

1.98

COPYRIGHTED 1954 DUCHESS DOLL COR

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BEFORE YOU BUY ANY OTHER KIND OF DOLLS *READ THIS!*

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Here is your opportunity to cash in on this tremendous ready made market.

SEE OUR FULL LINE AT THE

TOY FAIR

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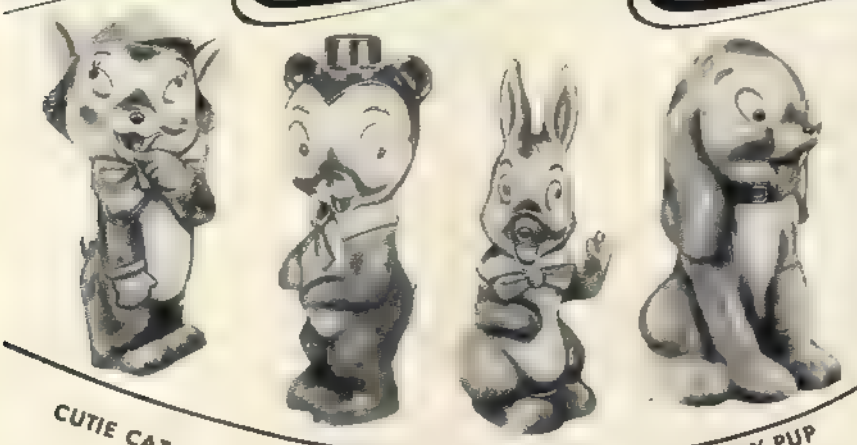
Room 967

SEND YOUR ORDER IN TODAY AND INSURE EARLY DELIVERY

Duchess Doll Corp.

86-27 ROOSEVELT AVE. JACKSON HEIGHTS, L. I., N. Y.

NEW VINYL *Squeeze* TOYS by *Eagle*



CUTIE CAT No. 107-2 — LIL HONEY BEAR No. 107-1 — HOPPITY HOP No. 107-3 — PEPPY PUP No. 106-1

- FAMOUS EAGLE QUALITY
- FRESH NEW CHARACTERS
- HARMLESS COLORS THAT LAST
- WASHABLE—NON-TOXIC
- INDIVIDUALLY PACKAGED
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on and off
your shelves

TROPICAL FISH LAMP

Fascinating [illegible] of the deep [illegible] with realistic [illegible] action. Aquascene [illegible] Size [illegible] high

Creators of the
MERRIE MERRIE
CHRISTMAS
TREE LAMP

Hundreds of thousands
sold - still going strong

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Econolite turning lamps featuring 4-color parchment-type shades with delightful nursery characters and verses. Wire metal bases in blue or pink.

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TROPICAL FISH LAMP

Fascinating authentic creatures of the deep "swimming" with realistic beauty in a smart modern lamp! A showpiece for every home, office, waiting room, hotel or restaurant. Translucent inner and outer cylinders. Wrought iron base. U. L. Approved parts. Size 6" dia. x 14" high

Creators of the MERRIE, MERRIE CHRISTMAS TREE LAMP

Hundreds of thousands sold—still going strong!

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MORE GLAMOUR BATHTUB TOYS

By the originators of the "Glamour Duck"

No. 354

Cap'n Tug

A cleverly designed tugboat... soft plastic bathtub toy. Whistle in smokestack blows when squeezed.

Size: 7" long, 3¾" wide by 4" high.

Packed: One, two or four dozen to shipping carton.

Weight: 6 pounds per dozen.

No. 853

Flipper THE GLAMOUR SEAL

Cute, realistic-looking seal that appeals to all tots.

Soft... safe... durable.

Size: 8¼" long, 5½" wide by 3½" high.

Packed: One, two or four dozen to shipping carton.

Weight: 6 pounds per dozen.

No. 952

Jasper the Frog

A real croaker that floats.
Soft and colorful

Size: 7¼" long, 5¾" wide by 2¾" high.

Packed: One, two or four dozen to shipping carton.

Weight: 6 pounds per dozen.

All Glamour floating bathtub toys are made of soft Vinyl plastic with permanently fused, variegated rainbow colors. Each toy has pleasant sounding "voice" when squeezed.

INDIVIDUALLY BOXED IN ATTRACTIVELY DESIGNED CELLOPHANE WINDOW CARTONS.

SPECIAL INTRODUCTORY ASSORTMENT PACK

Consisting of One Dozen,—— two each of the six numbers.
When ordering specify INTRODUCTORY PACK.

ECONOLITE CORPORATION
3517 W. WASHINGTON BLVD.
LOS ANGELES 18, CALIF.

DISTRIBUTED BY

America's finest line of pure Vinyl Toys [illegible] designed to Float.

THE GLAMOUR TOYS

Originators of the "Glamour Duck"

MR. FIREBALL TURTLE 216

Swims and sounds realistic.
Brilliant assortment of colors.
Size: 7¼" long, 6½" wide by 2¼" high
Packed: one, two or four dozen to shipping carton.
Weight: 6 pounds per dozen.

FIFI THE GLAMOUR FISH 512

Floating beauty of the deep.
Soft and brilliantly colored
Size: 9½" long, 4" wide by 3½" high.
Packed: one, two or four dozen to shipping carton.
Weight, 6 pounds per dozen

MR. GLAMOUR DUCK 104

"Quacks" while it floats.
Soft, bright and colorful
Size: 7½" long, 4¾" wide by 4¾" high.
Packed: one, two or four dozen to shipping carton.
Weight: 6 pounds per dozen.

All Glamour floating bathtub toys are made of soft Vinyl plastic with permanently fused, variegated rainbow colors. Each toy has pleasant sounding "voice" when squeezed.

INDIVIDUALLY BOXED IN ATTRACTIVELY DESIGNED CELLOPHANE WINDOW CARTONS.

SPECIAL INTRODUCTORY ASSORTMENT PACK

Consisting of One Dozen — two each of the six numbers.
When ordering specify INTRODUCTORY PACK.

America's finest line of pure Vinyl Toys especially designed to float.

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3517 W. WASHINGTON BLVD.
LOS ANGELES 18, CALIF.

Famous DOLLS

(A) BABY "CUDDLE-UP" BY EFFANBEE
7265TF1900 Height 27 in. *$27.50*

Just like a real youngster! Has a soft cuddly body made of vinyl coated washable cloth. Legs, hands and head are also vinyl so that Baby "Cuddle-Up" is washable from head to foot. Because she has just cut her two front teeth she is usually seen with her finger in her mouth. She is hugging her own little plush teddy bear which she carries with her. Top quality, hand rooted for permanence, Saran hair that can be combed, washed and set. Dressed in cuddly bunting over fine broadcloth creeper. Sleeping eyes. Shpg. wt. 10 lbs.

(B) PAUL WINCHELL'S FAMOUS JERRY MAHONEY
7266TF1045 32-inch Ventriloquist Dummy *$14.95*

Simultaneously moving mouth and head controlled in back, unbreakable plastic head, painted red hair. Dressed in gray and green flannel suit, white shirt, brown shoes. Exact replica of Jerry. Complete with 12-page instruction booklet on "How to be a Ventriloquist," by Paul Winchell. Shpg. wt. 4 lbs.

(C) JERRY MAHONEY DOLL WITH WARDROBE
7267TF1045 24-inch Ventriloquist Doll *$14.95*

Exciting gift package consisting of 24-in. doll plus the following costume changes: regulation baseball player outfit including cap, gaily striped bedtime robe, authentic college graduation costume consisting of black gown and tassel cap. Doll has hinged mouth—is controlled by pull string at back of neck. Head is also movable. Legs drape naturally when seated on hand or leg of user. Composition head and hands, cotton stuffed body. Two-tone flannel suit, white shirt, black shoes. Packaged in smart looking valise. Complete with instruction booklet. Shpg. wt. 7 lbs.

(D) PITTER-PATTY BY horsman
7268TF595 Heartbeat Doll *$8.50*

A sweet, lovable doll whose heart makes rhythmic, ticktock sound which can be clearly heard at a distance of several feet. No wind-up—no batteries—nothing mechanical. Slightest movement of doll keeps heart beating indefinitely. Long, curly hair of ROOTED "DYNEL"—imbedded and anchored for permanence. May be washed —combed—curled. Set of curlers with instructions. Soft vinyl head, arms, legs—body of washable vinyl coated cloth. Crying voice. Sheer ninon dress with heart motif. Slip, panties, shoes and stockings. Heart locket chain around neck. H. 16 in. Shpg. wt. 5 lbs.

(E) CUDDLER DOLL BY horsman
7269TF700 "Miracle" Rooted Dynel Hair *$9.95*

Lovable, cuddly doll, in smartly styled colorful romper outfit. Poodle type "Miracle" rooted DYNEL hair, imbedded directly into head and anchored there for permanence. Can be shampooed, combed and curled. Completely washable—vinyl "Fairy Skin" head, arms and legs. Sleeping eyes. Crying voice. Shoes and stockings. H. 20 in. Shpg. wt. 8 lbs.

THERE'S A NEW BABY IN OUR HOUSE!

NEW

NEW! "Cuddle-Up" Baby Doll now wears a brand new outfit that will add even more sales appeal... to make her an even bigger hit this year!

BABY CUDDLE-UP

BABY CUDDLE-UP is the most life-like baby in toyland. Her soft, cuddlesome body, arms, legs and cute little face, all are washable vinyl plastic. Her Saran hair is individually rooted. (Also available in delicately molded hair). She carries her own little Teddy Bear.

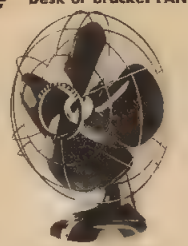
EFFANBEE *Dolls*
200 Fifth Avenue, New York 10, N.Y.

MAKERS OF THE FAMOUS Dy-Dee DOLL

Write for our new 1954 catalogue featuring the EFFANBEE Family of Fine Quality Dolls.

WESTINGHOUSE ELECTRIC FANS

Poweraire — 16-IN. OSCILLATING Desk or Bracket FAN



★ **Deep-pitch**, ultra-quiet, sound absorbing, wide area **Micarta Blades.** Safe even when touched in motion.
★ Reinforced 1-piece welded steel wire guard
★ Oscillating arc 75° or 45° oscillation center adjustable.
★ Powerful Westinghouse **Capacitor-type motor.** No radio interference.
★ **Automatic clutch** oscillating mechanism fully enclosed — no oil drip.
★ **3-speed, snap-type switch.**
★ **Easily adjustable for wall mounting,** tilting to any point from horizontal to 30° below horizontal, to **"spot" the overflow.**
★ Silver-gray, long life, baked-on enamel finish.
★ Stands 21" high, 18" wide, 11¾" deep. Base 7⅝" wide, 10½" deep.

CAT. NO. DW-16PA2 List 55.95
DEALERS, EACH **38.61;**
3, EA. **36.93,** Less 2%, Net. **36¹⁹**

12-INCH OSCILLATING

Incorporates every feature of the ten listed above, the 3-speed, snap-type switch, 12" deep-pitch ultra-quiet Micarta blades, powerful Westinghouse induction-type motor. **No radio interference.** A quality fan, 17½" high, 13½" wide, 11" deep. List Price 45.95.

CAT. NO. DW-12PA2
DEALERS, EACH **31.71;**
3, EA. **30.33,** Less 2%, Net. . **29⁷²**

10-INCH OSCILATING

A Real Value. Incorporates all of the features of the larger model listed above. 2-speed, snap-type switch. Powerful Westinghouse induction-type motor. No radio interference. **73° oscillating arc.** Fan 14½" high, 11¼" wide, 8⅝" deep. Use Price 27.95.

CAT. NO. DW-10PA2.
DEALERS, EACH **19.29;**
3, EA **18.45,** Less 2%, Net. . . **18⁰⁸**

Livelyaire — 16-IN. OSCILLATING Desk or Bracket FAN

Triumph of Beauty • Power • Silence • Long Service

Today, Westinghouse fans for any air-cooling need are the best that technical skill and greatest electrical manufacturing facilities can bring to the science of air-circulation for comfort.

Priced to Beat Any Competition

★ **Smart, modern design . . . streamlined for super airflow.**
★ Ultra-quiet Micarta blades.
★ Reinforced, 1-piece welded steel guard.
★ **75° oscillation arc**—oscillation center adjustable
★ Easily adjustable for wall mounting.
★ **3-speed, snap-type switch.**
★ Fully enclosed, automatic clutch, oscillating mechanism.
★ **Powerful Westinghouse 4-pole induction-type motor.** No radio interference.
★ Silver-gray, baked-on enamel finish.
★ 21 in. high, 18 in. wide, 12¾ in. deep.
★ Base, 7⅞ in. wide, 10⅝ in. deep.

CAT. NO. DW-16LA3. List 45.95
DEALERS, EACH **31.71;**
3, EA **30.33,** Less 2%, Net. . . . **29⁷²**

12-INCH OSCILLATING LIVELYAIRE DESK FAN

Similar to the 16" fan listed above, except has especially designed power-sphere polished aluminum blades and a **2-speed, snap-type switch.** Other features are identical. Finished in blue-gray baked-on enamel. 16" high, 13½" wide, 10½ deep. Base. 6½" wide, 8½" deep List Price 27.95

CAT. NO. DW-12LA3.
DEALERS, EACH **19.29;**
3, EA. **18.45,** Less 2%, Net. . . **18⁰⁸**

10-INCH OSCILATING LIVELYAIRE DESK FAN

Similar to the 12" fan listed on left. New style polished aluminum power-sphere blades. Single speed operation. **Arc of oscillation to any angle from 0° to 75°. Easily adjustable for wall mounting.** Stands 14" high, 11½" wide, 8¼" deep. Base: 5⅝" wide, 7⅜" deep.
List Price 16.95.

CAT. NO. DW-10LA4.
DEALERS, EACH **11.70;**
3, EA. **11.19,** Less 2%, Net. . . **10⁹⁶**

Debonaire — HASSOCK TYPE AIR CIRCULATOR

WESTINGHOUSE 16-IN. 2-SPEED FAN

★ **Air-Injector Ring Sides** give air action, Circulation uniform in all directions
★ **Healthful, indirect, draftless air current.** No direct or intermittent air stream
★ **Quiet, Deep-pitched Micarta Blades** of laminated plastic. Extra strong and safe.
★ **Safety Portable.** 16 in. Fan and motor wholly enclosed beyond finger-reach.
★ **Two Speed**—High, 1425 RPM with CFM delivery of 2700; Low 1080 RPM with 2000 CFM delivery.

This new fan delivers more air circulation without annoying drafts, because of the special Jet Air action through its exclusive Air Injector Ring sides and large **16 in. Micarta fan blades.** Just the thing for larger rooms. Light weight all steel housing with **22 in. diameter flat top that also serves as a convenient, low table 20¼ in. high.** 115 Volt 60 cycle.

CAT. NO. 16DA3. List 59.95.
DEALERS, EACH **41.37;**
3, EA. **39.37,** Less 2%, Net.. **38⁷⁸**

FREE HOSTESS TRAY

A service tray for drinks or snacks. 18 in. diam. Molded Micarta. Wood grain finish resists stains, alcohol, and burns. **Stores under fan top when not in use. Free with 16DA3.**

Cools in Summer Circulates Warmed Room Air Any Time

10 IN. FAN Debonaire CIRCULATOR

Same fan as above, but in smaller size for smaller rooms with 10 in. ultra-quiet, super-safe Homelite S-R blades. Functions on the same draft-free Air Jet principle and has all the exclusive features of the large Debonaire fan above. (Hostess Tray not included.) Circulates 1690 CFM at 1480 RPM 13 in. high, diam. 13½ in

CAT. NO. 10DA2. List Price 34.95
DEALERS, EACH **24.12;**
LOTS OF 3, EACH **23.07,** Less 2%, Net. . **22⁶¹**

Mobilaire — Powerful AIR JET Room or House Cooler

16-IN. PORTABLE WINDOW FAN

Ideal for Night Cooling of Whole House

Cooling comfort for day or night. Properly used, it can change entire air in 4 or 5 room apartment or home every TWO MINUTES. Picture at right shows its effect.

HOW IT BLOWS HOT AIR OUT— DRAWS COOL AIR IN

No Alterations Needed
No Special Window Sash
Stands at Any Open Window

★ **The powerful Westinghouse Mobilaire portable window exhaust fan adopts the air-jet principle** to the driving out of stale or stifling indoor air and drawing in of fresh air from outside—so providing natural cooling for an entire house, rather than simply stirring the air in a room.
★ **Requires no alteration of window for installation.** Simply stand it in front of any open window of home or office
★ **Westinghouse capacitor-type motor,** 2-speed, snap-type switch. Uses about as much current as 100-watt bulb, only 1 kw. hr. in 9 hours' operation.
★ **The base and supports** are of ⅜" steel tubing with steel collars and wing screws for adjusting height.
★ **4 wide-vane blades of laminated Micarta.** No metallic noises. Will not warp.
★ **Guard grilles of mesh-woven steel wire, chrome finish.** Front grille removable for access to blades.
★ **Delivers 3200 CFM**—double the capacity of average 18" fan.
★ **Dimensions:** Maximum height, 58¼"; minimum height, 36¼". Blade: 20" wide, 16½" deep. Height to center of fans adjustable from 46¼ in. to 24 in. above floor

Place at Attic Window Cools the Entire House

Easy to Carry to Any Room — Up or Down

CAT. NO. DW-16MA3. List Price 79.95.
DEALERS PRICE, EA. **55.17;**
LOTS OF 3 EACH **52.77,** Less 2%, Net. **51⁷¹**

WESTINGHOUSE 20 IN. WINDOW FAN

Convertible — Window Ventilator or Floor Fan

TWO big fans in ONE. A window fan completely changes air in 2 to 4 average rooms completely every 2 minutes—or can be reversed and used as a night-cooling fan to bring in cool, outside air and spread it around the house. **Snaps out of panel for use as a regular desk or floor fan** with its attached wire stand. Ultra quiet running. Micarta plastic blades. Powerful 2-speed motor exhausts 2500 CFM at High, 1400 CFM at Low, 115 V, 60 cycle AC 23¼ in. high metal window panel. **Width adjusts** to fit windows from 28 in. to 34¼ in. wide.

CAT. NO. 20WF. List Price 74.95.
DEALERS PRICE, EA. **51.72;**
3, EA. **49.47,** Less 2%, Net.. **48⁴⁸**

SAME IN 16 IN. SIZE Similar to 20-in. model, except not reversible
CAT NO. 16WF2. List Price 49.95
DEALERS PRICE, EA. **34.47;**
3, EA. **32.97,** Less 2%, Net .. **32³¹**

1954's TOY SENSATION

ELTRONOVOX
ELECTRONIC ZITHER

$19.95
RETAIL
[illegible]
of the Rockies

Amazing! Thrilling! Educational!

THE TONE OF AN ORGAN
FOR THE PRICE OF A TOY!

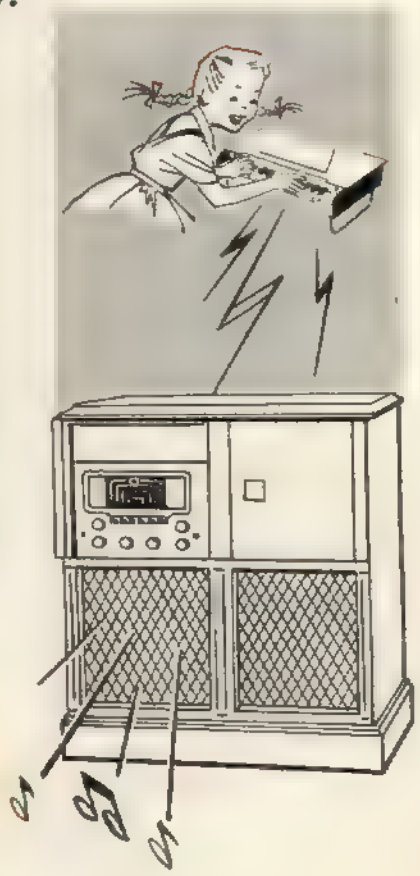
PLAYS THROUGH YOUR OWN RADIO WITHOUT CONNECTIONS! No wires or plug-ins of any kind, transmits through any AM receiver—takes advantage of the rich tonal qualities of your favorite radio

SOUNDS LIKE A REAL ORGAN! Full 2-octave range gives deep rich tones and organ tremolo.

EDUCATIONAL FOR SMALL-FRY MUSICIANS! Fascinating for adults, too! Instruction book, music and template make it possible to play beautiful melodies at once. Teaches children to read music.

HANDSOME DESIGN! Dark mahogany case with gold anodized legs. Measures 14¾" wide, 8¾" deep, 7¼" high. Twenty-four black and white molded keys, smooth to touch, easy to clean. Light in weight—a mere 5 pounds

STURDY CONSTRUCTION! Engineered by El-Tronics, Inc., manufacturers of fine quality electronic instruments for over twenty years. Designed to give quality performance, yet rugged enough to withstand continuous operation by children and adults. Entirely self contained. Comes equipped with two readily available batteries: 1 flashlight battery and 1 standard 45-V battery. (Life on 45-V battery over 1 year.)



Packed in individual corrugated cartons. 6 individual cartons to a master shipping carton. Three shipping cartons (18 individual cartons) weigh approximately 100 pounds required for prepaid freight. Terms —2%—10 E.O.M. Less than 18 units, F.O.B. Philadelphia.

ELTRONOVOX
ELECTRONIC ZITHER

Made by **EL-TRONICS, Inc.**
Philadelphia 23, Pennsylvania

MUSICAL EMENEE TOYS

Ebony and Silver Clarinet

IT'S HERE NOW!
• plays real music
• needs no lessons

RETAIL $3.98

Over 17" long. Break-resistant ebony black plastic with heavy silver finish on keys and fittings, with fine engraving throughout like authentic professional clarinet. 14 durable hand-tuned brass reeds (full scale, plus 2 triple reed harmony [illegible] plays countless songs).

Complete with individual luggage carry case, and music sheet containing many songs.

The Golden Trumpet $3.98 • The Silver Saxophone $5.98 • The Golden Slide Trombone $6.98
Arthur Godfrey Uke Player plus Flamingo Uke $4.98 • Howdy Doody Uke 98c

Emenee INDUSTRIES EMENEE 200 Fifth Ave., New York 10

Visit our permanent Chicago Showroom during January Toy Market Week—State Street Toy Center, 209 S. State St., Room 1613

NOW! A DISPLAY UNIT ENGINEERED FOR SPACE THAT SELLS MORE EMENEE MUSICAL TOYS FOR YOU!

Here's How You Can Make Your Fast-Selling Emenee Toys *TURN OVER* EVEN FASTER!

For practically the cost of the salable merchandise — at your standard discount — you can get this richly-finished show panel, with the instruments already mounted in place. It's a magnificent counter, window or floor display unit, yet scarcely takes up any room.

PLEASE USE THIS FAST-ACTION COUPON:

Please send me, freight pre-paid, _____ displays fully mounted with merchandise, to be shipped directly to my retail counter at:

Name _____

Address _____ State _____

City _____

Bill to _____ (Name and Address of Jobber)

at $40.00 (retail) LESS YOUR STANDARD TRADE DISCOUNT

Emenee **INDUSTRIES INC.**

200 Fifth Avenue, New York 10, N. Y.

WINCHESTER

★ DURABLE ★ PRECISION MADE ★ FREE-WHEELING

★ BRIGHT NICKEL FINISH ★ EXTRA LONG WEAR

★ RUGGED "GIRDER FRAME" CONSTRUCTION

★ *All models come with free dust caps and ankle pads*

MODEL 3831
SUPER SPEED SKATES
are equipped with double row ball bearing wheels

ROLL UP EXTRA XMAS SALES WITH *WINCHESTER* SKATES

—made by the makers of the World-Famous *WINCHESTER* firearms

The most famous American name ever stamped into steel is right on every pair of Winchester skates—acts as an important sales lever with any buyer. So cash in on the millions of dollars of advertising that have made "Winchester" a household word coast to coast! Everyone knows it—trusts it!

With added millions of children entering the skating age, Christmas demand promises to be heavy. Stock up now and avoid possible delays. Sell the best—Sell Winchester.

WINCHESTER WONDER SAFETY WHEEL

Proved to be the finest skate wheel made. There's extra mileage, extra safety built into every one. Should the outside tread wear out, Winchester special "T" construction permits continued safe skating.

MODEL 3536
Winchester Skates with single row ball bearing wheels

New Colorful Boxes for all models.

MODEL 3537
Winchester Junior Skates

WINCHESTER
TRADE MARK

Makers of "The gun that won the West"

PRODUCTS OF ARMS AND AMMUNITION DIVISION · OLIN MATHIESON CHEMICAL CORP., NEW HAVEN 4, CONN

SYMBOL OF VALUE

Emerson Television

Introduces DECORIGHT TABLE MODEL In Wood Cabinet to EXACTLY MATCH FURNITURE

21-INCH PICTURE EMERSON TELEVISION

Same Fine Set in 5 Wood Colors

Here is the big picture television set that the smart homemaker has been looking for. A set to not just "almost" go with the furniture—but a set to **EXACTLY match the room decor** to fit in perfectly with the color scheme.

Emerson's brilliant new "Decoright" series offers a choice of 5 stunning wood finishes in a modern-styled 21-inch picture Television Set. This Decorator Touch is sure to make Emerson one of America's most wanted sets. Available in the elegance of gleaming **Mahogany** . . . the silvery glow of **Limed Oak** . . . the rich markings of **Walnut** . . . the honey-toned warmth of **Maple** or the sleek look of modern **Blend Wood.** The cabinet itself is an outstanding example of the master craftsman furniture maker's art . . . utilizing the finest materials, the most select woods . . . and hand-rubbed to a lustrous, long-lasting finish.

Yet with all this beauty of design and construction, the Decoright Television set that will bring new viewing and listening pleasure to any home—anywhere. Within is the new **Emerson Super-Powered Long-Distance circuit** "custom-engineered" for unsurpassed television reception under all conditions **even in extreme fringe areas** many, many miles away from the studio station.

Best of all, the new "Decoright" series is priced right to bring you top volume sales and top-dollar profits.

WITH THE SERVICE-FREE Dyna-Power Chassis

Emerson's Dyna-Power Chassis is acclaimed for its outstanding, trouble-free performance, its advanced-engineering, its real long-distance picture power and pin-point sharp pictures. **The finest electronic components mean the ultimate in year-in, year-out dependability.**

"All Set" for UHF

The Emerson television sets on this page are equipped with the Cascade Tuner — readily adaptable to UHF by quick, simple insertion of UHF tuner strips. All Emerson television sets are also available with built-in 82-channel All-Channel Tuner—ready for reception of any UHF or VHF channel. **Write for prices.**

FRINGE MAGNET

Emerson's outstanding "Fringe Magnet" provides custom engineering each set is permanently packed for top performance in all areas. Positive assurance of really superb picture quality—everywhere!

THIS 21-INCH PICTURE TABLE MODEL IN 5 COLORS OF WOOD

MAHOGANY—
For perfect, traditional or modern settings.
CAT. NO. 1002. DLRS NET, EACH .. **164.97**

BLOND—
Striking in its simple, modern beauty.
CAT. NO. 1008. DLRS NET EACH **179.97**

LIMED OAK—
Sky on for today with light-hearted grace.
CAT. NO. 1010. DLRS NET EACH **179.98**

MAPLE—
For Provincial or Colonial settings
CAT. NO. 1006. DLRS. NET, EACH... **178.97**

WALNUT—
Reflecting warmth and grace. Ever popular.
CAT. NO. 1004. DLRS NET EACH **174.97**

Each style of this 21-inch picture Emerson Table model features the same outstanding Dyna-Power chassis—television's greatest advance in power and performance. Provides brilliant reception "close-in" or on farthest fringe, thanks to Emerson's exclusive Fringe Magnet. Black Magic picture tube gives clear, glare-free pictures in edge-to-edge focus. **One-Knob Simplimatic Tuning "snaps-in" picture and sound simultaneously.** Easily adapted to UHF reception by simple interchange of tuning strips in super-sensitive Cascade Turret Tuner 23½ in. wide, 21½ in. high 22¼ in. deep, 115V AC.
AVAILABLE WITH BUILT-IN UHF-VHF ALL CHANNEL TUNER. WRITE FOR PRICES.

NEW . . . Leader Model 21-IN. TELEVISION
Same Table Model Above in *MAHOGANY* Emersonite

Here's all the pleasure of big-screen television viewing at a price to fit every budget. Has all the outstanding, advanced-engineered Emerson features as above to bring clear, steady, interference-free pictures in every TV area. **New Emersonite Mahogany scratch-resistant finish** on wood cabinet offers long-lasting unmarred beauty.

21-IN. PICTURE TUBE TABLE MODEL SET. Same cabinet dimensions as above sets

CAT. NO. 1000. DLRS NET EACH . **149.98**

Emerson TELEVISION CONSOLE MODELS

21 INCH PICTURE DELUXE CONSOLE

Here is the big, life-size 21-inch picture tube housed in a fine console cabinet. This outstanding console incorporates all of the Emerson advancements that contribute to superior reception in any TV area. Its **Super-Powered Long-Distance Circuit** with "Fringe Magnet" and RF Stage make it an excellent choice for use in even the remotest "fringe" areas. Features simple One-Knob Tuning. Glare-Free rectangular picture tube eliminates annoying reflections.

Popular Big Screen Picture Size . . . Ready for Change to UHF

As new UHF stations come on the air they can be received through simple installation of UHF tuning strips in its famous Cascade Turret Tuner. FM Stereoclear Sound Channel and deluxe 12-inch Alnico V Permanent Magnet Dynamic Speaker provide full-bodied, concert-hall sound reproduction. **Handsome, modern wood cabinet** in Mahogany or Blend Emersonite Scratch-Resistant finish as listed. Size: 38 in. high, 24⅜ in. wide, 23⅜ in. deep. For 115 volts, 60 cycle AC

CAT. NO. 781/734M. 21-IN. PICTURE. Emersonite Mahog. Finish. DEALERS NET PRICE, EA. **197.97**

CAT. NO. 781/734B. 21-IN. PICTURE Emersonite Blend Finish. DEALERS NET PRICE, EA **209.97**

All Emerson console cabinets are produced by master craftsmen using the finest woods and highest quality accessories. **The famous Emersonite scratch-resistant finish** on these Emerson consoles is positive assurance of long-lasting unmarred beauty.

21 INCH PICTURE FILLS FULL FRONT *MODERN* CONSOLE MODEL

This modern-styled 21-inch picture console is packed with the complete array of Emerson famous Super-Power Features. Incorporates exclusive Side Control Tuning **plus wide-angle curved front for full-vision viewing.** Powerful, Long-Distance circuit of "custom-engineered" for outstanding results in even the most adverse reception areas using the famous Fringe Magnet **Cascade Turret Tuner makes UHF conversion easy**—requires only simple interchange of tuning strips.

Simplimatic One-Knob Tuning offers the ultimate in operating simplicity. Rich, life-like sound achieved by **Stereclear FM Sound Channel and 12-inch Dynamic Speaker.** Black-Magic Picture Tube assures excellent contrast, even in lighted rooms. Special optical design of picture tube plus curved front eliminates annoying glare from room light reflections. Power Line Filter. **The distinctively designed wood cabinet is finished in choice of hand-rubbed Mahogany or Blend finish.** 37 in. high, 22¾ in. wide, 22½ in. deep. 115V, 60 cyc AC.

CAT. NO. 769M. 21-IN. PICTURE. Mahogany Finish. DLRS NET PRICE, EACH . **229.97**

CAT. NO. 769B. 21-IN. PICTURE Blend Wood Finish. DLRS. NET PRICE, EACH... **244.97**

NOTE— ON THIS MODEL ALL CONTROL KNOBS IN EASY-TO-REACH PANEL AT SIDE

Trimmer appearance, greater operating ease. A larger picture in a more compact cabinet.

NEW HEAVY DUTY GEORGE TRACTOR UNIT

20-IN. ROTARY MOWER WITH GEORGE GAS POWER UNIT

1. **Handsome Sunbeige enamel finish.** Chrome plated handles, plastic grips.

2 **Power Take-Off Clutch** for easy starting and stopping of all power driven attachments

3. **Gear Driven Wheels.** Uses ALL the engine power.

4. **Built-in Recoil Starter** for safe, easy starting.

5. **Powerful,** dependable 2 H.P. Clinton engine.

6 **Throttle Control Lever** for speed control with all attachments

7 **Sturdy** electrically welded ¾ in. steel chassis

Illustration Shows Tractor with Mower Attached

This handy easy rolling self-propelled hand tractor provides the power and—with the various attachments connected makes complete motor-driven equipment for garden and lawn care. Cultivates, plows for hilling and furrowing—mows tall grass and weeds and can be used in winter for snow clearance **Powerful 2 H.P. Clinton gasoline engine** has Recoil Starter for safe, easy starting—so easy that a child can start the engine. **Throttle controlled tractor operates at speeds from 1 to 2¼ MPH.** Has 2 qt. gas tank. New GEARED TIRE drive makes most efficient use of all the engine power. Power is transmitted from motor by V-belt drive (through fully enclosed oil bath transmission and to specially geared rubber tread on 12x8 00 non-skid semi-pneumatic rubber tires. **Positive-action Clutch** on handle permits easy operation of power driven attachments from power take-off pulley. Sturdy electrically welded steel chassis of ¾ in cold rolled steel with tube steel chrome plated handles. Has machined, cast bronze bearings, zerk fitted for grease lubrication. Folding stand holds power unit in upright position. Dimensions: 57 in. long, 37 in. high at handle, 14¾ in. wide overall

COMPACT — Easy to Store Easy to Attach or Detach the Mower and all ADD-TACHMENTS

2 H.P. TRACTOR POWER UNIT

The new George Tractor power unit is designed for heavy-duty, long-life service. All attachments hook-on in only 30 seconds—without bolts or wrenches.
CAT. NO. 2202. Power Unit. (Tractor) only List Price 124.50.
DLRS., EA. **93.50,** Less 2%. . . **91.63**

20 IN. ROTARY MOWER UNIT

"Floating Action" Rotary Mower attachment is belt-driven from vertical power-take off on front of engine. **Has 20 in. rotating cutting blade.** Adjustable height cut 1 to 2¾ in. Swivel wheels
CAT. NO. 310. List Price 34.50 **25.24**
DLRS., EA. **25.75,** Less 2%

GEORGE REEL TYPE LAWN MOWER ADD-TACHMENT

18 INCH LAWN MOWER. Has cast iron sides frame and bed knife for good cutting. **Ball bearing construction.** 10-in. rubber-tired wheels **Mower hitch 306. (below) needed for attaching to Tractor**
CAT. NO. 320. 18-IN. MOWER. List 34.50 **25.22**
DEALERS, EA. **25.75,** Less 2%. Net. . .
CAT. NO. 306. LAWN MOWER HITCH for above or for any 16 or 18 in push-type mower List 4.50 **3.43**
DEALERS, EACH **3.50,** Less 2%, Net. .

CONVERTIBLE TO POWER TOOLS

For Gardening, Plowing, Lawn Care, Snow Moving

ADD-TACHMENTS FOR GEORGE POWER TRACTOR

All these Power Tool Add-tachments fit the self-propelled George Power Unit CAT. NO. 2202 to make quick, easy work of lawn and garden chores.

ROTARY GARDEN TILLER UNIT

A real help in garden preparation and cultivation. Connects to power unit through tube-lock hitch without wrenches or bolts. Clutch engages or disengages tiller from power take-off. **Cuts path 12 in. wide, up to 5 in. deep.** Heat-treated steel knives Chain driven rotor completely guarded List Price 42.50.
CAT. NO. 28G. ROTARY TILLER.
DLRS., EACH **31.75,** Less 2%, Net.... **31.11**

DUMPING BARROW ATTACHMENT

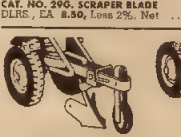
Newly designed Barrow attachment moves heavy loads, dumps forward easily. Bed is 35 in. long, 25 in. wide, 11 in. deep Made of heavy 16 gauge steel **10x2.50 semi-pneumatic rubber swivel front wheel equipped with ball bearings for easy turning.** Connects to power unit through tube lock hitch. List Price 29.50.
CAT. NO. 33G. DUMP BARROW.
DLRS , EACH **22.51,** Less 2%, Net. **22.06**

SICKLE BAR GRASS OR WEED MOWER

Makes short work of tall grass and weeds. Sickle is driven from vertical power take-off and knives **may be started or stopped by clutch on power unit.** Attaches to power unit through tube-lock hitch Steel shoes at end of 28 in. bar Removable weed shield
CAT. NO. 27G. SICKLE BAR. List 49.50
DLRS EACH **37.25,** Less 2% Net **36.50**

SNOW PLOW OR DIRT GRADER

25-in. wide extra heavy 13 gauge steel blade is adjustable to right, left, or straight ahead just lift handle, select angle—and blade automatically locks into place Ideal for snow removal and for leveling or grading. Adjustable shoes prevent scouring. Blade attaches to front of power unit by simple tube-lock List Price 11.25.
CAT. NO. 29G. SCRAPER BLADE
DLRS., EA **8.50,** Less 2%. Net . . . **8.33**



FURROWING PLOW
Tempered steel blade, adjustable for depth. Attaches with Tool Bar
CAT. NO. 26G. List 8.75.
DLRS., EA. **6.52,** Less 2%, Net. . . . **6.39**

4 SHOVEL CULTIVATOR
5 cultivator steels, right and left weeder sweep Uses Tool Bar.
CAT. NO. 24G. List 15.75
DLRS., EA. **11.76,** Less 2%, Net. . . **11.52**

SIX-DISC HARROW
Six 6 in. tempered steel discs have adjustable angle to throw dirt in or out. Sections can be turned for any cutting position. Digging level keeps blades in ground **Uses Tool Bar.**
CAT. NO. 25G. List 15.75
DLRS., EA. **11.75,** Less 2% Net **11.51**

Floating Tool Bar Hitch needed to attach any of above 3 add-tachments
CAT. NO. 23G. List 5.50
DLRS., EA. **4.25,** Less 2% **4.16**

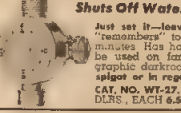
REAL-REEL A DIFFERENT HOSE REEL

Direct connection from faucet through REEL to hose—No need to unreel whole length. Water flows through hose still on reel.

Every homeowner who has experienced the tiresome chore of coiling and uncoiling hard-to-manage garden hose will appreciate the convenience of this new portable reel. Water from faucet passes through accessory hose and through patented leak-proof coupling on side of reel, and **while water is running,** as much or as little hose as needed can be unreeled. **Triples life of hose, eliminates kinks and twists.** No need to drag hose on ground or to soil hands or clothing Sturdy, all-metal reel, 36 in. high, **holds up to 150 ft. of hose.** Has 5 in rubber-tired wheels for easy moving Attractive Red-and-Green finish. **3 ft. accessory hose included.**
CAT. NO. 8150. List 16.50
DEALERS, EACH **10.99,**
3, EACH **10.48,** Less 2%. . **10.27**

WATER BOY AUTOMATIC WATER TIMER VALVE

Shuts Off Water Automatically at Length of Time Set



Just set it—leave it—forget it! Automatic Water Timer Valve "remembers" to shut off water at any time selected—up to 60 minutes Has host of uses outdoors garden and lawn care can be used on farms, in greenhouses and nurseries in photographic darkrooms, etc. **Attaches to any standard garden hose spigot or in regular plumbing system.**
CAT. NO. WT-27. List Price 9.95
DLRS , EACH **6.99,** 3, EACH **6.09,** Less 2%, Net. **5.97**

FIRELARM PLUG-IN SAFETY HOME FIRE ALARM

Hang Anywhere—Like Electric Clock

Thermostatically controlled FIRELARM automatically signals with loud buzzer tone when temperature in immediate area reaches danger point. Needs no upkeep or costly installation. **Simply place near any fire hazard and plug into regular 110 V. socket.** Uses no current until fire alarm buzzer sounds. Automatically resets itself. **Used and recommended by Fire Officials.**
CAT. NO. F-1313. List Price 9.95
DLRS , EA **6.58,** 3, EA. **6.07,** Net. . . **5.95**

SYMBOL OF VALUE

Emerson Television

Introduces DECORIGHT TABLE MODEL In Wood Cabinet to EXACTLY MATCH FURNITURE

21-INCH PICTURE EMERSON TELEVISION

Same Fine Set in 5 Wood Colors

Here is the big picture television set that the smart homemaker has been looking for. A set to not just "almost" go with the furniture—but a set to **EXACTLY match the room decor** to fit in perfectly with the color scheme.

Emerson's brilliant new "Decoright" series offers a choice of 5 stunning wood finishes in a modern-styled 21-inch picture Television Set. This Decorator Touch is sure to make Emerson one of America's most wanted sets. Available in the elegance of gleaming **Mahogany** . . . the silvery glow of **Limed Oak** . . . the rich markings of **Walnut** . . . the honey-toned warmth of **Maple** or the sleek look of modern **Blend Wood.** The cabinet itself is an outstanding example of the master craftsman furniture maker's art . . . utilizing the finest materials, the most select woods . . . and hand-rubbed to a lustrous, long-lasting finish.

Yet with all this beauty of design and construction, the Decoright Television set that will bring new viewing and listening pleasure to any home—anywhere. Within is the new **Emerson Super-Powered Long-Distance circuit** "custom-engineered" for unsurpassed television reception under all conditions **even in extreme fringe areas** many, many miles away from the studio station.

Best of all, the new "Decoright" series is priced right to bring you top volume sales and top-dollar profits.

WITH THE SERVICE-FREE Dyna-Power Chassis

Emerson's Dyna-Power Chassis is acclaimed for its outstanding, trouble-free performance, its advanced-engineering, its real long-distance picture power and pin-point sharp pictures. **The finest electronic components mean the ultimate in year-in, year-out dependability.**

"All Set" for UHF

The Emerson television sets on this page are equipped with the Cascade Tuner — readily adaptable to UHF by quick, simple insertion of UHF tuner strips. All Emerson television sets are also available with built-in 82-channel All-Channel Tuner—ready for reception of any UHF or VHF channel. **Write for prices.**

FRINGE MAGNET

Emerson's outstanding "Fringe Magnet" provides custom engineering each set is permanently packed for top performance in all areas. Positive assurance of really superb picture quality—everywhere!

THIS 21-INCH PICTURE TABLE MODEL IN 5 COLORS OF WOOD

MAHOGANY—
For perfect, traditional or modern settings.
CAT. NO. 1002. DLRS NET, EACH .. **164.97**

BLOND—
Striking in its simple, modern beauty.
CAT. NO. 1008. DLRS NET EACH **179.97**

LIMED OAK—
Sky on for today with light-hearted grace.
CAT. NO. 1010. DLRS NET EACH **179.98**

MAPLE—
For Provincial or Colonial settings
CAT. NO. 1006. DLRS. NET, EACH... **178.97**

WALNUT—
Reflecting warmth and grace. Ever popular.
CAT. NO. 1004. DLRS NET EACH **174.97**

Each style of this 21-inch picture Emerson Table model features the same outstanding Dyna-Power chassis—television's greatest advance in power and performance. Provides brilliant reception "close-in" or on farthest fringe, thanks to Emerson's exclusive Fringe Magnet. Black Magic picture tube gives clear, glare-free pictures in edge-to-edge focus. **One-Knob Simplimatic Tuning "snaps-in" picture and sound simultaneously.** Easily adapted to UHF reception by simple interchange of tuning strips in super-sensitive Cascade Turret Tuner 23½ in. wide, 21½ in. high 22¼ in. deep, 115V AC.
AVAILABLE WITH BUILT-IN UHF-VHF ALL CHANNEL TUNER. WRITE FOR PRICES.

NEW . . . Leader Model 21-IN. TELEVISION
Same Table Model Above in *MAHOGANY* Emersonite

Here's all the pleasure of big-screen television viewing at a price to fit every budget. Has all the outstanding, advanced-engineered Emerson features as above to bring clear, steady, interference-free pictures in every TV area. **New Emersonite Mahogany scratch-resistant finish** on wood cabinet offers long-lasting unmarred beauty.

21-IN. PICTURE TUBE TABLE MODEL SET. Same cabinet dimensions as above sets

CAT. NO. 1000. DLRS NET EACH . **149.98**

Emerson TELEVISION CONSOLE MODELS

21 INCH PICTURE DELUXE CONSOLE

Here is the big, life-size 21-inch picture tube housed in a fine console cabinet. This outstanding console incorporates all of the Emerson advancements that contribute to superior reception in any TV area. Its **Super-Powered Long-Distance Circuit** with "Fringe Magnet" and RF Stage make it an excellent choice for use in even the remotest "fringe" areas. Features simple One-Knob Tuning. Glare-Free rectangular picture tube eliminates annoying reflections.

Popular Big Screen Picture Size . . . Ready for Change to UHF

As new UHF stations come on the air they can be received through simple installation of UHF tuning strips in its famous Cascade Turret Tuner. FM Stereoclear Sound Channel and deluxe 12-inch Alnico V Permanent Magnet Dynamic Speaker provide full-bodied, concert-hall sound reproduction. **Handsome, modern wood cabinet** in Mahogany or Blend Emersonite Scratch-Resistant finish as listed. Size: 38 in. high, 24⅜ in. wide, 23⅜ in. deep. For 115 volts, 60 cycle AC

CAT. NO. 781/734M. 21-IN. PICTURE. Emersonite Mahog. Finish. DEALERS NET PRICE, EA. **197.97**

CAT. NO. 781/734B. 21-IN. PICTURE Emersonite Blend Finish. DEALERS NET PRICE, EA **209.97**

All Emerson console cabinets are produced by master craftsmen using the finest woods and highest quality accessories. **The famous Emersonite scratch-resistant finish** on these Emerson consoles is positive assurance of long-lasting unmarred beauty.

21 INCH PICTURE FILLS FULL FRONT *MODERN* CONSOLE MODEL

This modern-styled 21-inch picture console is packed with the complete array of Emerson famous Super-Power Features. Incorporates exclusive Side Control Tuning **plus wide-angle curved front for full-vision viewing.** Powerful, Long-Distance circuit of "custom-engineered" for outstanding results in even the most adverse reception areas using the famous Fringe Magnet **Cascade Turret Tuner makes UHF conversion easy**—requires only simple interchange of tuning strips.

Simplimatic One-Knob Tuning offers the ultimate in operating simplicity. Rich, life-like sound achieved by **Stereclear FM Sound Channel and 12-inch Dynamic Speaker.** Black-Magic Picture Tube assures excellent contrast, even in lighted rooms. Special optical design of picture tube plus curved front eliminates annoying glare from room light reflections. Power Line Filter. **The distinctively designed wood cabinet is finished in choice of hand-rubbed Mahogany or Blend finish.** 37 in. high, 22¾ in. wide, 22½ in. deep. 115V, 60 cyc AC.

CAT. NO. 769M. 21-IN. PICTURE. Mahogany Finish. DLRS NET PRICE, EACH . **229.97**

CAT. NO. 769B. 21-IN. PICTURE Blend Wood Finish. DLRS. NET PRICE, EACH... **244.97**

NOTE— ON THIS MODEL ALL CONTROL KNOBS IN EASY-TO-REACH PANEL AT SIDE

Trimmer appearance, greater operating ease. A larger picture in a more compact cabinet.

NEW HEAVY DUTY GEORGE TRACTOR UNIT

20-IN. ROTARY MOWER WITH GEORGE GAS POWER UNIT

1. **Handsome Sunbeige enamel finish.** Chrome plated handles, plastic grips.

2 **Power Take-Off Clutch** for easy starting and stopping of all power driven attachments

3. **Gear Driven Wheels.** Uses ALL the engine power.

4. **Built-in Recoil Starter** for safe, easy starting.

5. **Powerful,** dependable 2 H.P. Clinton engine.

6 **Throttle Control Lever** for speed control with all attachments

7 **Sturdy** electrically welded ¾ in. steel chassis

Illustration Shows Tractor with Mower Attached

This handy easy rolling self-propelled hand tractor provides the power and—with the various attachments connected makes complete motor-driven equipment for garden and lawn care. Cultivates, plows for hilling and furrowing—mows tall grass and weeds and can be used in winter for snow clearance **Powerful 2 H.P. Clinton gasoline engine** has Recoil Starter for safe, easy starting—so easy that a child can start the engine. **Throttle controlled tractor operates at speeds from 1 to 2¼ MPH.** Has 2 qt. gas tank. New GEARED TIRE drive makes most efficient use of all the engine power. Power is transmitted from motor by V-belt drive (through fully enclosed oil bath transmission and to specially geared rubber tread on 12x8 00 non-skid semi-pneumatic rubber tires. **Positive-action Clutch** on handle permits easy operation of power driven attachments from power take-off pulley. Sturdy electrically welded steel chassis of ¾ in cold rolled steel with tube steel chrome plated handles. Has machined, cast bronze bearings, zerk fitted for grease lubrication. Folding stand holds power unit in upright position. Dimensions: 57 in. long, 37 in. high at handle, 14¾ in. wide overall

COMPACT — Easy to Store Easy to Attach or Detach the Mower and all ADD-TACHMENTS

2 H.P. TRACTOR POWER UNIT

The new George Tractor power unit is designed for heavy-duty, long-life service. All attachments hook-on in only 30 seconds—without bolts or wrenches.
CAT. NO. 2202. Power Unit. (Tractor) only List Price 124.50.
DLRS., EA. **93.50,** Less 2%. . . **91.63**

20 IN. ROTARY MOWER UNIT

"Floating Action" Rotary Mower attachment is belt-driven from vertical power-take off on front of engine. **Has 20 in. rotating cutting blade.** Adjustable height cut 1 to 2¾ in. Swivel wheels
CAT. NO. 310. List Price 34.50 **25.24**
DLRS., EA. **25.75,** Less 2%

GEORGE REEL TYPE LAWN MOWER ADD-TACHMENT

18 INCH LAWN MOWER. Has cast iron sides frame and bed knife for good cutting. **Ball bearing construction.** 10-in. rubber-tired wheels **Mower hitch 306. (below) needed for attaching to Tractor**
CAT. NO. 320. 18-IN. MOWER. List 34.50 **25.22**
DEALERS, EA. **25.75,** Less 2%. Net. . .
CAT. NO. 306. LAWN MOWER HITCH for above or for any 16 or 18 in push-type mower List 4.50 **3.43**
DEALERS, EACH **3.50,** Less 2%, Net. .

CONVERTIBLE TO POWER TOOLS

For Gardening, Plowing, Lawn Care, Snow Moving

ADD-TACHMENTS FOR GEORGE POWER TRACTOR

All these Power Tool Add-tachments fit the self-propelled George Power Unit CAT. NO. 2202 to make quick, easy work of lawn and garden chores.

ROTARY GARDEN TILLER UNIT

A real help in garden preparation and cultivation. Connects to power unit through tube-lock hitch without wrenches or bolts. Clutch engages or disengages tiller from power take-off. **Cuts path 12 in. wide, up to 5 in. deep.** Heat-treated steel knives Chain driven rotor completely guarded List Price 42.50.
CAT. NO. 28G. ROTARY TILLER.
DLRS., EACH **31.75,** Less 2%, Net.... **31.11**

DUMPING BARROW ATTACHMENT

Newly designed Barrow attachment moves heavy loads, dumps forward easily. Bed is 35 in. long, 25 in. wide, 11 in. deep Made of heavy 16 gauge steel **10x2.50 semi-pneumatic rubber swivel front wheel equipped with ball bearings for easy turning.** Connects to power unit through tube lock hitch. List Price 29.50.
CAT. NO. 33G. DUMP BARROW.
DLRS , EACH **22.51,** Less 2%, Net. **22.06**

SICKLE BAR GRASS OR WEED MOWER

Makes short work of tall grass and weeds. Sickle is driven from vertical power take-off and knives **may be started or stopped by clutch on power unit.** Attaches to power unit through tube-lock hitch Steel shoes at end of 28 in. bar Removable weed shield
CAT. NO. 27G. SICKLE BAR. List 49.50
DLRS EACH **37.25,** Less 2% Net **36.50**

SNOW PLOW OR DIRT GRADER

25-in. wide extra heavy 13 gauge steel blade is adjustable to right, left, or straight ahead just lift handle, select angle—and blade automatically locks into place Ideal for snow removal and for leveling or grading. Adjustable shoes prevent scouring. Blade attaches to front of power unit by simple tube-lock List Price 11.25.
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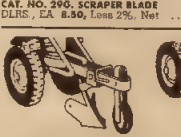
DLRS., EA **8.50,** Less 2%. Net . . . **8.33**



FURROWING PLOW
Tempered steel blade, adjustable for depth. Attaches with Tool Bar
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4 SHOVEL CULTIVATOR
5 cultivator steels, right and left weeder sweep Uses Tool Bar.
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DLRS., EA. **11.75,** Less 2% Net **11.51**

Floating Tool Bar Hitch needed to attach any of above 3 add-tachments
CAT. NO. 23G. List 5.50
DLRS., EA. **4.25,** Less 2% **4.16**

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Direct connection from faucet through REEL to hose—No need to unreel whole length. Water flows through hose still on reel.

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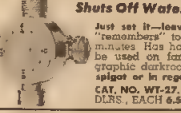
CAT. NO. 8150. List 16.50
DEALERS, EACH **10.99,**
3, EACH **10.48,** Less 2%. . **10.27**

WATER BOY AUTOMATIC WATER TIMER VALVE

Shuts Off Water Automatically at Length of Time Set



Just set it—leave it—forget it! Automatic Water Timer Valve "remembers" to shut off water at any time selected—up to 60 minutes Has host of uses outdoors garden and lawn care can be used on farms, in greenhouses and nurseries in photographic darkrooms, etc. **Attaches to any standard garden hose spigot or in regular plumbing system.**
CAT. NO. WT-27. List Price 9.95
DLRS , EACH **6.99,** 3, EACH **6.09,** Less 2%, Net. **5.97**

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CAT. NO. F-1313. List Price 9.95
DLRS , EA **6.58,** 3, EA. **6.07,** Net. . . **5.95**

dealers report:

RECORD BREAKING SALES . . .

with NEW

EMPIRE

major league replica baseball uniforms!

Smart Buyers all over America have reported terrific success with the new line of EMPIRE REPLICA Major League Baseball Uniforms—12 of the most popular styles officially approved by Major League Teams, with more than half exclusively franchised for manufacturer by EMPIRE! Here are your "naturals"-for-volume, not only through the baseball season, but for Christmas, Birthday and Back-to-School promotions *all* through the year! Increase traffic . . . boost sales with this sensational, pre-sold, power-packed line of uniforms!

Order now for profitable Spring and Summer promotion!

Suits boxed individually. Made of fine washable baseball flannel with genuine sewn-on fast color felt letters, zipper fly, tunnel loops. Sizes: 4-14.

Nationally Promoted and Pre-Sold to Millions on Radio and TV.

WARNING: Empire Sporting Goods Mfg. Co. is the Exclusive Manufacturer and Sole Distributor of YANKEE, DODGER, GIANT, DETROIT, CHICAGO CUB, MILWAUKEE and WASHINGTON SENATOR Replica Uniforms. Having become best-sellers in Boys' Departments everywhere, attempts will be made to imitate them. This advertisement serves notice that we will enforce our rights by appropriate legal action. To protect yourself, buy only the Official Major League Replica Uniforms made by Empire Sporting Goods Mfg. Co.

Dealers Mats and folders available.

EMPIRE SPORTING GOODS MFG. CO., INC.

92 Bleecker Street, New York, N. Y.

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EMPIRE SPORTING GOODS MFG. CO., INC.
92 Bleecker Street, New York, N. Y.

Major League Replica Baseball Caps to match uniforms are also available. Hose also available.
$6.50 per doz.

NOW! for the first time

exact replicas of major league baseball uniforms by

EMPIRE

Suits individually boxed. Made [illegible] with genuine sewn-on fast color felt letters. Zipper fly, large tunnel loops. Shirt & Pants only. Sizes 4 to 16.

EXCLUSIVE FRANCHISE for authentic duplication of uniforms of the Giants, Dodgers, Yankees, Cubs, Braves, Senators and Tigers.

LICENSED & OFFICIALLY APPROVED uniforms of Reds, Indians, Phillies, Cardinals and Pirates!

PRE-TESTED

for sales appeal in leading cities!

If you're looking for aisle-jamming TRAFFIC — this is it! If you're looking for STEADY VOLUME . . . BIGGER PROFITS— this is it! EMPIRE'S authentic baseball uniforms are the very same uniforms worn by the kids' favorite baseball stars— copied down to the last detail. And there's a complete range of Major League styles for every preference. Nobody but EMPIRE makes such a complete range of styles. Best of all, you can promote these uniforms *straight through the year* during the baseball season, for Christmas and Birthday Giving. What a sensation you'll create in your department . . . what a sales record you'll rack up with these new and exclusive EMPIRE uniforms!

TIE IN WITH RELATED SALES!
Sell baseball equipment together with EMPIRE baseball uniforms for extra profits!

TIE IN WITH EMPIRE ADVERTISING!
Powerful advertising reaches thousands of your customers. TV and newspaper publicity reaches thousands more!

ORDER NOW FOR IMMEDIATE DELIVERY
FOR PROFITABLE SPRING AND SUMMER PROMOTIONS!

Write for FREE CATALOG of complete EMPIRE sportswear line showing these and other uniforms [illegible] above prices are net

EMPIRE

[illegible] 52 Bleecker Street . . . New York, N. Y.

WE MAKE TOYS FOR THE *SMALL FRY!*

AND THERE ARE NOW MILLIONS MORE OF THEM BETWEEN THE AGES OF 2 AND 16

The U. S. Census Bureau estimates that more than 46 million children were born between 1940 and 1953. These children represent the greatest potential market for toys during the next few years of any other comparable period in toy history. Every item in our line appeals to these young Americans. Stock a complete line of proven, sales-tested toys for year 'round selling at popular prices.

Toys shown in illustration: Fli-Back Paddle Ball Game, Fli-Back Top, Spinning Top, Sponge Play Ball, Sponge Return Balls, and Toy Balloons. Write today for complete illustrated folder.

FLI-BACK SALES CORPORATION

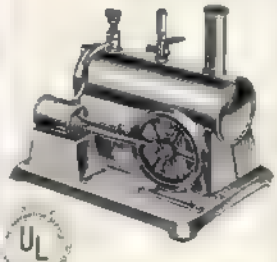
EXPERIENCED TOY MANUFACTURERS SINCE 1931

HIGH POINT, N. C.

Empire

Boy!! WHAT POWER and SPEED!

The powerful Steam Engine for pulling structural toys.



- With loud whistle — throttle valve—genuine copper boiler water gauge—slide valve for reversing
- Positive safety with electric heating element and safety valve
- Highly educational—assemble and re-assemble.
- Built to last for generations!!

No. 43 Steam Engine

$12.95 Retail

Slightly higher in West)

UL

"Little Lady"

TOY ELECTRIC RANGES

Sensational!! . . .

FIBERGLASS INSULATED OVEN!

- Retains higher oven heat keeps range body cooler For better baking ideal for pre-mixes, cakes; pies cookies etc
- Two lights illuminate stove top
- Two switches control oven and burners
- Deluxe set of Utensils and Cook Book

No. 245

$12.95 Retail

(Slightly higher in West)

UL

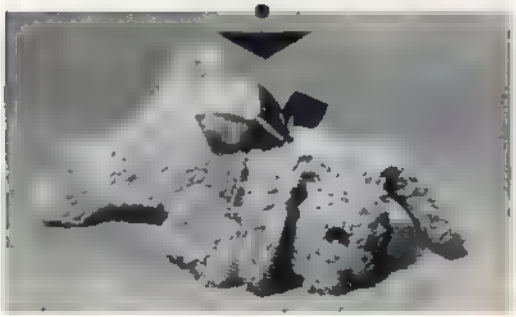
LIFE

7-in METAL WARE Corporation

For
DOLLAR VALUE!
For
DEPENDABLE PERFORMANCE!
Use

IDC or NEW ERA DIES!

CLICKER, MALLET HANDLE, and all other types of Dies make possible TOYS LIKE THIS



Die Cut Parts Fit Exactly and Eliminate Costly Sewing Room Delays.

also:

FALES CLICKER MACHINES AND DIE PRESSES

- ✔ HARD MAPLE AND COMPOSITION DIE BLOCKS AND PADS
- ✔ RAWHIDE MAULS
- ✔ WHITE PINE HAND CUTTERS BOARDS

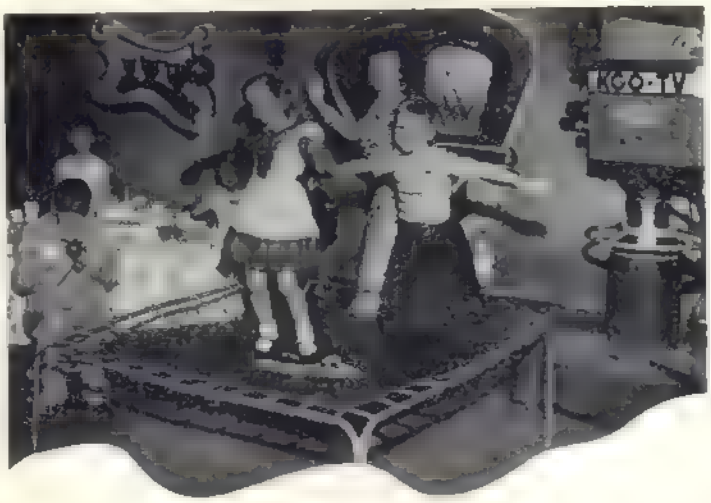
INDEPENDENT DIE & SUPPLY COMPANY
2041 LaSalle Place • St. Louis 4, Mo.
Associate
NEW ERA DIE COMPANY, RED LION, YORK COUNTY, PENNA.

New "Communicator" for Sale in Toy Departments

Jay V. Zimmerman, president of Vintage Products Company, St. Louis Mo., national manufacturer of electronic play equipment, announces the introduction of *Zimcom*, a new type of intercommunicating system, into the consumer market on September 1, 1954, to be sold to and priced for toy departments, but technically perfect in its versatility, practicability and efficiency for adult use.

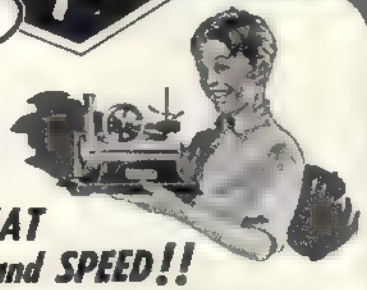
Manufactured originally for use by elementary and high school children, after leading educators and psychologists—who were consulted during the pre-testing of the Zimcom among an eight-to-eighteen age grouping -recommended it highly for its constructive play and educational values, the Zimcom has also been found to be excellent for use in business offices, schools, etc.

The Zimcom consist of two units, each unit operating on two standard "D" batteries and equipped with 50 feet of wire, which can be increased up to 100 feet. Each unit contains a 4" Alnico speaker for high fidelity transmission, a two-way switch and built-in buzzer for ease in use, and measures 4½" deep, 6¼" wide, 5 ¼" high. Simple to install and smartly styled in red plastic, the Zimcom is suitable for either shelf or desk placement. The set retails for $9.95



"TUMBA-LEENS" Children are enjoying "Tumba-Leen" on Lucille Bliss' "Happy Birthday To You" show on Station KGO-TV, San Francisco. Miss Bliss has been showing the item every day for the past month, and will continue to do so for at least two more months. Children adore "Tumba-Leen," and it is the star of her program. Lucille Bliss, as "Auntie Lou," plays hostess to youngsters on this popular TV program each Wednesday at 6:00 p. m. . . . Uncle Bernie's Toy Menagerie, Beverly Hills, Calif., is putting on a TV show for 13 weeks, and will continually show the "Tumba-Leen" during that time. . . . Walco Sporting Goods Co., Atlanta, Ga., is also taking TV time during September and October, on the popular "J. Fred Muggs" show.

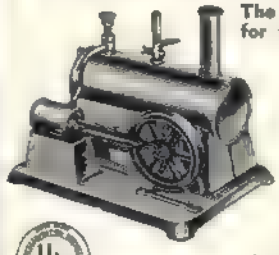
Empire



Boy!! WHAT POWER and SPEED!!

The powerful Steam Engine for pulling structural toys.

With loud whistle — throttle valve — genuine copper boiler —water gauge—slide valve for reversing
Positive safety with electric heating element and safety valve
Highly educational—assemble and reassemble
Built to last for generations!!!



No. 43 Steam Engine

$12.95 Retail (Slightly higher in west)

Little Lady

Sensational!! TOY ELECTRIC RANGES

FIBERGLASS INSULATED OVEN!!

Retains higher oven heat—
Keeps range body cooler.
For better baking . . . ideal for pre-mixes; cakes; pies cookies; etc
Two lights illuminate stove top.
Two switches control oven and burners.
Deluxe set of Utensils and Cook Book

ADVERTISED IN LIFE

15 MODEL
No. 245
$12.95
Retail
(Slightly higher in west)

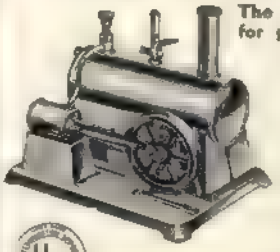
The METAL WARE Corporation

Empire

Boy!!

WHAT POWER and SPEED!!

The powerful Steam Engine for pulling structural toys.



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Deluxe set of Utensils and Cook Book.

ADVERTISED IN LIFE

18 MODEL
No. 245
$12.95
Retail
Slightly higher in west

The METAL WARE Corporation

As Advertised In LIFE

MINIATURE DOLL CRAFT

A complete Miniature doll "factory." Easy instructions show how to make beautiful dolls (approximately 3" high) for every occasion. . . To wear on lapel, to use as tree trims, party favors, table and cake decorations etc.

Set includes many doll heads, hair material, ribbons, chenille, cement, doll stands

For ages 7 to 14.

#214 Suggested Retail $2.00
#208 Suggested Retail $1.00
#209 Suggested Retail $3.00

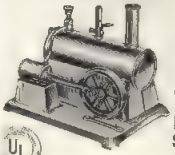
KOHNER BROS.

155 WOOSTER STREET
NEW YORK 12, N. Y.

Empire

Boy!! WHAT POWER and SPEED!

The powerful Steam Engine for pulling structural toys.



- With loud whistle — throttle valve—genuine enamel boiler - water gauge—slide valve for reversing
- Positive safety with electric heating element and safety valve
- Highly educational—assemble and re-assemble
- Built to last for generations!!!

No. 43 Steam Engine

$12.95 Retail

(Slighter higher in West)

UL

Little Lady

TOY ELECTRIC RANGES

Sensational!! . . .

FIBERGLASS INSULATED OVEN!

- Retains higher oven heat—keeps range body cooler. For better baking . . . ideal for pre-mixes cakes, pies, cookies, etc.
- Two lights illuminate stove top
- Two switches control oven and burners
- Deluxe set of Utensils and Cook Book.

No. 245

$12.95 Retail

(Slightly higher in West)

UL

AS SEEN IN LIFE

The METAL WARE Corporation

Superior GIVES YOU MOST FOR YOUR MONEY!

No. 3409

22½" x 42½"

Smallest of 5 Junior Models!

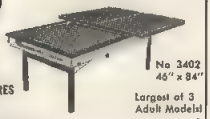
Built-in Ball Return

Steel & Wood Braces

It costs you no more to give Junior these Big Table Features!

- Sturdiest leg assemblies
- Professional design
- Leg levelers
- Aiming diamonds
- High quality cloth beds
- Action cushions
- Red-butted maple cues, large balls
- A REAL table for Juniors!

SUPERIOR'S 6 POOL TABLES ARE FEATURED BY LEADING STORES —$19.50 TO $199.50 RETAIL



No. 3402

46" x 84"

Largest of 3 Adult Models!

"PLAY - MASTER"

7 Table Tennis Table models, including famous Superior metal leg and metal frame table with replaceable top.

Write for catalog and price list of complete lines.

Pool Tables • Wood and Metal Table Tennis Tables • Poker Tables

Gun Racks • Shuffle Board Sets • Paddle Tennis Paddles

SUPERIOR BOWLING AND BILLIARD SUPPLY CORPORATION

1750 Webster Avenue • Bronx 57, N. Y.

They learn-while they play with Litho Plate

On Permanent Display 200 FIFTH AVE. Room 408 NEW YORK CITY

Extensive refinements have been made in the Litho Plate line of educational blackboards. There is a model for every child regardless of size or age. Parents like the built-in quality and children like the many ways it can be used in play. Dealers like the sales appeal that means faster turnover and bigger profits. Catalog will be mailed upon request.

RICHMOND SCHOOL FURNITURE

MUNCIE, INDIANA

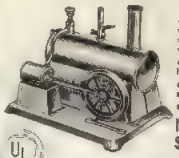
Empire

Boy!!

WHAT

POWER and SPEED!

The powerful Steam Engine for pulling structural toys.



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- Built to last for generations!!!

No. 43 Steam Engine

$12.95 Retail

(Slightly higher in West)

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Little Lady

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FIBERGLASS INSULATED OVEN!

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- Two lights illuminate stove top
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- Deluxe set of Utensils and Cook Book.

No. 245

$12.95 Retail

(Slightly higher in West)

UL

LIFE Advertised

74 METAL WARE Corporation

LIONEL

LIONEL TRAINS

with MAGNE-TRACTION

- MAGNE-TRACTION' – THE STARTLING LIONEL EXCLUSIVE
- NEW BIG SCALE MODEL FREIGHT CARS
- UNBEATABLE NEW ACCESSORIES
- GRAND NEW LIONEL TRANSFORMER
- BIGGER SUPER-POWER LOCOMOTIVES
- AT SENSATIONAL NEW PRICES TO SET THE PACE FOR 1954

THE LIONEL CORPORATION 15 EAST 26th STREET, NEW YORK 10, N. Y.

Display more . . .

Sell more LiL' OLD TIMERS

. . with this completely made-up, gold painted 3-D Shadow Box to show LIL' OLD TIMERS to best advantage

Holds four painted models in compact display area for wall or counter Shows customers how their completed kit models will look . . . creates desire builds sales . increases profits'

Available at $3.20 net including four painted built-up models illustrated Also ask for the bright 4-color 8"x 22" window streamer on LIL' OLD TIMERS.

HUDSON MINIATURES

LiL' OLD TIMERS

329-331 Adams Avenue Scranton 10, Pa.

Movie Star Meets Baby Trix, Latest Doll in Uneeda Line

Morris Sklarsky, right, president of Uneeda Doll Company, and W. L. Smith, vice-president and director of merchandising at Butler Brothers, Chicago, pose with Roberta Haynes, new young United Artists star who holds Baby Trix, the newest star in the Uneeda line.

The occasion: a cocktail party hosted by Mr. Sklarsky to introduce the new doll. Baby Trix, a brand new doll with a brand new kind of motion, will be presented to the public this fall via an intensive ad campaign appearing in *Life, Look, Good Housekeeping, Parents'*, and other publications. Miss Haynes, who appears fascinated by the versatile Baby Trix, has appeared with Gary Cooper, Wallace Ford and other screen favorites

REPORT "GAMES SELL BIG" FROM FLOOR DISPLAY UNITS

"Since the introduction of floor display merchandiser units, the sales of boxed games retailing at 29c to $2 have increased considerably."

This information was released by James Makrianes, Jr., of National Games, Inc., West Springfield, Mass., following considerable test experience and research.

Heretofore, he states, the merchant has

not been equipped to properly display games, having kept these on his shelves, under counters and inside cabinet drawers. Most game purchases, Mr. Makrianes reports, are bought by shoppers on impulse, and the wide variety of boxed games displayed on modern floor merchandiser units brings about multiple sales. Whereas some mothers enter a store to buy just one game for a specific purpose, they most frequently carry home with them several games because of suggestive-selling . . . games for pastime, for educational development, activity sets, games of chance and games of skill, he adds.

The illustration shows one of the many units now available, with an interesting assortment of colorful boxed games to retail at 29c to $2. A total of approximately $30 at retail, this is style No. N-50. Drug stores, gift shops, department stores, toy centers and other types of retail establishments are enthusiastically accepting this new method of merchandising because it has resulted in immediate sales increase, Mr. Makrianes asserts.

HEILMAN AND BLOCK NAMED COAST REPS BY EFFANBEE

Bernie Baum, president of the Effanbee Doll Corporation, 200 Fifth Avenue, New York City, announces the appointment of Heilman and Block as their sales representatives in the states of California, Oregon and Washington.

Bill Heilman has been active as a sales representative for major toy lines on the west coast for several years. Associated with Mr. Heilman, in partnership, is the well known Al Block, who for many years sold Effanbee Dolls in the eastern territory.

Heilman and Block maintain permanent showrooms in the Bendix Building, Room 514, 1206 South Maple Avenue, Los Angeles.

They will have on display at all times the full line of Effanbee dolls.

DONALD DUCK PUPPET SHAPED TO FIT HAND

Children should have fun working this Walt Disney Donald Duck marionette because it is so simple to manipulate. There are only four strings attached to the different parts of Donald's body. Shaped and sized to fit a child's hand is a "T" shaped unit which controls the marionette's movements. Donald can be made to walk, run, and dance just by moving the unit back and forth or side to side. He wears a colorful felt jacket and a sailor hat.

The marionette will be sold in department and toy stores across the country. The suggested retail price is 98c. Peter Puppet Playthings, Inc., 10 Box Street, Brooklyn, N. Y., is the manufacturer.

NAVS HAS 5 SHOWS SCHEDULED JULY-AUGUST

To keep pace with this growth and expansion of variety stores, the National Association of Variety Stores, Inc., 10-147 Merchandise Mart, Chicago, the non-profit trade group serving the independent market has announced the schedule for its show circuit covering the fall season of 1954. Five major marketing areas are to be served by five separate trade shows featuring 5c to $5 merchandise, including variety goods, gifts, housewares, novelties, jewelry, toys, soft goods, etc.

The Association will serve the southwest with a three-day show in Dallas, Texas, starting July 11. The southeast territory will be covered by a three-day event in Atlanta, August 15. A new show will open August 8 in St. Louis, serving the central states, while the mid-south has the Charlotte, N. C., show a three day event opening July 25 and coinciding with the Charlotte Gift Show. The Chicago Show is a five-day event, starting August 1.

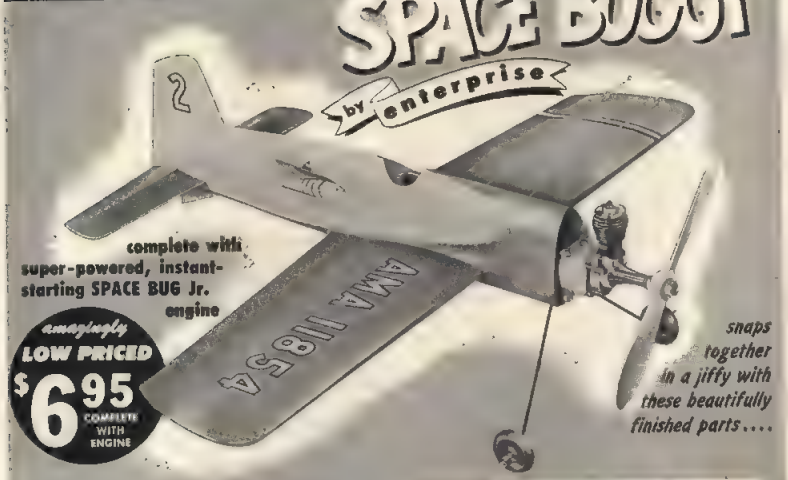
In each of the cities operations will be conducted beginning with Sunday morning, a free day of buying utilized by more and more store operators. The entire circuit is so designed as to cover the five major marketing areas within two important buying months, thereby making possible five separate merchandise presentations in time to capitalize on fall business

see for yourself fellas!

THE GREATEST FLYING MODEL AIRPLANE IN AMERICA TODAY!

SPACE BUGGY

by enterprise



complete with super-powered, instant-starting SPACE BUG Jr. engine

amazingly **LOW PRICED** $6.95 COMPLETE WITH ENGINE

snaps together in a jiffy with these beautifully finished parts....

- No tiresome construction. Ready to assemble and fly in an hour!
- Sleek finished Balsa body and wings . . . No measuring . . . All parts keyed and indicated for perfect fit . . . Complete hardware!
- Formed pushrod!
- Extra parts and accessories never before offered in any flying model!
- Genuine unbreakable plywood elevator!
- Easy-guide Control Handle . . . self aligning controls . . . metal control mount!
- Flies up to 10 minutes without refueling!
- Guaranteed for top flying performance and loads of flying fun!

Colorful box wrap Plus clever packaging—for outstanding gift and impulse sales

Platform box shows off handsome finished parts and engine. Display the Space Buggy open with cover showing for terrific attention getting sales appeal.

THE PERFECT ITEM—TO INCREASE VOLUME AND CUSTOMERS FOR:

- HOBBY SHOPS
- TOY SHOPS
- NOVELTY SHOPS
- SPORTING GOODS SHOPS
- ARTS & CRAFT SHOPS
- BICYCLE SHOPS
- SUPERMARKETS
- HARDWARE STORES
- DRUG & VARIETY STORES
- BOOK STORES
- GIFT SHOPS
- GAS STATIONS

Available for immediate delivery! Contact your distributor, or for name of nearest distributor write·

SEE US AT THE TOY FAIR
ROOM 1016 - HOTEL NEW YORKER

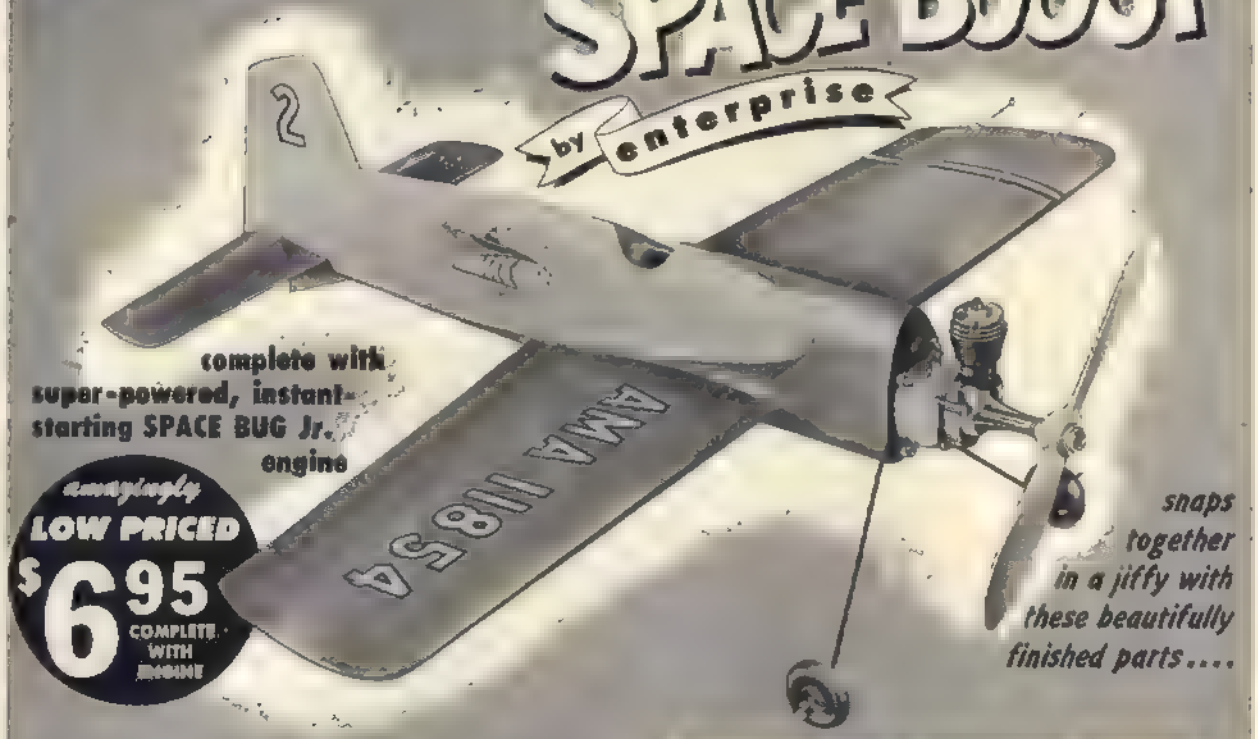
ENTERPRISE MODEL AIRCRAFT AND SUPPLY Co., Inc.
234 East 2nd Street • Mineola, L. I., New York

see for yourself fellas!

THE GREATEST FLYING MODEL AIRPLANE IN AMERICA TODAY!

SPACE BUGGY

by enterprise



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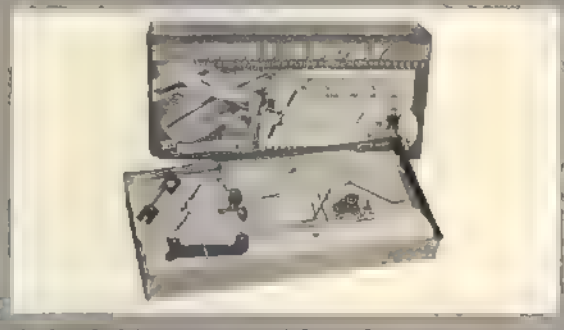

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ENTERPRISE MODEL AIRCRAFT AND SUPPLY Co., Inc.
234 East 2nd Street • Mineola, L. I., New York

always first with the finest!

if it's new!...
if it's great!...
if it's in demand!.... it's... an esquire toy!

Year after year, Esquire Novelty maintains its leadership in the design, manufacture, and merchandising of the finest in holster set and accessories . . . and now, again . . . "it's an esquire toy" that will lead to the biggest volume of 1954! . . . the new, colorful "Tonto" line of Indian Holster Sets and Accessories, and, for the first time ever, authentic Western Suits that bear the name of the West's greatest hero, The "Lone Ranger"

SEE THESE NEW FEATURES
plus the newly designed
"Pony Boy" and "Lone Ranger"
Holster Sets
at the 1954 Toy Fair!
WE'LL BE LOOKING FOR YOU . . .
in Parlor F
on the 4th Floor
of the Hotel New Yorker
or
in Room 254
at 200 Fifth Avenue

Pony Boy The "best of the west"

Lone Ranger The west's best known name.

Black Pirate An exciting adventure line that suits

Tonto The most famous Indian name.

esquire novelty company 151 WESTSIDE AVENUE, JERSEY CITY 6, N. J.
Showroom: Rm. 254—200 FIFTH AVE., NEW YORK, N. Y.

HIGH QUALITY
LOW PRICE . . . . .

the hallmark of **EUGENE DOLL,** *creators of lavishly beautiful dolls, in a wide range of gorgeous colors to please the most discriminating taste* . . . **YOU ARE CORDIALLY INVITED TO SEE OUR OUTSTANDING CREATIONS FOR 1954** . . .

during the TOY FAIR and all year, see us at our *PERMANENT SHOWROOM*

ROOM
804
200 FIFTH AVENUE
NEW YORK 10, N.Y.
ORegon 5-8020

EUGENE

Sister Walker

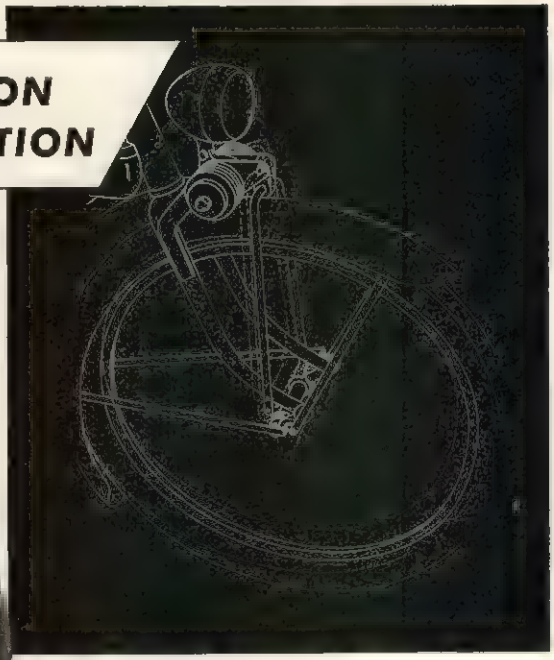
A WALKING DOLL

EUGENE DOLL & NOVELTY CO.

under the direction of
Eugene Klein, Joseph Fettman, Melvin D. Willstein and staff

TIRED OF SELLING GIMMICKS?
WANT A SALES-CLINCHING FEATURE?

EVANACTION FOR SALES ACTION



TAKES THE THUMP OUT OF THE BUMP Evanaction introduces a brand new concept in bicycle comfort, safety and performance! Dotted lines show how Evanaction mechanism literally smothers shocks.

EVANACTION, exclusively Evans-Colson's, is the sales "extra" that really works! It does everything we say it does. It's the "something new and different" that the kids are looking for. And bicycle salesmen, quick to realize this, have really made it pay off. For them, EVANACTION is a terrific "closer," a "sales clincher" that has put new life in their sales and profit pictures. "EVANACTION sells bikes," they're saying. Let it sell bikes for you, too. Call your Evans-Colson representative.

SEE THE COMPLETE EVANS-COLSON LINE IN FULL COLOR
Write for new 24-page catalog today, to Evans Products Co., Dept. AW-9, Plymouth, Michigan.

We'll be seeing you at the NATIONAL HARDWARE SHOW Chicago, Oct. 11-15, Space 619

EVANS PRODUCTS COMPANY *PUTS POWERFUL SELLING ADVANTAGES BEHIND THE POPULARLY PRICED EVANS-COLSON LINE*

EVANS-COLSON PRESENTS A GREAT NEW BICYCLE SELLING FEATURE . . .

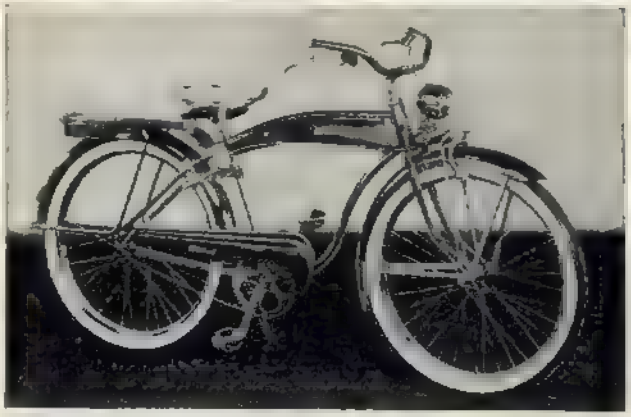
THE EVANACTION RIDE

. . . IT TAKES THE THUMP OUT OF THE BUMP!

It's a brand new concept in bicycle comfort, safety and performance! And it's exclusive with Evans-Colson. The Evanaction Ride works on an entirely new principle. Evanaction feels the bump . . . but the rider doesn't! It not only makes a smoother, more comfortable and less tiring ride, but also provides longer life for tires and frames, greatly lessens the chance of blowouts and sidewall breakage. The Evanaction Ride is the first genuine improvement in the bicycle ride in years. And only Evans-Colson has it!

Heavy-duty construction with heavily chromed, polished exterior assures trouble-free dependable service from the Evanaction mechanism.

Note how the Evanaction absorbs and smothers the bump. Greatly increased ease, comfort, safety and economy are made possible for the rider.



THE FIREBIRD WITH THE EXCLUSIVE EVANACTION RIDE

There's nothing else like this on the market! Exclusive Evanaction Ride — Hand caliper brakes front and rear — 3 speed rear hub — magnificent flamboyant finish in green or red, gold outline — chrome fenders, rims, tank, chain guard, and headlight — exclusive Evans chrome rear fender guard — built-in electric horn — automatic tail light — stoplight — white vinyl saddle with double coil chrome springs and crash rail. No boy could resist this beautiful, featureful unit!

THE IMPERIAL VELOCIPEDE

Evans brought in Harley Earl the celebrated designer to style this revolutionary advance in velocipede design. It's an Evans-Colson exclusive with wonderful features — double frame construction, ball bearing wheels and head fittings, chrome handlebars and rocket style truss rods, oversize chrome hubs. Evanair embossed mud guard with chrome trim and brilliant flamboyant blue color.

Evans Products Company has been appointed a licensee by the famous

DING DONG SCHOOL

Miss Frances recommends The Evans-Colson Velocipede

For more information, write Evans Products Company, Plymouth, Michigan

EVANS PRODUCTS COMPANY PUTS POWERFUL SELLING ADVANTAGES BEHIND THE POPULARLY PRICED EVANS-COLSON LINE

The most Beautiful Doll of the Year

SCORES THE BIGGEST HIT OF THE YEAR

Baby Cuddle-Up is the sales success story of the season for quality stores throughout the country. Never before has any doll received such unanimous praise and testimonials from the leading toy stores.

Here's what they say:

SIBLEY, LINDSAY & CURR CO., Rochester, N. Y. "Our experience with your 'Cuddle-Up' Baby has been amazing. From the day we put this number on the counter it has been, without a doubt, the most popular doll in our department." "The only limitation I see on the selling of this doll is your difficulty in being able to ship us enough."

G. FOX & CO., Hartford, Conn. "All out of Cuddle-Ups. Please ship balance. Hottest doll we have."

FELIX LILIENTHAL & CO., INC., Buying Office, N. Y. "Effanbee's Cuddle-Up Baby Doll selling well in early doll business." "Indicate far bigger results during the big selling months ahead."

JOHNSON'S BOOKSTORE, Springfield, Mass. "Your 'Cuddle-Up' doll is the first baby doll we've had in several years that made an instant impression on our salespeople as well as on our customers. I believe it will be the baby doll of the year."

YOUTH FASHION GUILD, N. Y. "This is the only item that created any interest in the store this week. These dolls really went over with a bang."

MILLER BROS. CO., Chattanooga, Tenn. "Received my shipment two days ago. Put them on sale noon of their arrival and the following day I was sold out completely." "It has been a long time since any doll has been such a sensation and I do bel'eve it will be the hottest doll of the year."

EFFANBEE *Dolls*

200 Fifth Avenue, New York 10, N.Y.

MAKERS OF THE FAMOUS Dy-Dee DOLL

BABY CUDDLE-UP *is the most life-like baby in toyland. Her soft, cuddlesome body, arms, legs and cute little face, all are washable vinyl plastic. Her Saran hair is individually rooted. (also available in delicately molded hair). She carries her very own little Teddy Bear.*

The most Beautiful Doll of the Year

SCORES THE BIGGEST HIT OF THE YEAR

Here's what they say:

SIBLEY, LINDSAY & CURR CO., Rochester, N. Y. "Our experience with your 'Cuddle-Up' Baby has been amazing. From the day we put this number on the counter it has been, without a doubt, the most popular doll in our department." "The only limitation I see on the selling of this doll is your difficulty in being able to ship us enough."

G. FOX & CO., Hartford, Conn. "All out of Cuddle-Ups. Please ship balance. Hottest doll we have."

FELIX LILIENTHAL & CO., INC., Buying Office, N. Y. "Effanbee's Cuddle-Up Baby Doll selling well in early doll business." "Indicate far bigger results during the big selling months ahead."

JOHNSON'S BOOKSTORE, Springfield, Mass. "Your 'Cuddle-Up' doll is the first baby doll we've had in several years that made an instant impression on our salespeople as well as on our customers. I believe it will be the baby doll of the year."

YOUTH FASHION GUILD, N. Y. "This is the only item that created any interest in the store this week. These dolls really went over with a bang."

MILLER BROS. CO., Chattanooga, Tenn. "Received my shipment two days ago. Put them on sale noon of their arrival and the following day I was sold out completely." "It has been a long time since any doll has been such a sensation and I do believe it will be the hottest doll of the year."

EFFANBEE *Dolls*
200 Fifth Avenue, New York 10, N.Y.

MAKERS OF THE FAMOUS *Dy-Dee* DOLL

BABY CUDDLE-UP *is the most life-like baby in toyland. Her soft, cuddlesome body, arms, legs and cute little face, all are washable vinyl plastic. Her Saran hair is individually rooted. (also available in delicately molded hair). She carries her very own little Teddy Bear.*

WAGON FEEDING — *Here's how some farmers do it — As the crop is cut by the Forage Harvester, wagons are filled directly, then brought to the feeding area, where sideboards are lifted.*

ADVANTAGES — *heavy forage is unloaded by the cattle. Wagons are placed in a different feeding spot each day. Manure is spread more evenly by cows.*

Bringing Pasture *to* the Cows

with your own Forage Harvester and Self-Feeding Wagons

Wide interest has arisen in a new system of "mechanized grazing." Legume or grass pasture is field-chopped and brought *to* the cattle. It can be fed either fresh-cut daily, or ensiled for year 'round feeding.

Herd owners who have tried it say pasture produces more tonnage when harvested at the right time . . . *by machine.*

There is neither hoof damage nor over-grazing. Weeds are controlled. Cattle are kept quiet, no longer have to hunt for feed.

More energy goes into milk or meat.

With your own big-capacity Allis-Chalmers Forage Harvester, you are equipped for this and other money-making methods of livestock feeding. You can field-cut silage crops when they're exactly right . . . blossom perfect!

New Easy-Mount attachments readily interchange for almost any forage crop. Be ready when crops reach their protein peak. Field-cut them fast with minimum power . . . Allis-Chalmers style!

NEW! Easy-Mount

3-WAY ATTACHMENTS

New "SLIDE-LOCK" mounting principle permits easy interchange of grass and row-crop attachments. Windrow pickup attaches and detaches in minutes.

Power-sharpen the 3-foot wide, spiral-rupped cylinder knives without removing them from the machine.

Save hours of labor the Allis-Chalmers way — field-cut grass, corn or sorghum silage; chop hay; clip pastures; chop stalks or straw.

ALLIS-CHALMERS
TRACTOR DIVISION • MILWAUKEE 1 U S A

FORAGE HARVESTER

Here's a one-minute quiz that *could* bring you the jackpot. Certainly the saving of one lost or damaged hay crop can richly repay you for knowing the answers.

Do round bales save more leaves?

ANSWER: Yes, for a definite reason. The entire hay plant is rolled *full length* into the bale, with leaves sealed inside.

Does livestock prefer them?

ANSWER: Properly cured hay in round bales has a softness and leafiness preferred by all livestock. (A new Soft-Center Bale attachment for the ROTO-BALER aids curing and feeding.)

Are they more weather-resistant?

ANSWER: Round bales are more resistant to rain, melting snow, and ground moisture. Curved *around* the bale, stems *shed* water instead of leading it inside like lemonade through a straw.

Are they easy to handle and feed?

ANSWER: In many ways, *easier*. Round bales can't buckle. They nest compactly; are self-locking in load or stack. Can be fed whole in a feed-rack, or left for cattle on the range.

Do they cost less per bale?

ANSWER: Yes, because they save man-hours, machine hours, and tractor hours. The knotterless ROTO BALER uses ordinary binder twine, another great saving.

Can I bale faster?

ANSWER: You can turn out bigger tonnage faster, because the ROTO BALER takes a wide *twin* windrow. Cuts field travel distance in half.

Does the ROTO-BALER cost less to own?

ANSWER: True to Allis-Chalmers tradition, the ROTO-BALER is priced lower to permit home ownership on every farm. It doesn't cost, it PAYS — that's the final answer!

ROTO BALER is an Allis-Chalmers trademark.

ALLIS-CHALMERS
TRACTOR DIVISION • MILWAUKEE 1, WIS.

Get faster, more accurate planting with a Cockshutt Black Hawk Planter

★ A TYPE FOR EVERY NEED
★ PLATES FOR EVERY SEED
★ OPENERS FOR EVERY SOIL

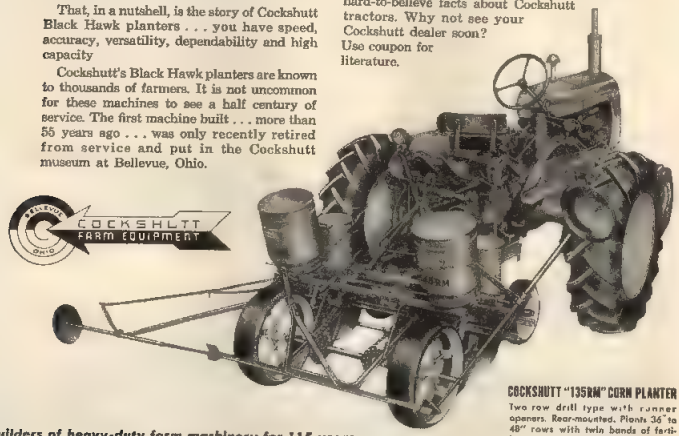
YOU'LL REST EASIER when your crops are in the ground . . . put there swiftly and on schedule with a Cockshutt planter because a "Cockshutt" plants right every time . . . with seeds metered precisely and placed accurately at just the right depth . . . with fertilizer bands exactly where wanted.

That, in a nutshell, is the story of Cockshutt Black Hawk planters . . . you have speed, accuracy, versatility, dependability and high capacity

Cockshutt's Black Hawk planters are known to thousands of farmers. It is not uncommon for these machines to see a half century of service. The first machine built . . . more than 55 years ago . . . was only recently retired from service and put in the Cockshutt museum at Bellevue, Ohio.

Cockshutt builds both drill and check row planters in 2-row and 4-row sizes. You can choose either mounted or drawbar types. All feature the same rugged construction that gives a lifetime of service. All have the precision design that gives accurate planting at modern tractor speeds.

Your Cockshutt dealer will be glad to demonstrate the many superior features that have made Cockshutt Black Hawk planters so popular for more than half a century. The same demonstration will also prove to you some hard-to-believe facts about Cockshutt tractors. Why not see your Cockshutt dealer soon? Use coupon for literature.



Builders of heavy-duty farm machinery for 115 years

COCKSHUTT "135RM" CORN PLANTER

Two row drill type with runner openers. Rear-mounted. Plants 36" to 48" rows with twin bands of fertilizer next to the seed. Note new zero-pressure rubber-tired press wheels (a companion item ideal for pre-emergence spraying). Other types of openers available. Available also as a 4-row rear-mounted planter . . . Model "235RM".

COCKSHUTT "11A" ONE-WAY HARROW

Prepares seedbed, seeds, packs in a single operation. One of the important developments in modern agricultural equipment to cut seeding and tillage costs. Ideal for dry-land farming. Either mechanical or hydraulic control 9', 12' and 15' models.

Cockshutt Farm Equipment, Inc. BELLEVUE, OHIO

- ☐ Tractors
- ☐ Combines
- ☐ Forage Harvesters
- ☐ Disc Harrows
- ☐ Cultivators
- ☐ Grain Drills
- ☐ Moldboard Plows
- ☐ Disc Plows
- ☐ Manure Spreaders
- ☐ Fertilizer Spreaders
- ☐ Tiller Combines
- ☐ Deep Tillage Tools
- ☐ Mowers
- ☐ Side Delivery Rakes
- ☐ Hay Loaders
- ☐ Swathers

Name .....

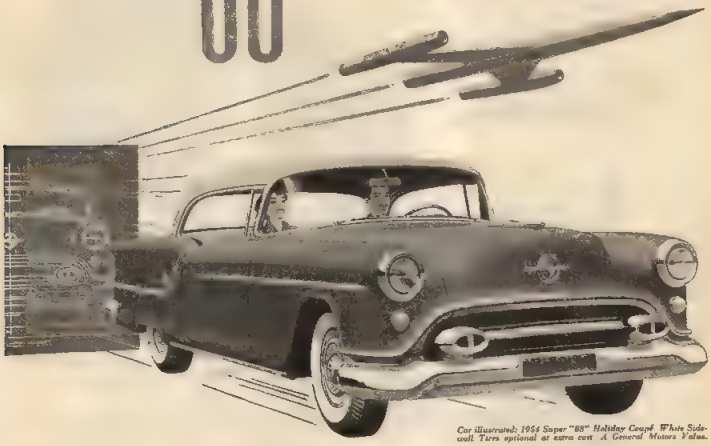
Address .....

Post Office .....

☐ *Send name of nearest Cockshutt Dealer*

New!...
Ultra-New
for '54!

JUST WAIT till you see it! Oldsmobile's —Super "88" for 1954—the *newest* new Oldsmobile in 57 years. With that new longer, lovelier, low-level silhouette—so low you can look right over the top! With a daring "new slant" in its panoramic windshield . . . a definite "sports car look" in its sweep-cut windows and doors. And just wait till you drive it! There's 185 horsepower in that new World's Record "Rocket" Engine, plus the highest compression ratio in Oldsmobile history. More dazzling performance than ever . . . and new economy, too! So make a date with this *new* "88" . . . it's at your Oldsmobile dealer's *now!*

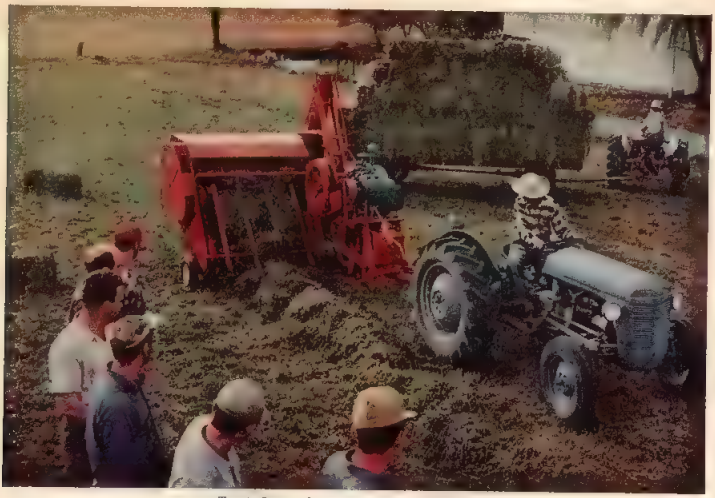


Car illustrated: 1954 Super "88" Holiday Coupé. White Sidewall Tires optional at extra cost. A General Motors Value.

World's Record "Rocket"

OLDSMOBILE

NOW ON GALA DISPLAY AT YOUR OLDSMOBILE DEALER'S



Twenty-five new design changes give you better, faster baling with a Super "77". Price $2299.50*

Announcing— The *Fastest* Twine-Tie Baler in the World!

New Super "77" bales up to 12 tons an hour— and more—in field tests on private farms!

New Holland introduces the Super "77"—the new baler for the farmer or custom operator who needs extra capacity.

Carefully timed runs on private farms in all parts of the United States throughout the 1953 season showed again and again that the Super "77" can bale 12 tons an hour! Under good conditions, results were even higher.

For extra speed at haytime, higher production, richer feed, see your New Holland dealer. He has a complete line of balers priced from $1457.25.* The New Holland Machine Co., a subsidiary of The Sperry Corporation.

There's nothing cheaper and easier to feed than a square, neatly sized New Holland bale

For trouble-free baling, buy New Holland Certified Twine

A New Holland engineer explains the new suspension of the redesigned pickup on the Super "77" during a field test.

*Suggested list price F. O. B. Factory plus Federal Excise Tax on tubes and tires

Free Catalogs!

For illustrated, full-color catalogs giving full details on New Holland's complete baler line, write New Holland Machine Co., 503 Maple St., New Holland, Pa.

Name_____

Street or R.F.D._____

Town_____ State_____

Check Model catalog you want. ☐ Super "77" ☐ Model 80 Wire Tie ☐ Model 66 Twine Tie Interested in a demonstration? ☐

NEW HOLLAND

"First in Grassland Farming"

New Holland, Pa. • Minneapolis • Des Moines • Kansas City
Columbus • Charlotte • Lockport, Ill. • Brantford, Ontario

Plug those $-losing spaces!

keep enough FISHER-PRICE on display

We've seen countless toy departments lose sales opportunities by **selling out** of Fisher-Price **before** the Christmas season is over. Take advantage of Fisher-Price's fast, profit-building turnover. Reorder **enough** to last **through** Christmas. There's no inventory carry-over problems because Fisher-Price Toys are **toy staples.** They sell all year around.

Fisher-Price is producing toys right up to Christmas. We anticipate certain items will be available for mid-November and December "at once" deliveries. Write, wire or call now.

Nationally advertised all year around in
Parents', Ladies' Home Journal, and Better Homes & Gardens

In Western New York State at EAST AURORA, ERIE COUNTY, N. Y.
New York Office and Display: Suite 417, 200 5th Avenue Building

hol-le rings the ding-dong* bell

with Bobby-Betty and American Wild Life!

RACY RACOON

CHIPPER CHIPMUNK

SADIE SKUNK

BUSY BEAVER

Featured on the popular NBC television program, "Ding Dong School" . . . Hol-le's true-to-life American Wild Life cuddly toys . . . living in their natural woodland homes. Artfully created in transparent plastic boxes with lids that lift off when it's play-time. Realistically hand-screened cotton animals, 7" long, Kapok filling. Assorted 1 dz. to carton. Retail appx.

$3 ea.

Bobby, #401—dressed in removable denim coveralls, percale shirt and kerchief. Betty, #402—removable percale apron-skirt and bloomer playsuit. Full yarn wig. Wears 18" clothes. Both appx. 18" tall; mask faces. Retail appx.

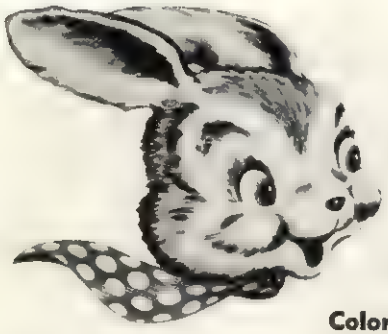
$4 ea.

Ding Dong School, a National Broadcasting Co., Inc., Service and Trademark.

Hol-le toys

Division Riverside Toy Mfg. Co.

Factory 148 Post Ave., N. Y. 34, N. Y. HOL-LE TOYS • Showroom 200 Fifth Ave. N. Y.



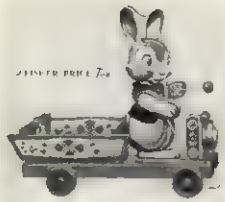
FISHER-PRICE EASTER TOYS...

with lasting play-value

Colorful wood pull-toys with sound and motion... give you new promotional opportunities.

No. 605 DONALD DUCK CART
10" long, $1.00,
$1.19 south and west

No. 703 BUNNY ENGINE
10¼" long, $1.00,
$1.19 south and west



No. 604 BUNNY BELL CART
10½" long, $1.00,
$1.19 south and west

No. 401 BUNNY CART
10" long, 60c,
65c south and west

The Famous-for-Fun Toys
Nationally Advertised
for Year 'round sales.

There's unique consumer appeal in toys that not only serve the special need of Easter . . . **but have long term play-value for the child as well.**

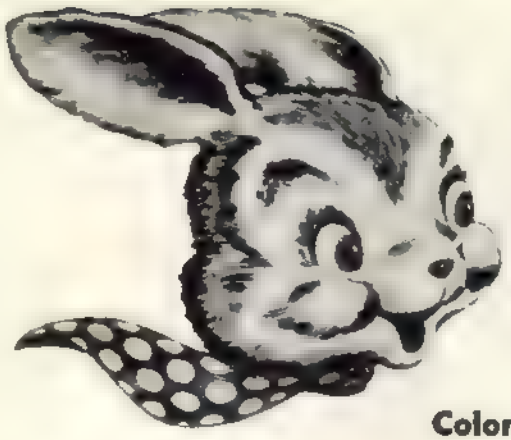
Pre-pack these Fisher-Price toys with Easter grass, novelties or candy. You can create interesting in-store displays . . . and boost your unit profit.

Production is limited . . . Easter is little more than 3 months away, — April 10. Write your order up at once.

New 1955 catalog including 2 new spring toys and 18 year around staple sellers is now available.

No. 400 CHICK CART
9¼" long, 60c,
65c south and west

MAIN OFFICE AND FACTORY: EAST AURORA, ERIE COUNTY, N. Y.
NEW YORK OFFICE: Suite 417, 200 Fifth Avenue Building



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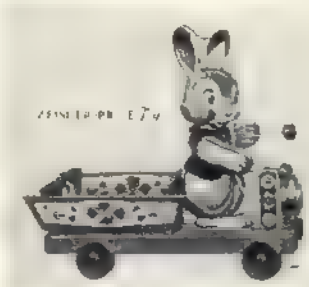

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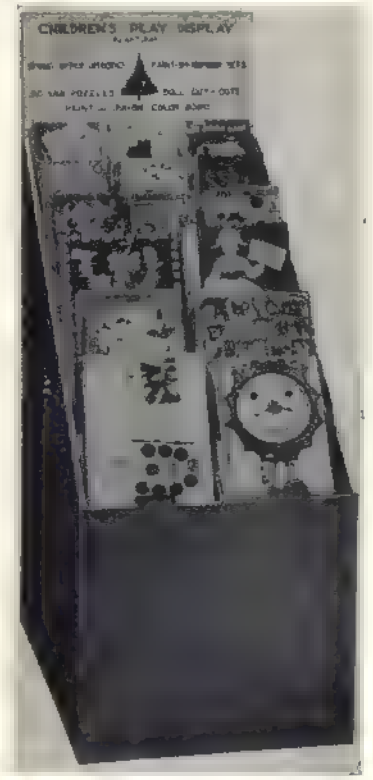
MAIN OFFICE AND FACTORY: EAST AURORA, ERIE COUNTY, N. Y.
NEW YORK OFFICE: Suite 417, 200 Fifth Avenue Building

THE KICK-OFF LUNCHEON for new advertising-merchandising toy service, "22," was attended by 100 toy manufacturers. A candid shot of luncheon speakers looking over the format of "22 Advertising Service" (above) includes: John Swedlin, vice president, Gund Manufacturing Company; Herb Merin, president, Emenee Industries, and Joseph Barnett, manufacturers' representative. Alyson Skipp Hoyland, head of Hoyland-Lewis, agency for the new program, is pictured with the program's originator, Mike Goldenberg, in the inset at right.

FISHER-PRICE'S new Miss Toyology, Mary Lou, is shown above surrounded by her Fisher-Price friends. She is featured in each issue of this toy manufacturer's quarterly house organ, Toyology. Donna won the Miss Toyology title in a "Choose the new Mary Lou Contest," announced in an earlier issue of the company house organ, by a 26-vote margin. Over 700 toybuyer-judges cast their votes for one of the five girl entries. Those buyers who cast their votes for the winning entry received a personally autographed glossy photograph. Main office and factory of Fisher-Price Toys, Inc., is located at East Aurora, Erie County, New York.

Increased Volume Permits Price Reductions on Children's Books

Artcraft Paper Products, Cincinnati 9, Ohio, announces a retail price reduction in two children's book lines Both *Crayon Book Kits* and *Spring-Up Picture Books* have been reduced in price from 29 cents retail to 25 cents. Spring-Up Books have full-color, three dimensional pop-up illustrations They come in a range of 24 different popular children's story titles



Robert Blum, president of Artcraft says, "Artcraft's goal is high quality popular-priced merchandise that will produce fast turnover for retail dealers. We are happy to announce that increased volume makes our new price reduction possible.'

The two products are part of a complete line of popular-priced, educational play items for children produced by the Cincinnati firm. The line also includes Paint-By-Number Sets, Paint Book Kits, Jig-Saw Puzzles and Magic Eye Doll Books priced at 25 cents and 29 cents. To aid the dealer in handling the merchandise and induce impulse sales, the Artcraft line is offered with a self-selling display unit, as illustrated, that stores a complete stock of 28 Artcraft items and occupies a very small amount of floor space

The Really Complete Jr. Cowboy Line

No. 3060 Chap & Vest
$5.95 retail

No. 622 Cowboy Hat
$1.98 retail

No. 2064 Genuine Leather Holster set with guns. $5.99 retail

202-204 FIFTH AVE. BLDG.
NEW YORK CITY

224 Northwestern Ave.
Los Angeles, Calif.

209 So. State St.
Chicago, Ill.

Box 481
Coral Gables, Fla.

KEYSTON BROS
755 Mission St. • San Francisco 3, Calif.

Monahan Joins Toy Tinkers

The Toy Tinkers division of A. G. Spalding & Bros., Inc. with home offices at Evanston, Illinois, has announced the appointment of Dan Monahan to the staff. As eastern sales representative, for Toy Tinkers, Dan will have for his headquarters the New York office at 200 Fifth Avenue, Room 454.

He is new to the toy trade, but is learning fast under the excellent guidance of A. J. Liescke, sales manager, who has been with Toy Tinkers for 39 years. Dan had his initiation at the Toy Fair in March, when he met many buyers, and since then has traveled the eastern territory from Maine to Florida.

DAN MONAHAN

If Dan appears as "bright" as his picture, it could be because of his schooling. He earned a B. S. degree at Fordham University in 1949; attended Villanova College at Villanova, Pennsylvania, and Curtis High School, Staten Island. His "sharp look" can be attributed to 3½ years as a Lt. (j. g.), U. S. Navy; commissioned at Midshipmen School, University of Notre Dame.

And if Dan appears "real cool," maybe it's because he spent 4 years as a sales representative for Breyer Ice Cream Company, Newark, N. J.

"Mister" Monahan is married, has a family, and makes his home at 204 Webb Avenue, River Edge, New Jersey.

TOY CHESTS WITH TOY APPEAL

Priced to Retail at **$15.95***

No. 351. . The Box Car design finished in red... intrigues the youngsters every time.

. . . Safety-first lid design to safeguard young fingers.

. . . Spring balance to keep handle off the floor... out of the way.

. . . Large capacity, 15" x 15½" x 23½".

All chests are shipped K.D., saves freight, saves space

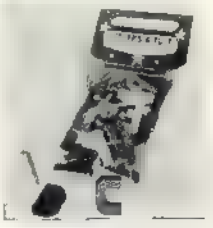
Priced to Retail at **$12.95***

No. 37... A Big Capacity Chest, 21" x 21" x 21".

. . . Safety-first lid . . . gaily colored with toy appeal.

*Retail price may be slightly higher in the West.

No. LB26... A fast selling, educational toy... for 25 years a leader ... now packaged to sell at the popular price of **79¢***



Write for Catalog!

SHEPHARD TOYS
MEDINA, OHIO
PRODUCT OF THE A. I. ROOT CO.

CHILD SIZE SWEEPER with LIFE SIZE PROMOTION

Fisher-Price's "MUSICAL SWEEPER" is backed by a 3 WAY PLAN for Bigger Sales. First, it's gayly designed with lots of music and color for "Buy-me" counter sales appeal. Second, it's part of Fisher-Price's bigger than ever year 'round consumer advertising. And, third, it will be featured in this year's big "LIFE" Toy Promotion.

No. 225 MUSICAL SWEEPER makes cleaning fun for children 2 to 6, — satisfies child's need for educational and dramatic play. REALLY CLEANS!—has long lasting wire-bound brush, dust compartment, easy-action drive mechanism. Be sure you cash in on MUSICAL SWEEPER'S 3 way plan Today.

Suggested Retail: $2.00 east, $2.19 west.

FISHER-PRICE TOYS, INC.

East Aurora, Erie County, New York

New York Office and Display:
Suite 417, 200 5th Avenue Building

COMMENDED by PARENTS' MAGAZINE

SELL 'EM
while it's hot!

A Bilnor Wading Pool is a hot impulse item and as easy to sell on a sizzling day as the all-American ice cream cone.

A Bilnor inflatable is easier to sell because it tucks under the arm and goes home with your customer... sets up in minutes... all while it's hot. It's cushion-soft and safe, with no rigid parts to bump or scratch. And Bilnor stays sold.

LIFETIME GUARANTEED — PRICE MAINTAINED

SELL BILNOR QUALITY AND FEATURES — NONE SELL BETTER!

Bilnor

300 MORGAN AVENUE, BROOKLYN 11, N.Y.

LIFETIME Guarantee
YOUR ABSOLUTE SATISFACTION IS GUARANTEED!

NO CARRY-OVER PROBLEMS WITH FISHER-PRICE TOYS

HERE'S THAT "RED HEN" AGAIN!

. . . receiving the most enthusiastic buyer-acceptance of any new Fisher-Price toy ever! Place your order today.

Why not order first those lines proven to sell out!

NEW "KATY KACKLER — the Red Hen" is one more reason why a FISHER PRICE carry-over is as rare as hen's teeth. "Katy" has a "cluck, cluck, cluck . . . SQUA-AWK" so realistic you'll have to lock up all the roosters in town.

Fisher-Price toys provide fun-while-learning through arresting actions, sounds and color. It's America's largest selling line of quality wood action push and pull toys, — as staple for your toy department as eggs to the grocery!

Order FISHER-PRICE today. Catalog of 23 fascinating toys on request!

No. 140 KATY KACKLER 9½" high, strong wood construction, full-color lithos, concealed original sound device. $2.50 East, $2.69 South and West, — it has already proven an immediate sales success in 100 test stores across the country.

The Famous-for-FUN Toys Nationally Advertised Throughout the Year

FISHER PRICE INC. TOYS

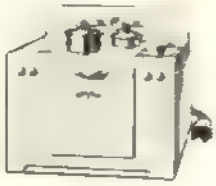
FISHER-PRICE TOYS, INC., East Aurora, Erie County, N. Y.

NEW YORK OFFICE AND DISPLAY: Suite 417, 200 5th Avenue Building

MODEL 300 P

MODEL 400 P

MODEL 1000 E



MODEL 500 E

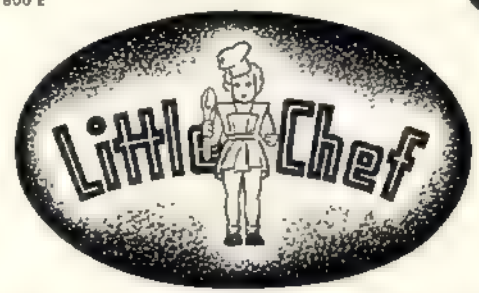
MODEL 800 E

MINIATURE
UTENSILS

MINIATURE
TRIC TEAKETTLE

MINIATURE
FRYING PAN

MINIATURE
SAUCE PAN
WITH LID



TACOMA METAL PRODUCTS CO.

414 24TH AVENUE, TACOMA, WASHINGTON

agents

Adams-Whitney Co. 7127 Wilshire Blvd Los Angeles 14, Calif.	J. H. Eyerely & Assoc. 1442 Merchandise Mart Chicago 54, Ill.	Lionel-Essex Intl Corp. 15 East 26th St New York 10, N. Y.	Kelsey Bennett 30 Huntington Ave Boston 16, Mass.	Al Moritz 1107 Broadway New York 10, N. Y.	The Dennis Company 1869 Briarcliff Rd., N. E. Atlanta, Georgia

Plug those $-losing spaces!

keep enough FISHER-PRICE on display

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Parents', Ladies' Home Journal, and Better Homes & Gardens

FISHER PRICE TOYS

In Western New York State at EAST AURORA, ERIE COUNTY, N. Y.
New York Office and Display: Suite 417, 200 5th Avenue Building

FAMOUS FLI-BACK RETURN TOPS

Perfectly Balanced for Easy Playing and Carefully Inspected for Quality

GENUINE TOURNAMENT MODEL FLI-BACK RETURN TOPS

Free Wheeling, Sleeper Type—Will Do All Known Playing Tricks

CHAMPION SPINNING TOPS

Each Box Contains One Top and One Heavy Gauge Playing String With Button

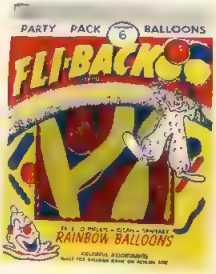
CHAMPION SPINNING TOPS

BOXED ILLUSTRATION ASSORTMENT

Every Balloon Needs a Balloon Stick

RAINBOW BALLOONS

FLI BACK'S RAINBOW balloons are a must on your counter. Clean, fresh, sanitary packages have party game instructions on reverse side



THE FLI-BACK SALES CORPORATION

HIGH POINT, NORTH CAROLINA

FAMOUS FLI-BACK PADDLE BALL GAMES

25¢
DELUXE BALL GAMES
Brilliant Red
Non-Toxic Plastic Lacquer Finish
Equipped With
1⅜" Rainbow Sponge Ball
Tied and Wrapped ½ Doz.

10¢
PADDLE BALL GAMES
Printed in Two Colors
Smooth Natural Plywood
Sanded Edges
Tied and Wrapped 1 Doz.

TWIN PACK SPONGE RETURN BALL

Size 1⅜" in Cello. Window Box
Red Gloss and Rainbow

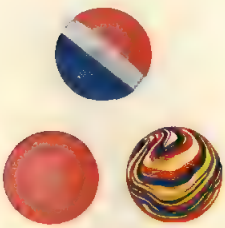
Packed Equally Assorted
Red Gloss, Rainbow; 3-Color
Nos. 305 thru 309

SPONGE BALL ASSORTMENT

Consumes a minimum of counter space and has maximum eye appeal. No special pack for display or inventory is needed. Only the fastest selling balls are in this self dispensing unit. See price list for details

Three Color, Cellophane Wrapped RETURN BALLS

"PLAY BALL WITH FLI-BACK"



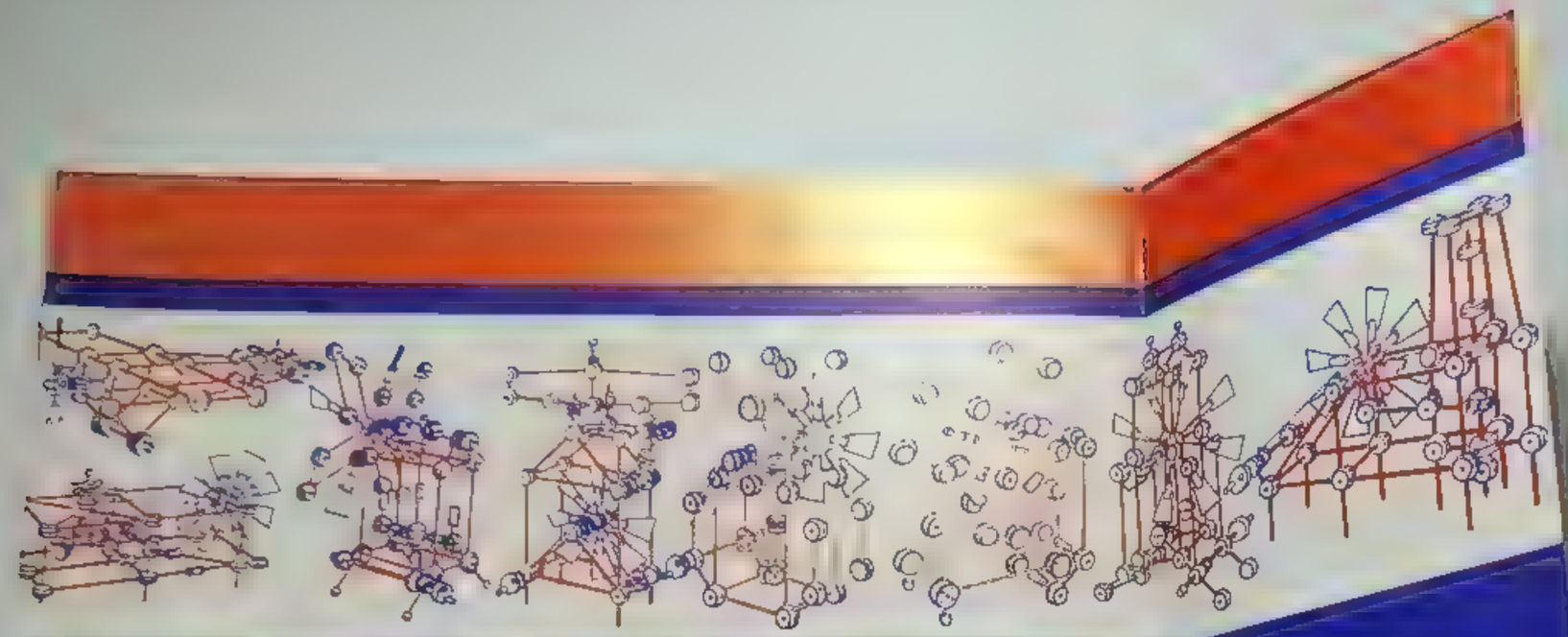
SPONGE PLAY BALLS
ALL SIZES
Red Gloss, Rainbow, Three-Color

EMBOSSED STITCH BASEBALL
Sizes 2" - 2¼" - 2⅞"

SPONGE BASEBALLS
Sizes 1¾" - 2" - 2¼" - 2½"
2¾" - 2⅞"
Printed With Baseball Stitch
and Name

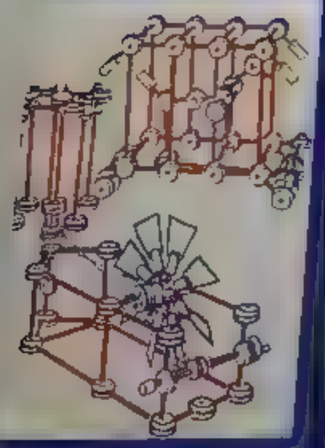
THE FLI-BACK SALES CORPORATION

HIGH POINT, NORTH CAROLINA



SPECIAL
TINKERTOY
WINDLASS
DRIVE

SPECIAL
TINKERTOY
WINDLASS
DRIVE



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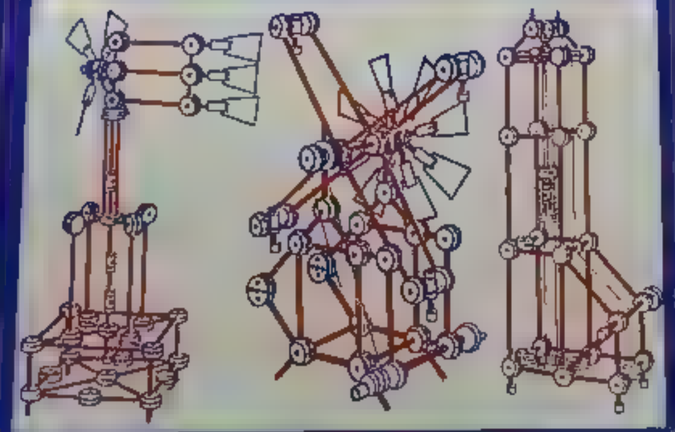
131 PIECES



TINKERTOY
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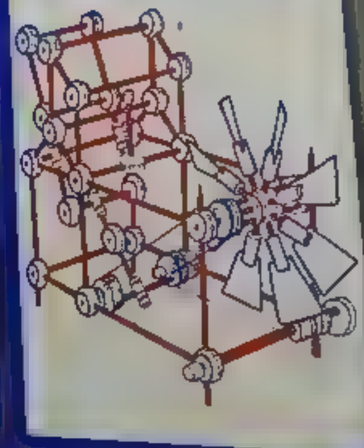
CANADA
21095/36
PATENTED U.S.A.
2201049
23,3357
©



THE RED USED ON TINKERTOY RODS IS A U.S. GOVERNMENT CERTIFIED PURE FOOD COLOR AND IS GUARANTEED HARMLESS

THE RED USED ON TINKERTOY RODS IS A U.S. GOVERNMENT CERTIFIED PURE FOOD COLOR AND IS GUARANTEED HARMLESS

SPALDING

THE TOY TINKERS EVANSTON ILL U.S.A.
DIVISION OF A.G. Spalding & Bros. Inc.

Greater Sales
Greater Profits
FOR YOU...

FROM THE
COMPANY
BEHIND THIS
FAMOUS
TRADEMARK

Turn the page

W...

...ns for '54

...time

454

...AVE., NEW YORK

"Come and see us!
-but if you can't,
send for our latest
illustrated catalog"

Take advantage of the greatly expanded '54 advertising campaign

THE TOY TINKERS

DIVISION OF *A. G. Spalding & Bros. Inc.*

807 GREENWOOD ST. EVANSTON, ILLINOIS

Introducing...the New

"NINETTE" Walking Doll

• MOVING EYES • MOVING ARMS

DRESSED DOLL **$1.98** Complete

24 Complete Costumes

to Retail at 98c each

A STEADY PROFIT MAKER!

Don't miss this opportunity to cash in on the best doll merchandising deal to come along.

The New Ninette Walking Doll now presented by Fortune Toy is a beautiful all plastic doll with Dynel hair, moving eyes, arms and a head that turns as the little lady walks along.

Ninette completely costumed retails at $1.98. There is an additional wardrobe of 24 different costumes that retails at $ .98 each.

This is a real re-order item that will mean steady profits to you.

Send your order in now to insure prompt deliveries.

Costumes by "Michelle Cartier"

FORTUNE TOYS Incorporated

N. Y. Showroom:

200 Fifth Ave • New York • Room 263

37-64 87th STREET • JACKSON HEIGHTS, L. I., NEW YORK

PROVED PROFIT MAKER FOR BOTH TOY AND HOBBY STORES

NEW F-7 HO DIESEL STREAMLINER

YOU CAN SELL GLOBE TRAINS YEAR 'ROUND

The kit-built trend is non-seasonal

"A" UNIT 98¢ "B" UNIT 89¢

RETAIL PRICES

Purchase of 1 kit leads to 3 more, as railroads use 4 diesel units. Fitted parts are exquisitely detailed and glue together easily. Union Pacific lettering

Display models are painted and mounted on roadbed with silver finished rails, enclosed in 1-piece plastic shell.

A quality product of
IRVIN R. ATHEARN

GLOBE Models
11929 S. WESTERN AVENUE
LOS ANGELES 47, CALIFORNIA

Packed 11 A units and 11 B units with 1 assembled A unit and 1 assembled B unit in each case

It REALLY Bakes! - It Educates! - Electric "BAKERETTE"

A Volume Seller The Year 'Round

"Little Lady"

RETAILS AT ONLY **$4.95***

*SLIGHTLY HIGHER IN WEST

- Bakes Delicious Cakes, Pies, Cookies, Etc. with Pre-Mixes from Mother's Kitchen.
- Ready to Bake — 6 Practical Utensils, Cake Mix, and Cook Book of Tested Recipes.
- Safety-Tested Element — Underwriter's Approved.
- Lustrous Chromed Base; Polished Aluminum Cover; Baking Rack; Plastic Handles; Size 5¾" x 5½" High.
- Each Set Packaged in Colorful Display Carton.
- SENSATIONALLY NEW . . . A Profitable Fast Seller . . . ORDER NOW!!

Write Today for Catalog.

The METAL WARE Corporation • TWO RIVERS, WISCONSIN

Presenting the NEW, EXCLUSIVE

Almost alive

HEART BEAT DOLL

(Patented)

$1.98

Individually boxed in attractive 3-color window cellophane front box 11" x 12". Packed 6 doz. to carton, solid or assorted. Weight 8 lbs. per doz

- Authentic costumes of 24 countries.
- Pick up the doll—hear its heart beat. Made exclusively by us, under Pat. No. 2,570,740.
- 8" tall, beautifully dressed in silks, satins and laces.
- All plastic construction, with moving eyes, head and arms. Lifelike mohair hair.

See us at the Toy Fair
Room 737—Hotel McAlpin

FORTUNE TOY CORP.

109 Amelia St., Brooklyn 11, N. Y.

Sales office and showroom: HARMOR & CO., INC. • 200 Fifth Avenue, N. Y. C.

Strathmore MAGIC SLATES

COUNTER CASH
NEW STYLE BOOKS WITH MAGIC SLATE

DON WINSLOW—world-wide hero of radio, TV, and newspaper comics—NOW AVAILABLE in Magic Slate Book form. All youngsters and parents buy fast. A big volume seller at 15c each.
STOCK NOS. (A) Code Books—(B) Adventure Books.
SIZE: 7x3¾"—3 Doz. 18 Ea. or 36 Either Book.
PACKED: 24 Doz. Case. (8 Display Boxes.) 25 lbs.

NO. A ▶
PACKED 3 DOZ. IN DISPLAY BOX - 18 OF EACH OR 36 EITHER

NO. B ▶

BIG NEWS STAND SELLER

THE STRATHMORE CO., AURORA, ILL.

SALES REPRESENTATIVES

CHARLES H. CARROLL
1421 Merchandise Mart
Chicago 54, Illinois

ARTHUR FREY AND SON
200 Fifth Avenue
New York 10, N Y

C. W. SCHAEFER
164 Humes
Memphis, Tenn

McDONALD & SHAW
Southland Hotel
Dallas, Texas

ASK YOUR JOBBER

Cadillac

AMERICA'S SAFEST COASTER WAGON!

Most advanced features since coaster wagons were introduced to the field of children's toys. Power steering, 4 point suspension, will not tip over feature, roller bearing wheels.

- **4 Point Suspension, Non-Tip Feature Automotive Type Steering**
- **Roller Bearing Wheel, Semi-Pneumatic Tires**
  (No hub or cotter key for assembly)
- **Steel Body WIRE ROLLED EDGE**
  (Size 40 x 16 x 4)
- **Rigid Built Handle, Curves Inside Body — Will Not Fall to Floor**
- **Automotive Baked Enamel Finish**
  (4 Colors — Red, Blue, Green, Yellow)
- **Replacement Parts Available**
  (Parts List Decaled On Underbody)
- **Shipping Weight 30 Lbs. Packed 1 to Carton**
- **Assembly Time Less Than 2 Minutes**

SEE YOU AT THE NEW YORK TOY FAIR

ROOM 560 HOTEL McALPIN

FACTORY REPRESENTATIVES: **A. Simonich-John Raubar**

Cadillac WAGON CO.

12840 TRACTOR, DETROIT 17, MICH.

Division of RAUBAR MFG. CO. a name in manufacturing for over a third century

E. J. KAHN CO.
presents three

PROFIT-TESTED TOYS

Treasure Chest Bank—Now in Metal

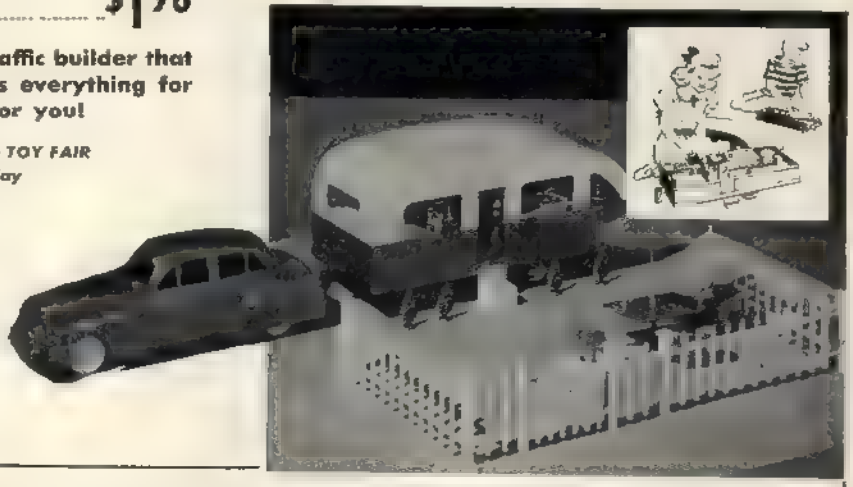
Real pirate model still brimming with gold for you! Sturdy metal cast in fine detail and hand painted. Locks with real padlock and key. Takes all coins. 4 in. long, 3 in. wide..... **$1.00**

Roll-a-Chimes—Music-on-Wheels Toy

Push or pull this beautiful toy and seven brass chimes play "Mary Had a Little Lamb" in clear, melodious tones. Heavy gauge steel construction. 6 in. wheels have rubber treads, colors are harmless. Overall length 27 in., 7 in. wide . **$2.98**

28-Piece House Trailer and Car

A sure-fire money maker! Appeals to boys as well as girls. Completely furnished house trailer and separate car are made of sturdy plastic, minutely detailed in realistic colors. Trailer top lifts off, wheels turn, furniture is movable. Trailer and car hitched together, 19 in. long, 4½ in. wide. Now only **$1.98**



A high speed sales promoter & traffic builder that has already banked millions, has everything for guaranteed sales & big profits for you!

Be sure to stop and see us at the TOY FAIR
Many new items on display

NEW YORKER
ROOM
551

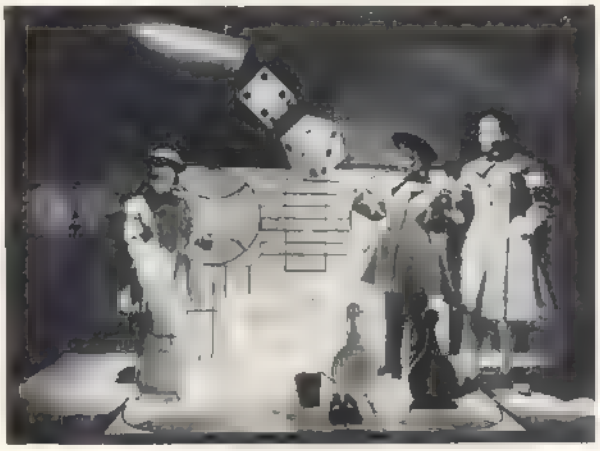
Usual Trade Discounts

A KAHN TOY

E. J. KAHN & COMPANY
308 WEST ERIE STREET, CHICAGO, ILLINOIS

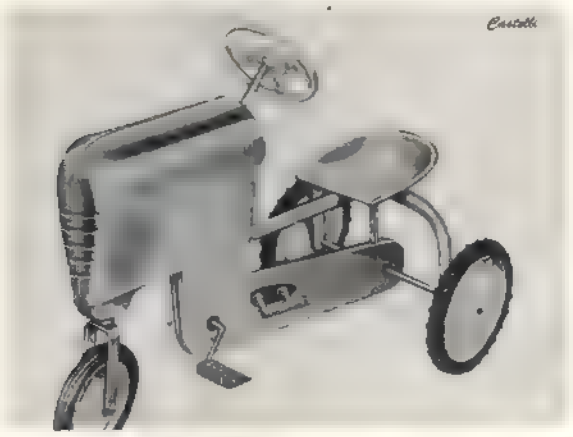
Eastern	Midwest	West	South
M. E. MECHNER	AL BURGIN	JOE GROW	URBAN A. PFEFFERLE
200 Fifth Ave.	209 S. State St.	Bendix Bldg.	2924 Upperline
New York 10, N. Y.	Chicago 9, Ill.	Los Angeles, Cal.	New Orleans, La.

Orhbach's, N. Y., Uses Parcheesi as Theme for Two Windows



Parcheesi, the perennially popular Selchow & Righter game staple, formed the backdrop in two Orbach windows recently for the attractive display of children's apparel in one (above) and adult fashion in the second. The store held its grand reopening not long ago, having moved from 14th Street to 34th Street shopping area in New York City.

F. C. Castelli Restyles DeLuxe Tractor; App'ts Coast Rep



Shown above is the completely restyled version of the F. C. Castelli D Luxe Tractor, a long-time popular favorite featuring the latest in mechanical improvements, the tractor is streamline-styled and offers a variety of play values

"In order to achieve maximum distribution on this number as well as on the others in our comprehensive line of tractors, motor bikes, fire-cycles, and metal table and chair sets, we have," states Mr Castelli, the founder of the firm, "appointed the Colee Sales Company, 712 South Olive Street, Los Angeles, west coast sales representative."

Other sales representatives handling the F. C. Castelli line are Riemann, Seabrey Company, Inc., 1107 Broadway, New York City, covering the eastern states; L. L. Bradford & Associates, 1386, the Merchandise Mart, Chicago, the midwest; Conrad & King, Inc., 2203 Peachtree Road, N.E. Atlanta, the south; Hughes & Stokes, 1614 Santa Fe Bldg., Dallas, the southwest; and A. P. Wells, Inc., 157 Motor Avenue, Salt Lake City, Utah, the mountain states.

LOVE ON WHEELS

A Mid-Western doctor, who listens as a hobby to the popular opinion that athletic girls are less inclined to be lovey-dovey than the clinging-vine type, crossed our wires to jingle:

Girls who ride bicycles
Are seldom necklaces

ARCHERY ACCESSORIES CALLED POPULAR SALES NUMBERS

To meet a growing demand for Archery Accessories Withington of Buckfield, Maine is individually packaging arrows, bows, targets, target faces, quivers and arrows, and quivers

Three feathered regulation arrows with steel or rubber suction safety cups are available in 18, 22, 24, 26 and 28" lengths. Fifteen-inch feathered arrows with rubber safety cups are also available. All arrows are packed in polyethylene

bags with colorful descriptive tags

Prince Valiant tested and balanced ash bows with laminated hand grip are packaged in 4', 4½' and 5' lengths

Targets complete with one target face are 20"x20"x4" and are straw filled. Extra target faces are printed in four colors, are numbered and give archery scoring rules

Quivers 13" long with 16 or 18" arrows and quivers 15" with 18, 22, 24, 26 or 28" arrows are individually packaged in polyethylene bags. Quivers only are also available

Other items in the Withington Line include Prince Valiant Archery Sets, Withington Juvenile Boxed Archery Sets, Withington Bagged Archery Sets and Little Beaver Carded Archery Sets

DOEPKE AND CASTNER REMAIN IN MANAGEMENT OF HIBBEN CO.

Robert P. Doepke and John P. Castner, who have served as management for the John H. Hibben Company, 7th and Walnut Streets, Cincinnati, under previous ownership of the business, will continue in the same capacity for the new owners who recently purchased the business.

It was announced that on September 27 at a meeting held in headquarters of the Hibben Company, Robert P. Doepke was elected vice president in charge of sales while John P. Castner was elected vice-president in charge of merchandise.

Mr. Doepke and Mr. Castner stress that there will be no change in company policy or methods but that addition of working capital now made available will permit continued expansion.

John H. Hibben Company, in business since 1896, serves merchants in Ohio and surrounding states as wholesale distributors of toys, housewares, dry goods, and apparel.

GONG BELL New Sidewalk Toys

IDEAL FOR SPRING AND EVERYDAY FUN . . .

These 3 new popularly priced toys are designed specially for spring but will do wonders for your year 'round toy business, too. Colorful, realistic, musical, each combines typical Gong Bell high quality with plenty of play appeal—indoors and out. Order now. SELL now.

Gong Bell Toys Are ALWAYS Moving!

NO. 260 GARDEN CART

NO. 909 FLOWER WAGON

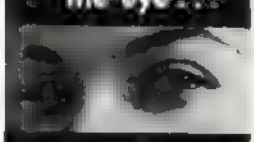
NO. 310 JUNIOR FIRE CHIEF SCOOTER

THE GONG BELL MANUFACTURING CO. • East Hampton, Conn.

SALES OFFICE: Suite 316-318, 200 Fifth Ave., New York, N. Y.

EXPORT AGENTS: Guiterman Co., Inc., 35 So. William St., New York 4, N. Y.

there's more than meets the eye . . .



Lido

means

* EXTRA SALES for you!
* EXTRA PROFITS for you!
* EXTRA VALUES for you!

#237 LIDO CASTLE

Complete with mounted and foot Knights, Battle Horses, Interchangeable Weapons, Cannons and Shells. Looks like the real thing! Assorted colors. ***Knights and weapons made of unbreakable miracle plastic.*** Cutouts from box sets up into a life-like castle

$2.00* retail

*East of the Rockies

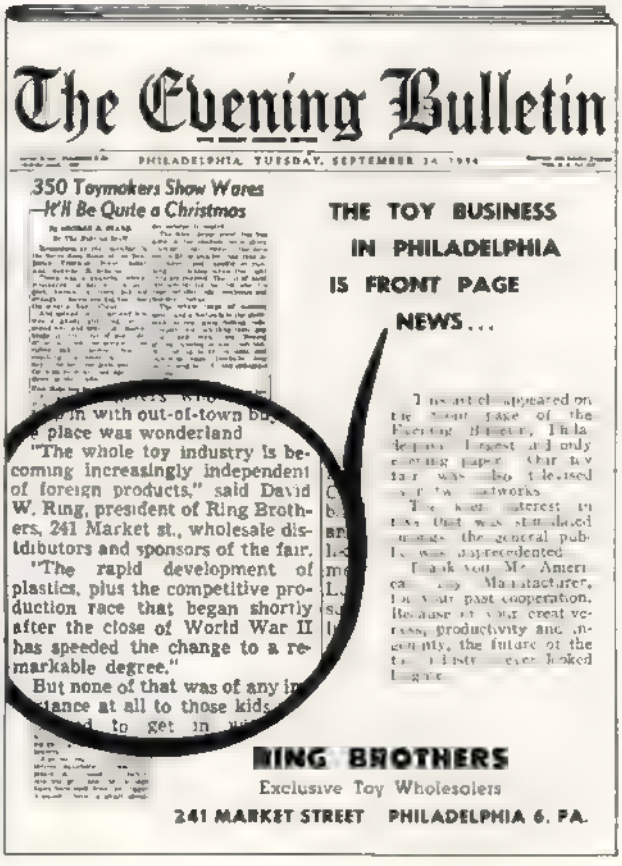
Be sure to check our proved best sellers now. Write for complete illustrated catalog, describing the entire fast moving—profitable Lido Line.

Lido TOY COMPANY

200 5th AVENUE • ROOM 206

Plant: 321 Rider Ave., N. Y. 51

LUdlow 5-9400



The Evening Bulletin

PHILADELPHIA, TUESDAY, SEPTEMBER 14 1954

350 Toymakers Show Wares —It'll Be Quite a Christmas

THE TOY BUSINESS IN PHILADELPHIA IS FRONT PAGE NEWS . . .

in with out-of-town bu
place was wonderland

"The whole toy industry is becoming increasingly independent of foreign products," said David W. Ring, president of Ring Brothers, 241 Market st., wholesale distributors and sponsors of the fair.

"The rapid development of plastics, plus the competitive production race that began shortly after the close of World War II has speeded the change to a remarkable degree."

But none of that was of any i
tance at all to those kids
to get in

RING BROTHERS

Exclusive Toy Wholesalers

241 MARKET STREET PHILADELPHIA 6, PA.

THE MOTOR THAT'S RIGHT BEHIND YOU

...THE Buccaneer 12

3 H. P. DELUXE
Only 29 lbs.
Many features, low cost
Full pivot reverse

5 H. P. DELUXE
46½ lbs.
Full pivot reverse
1½ to 12 MPH
also 3 H P SPECIAL

That's right! This all-new Buccaneer 12 H.P. outboard practically runs itself. Design simplicity gives smooth, even trolling. A twist of the throttle brings instant, surging power and speed . . . with never a sputter. For lightning-quick starts, there's the new separate automotive-type choke. Vibrationless comfort results from the cushioned steering handle. Of course, the gearshift gives you forward, neutral and reverse. The Bo'sun accessories —remote control system and remote fuel system—mean extra boating convenience and enjoyment. Make sure you see this complete line of distinctively finished outboard motors.

All horsepower ratings certified by the Outboard Boating Club of America at 4000 R.P.M.

GALE PRODUCTS

A Division of Outboard, Marine & Manufacturing Company
Galesburg, Illinois

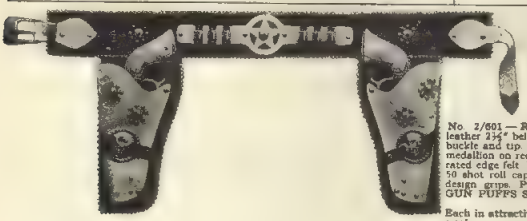
Holsters

No. C52/944 — GENE AUTRY DELUXE DOUBLE HOLSTER WITH CUFFS AND SPURS. Genuine natural, top grain cowhide holster on matching belt, decorated with nickel plated conchos and spots — 2 bullet clips and bullets. Matched cuff and nickel spurs. Contains 2 No. 44 Nevada Gold Guns. Packed ½ dozen to carton.
HL .....$9.00 ea.

No. C52/844 — Same, only of Black Smooth Top Grain Leather.
HL .....$9.00 ea.

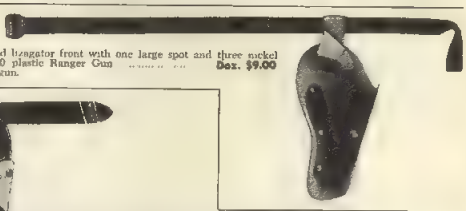
CMC #1000 "BIG CHIEF" HOLSTER
$2.75 Doz.
All Leather embossed holster with simulated leather ⅝" belt.

CMC #1001 "BUCKAROO HOLSTER"
$5.40 Doz.
All leather embossed holster and leather ⅝" belt.

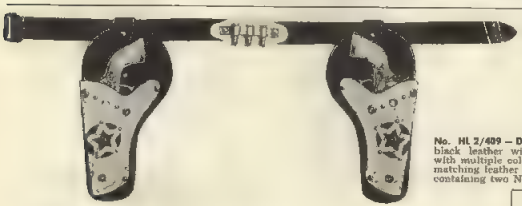


No. 2/601 — RED AND WHITE DOUBLE HOLSTER SET — Genuine red leather 2½" belt, felt lined, chrome spotted, bullet clip and 6 red bullets. Western buckle and tip. Holster front genuine with oak leaf design leather with steer head medallion on red leather strap against back of genuine red leather with white serrated edge felt. Bright nickel plated Deluxe Champion Guns, unbreakable die cast 50 shot roll cap repeating action, automatic fingertip release, plastic horse-head design grips. Pistol 10" long. FEATURING THE SMOKER CAP PISTOL. GUN PUFFS SMOKE WHEN FIRED!

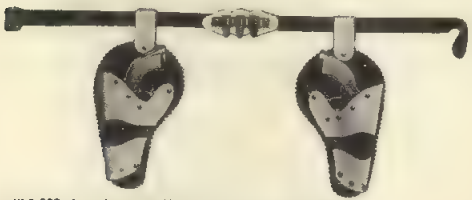
Each in attractive varnished lithographed Gene Autry box. No. 601 — Same, only single.



No. HL 201 — Single Holster Set - Tan Texan back with red lizzgator front with one large spot and three nickel rivets attached to 1" red lizzgator belt. Contains No. 10 plastic Ranger Gun ..... Doz. $9.00
No. HL 200 — Same, only contains No. 25 die-cast metal gun.



No. HL 2/409 — Double Holster Set — Genuine leather backs of black leather with marked white leather fronts. Decorated with multiple colored jewels and nickel spots, attached to 1½" matching leather belt with bullet clip and three red bullets and containing two No. 100 Nevada Gold Ranger guns Doz. $27.00



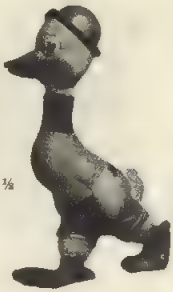
No. HL 2/309 — Texas Ranger Double Holster Set — All genuine leather holster set, back of holster red leather. Fronts of holsters white leather with nickel plated spots. Red leather cross straps with blue jewel, 1" leather belt with bullet clip and three bullets affixed to white centre-piece strap to belt. Two No. 100 Ranger 50 shot, roll-cap, break barrel repeating action pistols. Automatic fingertip release. Each in attractive varnished lithographed box. Dozen $37.00

CMC #1003T—"TEXAS RANGER" TWIN HOLSTER SET
$11.40 doz.
Also CMC #1003 Holster, only single $6.60 doz.

FRM-15 "LONGHOP" The RABBIT

Available in standard pack of ½ doz. to a shipping container.

$20.00 doz.



RM-13 "MR. SQUAWKER" The DUCK

Available in standard pack of ½ doz. to a shipping container.

$20.00 doz.

RM-14 "JOSIE" The LAMB

Available in standard pack of ½ doz. to a shipping container.

$20.00 doz.

$6.40 per doz.

RM-10 "Fleecy" The Lamb

Fitted with Metal Bell, Pink or Blue Tasselled Cord—Metal Whistle—Packed in 5 color cellophane—window carton, size 7" x 5" x 2½"—Shipping Weight about 4 lbs. to 1 dozen

$5.60 per doz.

RM-1 "Perky" The Pup

5" high, 4" wide—Each in Printed Cellophane Bag—Shipping Weight about 2½ lbs. to 1 dozen.

$9.60 per doz.

$9.60 per doz.

RM-8 "Milky" The Cow **RM-7 "Frisky" The Horse**

Each approx. 7" high—Packed in 4 color "Barn" cartons, size 8½" x 6¼" x 2¾"—Shipping Weight about 6½ lbs. to 1 dozen.

- **Sanitary—Squeezable—Washable—Durable.**
- **Made of Pure, Ivory Colored Natural Latex Rubber.**
- **Attractively decorated—Harmless Colors Used.**
- **Metal Whistle in Each Character.**

ALL PRICES QUOTED ARE SUBJECT TO CHANGE WITHOUT NOTICE

Gene Autry—cowboy star of television, movies and syndicated comic strips.

Gene Autry TIME

means sure-fire sales when you feature the

Gene Autry WESTERN HAT

It's here — the GENE AUTRY western hat — known to millions of children from coast to coast! Authentically fashioned of fine quality, 100% wool felt, with reeded sweat band and adjustable chin cord. The genuine GENE AUTRY shaping is locked into position . . . defies crumbling . . . snaps back into position even under heavy playtime punishment. This is the hat you'll just show to sell — a real volume-sales maker!

$1.98 SUGGESTED RETAIL

Available in Four Genuine Western Colors:

GRAND CANYON RED
SAGEBRUSH GREEN
SADDLEHORN BLACK
PONY BROWN

OR IN PURE WHITE, $2.49 suggested retail

A market of millions of GENE AUTRY fans awaits you

SEE YOUR LOCAL JOBBER for this number

Or

SEND POSTAGE-FREE POSTCARD *Today*

FOR SAMPLE ORDER *and address of your local jobber*

TOY FAIR SHOWING: HOTEL NEW YORKER, ROOM 1146

O. K. — send us a sample order of the following:

____doz. FIBER WESTERN HAT

____doz. GENE AUTRY WESTERN HAT

☐ Name and address of local jobber

NAME

ADDRESS

CITY Zone State

benay-albee

65 SOUTH 11th STREET
BROOKLYN, N. Y.

California office
Irving Petok 310 East 4th St., Los Angeles, Calif.

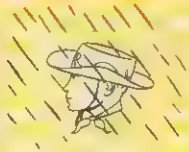
For a HATful of PROFITS!

* TOY FAIR SHOWING:
HOTEL NEW YORKER, ROOM 1146

Fiber Western Hat

the fiber western hat with all these plus features!

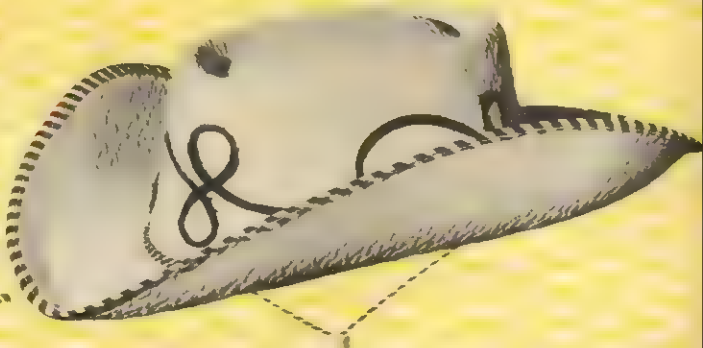
Colors are dyed in . . . not painted on! Won't fade or buckle in sun.



Water repellent . . . stands up better in any weather!

Ventilated fiber weave . . . helps control perspiration of children at play!

Flexible . . . shapes easily into many favorite styles!



A sell-out sensation in '53 — has built up an even greater demand for '54! Made of special miracle fiber that *looks* better, *wears* better, SELLS better! Available in White with black trim or red trim; red with white trim; yellow with black trim, and black with white trim. Complete with adjustable-slide chin cord.

79¢ SUGGESTED RETAIL

Ride the sales round-up with this year-'round popularity champ . . .

SEE YOUR LOCAL JOBBER
for this number
Or
SEND POSTAGE-FREE POSTCARD
Today
FOR SAMPLE ORDER
and address of your local jobber

benay-albee
65 SOUTH 11th STREET
BROOKLYN, N. Y.
California office
Irving Patok 310 East 4th St., Los Angeles, Calif.

Postage Will Be Paid by Addressee

No Postage Stamp Necessary If Mailed in the United States

BUSINESS REPLY CARD
First Class Permit No. 22366, Sec. 34 9, P.L.&R., Brooklyn, N.Y.

BENAY-ALBEE NOVELTY CO.
65 South 11th Street
Brooklyn, N. Y.

Gene Autry—cowboy star of television movies and syndicated comic strips

Gene Autry TIME

means sure-fire sales when you feature the

Gene Autry WESTERN HAT

It's here — the GENE AUTRY western hat — known to millions of children from coast to coast! Authentically fashioned of fine quality, 100% wool felt, with reeded sweat band and adjustable chin cord. The genuine GENE AUTRY shaping is locked into position . . . defies crumbling . . . snaps back into position even under heavy playtime punishment. This is the hat you'll just show to sell — a real volume-sales maker!

$1.98 SUGGESTED RETAIL

Available in Four Genuine Western Colors:

GRAND CANYON RED
SAGEBRUSH GREEN
SADDLEHORN BLACK
PONY BROWN

OR IN PURE WHITE, $2.49 suggested retail

A market of millions of GENE AUTRY fans awaits you

TOY FAIR SHOWING: HOTEL NEW YORKER ROOM 1146

SEE YOUR LOCAL JOBBER
for this number

Or

SEND POSTAGE-FREE POSTCARD

Today

FOR SAMPLE ORDER
and address of your local jobber

O. K. — send us a sample order of the following:

____ doz. FIBER WESTERN HAT
____ doz. GENE AUTRY WESTERN HAT
☐ Name and address of local jobber

NAME

ADDRESS

CITY Zone State

benay-Albee

65 SOUTH 11th STREET
BROOKLYN, N. Y.

California office
Irving Petak 310 East 4th St., Los Angeles, Calif.

For a HATful of PROFITS!

Fiber Western Hat

* TOY FAIR SHOWING:
HOTEL NEW YORKER, ROOM 1146

the fiber western hat with all these plus features!

Colors are dyed in . . . not painted on! Won't fade or buckle in sun.

Water repellent . . . stands up better in any weather!

Ventilated fiber weave . . . helps control perspiration of children at play!

Flexible . . . shapes easily into many favorite styles!

A sell-out sensation in '53 — has built up an even greater demand for '54! Made of special miracle fiber that *looks* better, *wears* better, SELLS better! Available in White with black trim or red trim; red with white trim; yellow with black trim, and black with white trim. Complete with adjustable-slide chin cord.

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Ride the sales round-up with this year-'round popularity champ . . .

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Or
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Today
FOR SAMPLE ORDER
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benay-albee

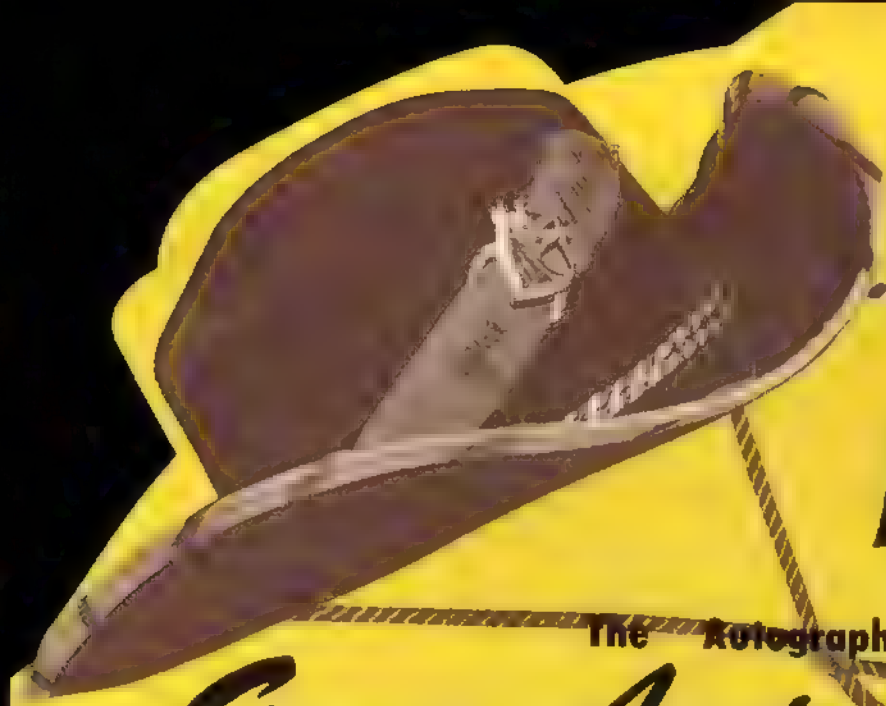
65 SOUTH 11th STREET
BROOKLYN, N. Y.
California office:
Irving Petek 310 East 4th St., Los Angeles, Calif.

Postage Will Be Paid by Addressee

No Postage Stamp Necessary If Mailed in the United States

BUSINESS REPLY CARD
First Class Permit No. 22366, Sec. 34.9, P.L.&R., Brooklyn, N.Y.

BENAY-ALBEE NOVELTY CO.
65 South 11th Street
Brooklyn, N. Y.



another

benay-Albee

exclusive

The Autographed

Gene Autry

WESTERN HAT

$1.98

SUGGESTED RETAIL

#702 P

#71

#704

#404

#979

#214

#711-DERBY

#500

Going great guns — and the best is yet to come! The **GENE AUTRY** western hat . . . known to millions of children from coast to coast! Authentically fashioned of fine quality, 100% wool felt, with reeded sweat band and adjustable chin cord. The genuine GENE AUTRY shaping is locked into position . . . defies crumbling . . . snaps back into position even under heavy playtime punishment. This is the hat that offers you a volume as big as your stock — don't be caught short!

Gene Autry—cowboy star of television, movies and syndicated comic strips

Available in Four Genuine Western Colors:

PONY BROWN
SAGEBRUSH GREEN
SADDLEHORN BLACK
GRAND CANYON RED

Please Rush

a sample order of the following:

_____doz. THE WESTERNER

_____doz. GENE AUTRY WESTERN HAT

☐ Name and address of local jobber ☐ Information about your new display rack.

NAME. . . . . .

ADDRESS. . . . . .

CITY . . . . . Zone . . . State . . .

SEE YOUR LOCAL JOBBER
for this number
Or
SEND POSTAGE-FREE POSTCARD
Today
FOR SAMPLE ORDER
and address of your local jobber

benay-Albee

65 SOUTH 11th STREET
BROOKLYN, N. Y.

CALIFORNIA OFFICE: 310 East 4th St., Los Angeles, Calif.

benay-Albee

presents

EXCLUSIVE WESTERN 'BULLDOG' STYLING — FIRST TIME AT THIS LOW PRICE!

"THE Western"

$1.98
SUGGESTED RETAIL

This is the sensational "working cowboy" hat . . . the hat that means **REAL WESTERN** to millions and millions of fans! Made with extra-wide brim and Bulldog-style crown . . . details that spell **BIG SALES** and **BIG PROFITS** at this new LOW price! Handsomely finished with contrasting trim and adjustable chin cord.

Available in Four Genuine Western Colors

SADDLEHORN BLACK **GRAND CANYON RED**
PONY BROWN **SAGEBRUSH GREEN**

SEE YOUR LOCAL JOBBER
for this number

Or

SEND POSTAGE-FREE POSTCARD

Today

FOR SAMPLE ORDER
and address of your local jobber

benay-Albee
65 SOUTH 11th STREET
BROOKLYN, N. Y.

CALIFORNIA OFFICE: 310 East 4th St., Los Angeles, Calif.

Postage Will Be Paid by Addressee

No Postage Stamp Necessary If Mailed in the United States

BUSINESS REPLY CARD
First Class Permit No. 22366 Sec. 34.9 P.L.&R. New York, N. Y.

BENAY-ALBEE NOVELTY CO.
65 South 11th Street
Brooklyn, N. Y.

GEORGE

LAWN & GARDEN TRACTOR

SNOW BLOWER ATTACHMENT

For George Tractor

A wide swath in front of George tractor. Heavy duty gear-wheel or light duty shear-pin wheel and drive. Instantly reversible. Rugged, heat treated steel cutting auger and deflector. Auger is 20" wide and 10" high. Large 9 blades throw snow into blower stack and discharges it right or left. Adjustable shoes in blower panel prevent blade from hitting obstructions. 30 lbs.

No. 15H-9041. (#22B13). **Index 1 2225.** LIST **29.50**

GEORGE ROTO-TILLER

Takes the work out of garden preparation and cultivating. 4 HP Briggs & Stratton 4-cycle gas engine. Positive clutch permits idling. Throttle control on handle regulates speed from 0 to 4 MPH. Tines adjust to 3 depths. Depth gauge regulates tilling depth. Tubular steel handles are adjustable to 4 positions. Rugged, heat treated steel tines. Guard to keep turf-bred bacteria. Replaceable shear bolts. Tubular steel skid shoes and other safety features. Overall dimensions 42" long x 13 x20 inches long — may be used as lawn mower. 105 lbs.

No. 15H-9035. Index 1-8250. LIST **109.50** Complete Unit!

SNOW BLADE

GEORGE 2-WHEEL 2 H.P. LAWN and GARDEN TRACTOR

There's hardly a lawn or garden chore this rugged tractor can't do—plows, hills rows, harrows, cultivates, cuts weeds, mows lawns, dozes dirt and removes snow. Easy to handle, even the youngsters can operate it. 2H.P. Briggs or Clinton 4-cycle, air cooled, gasoline engine with ground speed up to 3 m.p.h. Automatic centrifugal governor. 3 power take-offs: 3300, 1100 and 385. Large cast iron wheels with semi-pneumatic tires and Zerk fittings to bearings. V-belt and positive all weather tractor. All-steel welded construction. Attachments are quick mount on rear with one lever. (floating tool bar needed for rear hitch tools) 100 lbs.

No. 15H-8038. #22B
Index 1-8506. LIST **114.50**

ROTARY TILLER

GEORGE LAWN and GARDEN TRACTOR ATTACHMENTS

SNOW BLADE (rear hitch) .25" steel blade with shoes under each end. Adjusts to any angle. 15 lbs. (#22B10).
No. 15H-9042. Index 1-850 LIST **11.25**

18" REEL-TYPE MOWER

18" LAWN MOWER (front hitch) Cast iron side frames, heavy duty bed knife plate, welded steel blades. Ball-bearings. 34 lbs.
No. 15H-9007 #22B15
Index 1 2375. LIST **34.50**

LAWN MOWER HITCH

LAWN MOWER HITCH (rear) Converts any of our 2 ton type 12" mower to rear mower. Angles mower to right or left. 5 lbs. (#22B12).
No. 15H 9039 Index 1-335. LIST **4.50**

24" SICKLE BAR MOWER

24" SICKLE BAR MOWER (front hitch) Mows 2½ to 3½ acres a day, cuts grass and weeds without effort. Has vertical guards. Zerk fittings to bearings. Driven by V-belt from power take-off pulley. No operator. 90 lbs (#22B8).
No. 15H-9040 Index 1 3175. LIST **42.50**

20" ROTARY MOWER

20" ROTARY MOWER (front hitch) Self-propelled. Adjustable cutting height 1" to 3". 1400 RPM. Zerk fittings. Blade fully guarded for safety. Heavy gauge steel construction. 50 lbs (#22B16).
No. 15H-9050.
Index 1-3175. LIST **42.50**

WAGON DUMPCART (REAR)

ROTARY TILLER (rear hitch)—Tills path 12" wide 2" to 4" deep. Rotor diameter 9". Chain driven from power shaft at side. Heavy metal case inside for protection. Rugged, heat treated steel blades. End drive for good ground coverage. 40 lbs (#22B9).
No. 15H-9045.
Index 1-3175. LIST **42.50**

4-SHOVEL CULTIVATOR (rear hitch) Shovels for straddle cultivation. Spring steel duck feet shovels. Adjustable depth and spread. Heavy duty frame. Weight 10 lbs (#22B6).
No. 15H-9047
Index 1 850 LIST **8.75**

DISC HARROW rear hitch. Set of 4 blades. Adjustable angle of harrowing. Weight can be increased for added penetration. 15 lbs.
No. 15H 9044. (#22B5
Index 1 1175. LIST **15.75**

FURROWING PLOW for cultivating and layout of rows for planting. Made of carbon heat treated steel. Adjustable for setting to pair 10 lbs. #22B6.
No. 15H 9043
Index 1-850 LIST **8.75**

4½" HILLING PLOW and COULTER (rear hitch) For hilling plants such as potatoes, corn, etc. Carbon heat treated steel blade and coulter. Angle adjustable for greater working depth. Attaches to floating tool bar (floating tool bar needed for rear hitch tools) #22B7.
No. 15H 9046.
Index 1 1125. LIST **15.00**

2 SHOVEL WEEDER rear hitch. For cultivation. Carbon steel heat treated blades adjustable depth and angle. Attaches to floating tool bar. 15 lbs (#22B8).
No. 15H-9045.
Index 1 1125. LIST **15.00**

WAGON DUMP CART rear hitch. Side 48" long dump bed on steel frame for rear hitch at rear of tractor. 12x30 wheels. Operator's seat braced over wagon. 50 lbs (#22B16).
No. 15H-9036. Index 1-3175. LIST **42.50**

FLOATING TOOL BAR—Attaches to rear hitch of tractor. 10 lbs #22B9.
No. 15H-9049
Index 1 335 LIST **4.50**

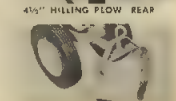
ROTARY TILLER

CULTIVATOR (REAR)

DISC HARROW

FURROWING PLOW

4½" HILLING PLOW REAR



WEEDER REAR

LAWN CONDITIONERS

(A) WHIZ 20" MOBILE ROTARY BRUSH and WOOD SAW
Easy to operate. Recommended for use in clearing sprouts and timber. Cuts trees up to 12" trims and saws them into fireplace or cord wood. Propelled by **Briggs and Stratton 2½ H.P. 4 cycle gasoline engine.** Throttle and clutch levers mounted on handles. Clutch allows starting motor without cutting blade in motion. **Blade driven by double V-belt** providing greater efficiency. Speed varies to fit job. **Blade can be simply adjusted to 4 cutting positions** for desired 30° angle 90° angle or vertical) while motor blade or both are running. **Equipped with 2 interchangeable blades**—(1) 20" Cutting Cardwood type saw blade with 3/8" hole and 70 weed blade 3 16x3 crucible steel with spring steel special locking mechanism securely holds cutting blade .12 gauge high tensile duty sheet steel blade-guard protects user. Heavy gauge tube or steel chassis with high tensile steel bars for lightweight ruggedness. Manganese alloy steel axle supported by 2 shielded ball bearings. **Large 20" ball-bearing heavy gauge steel disc wheels** with 20x1.75 semi-pneumatic tires provide easy handle free progress in high weeds and brush. 140 lbs. F.O.B. Baxter Springs, Kansas.
No. 9H-2734 Index 1-12250. LIST **164.50**

WHIZ 26" POWER SAW. Built for extra heavy work. Same as above model, except larger. Has 26" saw blade and Briggs and Stratton 4-cycle, 5 H.P. gasoline engine. F.O.B. Kansas.
No. 9H-2758. Index 1-16450 LIST **249.50**

(B) WHIZ SAW BRUSH and WEED ATTACHMENT
Converts above power saws to weed cutter. Stays sharp. Cuts heavy brush and weeds easily. Reversible cutting blades is forged from crucible steel spring steel. Safety leveling platform with blade guard. 2 ball bearing mounted wheels with puncture-proof tires. F.O.B. Kansas.

No.	Size	Index	Lbs.	LIST
9H-2755	20"	1-1050	12	13.90
9H-2757	26"	1-1200	15	16.80

(C) WHIZ 7" POST HOLE AUGER ATTACHMENT
Easily attaches to above power saws. Features dual clutch control for easier handling. Hard surface cutting edges will not wear out. Digs hole 7" diameter and 2 feet deep. 35 lbs. F.O.B. Kansas.
No. 9H-2758. Index 1-2800 LIST **37.50**

(D) RO-HO GARDENER
Cleans out weeds- hoes, cultivates- mulches soil. Works soil as you walk. Reel of 8 blades (with 40 Hoe Points) revolves like lawn mower, works like both hoe and rake. Wide scuffle knife skims along under surface of soil cutting weed roots, breaking up clods and spreading soil evenly. Five 6" shovels can be used for deep cultivation. Weeds and mulches a strip 10½" wide. Rotary Hoe drum 8¾" wide. 20 lbs.
No. 9H-2578. Index 1-695 LIST **8.95**

(E) OUR LEADER 16" LUBRICATED LAWN MOWER
Here's a leader in popular priced lawn mowers with quality materials, workmanship and performance that is hard to beat at any price. 10" wheels have lawn saving solid rubber tires. 4 cutting blades locked in frame. 5 blade self-adjusting ball-bearing reel. Spring tip cutters. Raised edge steel bed knife. Positive ratchet. Weighs full 35 lbs. cutting width 41 lbs.
No. 9H 2512A. (#2567) Index 1-1458, 3-1282. LIST **20.75**

(F) DELUXE LAWN MOWERS—16" and 18" Sizes
Rugged heavy-duty construction. Built for years of good service. Heavy 6 cutting reel 5 cutting blades and bed-knife made of edge-holding chrome-alloy steel. 1¼" steel shock-bar assures proper alignment and protects blades. Self-adjusting ball bearings. Semi-pneumatic tires. Heavy duty rubber covered roller. Tubular steel handle fitted with rubber grips. Finished in light Yellow with dark Green trim.

No.	Swath	Weight	Index	LIST
9H-2504	16"	45 lbs.	1-1090	27.50
9H-2536	18"	47 lbs.	1-2210	30.50

18" CREEPING BENT LAWN MOWER: Same as above but designed for cutting Creeping Bent only. Equipped with 7 crucible steel blades. Cuts full 18" swath. 49 lbs.
No 9H-2514. Index 1-2236. LIST **32.50**

(G) TRIMMER and EDGER
Mows close to walks, fences and shrubs. Hardened tool steel edging disc with steel plow cuts neat furrow on edge of walks. 5 crucible steel blades tool steel bed knife and automatic adjusting bearings assure smooth, positive cutting action and long life. 8" drive wheel has 1¼" rubber tread. Attractive Gold finish trimmed in Red. 24 lbs.
No. 9H-2513. Index 1-1387. LIST **20.50**

(H) SKIL TRIMMER
Cuts 100 ft. of hedge top and sides, in less than 30 minutes. Ideal for shaping, rounding, beveling fancy cutting and sharp corners. Handle adjusts for 3-way 90° right or left turn. 12" self-sharpening tool steel cutting blade is spring loaded for proper tension, longer wear. Strong lightweight aluminum housing. 6-ft. rubber cord. AC or DC, 60 cycles, 115 volts. Overall length 23". 6 lbs.
No. 9H-2568. (#512) Index 1-3147 LIST **44.95**

(J) LECTRO-EJER ELECTRIC GRASS TRIMMER
A midget rotary mower that trims everywhere big mowers can't reach. Lightweight, easy to handle—extremely safe. Completely guarded heat treated steel blade does not require sharpening in normal operation. Ball-bearings permanently lubricated and sealed. Slide switch in handle plastic handle. 1/20 H.P. motor. 115 volts 5000 RPM, cooling fan. AC/DC. 3 lbs.
No. 9H-2565. Index 1-1997. LIST **29.95**

(K) to (N) LAWN and GARDEN SHEARS
(K) Grass Shear. Up and down action. Serrated electroplated blades. Tilting stud. 13¾" long. 5½" cutting stroke. 1¼ lbs.
No. 9H-2564. (#21) Index 1-138; 6-128 LIST **2.15**

(L) Hedge Shear. Finger-grip rubber handles. Scalloped tempered precision ground blades. 18½" long. 8" cutting stroke. 2½ lbs.
No. 9H-2561 (#26) Index 1-253; 6-237 LIST **3.95**

(M) Pruning Shear. Draw-cut type. Tempered alloy steel blade. Self-leveling anvil. Large throat opening. In sheath. 8" long. 11 oz.
No. 9H-2563. (#25) Index 1-177; 6-163 LIST **2.75**

(N) Long Handled Grass Shear. Up and down action. 37" long handle. Rolls on 2 wheels. Serrated blades. 5½" cutting stroke. 3¼ lbs.
No. 9H-2562. (#2, Index 1-248; 6-231 LIST **3.85**

ITEMS ON THIS PAGE NOT INCLUDED IN OUR PREPAID FREIGHT OFFER

LME8 Sturdy Toy Pop Gun. Made in England Steel barrel, black enamelled finish, polished wood butt, comes complete with cord and string attached. Overall length 24". Weight 9 lbs per dozen Dozen **$6.60**

LME No. E10 SINGLE BARREL GUN, Pull Action
Fusil

21½ inches **$7.20 Doz.**

No. LM of E E 19 DOUBLE BARREL GUN

As illustrated, strong construction. Equipped with two triggers, giving off two loud reports. Break loading action, and fixed corks. Breech trigger guard and triggers plated. 26½ inches, 28 ozs. Packed: 1 per box

No. LM of E E 19 . . . . . doz. $12.60

MCL 7101A .....Dozen $13.20

HL 90. Roy Rogers. Gold plated repeater gun and spur set. **$18.00** Doz.

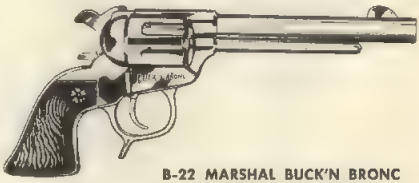
B-20 DEPUTY BUCK'N BRONC
50 SHOT REPEATER — Deluxe nickel plated gun, 8⅜ inches long, exclusively features: Bronze-colored simulated bone handle with BB brand; Deputy name below gun chamber.
Packed: 3 dozen per carton
Weight: 20 lbs. per carton
GSM B-20 . . . . . $8.60 doz.

No. 208 BRONCO

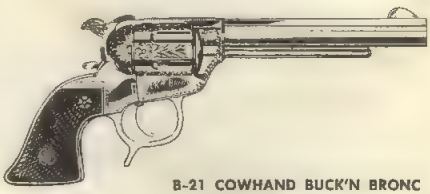
Six Shooter Model - A very accurate performer that won't fail a youngster. Has a new loading feature - "Swing-Out" Cylinder. Beautifully designed, detailed and finished. Die cast of zinc alloy, Bright Chromate finish. Packed 2 doz. per carton. 23 lbs. Individually boxed

MMP _____ **13.80** Doz

BUCK'N BRONC FOR BOOMING PROFITS



B-22 MARSHAL BUCK'N BRONC
50 SHOT REPEATER — Deluxe chrome plated gun, 9¾ inches long, exclusively features: Bronze-colored simulated bone handle with BB brand; Marshal name below gun chamber.
Packed: 2 dozen per carton
Weight: 21 lbs. per carton
GSM B-22 . . . . . $18.00 doz



B-21 COWHAND BUCK'N BRONC
50 SHOT REPEATER — Deluxe nickel plated gun, 9¾ inches long, exclusively features: Authentic Western Cross-Hatch bronze-colored handle with BB brand. Gleaming embossed Western design on gun stock; Cowhand name below gun chamber.
Packed: 2 dozen per carton
Weight: 20 lbs. per carton
GSM B-21 . . . . . $12.60 doz.

BIGGER BANG—Single shot

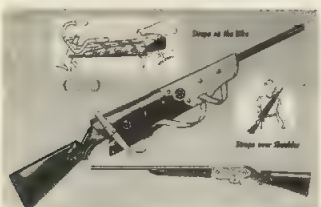
MM&P Bigger Bang/490. **Single Shot.** Cast iron, nickel-plated finishe, a husky gun, length 6 inches.
Dozen **$3.00**

MM&P6/F90. Mountie Senior. Zinc diecast, engraved, positive firing, fast or slow, length 6 inches. Dozen **$10.20**

No. 6 MOUNTIE Sr. Repeater

No. 5 MOUNTIE Jr. Repeater

MM&P5/492. Mountie Junior. Cast iron, nickel plated finish, length 4⅜ inches. Dozen **$4.80**



SMC 2366 — RIFLE AND SCABBARD WITH SHOULDER STRAP

Gun included ..... Each **$4.50**

SCABBARD. Genuine heavy cowhide, combination burgundy and sun-tan. May be worn over shoulder, with barrel or rifle directed up or down, OR attached to crossbar of bicycle by looping shoulder strap through slots along edge of scabbard. Nickel conchas and spots.
RIFLE: Cap Rifle (Illustrated) No. 200 Hubley Frontier Repeating.

Pistol Caps

For Single Shot and Repeating Pistols

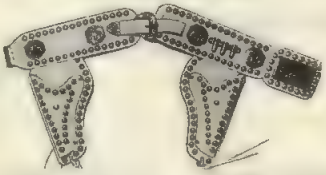
MM&P Single Caps/506. **Single Shot** caps, Mammoth caps in sheet form, 72 shots to a sheet, one sheet per individual box.
Dozen Boxes **40c**
Gross Boxes **$4.50**

MM&P Repeating Caps/507. **Perforated Repeating** caps, 50 shots to a roll, 250 shots to a box.
Dozen Boxes **45c**
Gross Boxes **$4.80**

SMC 2379 — DOUBLE HOLSTER **SMC 379 — SINGLE HOLSTER**

No guns ..... Each **$10.30**

SPECIAL — "Adjust-O-Matic" Belt Feature
BELT: 3½" wide. Black top grain cowhide. White welting and trim. Heavy nickel buckle. Ten real .38 cal. bullets (dummy). **This belt has a special feature permitting adjustment of the waist from 21" to 30"**
HOLSTER: 13" black top grain cowhide with white welting and white overlay. Richly decorated with nickel spots and star shaped jewels



SMC 2378 — DOUBLE HOLSTER **SMC 378 — SINGLE HOLSTER**

No guns ..... Each **$7.50**

SPECIAL — "Adjust-O-Matic" Belt Feature
BELT: 3" wide. Genuine white cowhide. Unique Western style brass-plated buckle and keeper at rear of belt allows for waist adjustment from 24" to 32". Giant bronze Western clasp buckle in front of belt. Richly decorated with cross-pistol conchas. Tru-to-Life bullets and brass spots.
HOLSTER: As Belt. Slides on detachable belt strap. Richly decorated with brass spots. Leather leg straps

SMC 2351 — DOUBLE HOLSTER

No guns ..... Each **$6.20**

BELT. Genuine cowhide, alligator gram, blonde. Extra wide, hip-hugging contour. White leather buckle straps. Large white leather applique, studded with large nickel spots and star jewels surrounding wheel – design concha. Two sets of white wood bullets, leather cartridge loops. Completely backed with scallop-edge goldenrod felt. Fits to 34" waist
HOLSTER: As Belt. Nickel spots and steerhead concha. Backed with goldenrod felt. Leg straps.

GIVE COMPLETE STOCK INITIALS AND NUMBER FOR EVERY ITEM

BUCK'N BRONC

BY GEORGE SCHMIDT

BEST DARN SHOOT'N IRON BAR NONE!

Let's put our pistols on the table and talk PROFITS... for BUCK'N BRONC SHOOT'N IRONS AND SPURS MEAN BIG PROFITS to you in '54! So saddle up for some real Western sales and order the BUCK'N BRONC line TODAY!

BB SHOOT'N IRON FEATURES:

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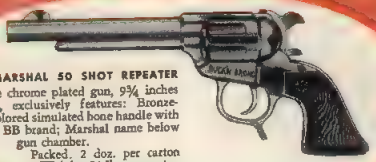
- "NEVER-MISS" Long Lasting Firing Mechanism!
- No Bolts or Screws to Work Loose!
- All Metal Handles!
  - Rivated Construction! Rust-Proof!
  - Precision Tooled in Durable Die-Cast Zinc Alloy!



B-22 MARSHAL 50 SHOT REPEATER

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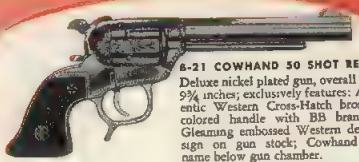
Suggested Retail: $1.49



B-21 COWHAND 50 SHOT REPEATER

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Weight: 21 lbs. per carton
Suggested Retail: $1.00

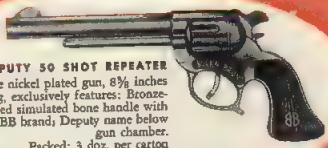
SEE THE COMPLETE LINE INCLUDING NEW COWPOKE AND SIX SHOOTER

TOY FAIR
ROOM 1042
HOTEL NEW YORKER
NORMAN PAISLEY
SAM GAMSON

BUCK'N BRONC SPURS

America's fastest selling spurs! Stock 'em and you'll sell 'em!

B-30 Chrome finish with bronze trim. Genuine leather straps with Western Steerhead on chrome plated concha. Packed: 2 doz. per carton. Weight: 18 lbs. per carton.
B-31 Nickel plated finish.
B-36 Nickel plated finish.



B-20 DEPUTY 50 SHOT REPEATER

Deluxe nickel plated gun, 8⅜ inches long, exclusively features: Bronze-colored simulated bone handle with BB brand; Deputy name below gun chamber.
Packed: 3 doz. per carton
Weight: 21 lbs. per carton
Suggested Retail: $.79

GEORGE SCHMIDT MFG., INC.

716 East 14th Street
Los Angeles 21, California

Decorate
Next Year's Toy Line with MEYERCORD Decals

New metal doll clothes wardrobe featuring pink and blue fawn and bear decals produced exclusively by MEYERCORD for the manufacturer, Harris-Hub Bed and Spring Co., Cicero, Ill.

One of the leaders in the extensive line of toys made by Harris-Hub Bed and Spring Co.

MEYERCORD Decals add color, interest, beauty and SALES APPEAL

Children of all ages love toys most that are decorated with colorful designs . . . animals, clowns, cowboys or what have you! And with all hands and minds turned towards designing and producing next year's toys . . . the problem of what, how and where to decorate looms large. Whether you're building a little girl's item . . . like the wardrobe shown above . . . or rugged trucks, trains or cars for the boys . . . Meyercord Decal Product Decorations can solve your problem speedily and completely.

Meyercord offers a complete variety of stock design Decal Decorations in a full selection of sizes and subjects. Or let Meyercord's design and creative staff suggest custom Decal Decorations, produced specifically for your needs. Stock or special, Meyercord Decals help your toys *sell!*

Meyercord Decals are easily, quickly applied at production line speed . . . available for any commercial surface or finish. Our engineering service is available to assist in your production department.

FREE—Full Color Catalog of Stock or Special Decals

Send for Meyercord Decal Decoration catalog . . . features hundreds of newest stock designs and complete guide for planning custom decals. Write on company letterhead, please. If you prefer, send a sample or description of your product for specific recommendation.

THE MEYERCORD CO.
World's Largest Decalcomania Manufacturers
DEPT. N-406 5323 WEST LAKE STREET, CHICAGO 44, ILLINOIS

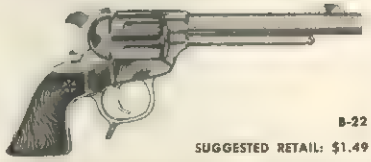
BUCK'N BRONC
By GEORGE SCHMIDT

BEST DARN SHOOT'N IRON BAR NONE!

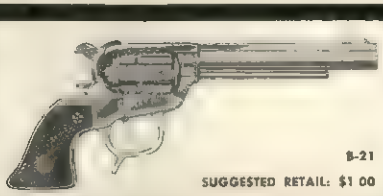
Let's put our pistols on the table and talk PROFITS . . . for BUCK'N BRONC *MEANS* B-I-G PROFITS to you in '54. There's real sales impact in BUCK'N BRONC SHOOT'N IRONS AND SPURS! BUCK'N BRONC SHOOT'N IRON.

EXCLUSIVE FEATURES:

- ★ Automatic Spring Release for Quick, Safe Reloading!
- ★ Riveted Construction!
- ★ No Bolts or Screws to Work Loose!
- ★ All Metal Handles!
- ★ Rustproof by Actual Test!
- ★ "NEVER MISS" Long Lasting Firing Mechanism!
- ★ Precision Tooled in Durable Die-Cast Zinc Alloy!
- ★ Individually Packaged in "Eye-Appeal" Boxes!



B-22
SUGGESTED RETAIL: $1.49



B-21
SUGGESTED RETAIL: $1.00

B-30
SUGGESTED RETAIL $1.98

B-31
SUGGESTED RETAIL: $ .79

Write for Catalogs and Price Sheets

GEORGE SCHMIDT MFG. INC.
716 EAST 14th STREET • LOS ANGELES, CALIFORNIA

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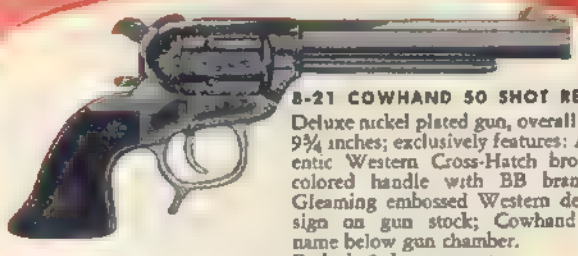

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SEE THE COMPLETE LINE INCLUDING NEW COWPOKE AND SIX SHOOTER

TOY FAIR

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HOTEL NEW YORKER
NORMAN PAISLEY
SAM GAMSON

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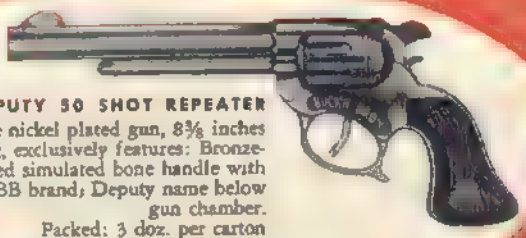

B-20 DEPUTY 50 SHOT REPEATER

Deluxe nickel plated gun, 8⅜ inches long, exclusively features: Bronze-colored simulated bone handle with BB brand; Deputy name below gun chamber.
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Weight: 21 lbs. per carton
Suggested Retail: $.79

GEORGE SCHMIDT MFG., INC.

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Los Angeles 21, California

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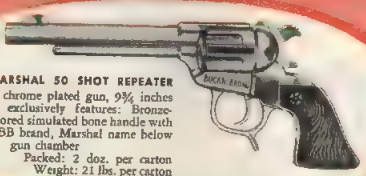

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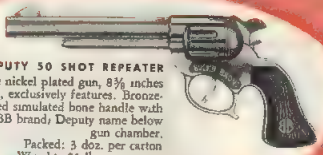

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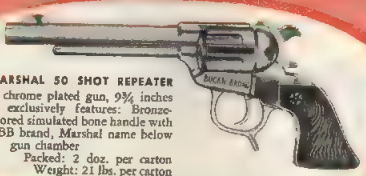

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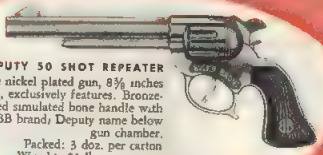

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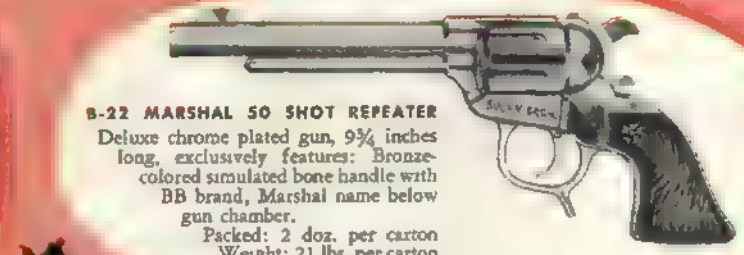

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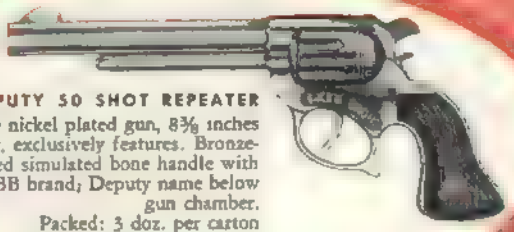

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Los Angeles 21, California

Pegboard is effectively used. American Merchandise is exclusive distributor for Spalding and Reach sporting goods in southern Florida. It also handles an extensive line of hobby and craft supplies. Policy of this jobber is to show only those items that are carried in stock, and to guarantee shipment on all orders which it accepts.

* * *

Beacon Sales Co., 555 N. W. 8th St., Miami, Florida, held its spring and summer show beginning January 20. J. Haber and M. Haber are owners of this toy and novelty jobbing house. Many new and novel items for the regular toy trade and for the tourist gift trade were displayed. This jobber has added large outdoor toys—play gym sets, pools and bikes — and has found the response saleswise is in complete accord with the move. Additional display space and a new style of display has allowed these men to double the number of items on display. Beacon, with its five salesmen, covers the entire southern half of the state of Florida Plans are being made to cover the entire state.

♦

Geo. Schmidt Ready With New Guns

THE "Never-Miss" trigger action, precision-tooled *Buck'n Bronc* line will include three profit-making shooting irons: *"Marshal," "Cowhand,"* and *"Deputy,"* announces president and designer George Schmidt, of Geo. Schmidt Mfg. Co., Los Angeles.

They all possess the same unique Buck'n Bronc qualities. They're set for a fifty-shot repeater action, with speedy, safe reloading, easy for all children. Chrome finish or nickel plating round out the gun's handsome gleam.

The "Marshal," "Cowhand," and "Deputy" have rugged durability, to withstand the roughest, toughest cowboy play—no bolts or screws to work loose, because all parts are riveted! The handles

are all-metal, as is the entire gun, and by actual test, all pieces are rustproof!

Laboratory-Tested

These same pistols played a prominent part in a national laboratory test, where, by certified count, the trigger action was repeated 100,000 times! Indications showed that action even beyond the last count is possible.

Selling is stimulated by eye-catching packages that depict the Wild West, with a whooping cowboy atop a leaping bucking bronc. For easy identification by consumer and retailer, the "Marshal" (B22) model is contained in a green and white package; the others, "Deputy" (B20) and "Cowhand" (B21) are in red and white packages. Through convenient design, the rectangular box can be set up for mass display, simply and quickly.

To complete the Buck'n Bronc Shootin' Iron getup, there are included the *Buck'n Bronc Spurs* and *Belt Buckles*, chrome finished or nickel-plated.

"We are ready to ship immediately to any point in the United States, since we have extra-ample warehouse facilities adjacent to our Los Angeles manufacturing plants," declared Norman Paisley, sales manager of the George Schmidt Manufacturing Company, which is located at 716 East 14th Street.

Gyro-Top Enjoys Large Sales

National sales of the Olympic *Gyro-Top* reached all-time high figures during 1953, according to Lou Cooper & Associates, 1206 Maple, Los Angeles.

The item is attractively packaged in cello bag or box for fast, self-selling action in all good toy departments. The Gyro-Top is all metal and attains high spinning speed. Product finish is in silver or gold

Transogram's Enlarged and Redecorated N. Y. Showroom

Charles S. Raizen, president of the Transogram Toy Company, announces that the company's headquarters at 200 Fifth Avenue, New York City, has been completely re-designed and enlarged to insure improved facilities for selling, and greater comfort for buyers in both surroundings and buying efficiency.

Showroom floor space has been doubled, while the area given over to offices has been increased by one-third. The showroom has been decorated in neutral colors to provide a more restful atmosphere. Walls are in white plastic with subtle grey plastic tops on the display tables. Green and grey tile is used on the floors. This new color scheme was evolved in order to allow for greater concentration on the product being displayed. In accordance with the "white envelope" plan created by architects Horace Ginsbern and Associates for the showroom, there is one wall for display, while the others are covered with walnut wallcases with pull-out shelves.

A new lighting arrangement allows members of the sales force to effectively control spotlights as required for each one's individual needs while selling. Bracket unit lighting that hooks onto wall knobs is supplemented by these spotlights set flush into the ceiling and focus on merchandise being offered.

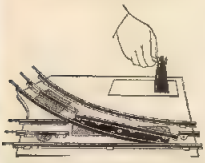
Decorative dividers have been utilized to separate the reception room, the showroom and offices. The reception area itself is in walnut, with decorative grill work and a suspended birch ceiling. The showroom, reception room and offices are completely air-conditioned.

♦

• U. S. trade in 1953 exceeded the previous year in both exports and imports. We shipped a record of $15.7 billion worth of goods abroad, which exceeded the 1947 mark of $15.3 billion. U. S. imports came to $10.9 billion, a $160 million gain over 1952.

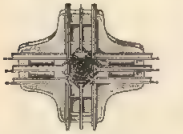
TRAIN ACCESSORIES

"027" Track Accessories



T248/283 — Pair of Manually Operated Electric Switches for 027 Lionel or Marx trains. Made of metal, finished in dull black enamel. Packed 1 pair in box. ..... Per pair $5.00

T248/284 – Electric Remote Contro Sw.tch for use on "027" gauge track layouts. All necessary control cables furnished together with 4 button remote control panel, Green and red lights. Switch measures 9⅛x5½ inches. 1 pair in box. .....Per pair $12.00

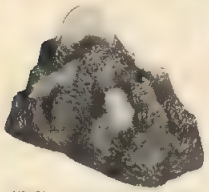


T248/282—Electric Cross-Over Track, 027 gauge, measures 7⅛ inches, for either Lionel or Marx trains. Each in box. .. ..Per dozen $16 00

Extra Track

T248/280—Straight Track for 027 size or either Marx or Lionel Train 3 dozen in box. .. .. Per dozen $3 20

T248/281—Curved Track 027 size for all Marx and Lionel 027 Trains. 3 dozen in box. .. .. .Per dozen $3 20



T248.5512—Snow-Cap Mountain Made of Fibre. Realistically textured. Height 8¼ inches, length 16 inches, width 10½ inches. Packed 1 dozen in box. .. .. .. Per dozen $16.40

Noma Electronic Railroad Station

T248/6404—Noma Electronic Railroad Station, operates on standard flashlight batteries. (Comes without batteries). Faithful replica of thousands of typical railroad station scenes throughout the land. 16 inches long, 6 inches wide, 8 inches high. town name signs are interchangeable, 4 blank signs are included. Durable plastic construction, typical red roof, sparkling white walls, gray platform, green benches. Just press the button on top of chimney and a grave, voice train announcer shouts out the departure of a "well known limited", realistic sound effects of bell, whistle and engine, sound effects last 55 seconds. With three records Each in box. Each $23.00

Tunnels

T248 5511—Curved Tunnel for model train owners. It has a high snow capped peak, a realistic blue waterfall and all surrounding green and brown foliage. Overall length 26 inches, width 16 inches, tunnel opening 6x8 inches. Packed ¼ dozen Per dozen $48.00

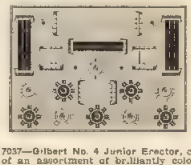
T248 5509—Tunnel, Molded of Durable Fibre, large enough to pass any American Flyer or Lione. Train Overall length 11¼ inches width 5¼ inches height 7⅛ inches, tunnel opening 6x6⅝ inches. Packed bulk .. .. .. Per dozen $14.40

T248. 5510—Model Train Tunnel, large enough to pass any American Flyer or Lione Trains, realistic snowcap design in sturdy molded fibre, beautifully painted in modeled white foliage green and brown. Length 12 inches width 12 inches. Tunnel opening approximately 6x6 inches Packed ½ dozen .. .. .Per dozen $25.60

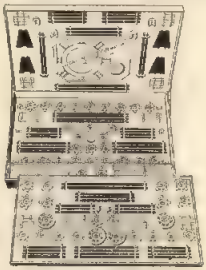
GILBERT BRIK SETS

T248 7055—Gilbert No. 1 Erector Brik Set. Set has 112 Briks, are realistically molded, corrugated type roof, measuring 6⅝x5 inches. All Briks have patented lock to gether construction; half round knobs fit into knob holes, enables you to build straight and true with no toppling. Measures 15½x10x1 inch. New exclusive material makes Briks wonderfully smooth and breakproof Brilliant reds and marble whites. Individually boxed. Each $4.68

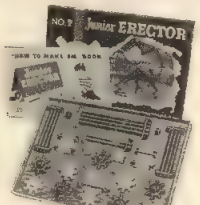
Gilbert Plastic Erector Jr.



T248 7037—Gilbert No. 4 Junior Erector, consists of an assortment of brilliantly colored plastic connectors, tubes, bearings, couplings propellor blades and 4 rubber tires, builds models such as bridge, windmill, hellocopter, derrick, etc. Box size 20⅛x13¾ inches. Model book .. .. Each $6.60



T248/7038—Gilbert No 10 Junior Erector, consists of an assortment of brilliantly colored plastic connectors, tubes, bearings, locks, propellor blades, 4 rubber tires and swing seats. Builds models such as ferris wheels, merry-go-round, airplane, shipyard crane. Put up in box. 20⅛x13¾ inches, Model book. . . .. Each $14.60



T248 7036—Gilbert No. 2 Junior Erector, contains an assortment of brilliantly colored plastic connectors, tubes, bearings and couplings. These unique parts enable you to build many models such as seesaw, windmill, tricycle, swing, etc. Packed in box size 13⅛x9⅜ inches. Model book .. .. Each $3.00

T248 7047—Gilbert No. 5 Microscope Set. Accurately ground optical lens magnifies 60 times actual size and has exclusive Polaroid device which brings out a wonderland of colors impossible to see with ordinary scopes. Dissecting equipment, assortment of slides specimens, etc., included with set. Microscope has adjustable focusing knob, slide clips and mirror Set measures 13x10x2¾ inches Individually boxed. .. .. Each $6.90

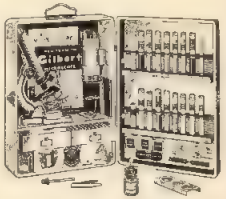
GILBERT MICROSCOPES

T248 7050—Gilbert Microscope. 50 to 210 power. Optical glass lens highly polished Focusing is quick and clear field of view is large. Includes slide with feather section, microscope stand 6⅝ inches high Put up in box. 9⅜ inches high Each $6.60

T248 7051—Gilbert Microscope. 100 to 450 power. Precision made Turet mechanism specially designed Field of view is large Microscope has tilt base. Mirror is adjustable Stands 7½ inches high Luggage type case with attractive green alligator finish Kit includes feather section side Size of case 10⅛ inches high. Each $13.28

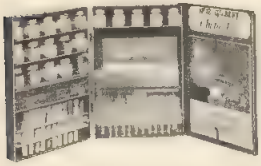
GILBERT MICROSCOPE SETS

T248/7048—Gilbert No. 8 Microscope Set, Scope has high resolving power and 3 separate lens for magnification of 60, 90 and 210 diameters, equipped with polaroid junior rubber friction wheel focusing, contains ample apparatus, chemicals and equipment plus dissection stand and lens. Set measures 18x10x3½ inches. Each in carton .. .. Each $13.28

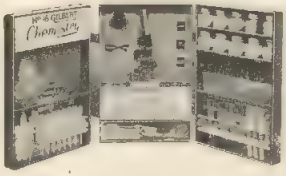


T248 7049—Gilbert No. 20 Microscope Set, huge deluxe laboratory set, featuring a powerful Microscope which magnifies specimens 120, 200 and 450 times their actual size. Scope has turret mechanism for changing magnifications. Polaroid cap and slide with which it is equipped, brings out colors which are really breath taking. Racks and drawers contain big assortment of equipment. Dri Electric Power Pack provides source or substage light to illuminate specimens. Each in carton . . . . . Each $25 28

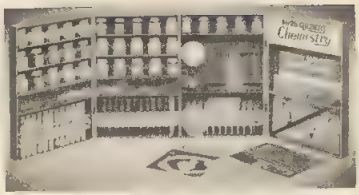
GILBERT CHEMISTRY SETS



T248 7054—Gilbert No. 12 Chemistry Set. Jammed packed with enough chemicals and apparatus to perform 379 thrilling experiments Big steel cheat includes 2 sections plus sturdy cover. Laboratory has 4 shelves of 20 clear see through bottles plus two long test tube racks Parts box has transparent plastic cover. Alcohol lamp, glass stirring rods, funnel, 84 page Gilbert chemistry book, Gilbert home Chemistry and Glass Blowing Set measures 17½x13¾ inches. Each in carton. . Each $13.28



T248 7055—Gilbert No. 16 Chemistry Set with Microscope. Chemical bottles on double shelf are securely held in place by ingenious metal clips to prevent coming out. Parts box has transparent plastic cover Set includes a complete chemical laboratory with ample equipment for home study and experimentation Manuals include Fun with Gilbert Chemistry, Gilbert Microscope Booklet and Glass Blowing Tost tube rack tilts forward for easy accessibility All steel three compartment cabinet measures 9½x13¾ inches. . . . . Each $19.94



T248 7056—Gilbert No. 25 Chemistry and Atomic Energy Set. Huge assortment of chemicals and equipment enables you to perform 450 chemistry experiments listed in the giant 128 page illustrated book "Fun with Gilbert Chemistry" plus 4 other books. "Atomic Energy," "Chemistry in the Home," "Glass Blowing" and "Chemical Magic." Atomic energy apparatus includes spinthariscope enables you to watch disintegration of atomic particles speeding at 10,000 miles per second plus safe radioactive ore Big all steel cabinet has 4 compartments that includes seven steel shelves. 35 bottles, 3 test tube racks, new scientific balance permits precise weighing Chest measures 18x13½x3¾ inches Each in shipping carton. Weight 15 lbs. . . . . Each $33.28

T248 7053—Gilbert Chemistry Set. No. 5 Jr. Laboratory. Over 323 fascinating experiments can be performed with the apparatus and chemicals packed with this full size all steel set. Steel test tube rack lifts forward for easy accessibility Clear see through bottles Bottles can not topple out Chemistry book has 94 pages fully illustrated throughout. Chest measures 9½x12¾ inches

Each $7.94

T248 7052—Gilbert No. 1 Chemistry Set. Here is a beginner's outfit Youngsters in the 7 to 9 age group can now conduct experiments without needing lamps, candles, burners, etc Set enables user to perform 118 experiments Contains 18 pieces of apparatus and chemicals Zinc Oxide, Sodium Carbonate, Dighcol Stearate, Ferric Ammonium Sulphate, etc., plus test tubes, spoon, shovel and other equipment. 72 page illustrated manual. Set measures. 18 inches long, 10 inches wide and 1½ inches high Each in shipping carton.

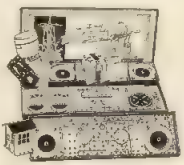
. . . . Each $3.94

Erector Smoke & Choo Choo Kit

T248 7039—Gilbert No. 7 Erector Smoke and Choo-Choo Kit. You can not only have puffing smoke and realistic choo-choo but actually build misfire fire box right into the boiler of your model Kit can be used on erector set No. 7½ and up but a 7.15 volt transformer (not included) is required to operate unit. Each in carton

.. Each $6.28

T248 7040—Gilbert No. 1½ Erector. The builder set. Four sizes of steel girders, three kinds of base plates, illustrated "How-to-Make-'Em" book; shows 72 including baggage truck, swing prairie schooner, express wagon, crane hoist, etc. Set measures 13¾ inches long, 9½ inches wide. .....Each $2.68

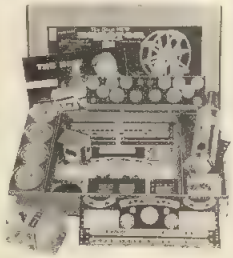


T248/7043—Gilbert No. 6½ Erector. Electric engine set builds the thrilling airplane ride. 386 parts. It has double tier of trays nested in a sturdy hinged cover cardboard box. Powerful electric engine gear train runs in forward and reverse as multiple speed combinations Set builds such models as the lift bridge, windmill pump, airplane beacon, pile driver, delivery truck and scores of others. Included in set is magic twist flexible coupling that enables you to transmit power from the motor to the model in bends twists and loops. Big illustrated book describes step by step fashion how to put together model. . . Each $18.60

T248 7041 Gilbert No. 2½ Erector. Erector the apprentice set. Builds hundreds of models including ferris wheel trailer, farm wagon elevated crane Latch windmill, portable derrick, inclined railway and foot bridge 10 inch girders, wheels pulleys, plates, screw driver etc. Illustrated How to Make 'Em" book.

.....Each $4.68

T248/7044—Gilbert No. 7½ Erector. The engineer set Builds the walking beam engine. Over 560 all metal parts including a powerful electric engine whose gearing will produce a variety of speeds plus reverse or forward operations. Engineering marvels like the bascule bridge, hoisting engine, derrick, air compressor, steam plant, twin cylinder engine and many, many others can all be built right in your own home By adding gear arrangements, engine can be made to produce scores of various speeds and will turn vertical as well as horizontal shafts A set made for years of fun and real usefulness. Sturdy, heavy gauge, steel cheat with hinged metal class cover. Measures 18½ inches long and 10 inches wide. .... Each $22.60

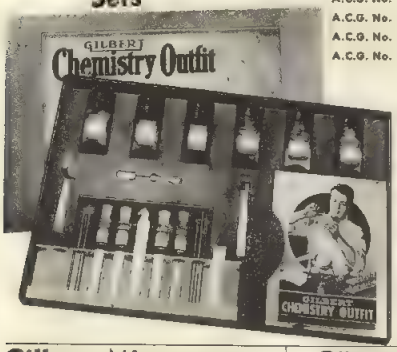


T248 7045—Gilbert No. 8½ Erector. The all electric set. Builds the colorful ferris wheel Nearly 15 lbs. of metal parts make up this massive set. 4 speeds forward and reverse. Derrick and electric engine. You will find a string of electric lights to illuminate finished models plus an electrical magnet so powerful it grasps up steel girders before it touches them. Makes models such as magnetic crane, oil drilling rig, ferris wheel, portable derrick, operating elevator, airplane beacon, cantilever bridge Including over 100 engine driven illuminated models alone. Set has flexomatic magic coupling to transmit motor power in twists and loops. Huge heavy gauge steel chest measures 20¼ inches Long by 12¾ inches wide. Each $32.68

T248/7048—Gilbert No. 4½ Erector. The motorized set. Two tiers of parts provide ample girders, plates, wheels, etc., to build such models as windmill, jig saw, small airplane ride, autogiro, trip hammer, walking beam engine, stamp mill, railroad bridge and scores of others Mechanical spring-wind motor enables Erector trucks to run under own power no wires, no batteries Also operates hoist, crane ferris wheel and other models Miniature hacks serves as bridge tenders shack, coke towers coal etc. Profusely illustrated How to Make 'Em" book includes 2 sets measure 15 inches long by 10 inches wide, by 3½ high. Boxed individually ..... Each $10.80

T248 7046 — Gilbert No 10 Erector Builds parachute jump and merry go round. Nearly 25 lbs. of parts and equipment. Over 300 parts all nickel plated to resist rust. Includes colorful carnival seating plus a host of models in the giant book. Motor and switch are built right into base Set has 2 speeds forward and reverse. Big steel structure measures 23" long, 13" wide .. Each $53.28

Gilbert Chemistry Sets



A.C.G. No. 1 ea. $ 2.60
A.C.G. No. 5 . ea. [illegible]
A.C.G. No. 12 ea. [illegible]
A.C.G. No. 25 ea. 22.00

HBI NO. 1172

FEATURING HINGED COVER WITH MULTI-COLOR PLAY CARD INSERT

Contents: Inside cover card in full color printed on heavy board and die cut, black and white REAL SLATE in beautiful window-box, extra play cards on box platform which itself becomes play clock, stencils, crayons, chalk and felt eraser. Box size. 15¼" x 10¼" x 1" Dz. **12.60**

Gilbert Microscope Sets

A.C.G. No. 8 MICROSCOPE SET

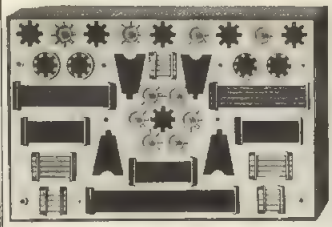
Ideal for the young scientist — and priced to make it an outstanding value! Microscope magnifies 60 times, and has Polaroid equipment to bring out gorgeous colors of specimens. Polaroid cap fits on top of eyepiece; Polaroid slide slips beneath stage. When turned, Polaroid lens reveals magnificent colors not seen with ordinary microscopes. 'Scope has tilting device, adjustable knob for focusing, slide clips and adjustable mirror. Dissecting needles and specimens also packed with set. Large manual is illustrated. Set measures 18" x 10" x 2½".

A.C.G. No. X5 .....ea. $4.35
A.C.G. No. X8 .....ea. $9.00
A.C.G. No. 20 .....ea. $16.70

Tool Chests

SCC No. 620 ....doz. $25 20
SCC No. 630 .. .. doz. 36.00
SCC No. 650 ea 5.00
SCC No. 680 .... ea. 8.00
SCC No. 6100 ... . .ea. 10.00

Gilbert Plastic Erector Sets



A.C.G. NO. 2 JUNIOR ERECTOR.

Builds See-Saw, Windmill, Tricycle, Swing and many other exciting models. Contains ample assortment of brightly-colored plastic connectors, tubes, bearings and locks. Set packed in handsome box printed in four colors. Includes illustrated 4-color model-building book. Box measures 13½" x 9¾" x 1¼". Packed 12 to carton. Weight: 12 lbs. per shipper.
A.C.G. No. 2 .....ea. $2.20

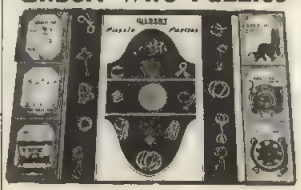
NO. 4 JUNIOR ERECTOR.

Bridges, Helicopters, Tanks, Carts and Derricks are only a few of the many models made with this set. Includes tubes, connectors, bearings, locks, propeller blades and rubber tires for converting connectors into realistic wheels. Attractive box has beautifully designed label in four colors. Illustrated 4-color model-building book packed with set. Box is 20½" x 13½" x 1¼". Packed 6 to carton. Weight: 12 lbs ea $4.65

A.C.G. NO. 10 JUNIOR ERECTOR.

This big assortment will make literally hundreds of colorful models, including a Ferris, Wheel, Airplane, Robot, Shipyard Crane, Chair Swing and many, many others. Generous selection of parts makes it possible to put together big, spectacular models. Handsome box in full colors has removable tray. Big, illustrated 4-color model-making book included. Size of box is 20½" x 13¼" x 2½". Packed three to each carton. Weight per shipper: 14 lbs.
A.C.G. No. 10 .....ea. $10.45

Gilbert Wire Puzzles



A.C.G. NO 1033
GILBERT PUZZLE SET.

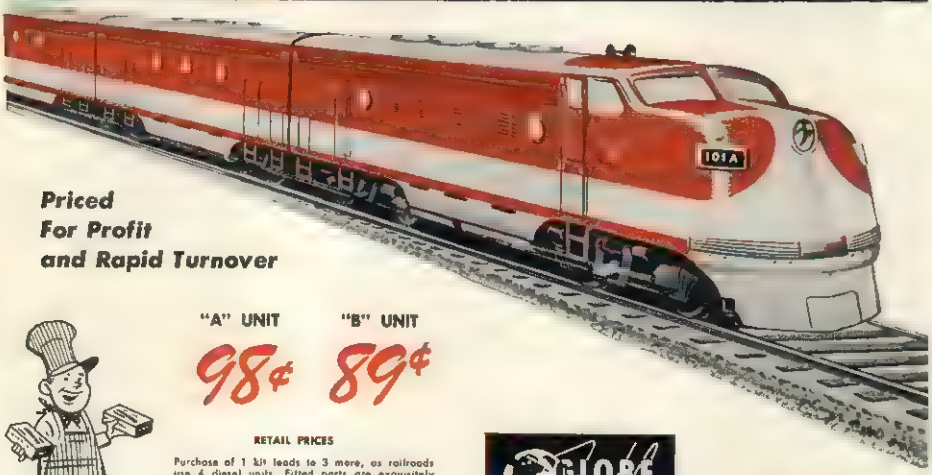
De Luxe assortment, containing 20 Wire Puzzles and six new Bafflers. Includes Vampire Puzzle, Wishbone Puzzle, Shamrock Puzzle, Three Links Puzzle, the Conjuring Rings, Hungry Pup, Lucky Horseshoe and many others. Adults and children alike will enjoy these brain twisters. Set is 20½" x 13¼" x 1¼". Packed 6 to carton. Weight: 18 lbs.

A.C.G. No. 1033 ..... ea. $3.70
A.C.G. No. 1032 ..... ea. 2.35
A.C.G. No. 1034 ..... ea. 1.85

ALL PRICES QUOTED ARE SUBJECT TO CHANGE WITHOUT NOTICE

PROVED PROFIT MAKER FOR BOTH TOY AND HOBBY STORES

NEW F-7 HO DIESEL STREAMLINER



Priced For Profit and Rapid Turnover

"A" UNIT 98¢ "B" UNIT 89¢

RETAIL PRICES

Purchase of 1 kit leads to 3 more, as railroads use 4 diesel units. Fitted parts are exquisitely detailed and glue together easily. Union Pacific lettering.
Display models are painted and mounted on roadbed with silver finished rails, enclosed in 1-piece plastic shell.

GLOBE Models
11929 S. WESTERN AVENUE
LOS ANGELES 47, CALIFORNIA

Packed 11 "A" units and 11 "B" units with 1 assembled A and 1 assembled B unit in each case.

TOYS for KIDDIES

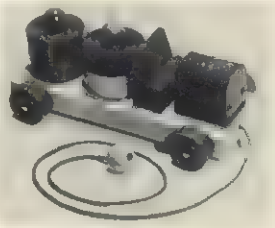
AGE 1 TO 8

Most toys are sold for youngsters under 8 years of age, and so we have designed several different numbers especially for their benefit. We have given these attractive finishes and plenty of playability. 3,627,000 kiddies under age 9 should not be ignored. What are YOU doing to get at this market?

No. 760 Locomotive and Tender. A 2 piece train set. Take-apart engine with black boiler, red cab and wheels, ivory base. Tender is jet black with bright yellow, silk-screened design on sides. A pile of realistic coal makes tender look like a real coal car. Length, 12" **$2 retail.**

No. 734 Freight Truck. Loaded with 4 brightly colored hardwood rounds which fit on highly finished hardwood dowels in orange and purple. Base is light ivory with bright red wheels, seat and cab. 7½" long, 4" wide. **$1.25 retail.**

NO. 760



NO. 734

★

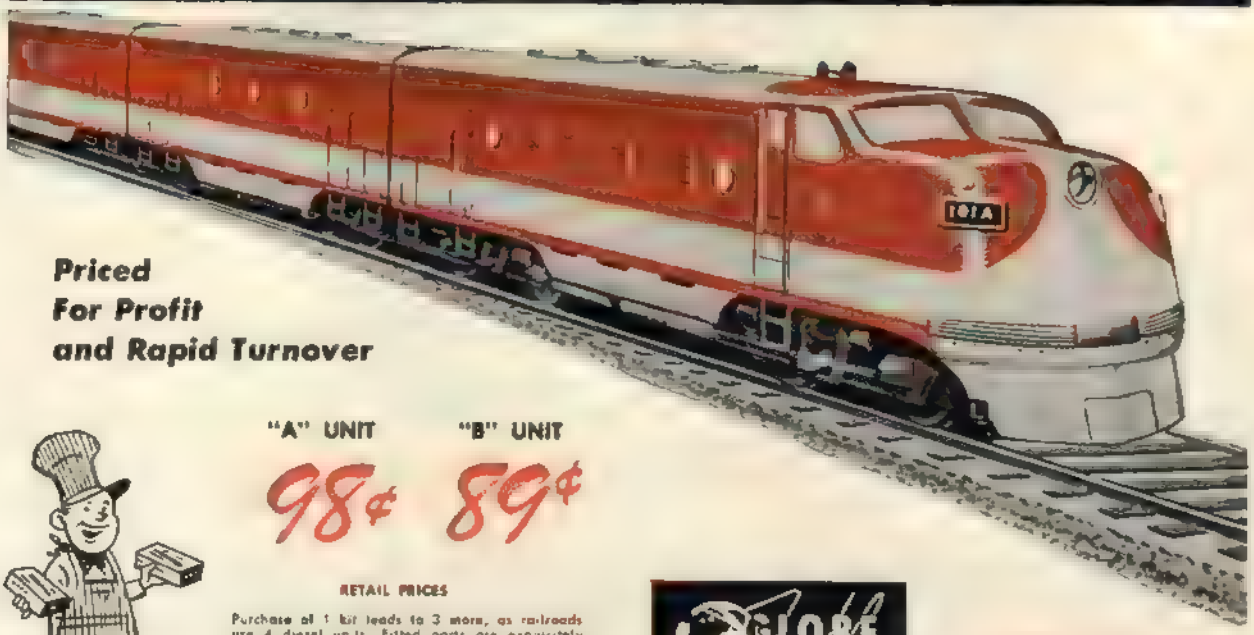
PRE-SCHOOL TOYS are *good toys*—the kind that gives satisfaction and makes mothers come back for more! In addition to the two numbers illustrated, the line includes a Locomotive, Freight Transport, Lumber Transport, Lumber Truck, Log Truck and Tank Truck, made of select wood, colorfully finished. *At popular prices*

Write for detailed information

PRE-SCHOOL TOY MFG. CO., 23706 74th Ave., West, EDMONDS, WASH.

PROVED PROFIT MAKER FOR BOTH TOY AND HOBBY STORES

NEW F-7 HO DIESEL STREAMLINER



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Display models are painted and mounted on roadbed with silver finished rails, enclosed in 1-piece plastic shell.

GLOBE Models
11929 S. WESTERN AVENUE
LOS ANGELES 47, CALIFORNIA

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movable eyes, head, arms and legs

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Little Friends

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Lullaby Baby Series
Western Series
Everyday Series
Cradle Series
Baby Buggy Series
The Lucky Star Doll
Queen for a Day
The Wishing Doll
Old Mother Witch

The Nun
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George Reid George Hampton C. W. MacDowell

Bob Collette, President . . . John W. Shira, Sr., Retiring President

Oak Rubber Has New Management Slate

The Oak Rubber Company of Ravenna, Ohio, world's largest toy balloon manufacturer, has released the names of new officers and directors elected following the recent acquisition by the Collette family of the entire interest of the Shira family in the firm.

The new president is W. R. (Bob) Collette, son of the late Paul F. Collette, co-founder of the company. He is shown above shaking hands with John W. Shira, Sr., as the negotiations for the purchase of the Shira interests were successfully completed.

C. W. MacDowell, sales manager for the past eight years, has been elected secretary. He will continue as director of sales, in which capacity he will be a member of the new operating team of sales, advertising and production pictured above. George L. Reed, production manager; George L. Hampton, advertising and product development manager; and Mr. MacDowell. Mr. Reed has been with Oak for 21 years, while Mr. Hampton for the past eight years has been in charge of advertising and advertising balloon sales.

In addition to his new duties as president, Mr. Collette will continue as treasurer of the company. The former president, John W. Shira, Sr., a director of the Toy Manufacturers of the U. S. A., Inc., will be retained in the capacity of consultant.

The Oak Rubber Company was founded in 1916, and in addition to attaining its present established position in the toy balloon industry, has become well known as a manufacturer of other toys for children under the trade name "Squeeze-Me Toys." President W. R. Collette and his new management team have aggressive plans for the future, including the continuing development of new balloon and toy items and new ways to merchandise and promote them. Their latest achievement, soon to be announced, is an automatic balloon vending machine, that not only dispenses a packaged balloon, but actually blows it up.

QUEEN MOTHER ELIZABETH TAKES TOUR AT SCHWARZ

During the recent visit of England's Queen Mother Elizabeth to the United States, Her Majesty managed to take time out, despite the many functions tended in her honor, to make an extensive shopping tour of New York stores.

As might be expected, the last but not least of her visits was to world-famous F. A. O. Schwarz of Fifth Avenue. Her Majesty who was escorted throughout the store by President Phillip L. Kirkman appeared to enjoy every minute of her tour. The Queen Mother is said to have expressed an interest in items suitable for a six-year-old boy and a four-year-old girl and after testing a variety of toys purchased a steam shovel, a plastic tea set and a variety of other playthings.

Noticing a Selchow & Righter "Scrabble" set on one of the counters, she remarked "I am just learning to play this game" and promptly purchased a set. It is interesting to note that Selchow & Righter Company, manufacturers of "Scrabble," Parcheesi and other well-known games have been supplying F. A. O. Schwarz for the past 87 years.

GOOD EITHER WAY

Bicycling is a real bargain according to a well known beauty authority. It provides a perfect exercise for the girl who's too plump, or too thin.

Globe Miniature Railroad Kits Scale Models of Actual Trains

Among the newest developments in the toy and hobby trade is the Globe Line of authentic miniature railroad kits, a new series expected to find favor with sales among the millions of Americans who have seen or ridden a train. The easily-assembled plastic kits have been manufactured to retail for 98c and 89c.

First in the line are a Diesel locomotive and a Booster Unit, each intricately detailed for display on the mantle, in the playroom or den. The locomotive ("A" Unit) retails for 98c, the Booster Unit ("B") for 9c less.

The Diesels, which are being successfully pre-tested in key department and toy stores, are scale models of the locomotives found at the head of freight and passenger trains on the nation's numerous great railroads.

"The realism of the locomotives has appeal for Dad . . . as well as for the youngsters," spokesmen for the company emphasize. "Our test sales in department stores indicate that the Diesels will for this reason become a steady, year-around best seller."

The locomotives, which always are run in pairs and usually are run on real railroads in units of four, mark the toy industry debut of Irvin R. Athearn, for 10 years one of the top-selling manufacturers in the hobby field.

Mr. Athearn reports his advance sales are heavy in the hobby trade, where he is receiving his third and fourth round of re-orders on the new Globe line. Veteran model railroaders have written the first to say that even in the toy trains, the "Athearn touch"—meaning an inordinately high degree of realism—is evident, the manufacturer adds.

GIMBELS, PHILADELPHIA, USING JINGLE DINGLE-THEME WINDOWS

"Here comes Jingle Dingle, as cute as a Christmas toy." That's the key line of a Christmas song recorded by Julius LaRosa and Archie Bleyer's orchestra. It is also the key to the retailers' newest Christmas merchandise promotion, says Leon Jason, Jingles' creator and licensor.

Sparked by national TV and radio promotion of the Cadence record, Gimbel's Philadelphia will present the Jingle Dingle

theme in a six window animated display for the holiday season. Special merchandise bearing the Jingle Dingle personality and his tinkling bells will be featured in the toy and kiddies' apparel departments.

Manufacturers already producing Jingle Dingle toy items are: Pressman Toys, an embroidery kit; Kestral Corporation, inflatable dolls; Ed-U-Cards Inc., sewing cards; Lowe Company, activity books; Harett-Gilmar Inc., ring toss game; E F. Fairchild Corporation, jigsaw puzzles; Zany Toys, hand puppets; Rushton Company, plastic dolls; Van Dam Company, balloons; Benay Albee Company, novelty hats; Peter Pan Company, story records, Karbon Kopee Company, Karbon Kit

"Our emphasis is on the use of Jingle Dingle as a symbol of good cheer on specially designed merchandise," says Mr Jason, creator and licensor of the character

CHANDLER NAMES NEW TEAM TO HEAD PLASTIC DIVISION

Chandler Plastics, 10 Bleecker Street New York City, a division of Ernest Chandler, Inc., has announced the appointments of Bernard Master as sales manager and Frank Costarella as chief engineer. Holding to the idea that there should be perfect teamwork between sales and promotion, Chandler decided on these two top, experienced men, both of whom are widely experienced in the inflatable toy field

In commenting on his new affiliation, Mr Master stated as follows. "Chandler has behind it over 100 years of successful manufacturing experience and is well equipped to produce quality in quantity—and quickly. In Frank Costarella I sincerely believe we have one of the top product men in the field and the proof will be shortly rolling off the assembly line." Mr. Master went on to say that the Chandler line "will be strongly promoted, merchandised and advertised."

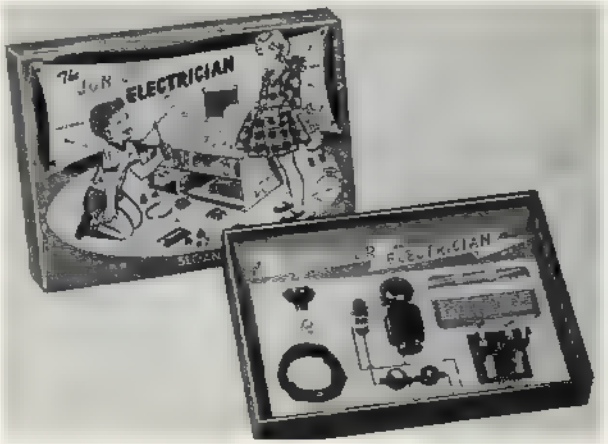
Stars Join Michtom in Judging Winners of "Seventeen" Contest

Deborah Kerr, Marion Anderson and B. F. Michtom, of the Ideal Toy Corporation, who were judges in *Seventeen Magazine's* Annual Doll Designing Contest, are shown above trying to select a winner out of the 52,000 entries submitted by teenage girls.

Ideal will mass produce one of the winning dolls for sale in the spring through major toy departments throughout the country under the title of "Miss Seventeen of 1955."

More than 52,000 entries were sent in.

R. B. Sloane Company Offering Electrician Kits in Four Sizes



The Junior Electrician is a series of new electrical construction kits, designed to teach youngsters the whys and wherefores of ordinary everday electronics as applied at home and industry. The kit consists of miniature electrical apparatus such as electri bulbs, electric bells, buzzers, sockets, telegraph keys, switches push buttons electric motors, gear reduction boxes, wire and batteries. Each part is an exact, miniature working reproduction of the real thing, the manufacturer states.

For safety, the sole source of power is two standard "C" type flashlight batteries. Each kit is supplied with Burgess dry cells. In addition, a complete instrument manual, outlining various simple electrical circuits, is enclosed in each unit.

The Junior Electrician, made by R. B. Sloane & Company, Inc., 30 West 15 Street, New York City 11, is available in four sizes retailing at $2.50, $6.98, $7.98 and $10 respectively. Applications for design patents have been filed covering all models

"Although the Junior Electrician was introduced late in the season," states Max Tucker, sales manager at Sloane, "leading department store buyers were quick to recognize it as a novel construction kit and toy, and were equally quick in snapping up the balance of our production for '54. However, we're gearing up for a big year in 1955. The potential demand has been made evident."

GLOLITE

LOOK TO GLOLITE ALL-WAYS

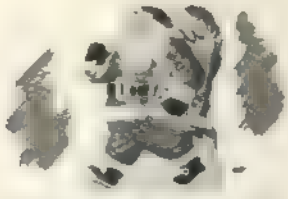
FOR THE NEW . . . FOR THE TRIED AND TRUE

All American Made OUTDOOR and INDOOR

Christmas

LIGHTING DECORATIONS and TREE LIGHT SETS

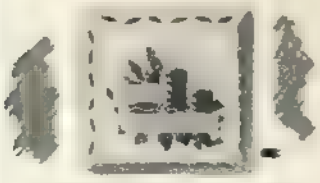
equipped with GE or Westinghouse lamps!



No. 72—25" WALKING SANTA—26" illuminated. Molded in vinyl with color-fast fabric suit & cap. Soft plastic face with soft shade. Has 3 color & Cut-Out Lace. Complete with 7½' cord, standard base lamp and on-off switch. Size 18" high x 8" wide x 3½" deep, individually boxed in shipping carton for Weight 4 lbs.

No. 74—40" WALKING SANTA
(Also Available)

No. 71—TWIN CAROLERS—25" Refreshingly new Boy & Girl Caroler Plaque. Illuminated acrylite in four colors—illuminated with 15 watt standard base lamps—complete with cord and plug. Size 18" high x 12½" wide x 3½" deep. Individually boxed. 6 per shipping carton. Weight 12 lbs.



No. 07—TWIN CANDLE "MERRY CHRISTMAS" Plaque. Festive design in red Christmas color with wire molded candles and holly in relief, molded in vinyl plastic with one 5 watt standard base lamp complete with cord and plug. Size 9½" high x 9½" wide x 2½" deep, individually boxed. 6 per carton. Weight 9 lbs.

No. 175-C—25-LITE MULTIPLE SET. For indoor use. 27' candelabra base, independent burning 150 watt lamps with attachment rings molded in for lamps. Ideal for tree trimming at base and extension cord for effective end. Packed in rolls in window display box. 10 per carton. Weight 25 lbs.

No. 157-7 LITE TWINKLE-GLO LITES. Multiple type C-7½ sockets colored GE or Westinghouse lamps included. Blinkers for "Twinkling Star" effect. Lamps flash on and off automatically. Display box: 12" x 8" x 2½". 25 sets per carton. Weight 20 lbs.
No. 157—same as No. 157C only clear C-7½ lamps.

No. 808—3 LITE CANDELIER. 8 Pastel Candles and base molded in beautiful ivory Plastic. Realistic drip-effect. Has 3 wire with 6 watt miniature base lamps. Complete with cord and plug, individually boxed. 2 per carton. Weight 18 lbs.

• So welcome the GLOLITE salesman when he calls!

WRITE FOR OUR CATALOG AND PRICES!

THE
GLOLITE
CORPORATION
1473 Merchandise Mart
Chicago 54, Ill.

GLOLITE . . . Has only
reach over 114 million people

"Golden Helm" Electric Clock

A brand new creation by Jefferson . . . truly a striking idea in clock design. Base and outer ring are 24-kt. gold plated . . . inner ring is satin chrome with easy to read navy blue numerals. Has individually machine-turned wheel spokes . . . detailed hands that seem to float over the crystal clear dial. Its handsome nautical motif blends with any interior setting in office or home. Timepiece is factory tested to assure accuracy in operation. 110-125 volts, 60 cycles, AC. Overall height 7 13/16". Face diameter 7 15/16". Base 4 3/4". Wt. 4 lbs.

26-1842-1999 (Each)
26-1842-1950 (3 or more)..... Retail **32.50**

Look on pages 136 thru 141 in the 1954 Continental Gift Book for a more extensive array of clocks of all types.

Brass Wall Plaques

Magnificently worked in brass by craftsmen whose genius has captured the magical charm of Old England. Center designs are in bas relief and are highlighted with a soft antique finish to accent the fine delicate detail of the overall pattern. Their timeless design allows hanging in either modern, contemporary or traditional interiors. Adds interest to your home. Imported from England.

29-3207-365 Set of four 8" Plaques . . . . . Retail **5.50**
29-3208-300 Pair of 10" Plaques. . . . . Retail **4.50**
29-3209-365 Pair of 12" Plaques..... Retail **5.50**

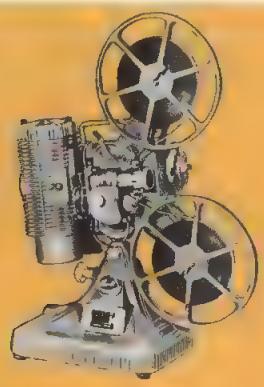
Other imported metalware is listed on pages 16 and 17 of our Counter Catalog. Make your selection from this fascinating collection.

15-Piece Punch Bowl Set

Surely a pace-setter for gracious entertaining . . . for your most elaborate serving occasions. Simple in design, the set relies upon the sparkle of shimmering crystal-clear glass to accent its superb quality, its rich beauty. Here is a truly perfect complement to your modern living. Set consists of a large 17½" diameter serving tray which you can use separately if desired, a gracefully shaped 7-quart punch bowl, 12 cups, and a slender ladle. Weight 22 lbs.

28-0173-795 . . . . . Retail **11.75**

A sparkling collection of crystal and glassware for the bar and dining table is displayed on pages 20 through 23 of our 1954 Continental Counter Catalog . . . be sure you see it.

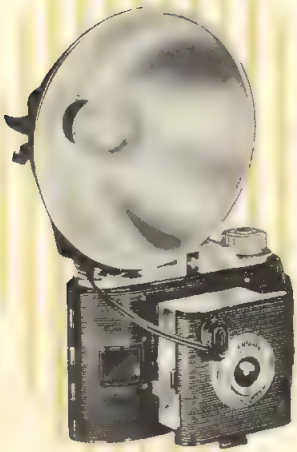


K-108C "Commander" Projector

Throws a brilliant 8mm picture with its 750-watt lamp. Has 400-ft. reel capacity. All-gear drive, no belts. Variable speed rheostat, reverse feature. Fast rewind. Safety glass heat filter, fin-type lamphouse cooled by power blower. F/1.6, 1" achromatic lens. Precise centering; locking tilt mechanism. With lens, lamp, automatic cord take-up in base. 400-ft. reel, instructions, oil can and brush. AC-DC. UL approved. Wt. 22 lbs.

33-0429-Z-11950 With Deluxe Case.... Retail **139.50**

A section devoted entirely to cameras, projectors, and other photographic equipment will be found from pages 341 to 360 in our 1954 Gift Book



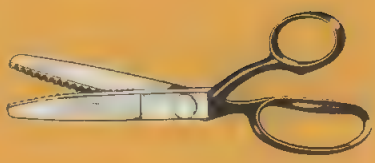
Ansco Flash Clipper

Accurate and easy to operate, nothing to set, nothing to focus. Has a special double-element f/11 lens and a built-in cloud filter. Camera lens focused 5-ft. to infinity . . . no adjustments to make. Eye-level view-finder. All-metal bellows. Flash-synchronized shutter for taking indoor shots. Takes 16 pictures, size 2⅛"x2⅛" on roll film. Lightweight metal body.

33-0202-Z-1163 . . . . . Retail **14.95**
33-0204-Z-217 Carrying Case . Retail **3.25**

Flash Attachment for Clipper.
33-0203-Z-529 . . . . . Retail **3.45**

See pages 341 to 360 of our 1954 Gift Book for a complete selection of your camera needs.



7½" Wiss Pinking Shears

Designed to give fabrics a professional-looking ravel-resistant finish with the greatest saving of time and effort. Cuts sheer to medium-heavy fabrics. Nickel-plated blades with black hand-fit handles. Length of cut 3 inches.

10-1202D-T-455 . . . . . Retail **6.95**

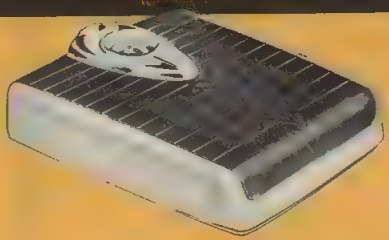
For a complete selection of cutlery items refer to pages 410 and 411 of our 1954 Gift Book

Chrome Roll-Top Bread Box

Well-ventilated single compartment holds four loaves of bread. Made of heavy gauge steel, chrome plated for protection . . . will not dent or warp. Precision made with rounded corners, black plastic knob. 16" long, 10⅜" deep, 7⅜" high. Wt. 5 lbs

27-5675-520 . . . . . Retail **7.98**

Chrome items of all types on pages 36–37 of our 1954 Gift Book



"Detecto" Scales

Lifetime guarantee! New "Magnif-Eye" dial. Oven-baked enamel finishes with gleaming chrome headpiece.

27-8760A-520 White **27-8760C-520** Maize
27-8760B-520 Black **27-8760D-520** Gray
Wt. 7¼ lbs. . . . . Retail **7.95**

Complete selection of scales on page 86 of our 1954 Gift Book.

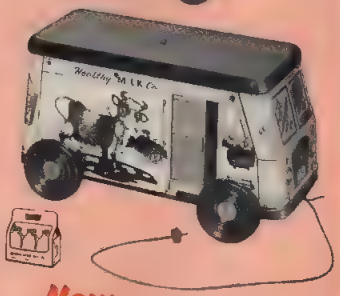
IN THE '54 GONG BELL LINE

New SUPER MARKET CART 255

Realistically created to look like an actual market basket on wheels. Lithographed in brilliant colors. Shiny gongs ring merrily as toy moves along. Tubular steel handle Attractive, miniature nationally advertised food boxes included for added realism

New SCHOOL BUS 124

Another wonderful newcomer to America's favorite toy line — a colorful, realistically fashioned school bus with rubber tires Pull it, push it, or ride it. Top comes off so youngster can load it. Plenty of action and musical sound. Brightly lithographed.



New MILK TRUCK 123

Cuter than a real milk truck. Sliding door. Colorful, musical, fun maker for all youngsters. Brightly lithographed and rugged construction for extra fun. Three little square milk bottles and carrier included. A natural for year 'round good will.

New Gong Bell Features !

Styled and created for the entire Gong Bell line to give even greater play appeal, even greater sales appeal and greater values.

See all these exciting new Gong Bell toys at our New York Sales Office, 200 Fifth Avenue, Suite 316-318.

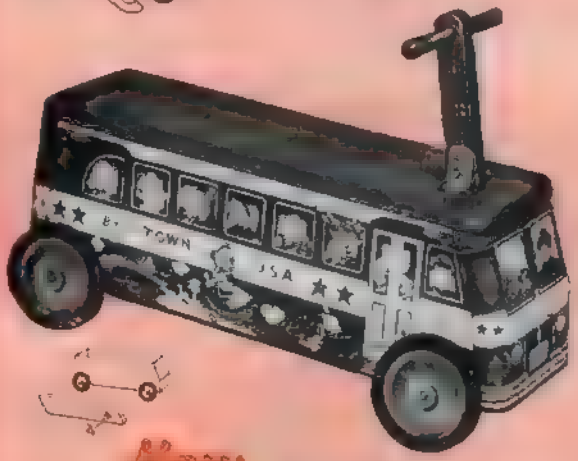
Year in, year out, year 'round, Gong Bell toys, the *original* bell toy line, are big for *little* children.

THE **Gong Bell** MFG. COMPANY
EAST HAMPTON, CONN.
SALES OFFICE: Suite 316-318
200 Fifth Ave., N.Y., N.Y.
EXPORT AGENTS: Guiterman Co., Inc.
35 So. William St.
New York 4, N.Y.

IN THE '54 GONG BELL LINE

New **SUPER MARKET CART 255**

Realistically created to look like an actual market basket on wheels. Lithographed in brilliant colors. Shiny gongs ring merrily as toy moves along. Tubular steel handle. Attractive, miniature nationally advertised food boxes included for added realism.



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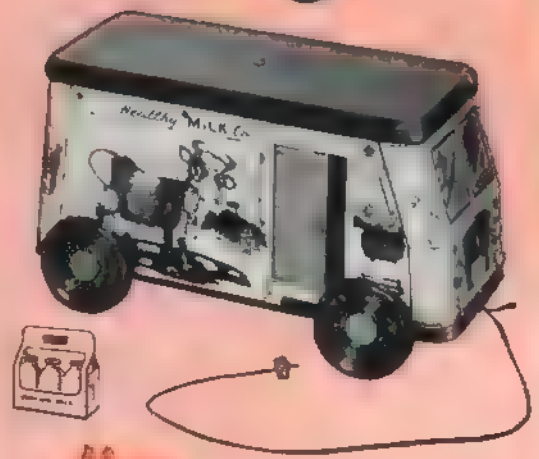

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"The Rumor Is Greatly Exaggerated"

CONTRARY to certain irresponsible chit-chat which seems to have been filtering through the **TOY MARKET** this firm is NOT going out of business.

OUR new 1954 lines, bigger and better than ever, are ready for your inspection at the Toy Fair.

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ROOM 518 New Yorker Hotel

"Superior"

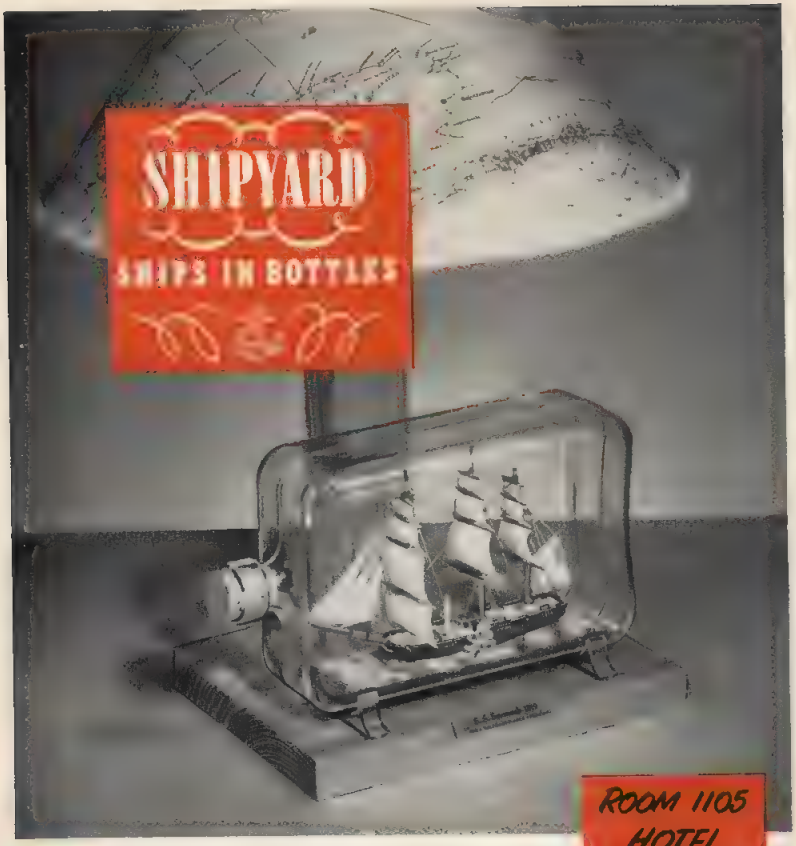
LITHOGRAPHED METAL TOYS

Manufactured by

T. COHN, INC.

200 Fifth Ave., New York 10, N. Y. FACTORY: 845 65th St., Brooklyn 20, N. Y.

David Cohn Joe Bimblick



SEE all the latest models in the Shipyard line — and don't miss the many new items of toys, novelties and construction kits on show to the trade for the first time.

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HOTEL
NEW YORKER

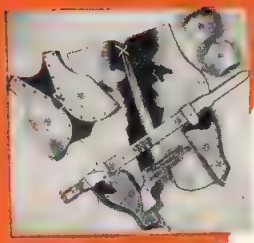
GOWLAND CREATIONS

BOX 1259, KELLOGG AVENUE • • SANTA BARBARA, CALIFORNIA

GRATON AND KNIGHT

COWBOY HOLSTERS & SUITS

Genuine Top Grain Leather
Nickeled Studs — Ruggedly Built
Authentically Western
Individually Packaged in Colorful Boxes



#1001 Complete top grain natural hair on Cowboy set with chaps, vest, gauntlets, holsters and pistols. Other sets available in genuine embossed leather.

#2/950 Top grain natural hair-on double holster set. Authentically Western, laced with genuine rawhide.

#2/937 Genuine hair-on and smooth leather double holster set with many nickel studs and adjustable belt. Complete line of holsters available.

#932 Genuine all leather, single holster set. Made of natural choice leather with a vinyl tape edge belt and Western buckle.

#1002 Complete Cowboy outfit with genuine leather double holster set, lariat, gauntlets, bandanna. Distinctive eye-appeal to the youngsters makes this a fast-moving item.

#918 Genuine leather space patrol holster set with Atomic Flash gun.

#999 HOBBY CRAFT KITS for adults and children. Assortments contain leather articles, plastic lacing and instruction booklet.

Juvenile Sporting Goods on other side of this page.

See the complete "GRAKO LINE" at the TOY FAIR
Room 1227
Hotel New Yorker

GRATON & KNIGHT *Company*
WORCESTER, MASSACHUSETTS

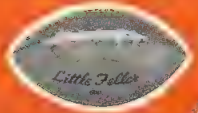
Sole Sales Representatives
HENRY KATZ
FACTORY LINES INC.
ROOM 540
200 FIFTH AVENUE
NEW YORK 10, N. Y.

JUVENILE SPORTING GOODS

"Star Player" Baseball Gloves
"Grako Kid" Boxing Gloves
"Little Feller" Baseball Sets
Basketballs — Footballs

GRATON AND KNIGHT

#693 "Star Player" basketball — official size and weight, extra heavy-duty bladder. Other models available.



#680 "Little Feller" miniature football made of leatherette fabric in regulation shape . . . a rugged ball for the small fry. Official size footballs also available.

#701 Miniature boxing gloves, suede, hair filled — just right for any youngster. Other sets made of sheepskin available for youngsters from 8 to 16 years old.

#617 "Little Feller" Catcher's Mitt with ball and player cards in colorful display-all window box. Complete line of gloves for the entire team available. Fast sellers!

#673-C "Star Player" Fielder's Glove — professional style. Genuine top grain oil-treated cowhide. Complete line of gloves for the entire team. Little leaguers' delight!

#625 "Little Feller" First Baseman's Mitt, Bat and Ball. Top grain sheepskin leather. Packaged in eye-catching, long, display-all window box. Complete line of gloves for the entire team.

#633 "Little Feller" Baseball set. Fielder's glove, baseball cap, 21½" polished bat, sponge rubber baseball, 3 picture cards of big league stars.

Cowboy Halsters and Suits on other side of this page.

See the complete "GRAKO LINE" at the TOY FAIR
Room 1227
Hotel New Yorker

GRATON & KNIGHT
Company
WORCESTER, MASSACHUSETTS

Sole Sales Representatives
HENRY KATZ
FACTORY LINES INC
ROOM 540
200 FIFTH AVENUE
NEW YORK 10, N. Y.

GRATON AND KNIGHT

COWBOY HOLSTERS & SUITS

Genuine Top Grain Leather
Nickeled Studs — Ruggedly Built
Authentically Western
Individually Packaged in Colorful Boxes

#1001 Complete top grain natural hair-on Cowboy set with chaps, vest, gauntlets, holsters and pistols. Other sets available in genuine embossed leather.

#2/950 Top grain natural hair-on double holster set. Authentically Western, laced with genuine rawhide.

#2/937 Genuine hair-on and smooth leather double holster set with many nickel studs and adjustable belt. Complete line of holsters available.

#932 Genuine all leather, single holster set. Made of natural choice leather with a vinyl tape edge belt and Western buckle.

#1002 Complete Cowboy outfit with genuine leather double holster set, lariat, gauntlets, bandanna. Distinctive eye-appeal to the youngsters makes this a fast-moving item.

#918 Genuine leather space patrol holster set with Atomic Flash gun.

#999 HOBBY CRAFT KITS for adults and children. Assortments contain leather articles, plastic facing and instruction booklet.

Juvenile Sporting Goods on other side of this page.

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GRATON & KNIGHT *Company*
WORCESTER, MASSACHUSETTS

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ROOM 540
200 FIFTH AVENUE
NEW YORK 10, N Y

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ROOM 540
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NEW YORK 10 N. Y

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"Star Player" Baseball Gloves
"Grako Kid" Boxing Gloves
"Little Feller" Baseball Sets
Basketballs — Footballs

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Cowboy Holsters and Suits on other side of this page

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Room 1227
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GRATON & KNIGHT Company
WORCESTER, MASSACHUSETTS

Sole Sales Representatives
HENRY KATZ
FACTORY LINES INC
ROOM 540
200 FIFTH AVENUE
NEW YORK 10 N. Y

Our latest 68′ yacht built for the Westcoast of the U.S.
Designed by EDWIN MONK, Seattle.

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AMSTERDAM SHIPYARD INC.
G. DE VRIES LENTSCH Jr.
GRASWEG 60-62, TEL. 80801, AMSTERDAM HOLLAND

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22 Shore Road, Pelham Manor 65, N. Y.
Telephone: FAirbanks 5-8282

CHROME FIBERGLAS CLOTH and LIQUID GLASS
for BOAT COVERING and MAKING
BUY DIRECT AT WHOLESALE PRICES!
GUARANTEED LOWEST PRICES.
WORLD'S LARGEST SUPPLIERS.
WRITE TODAY FOR HUGE
NEW CATALOG NO. ANK
HERTER'S MANUFACTURERS CHEMISTS Since 1893 Waseca, Minnesota

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PRESENTS:
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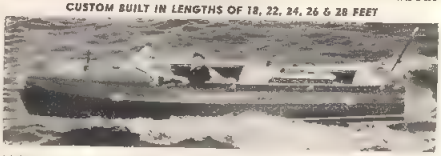


GREAVETTE BOATS LIMITED, • 1465 Yonge St., Toronto 7, Ont., Canada, • MIDWAY 4444

A RECORD-BREAKING YEAR

The Golden Anniversary of the American Power Boat Association, supervisory body for motorboat racing in the United States, proved to be the biggest year in that organization's history with a record 286 inboard, outboard and stock outboard regattas—28 percent more than the banner year of 1952—sanctioned in 15 of the APBA's 16 regions.

Puerto Rico was designated as Region 13 at the end of the summer, but no sanctioned events have yet been held there.

In the 45 hydroplane and runabout classes recognized by the APBA there were an unprecedented 4,251 individual racing craft registered during the past year compared to 3,677 in 1952, a 15 percent increase. The largest growth occurred in the stock outboard classes where the registration rose from 1,997 in 1952 to 2,452 this year Other listings included: 791 inboards, 929 outboards and 79 modified stock outboards.

In winning the 46th running of the Gold Cup classic on Lake Washington, Seattle, Wash., the Grand Old Lady of unlimited hydroplane racing, the fabulous Slo-mo-shun IV, tied an all time mark, the second boat in history to win this premier motorboat-racing trophy three times. Stanley S. Sayres' big craft added this year's victory to wins in 1950 and 1952 to tie George Reis' El Lagarto for this honor. El Lagarto had held this mark since its victories in 1933, 1934 and 1935.

Consistently good driving in five unlimited hydro regattas paid off for Lee Schoenith of Detroit. With only one win, in the Silver Cup, young Schoenith at the wheel of his father's Gale II compiled enough points with seconds and thirds to win the U. S. Shield, emblematic of the high-point winner in an unlimited hydro class.

Sixty-four one-mile and five-mile competitive records were set and reset during the past year—more than ever before in APBA history. The fifth class in the inboard division to be driven more than 100 m.p.h. became the 135 cubic inch hydros when William Holloway, Oakland, Cal., hit an average of 100.620 m.p.h. for two runs through the one-mile trap at Seattle, August 10. In all there were 30 new inboard, 20 outboard and 14 stock outboard marks established.

The greatest increase in motorboat-racing interest came in the stock outboard division with 197 separate opportunities for these craft to compete, as against 131 the previous year—a 50 percent increase. The two-year rise in stock outboard competition is a phenomenal 143 percent.

The APBA's rejuvenated Cruiser Racing program proved successful under the guidance of the Cruiser Racing Commission chairman, William Edgar John, of Rye, N. Y. A total of six predicted log contests were sanctioned and several new trophies were placed in competition including the National Predicted Log Contest Trophy, the Frank Huckins Memorial Trophy, the Herbert L. Stone National Power Cruiser Championship Trophy, and The International Trophy, donated by the National Association of Engine and Boat Manufacturers.

Following is a tabular summary of major motor boat racing activities during 1953.

NEW RECORDS ESTABLISHED IN 1953

INBOARD COMPETITIVE (Five Miles)

CLASS	MPH	BOAT	DRIVER	PLACE	DATE
7 Liter	77.455	Wildcatter	H. C. Bartley, Jr	New Martinsville W Va	9/27
225 c.i. Hydro	80.433	I'm In	Richard Hallett	Seattle, Wash	8/9
136 c.i. Hydro	60.523	Holiday	Richard Hallett	Salton Sea, Cal	10/18
48 c.i. Hydro	65.029	Little Racket	J. A. Colcock	Devils Lake, Ore	9/7
Pac. One Des. Hydro	57.216	Little Beaver	Marion Beaver	Salton Sea, Cal	10/17
Cracker Box Run	63.829	Hot Cinders	Bob Patterson	Salton Sea, Ca	10/17
14 c.i. Run	44.280	Yankee Boy	Robert McAllister	Red Bank, N. J.	9/12

(*Continued on page 354*)

and Wagons for Outdoor Exercise and Play

(K) **HEAVY-DUTY SERVICE TRUCK.** Carries 3 ten-gal. milk cans. Remove sides for coaster wagon. Hardwood body reinforced with steel rods is 45 x 16 x 2 in. deep (9¾ in. deep with sides added). Steel cleats hold sides rigid. Single 8½-in. front wheels, dual 9½ in. rear wheels, 1-in. tires. Kiffiam ball bearings. Steel undergear, handle with rubber grip. Natural varnish and red enamel finish.
48 W 5521M—Ship. wt. 53 lbs. *Mailable*....21.50

(L) **STEEL AND WOOD UTILITY TRUCK.** Carries 2 10-gallon milk cans. Sides remove for coaster wagon. Steel body 34⅝x16x3¾ in. deep; with sides, 9 in. deep in front, 7½ in. in rear. Steel cleats hold sides. 10-in. wheels, 1¾-in. semi-pneumatic molded rubber tires with chevron tread. Oil-impregnated wood bearings. Easy-to-steer "fifth wheel" construction. Red baked-on enamel, natural varnish finish. Black steel handle, undergear.
48 W 5511M—Ship. wt. 37 lbs. *Mailable*....12.95

(M) **"GREYHOUND" STEEL WAGON WITH BALL BEARINGS.** Wheels feature ball bearings for smooth, fast ride. One-piece smooth steel body is built for hard wear. Large size: 34⅝x16x3¾ in. deep. Double disc wheels with 10x1¾-in. chevron tread, semi-pneumatic molded rubber tires. Undergear is heavy channel steel. Easy-steering "fifth wheel" construction. Tubular steel handle with "D" grip. Body finished in bright red baked-on enamel with white and black trim.
48 T 5523M—Ship. wt. 31 lbs. *Mailable*... .9.45

STEEL COASTER WAGON. Like (M) but not so fast. Has long-lasting oil-impregnated hardwood bearings, grooved 1¾-in. tires. *Mailable.*
48 W 5533M—Ship. wt. 30 lbs..... . .. .8.39

(N) **STEEL COASTER WAGONS.** Well-built wagons at low cost. Constructed and finished like (M) but have oil-impregnated hardwood bearings and 1¼-in. grooved rubber tires. *Mailable.*

48 T 5515M—LARGE SIZE. 34½x16½x3⅞ in. deep. 9-in. wheels. Ship. wt. 27 lbs.....5.98

48 W 5510M—MEDIUM SIZE. 30x13½x3½ in. deep. 7-in. wheels. Shipping weight 16 lbs..4.98

(P) **NEW DELUXE TRACTOR.** (Ages 2 to 6). Largest, smoothest-riding tractor Wards sell. 40 in. long, 28 in. high. Bicycle-type chain drive, completely enclosed for safety, rear fenders and realistic gear shift handle. Heavy-gauge steel frame, step-plate for second passenger; rear hook for (T). Two ball bearings each in front wheel, chain drive and rear frame. Adj. seat mounted on spring; front fork has knee-action for smooth ride. 8-in. front wheel, 10-in. rear wheels, tractor-tread 1¾-in. semi-pneumatic tires. Red enamel, white trim.
48 T 5805M—Ship. wt. 40 lbs. *Mailable*.....22.95

(R) **KIDDIE TRACTOR.** (Ages 2 to 6). Smaller than (P). 35 in. long, 25 in. high. Nylon bearings in front wheel, ball bearings in rear axle hangers and chain drive. Heavy-gauge steel frame, rear hook for (T) below. Adjustable saddle seat, 7½-in. front, 9¾ in. rear wheels, 1¼-in. semi-pneumatic tires. Rear tires have tractor tread. Red and black baked-on enamel finish.
48 W 5807M—Ship. wt. 28 lbs. *Mailable*....16.45

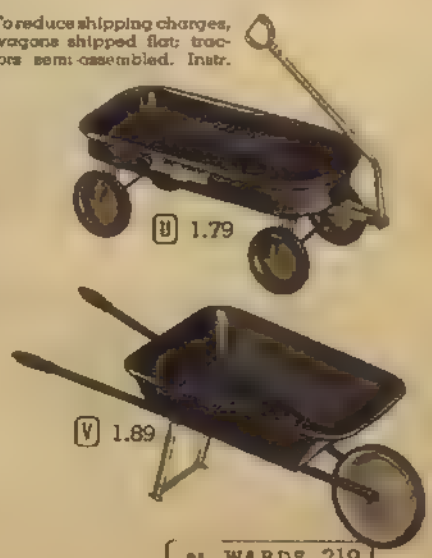
(T) **TRAILER CART.** Attach to any velocipede or tractor. Good garden cart too. 24-ga. steel body, 24x16x11½ in. deep. 7-in. wheels, 1¼-in. tires.
48 T 5840M—Red enamel. Wt. 15 lbs. *Mail*...5.75

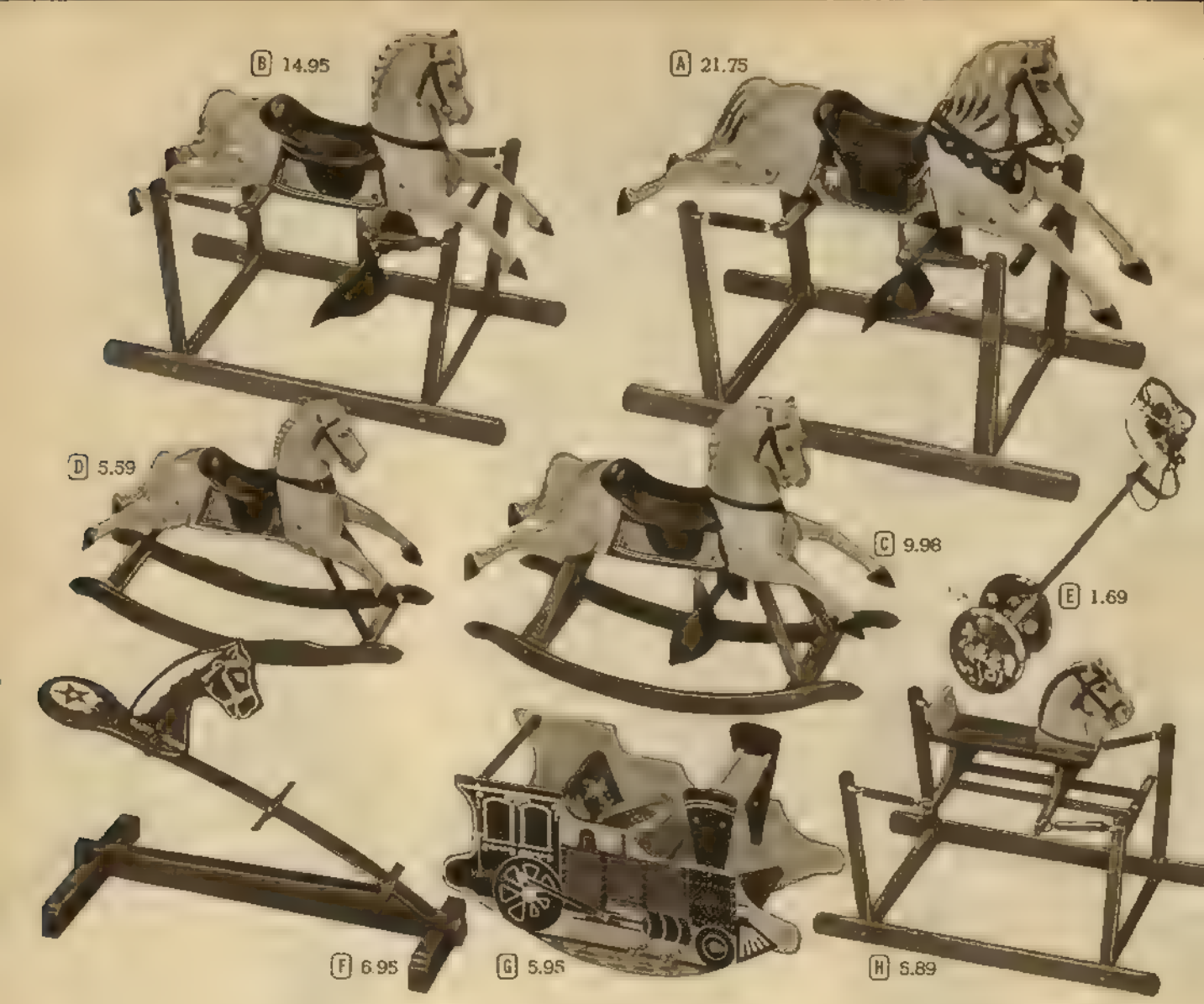
(U) (V) **TOTS' STEEL TOYS.** 1-pc. steel bodies. ½-in. rubber tires. Red enamel finish.

(U) 48 W 5513M—Wagon. 21x10⅝x2¾ in. deep. 4¾-in. wheels. Wt. 5 lbs. 8 oz..1.79

(V) 48 W 5514M—Wheelbarrow. 17⅞x15x6½ in. deep. 7-in. wheel. Wt. 6 lbs..1.89

To reduce shipping charges, wagons shipped flat; tractors semi-assembled. Instr.





Riding Toys for Fun and Exercise

A TO D RIDING HORSES. Tough plastic bodies, heads; smooth Ponderosa pine legs and rockers. Hardwood bases and supports. Shaped rockers prevent tipping (B) (C) (D) have white bodies, black and yellow trim; red handles and rockers. Shipped flat, easy to assemble. *Mailable.*

(A) GIANT PALOMINO SPRING HORSE (Ages to 7). Extra large tan body, bounces on 4 heavy springs. Rigid natural finish oak frame. Plastic covered steel stirrups. Secure reins. Bell rings as horse moves.
48 T 5128 M—44½x21½x32 in. high. Wt. 20 lbs. 21.75

(B) SPRING HORSE WITH BELL (Ages to 6). Bounces on 4 strong springs. Steel stirrups; plastic covers.
48 W 5125 M—35x19x29 in. Ship. wt. 17 lbs. . 14.95

(C) ROCKING HORSE WITH BELL (Ages to 6). Bell rings when horse moves. Steel stirrups; plastic covers.
48 T 5119 M—34¾x12x24¾ in. Ship. wt. 9 lbs. . . 9.98

(D) ROCKING HORSE (Ages to 4). Wood footrests.
48 T 5120 M—29¼x9½x20½ in. Wt. 5 lbs. 5.59

E CHIME HOBBY HORSE. Tinkles as steel wheels, balls revolve. Wood head, stick, 32 in. long.
48 T 5124—Web rein, bells. Wt. 3 lbs. 4 oz. . . . 1.69

F CAL'S COLT (Ages to 7). For fun, exercise. Tough steel spring securely mounted on heavy wood base. Wood seat and head, adjustable steel footrest. Red, green, white trim. Easily assembled. *Mailable.*
48 T 5131 M—35½x25½ in. high. Wt. 15 lbs. . . . 6.95

G "CHOO CHOO" SHOOFLY (Ages to 2½). Built-up sides of smooth clear plywood. Deep seat, tray, high back and footrest of Ponderosa pine. Plastic safety strap. Soft "choo choo" sound when rocked. Red, black, yellow and white trim. Partly assembled.
48 T 5129 M—30½x12x16 in. Wt. 8 lbs. *Mail.* . . . 5.95

H WOOD SPRING HORSE. (Ages to 4). Sturdy seat, horsy head and backrest of Ponderosa pine. Oak base, uprights, seat supports. Comfortable footrests. Four strong steel springs. Red and white enamel trim. Shipped partly assembled. *Mailable.*
48 T 5130 M—30x17½x23 in. Ship. wt. 11 lbs. 5.89

J ROCKING HORSE WITH BELL. (Ages to 3). Secure handle, backrest. Ponderosa pine seat, shaped rockers guard against tipping. Reinforcement bar; plastic head. Red, white and yellow enamel trim. Shipped partly assembled. *Mailable.*
48 T 5107 M—25½x8¼x15½ in. Ship. wt. 5 lbs. . . 3.89

K DOGGIE PLATFORM ROCKER. For tiny tots. Smooth Ponderosa pine with built-up back, hand grips. Seat only 4 in. from floor, low enough for creeping baby. Blue, red and white. Shipped partly assembled.
48 T 5133 L—20x11 in. high. Ship. wt. 3 lbs. 12 oz. . 1.98

L POLO PONY. (Ages to 3½). Smooth wood seat, head and hand grips. Steel undergear and wheels, with rubber tires. Red, blue and white enamel trim. Shipped partly assembled. 21¾x7¾x15¾ in. *Mailable.*
48 T 5106 M—Ship. wt. 4 lbs. 8 oz. 2.98

NEW GAME CRAZE! EXCITING! DIFFERENT!

The PRESSMAN

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- **IT'S MAGNETIC!** • **IT'S EDUCATIONAL!** (No wires or batteries)
- **IT'S FUN FOR THE ENTIRE FAMILY!**

This is IT!... A new, exciting game that will be **presold** by Groucho himself to the 18,000,000 audience of "You Bet Your Life".

We are backing this promotion with national advertising, cooperative local ads, ad mats, counter cards, window streamers, etc.

Here's how it works...

A big 5" plastic figure of "Groucho himself" spins **magnetically** to point to the correct answers. The whole family takes turns playing Quizmaster, wearing Groucho's own mustache and costume accessories which come with the game. There's lots of play money in the Jack Pot for the big pay-offs...and it's fun for the whole family.

The GROUCHO QUIZ GAME will sell as no other game has sold before! Get ready... stock up **now**... rush your orders and re-orders today for the demand that's sure to follow after the TV Preview!

Dealers:

Order through your local jobber. If he cannot supply you, write for information.

SEE ME ON TV!...
WHEN I INTRODUCE THE GROUCHO TV QUIZ ON "YOU BET YOUR LIFE," OVER 137 TV STATIONS STARTING THURSDAY, SEPTEMBER 30.

HEAR ME ON RADIO OVER 215 STATIONS COAST-TO-COAST STARTING WEDNESDAY, SEPTEMBER 29.

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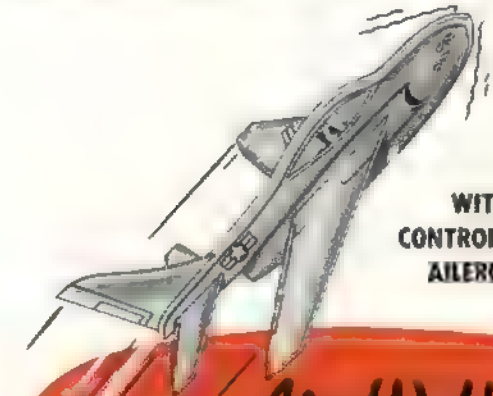
The New Speed Sensation!



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Looks like a jet . . . flies like a jet . . . screams like a banshee as it whistles through the air. Kids love its action. The first sale sells the neighborhood.

All-balsa construction with swept back wings, built-in aileron control, powerful launching stick.

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when he carves his "OK" in tires . . .

Ungar does a better job!

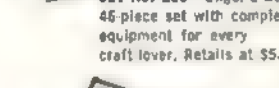
Every tire is inspected before it leaves the factory. Perfect specimens are "branded" OK with a special unit for the Ungar pencil.

This process is but one of countless ways in which Ungar flexibility and superior precision production are used by major industries.

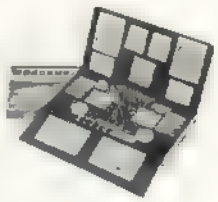
The same Ungar flexibility does a better job of selling for you with the most complete selling line in its history: (1) the new advance-engineered Ungar handle (2) new self-teaching practice plaques (3) a new Junior Set to round out your merchandising (4) new Dibble-designs in all sets!

NO. 4067 — TIRE BRANDER

SET NO. 203—Voted one of the "104 Prestige Toys for 1954" by the Toy Guidance Council, Inc. Retails at $3.



SET NO. 206 Ungar's deluxe 46-piece set with complete equipment for every craft lover. Retails at $5.



SET NO. 200—New Junior set for volume-merchandising. Retails at $2.25. Gives you complete Ungar craft line for all customers!

ALSO SET NO. 217—Famed Ungar pencil and 6 interchangeable tips for varied uses. Retails at $2.50.

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Guillow has always led the model industry with the best materials available and the clearest and easiest plans developed. Each model and kit is the biggest money value your customers will find. Our illustrated catalog will tell you more about the Guillow line.

SHELF MODEL KITS

45 different war models to choose from including 21 of the world's fastest Jets.

SERIES 10DC **10¢ ea.**
18 MODELS including 8 JETS

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These realistic SCALE flying models are flight-tested for performance. The 25c, 50c and $1.00 kits have a scientifically designed plastic propeller.

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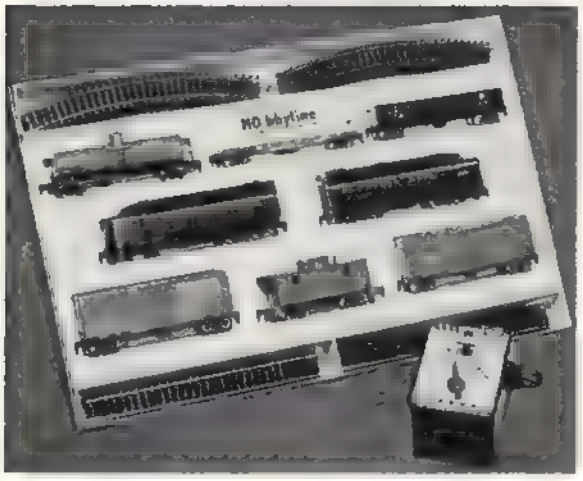
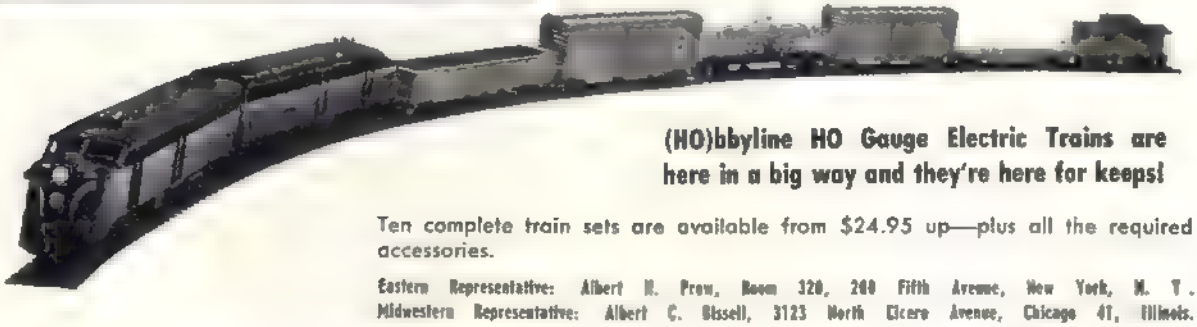


(HO)bbyline Trains

are going places!

HO gauge miniature electric trains have swept Europe, are now sweeping the U. S.

To make your HO debut as successful and profitable as possible, HObbyline gives you HO train sets in beautiful display boxes. They sell themselves to your customers.



(HO)bbyline HO Gauge Electric Trains are here in a big way and they're here for keeps!

Ten complete train sets are available from $24.95 up—plus all the required accessories.

Eastern Representative: Albert H. Prew, Room 320, 200 Fifth Avenue, New York, N. Y.
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AUTHENTIC WORKING MODELS

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Each boat, individually boxed, features mahogany stained, grooved wood deck, bright nickel-plated fittings, switch-controlled headlight, powerful electric motor, heavily nickeled brass drive assembly, cadmium-plated battery clips and hardware, water-proof, warp-proof hull painted white, red bottom, with non-peel marine paint. Factory tested, guaranteed

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Speed Boat—4½" wide

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"Construct-A-Globe" Teaches Geography

The continents, rivers, oceans, islands, all the parts it takes to make a world are vividly impressed upon the minds of students in elementary and junior high schools, when they build their own globe. The new 10½ inch, three-color *"Construct-A-Globe,"* manufactured by Models of Industry, Inc., Berkeley, California, is a 3-D lesson in global geography.

Not only do students read about the world and its wonders; they actually live the part in global exercises and games. It's a "learn-by-doing" method of grasping geography. Like the world traveler, students visit each country as they assemble the globe from flat segments. Like the foreign correspondent, they compare areas and distances throughout the world, with those which are familiar to them.

The "Construct-A-Globe" was developed by C. E. Erickson, a cartographer in Berkeley, California. Printed in three colors, it stands out as a colorful addition to a classroom when completed. The kit includes global segments pre-cut for easy assembly, base and axis rods for mounting, adhesive "locators" used for playing geographic games, a "comparator" for visual comparison of global surfaces, a scale for measuring global distances, both in miles and flying time, and a 26-page Handbook and Teachers' Manual.

Like its predecessors, The Oil Field, Theory of Flight, Weather and Electrical Kits, themselves developed by prominent educators, the "Construct-A-Globe" promises to be a boon to classroom teachers. For further information, write Models of Industry, Inc., 2100 5th Street, Berkeley, California.

♦

Berkeley a Book Publisher

• Berkeley Models, Inc., 25 Railroad Ave. East, West Hempstead, N. Y., manufacturer of model airplane kits and accessories, feeling a need for good, low-price books on the various phases of model building, has entered the book publishing field. The first book, *"Radio Control,"* edited by Bill Winter, retails for $1.

♦

• Mann-Porter Corp., Berkeley Heights, New Jersey, has announced the appointment of S. M. Coplon & Son, 200 Fifth Ave., New York City, as new eastern sales representative for "Grand" Paint products. The line includes "Grand" Paint Kits—enamels especially formulated to adhere to usually repellent surfaces.

Gund

GREATEST NAME IN STUFFED TOYS PRESENTS EXCITING NEW LINE OF DINGLE DANGLES

As illustrated A #620, DRESSED PANDA, B #5613, LOOSE PUP, C #1952 CIRCUS CLOWN, D #313 LAZY PUP, E #7121 DROWSY BEAR

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STARRING FAMOUS *WALT DISNEY* CHARACTERS IN COLORFUL RAYON PLUSH, STUFFED WITH GUND'S EXCLUSIVE **SANI-FOAM.*

The Detachable Jingle Bell Straps! Exclusive with GUND! That's what gives DINGLE DANGLES a new merchandising angle...a sales appeal all their own. That's what makes them a natural for children from crib-age through the playroom stage.

A snap of the detachable elastic **Jingle Bell Strap** and DINGLE DANGLES float in space...dance... jump...prance like marionettes, jingling as they go. No wonder they amuse and entertain crib-agers! What's more, as crib-agers grow up, DINGLE DANGLES grow up with them. Detach the Jingle Bell Strap—and presto—the crib toy becomes a lovable new playroom personality.

***Featured With The Disney Darlings*... A wide Assortment Of Other DINGLE DANGLE Stuffed Toy Personalities including Loose Pup, Dressed Panda, Circus Clown. Rayon plush or cotton. Some dressed...many with vinyl plastic faces, (made famous by Gund.)**

*SANI-FOAM—(Granulated Foam Rubber). Gund stuffs these Disney Characters and other lovable Dingle Dangles with their exclusive *SANI FOAM. The one-and-only *SANI FOAM, which makes stuffed toys exceptionally soft, pliable, resilient. Most are tubbable. Identified by WASHABLE tag.

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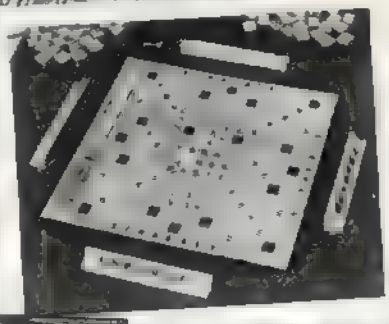
Whenever a customer makes noises like a man who's about to go away for a vacation, sell him an S. & R. game. No vacation resort is rainproof—and on days when golf or the beach is rained out, he'll be glad for a pleasant way to pass the time.

It's a good sales argument—and you'll find it nearly always produces a sale!



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The new game sensation that's sweeping the nation! The most imitated game in the history of fun.

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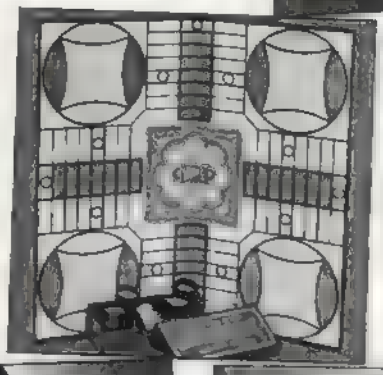
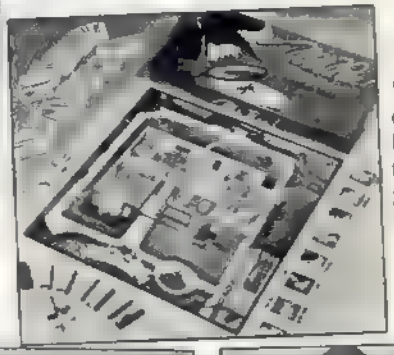
America's favorite family game since Grandma was a girl—and growing more popular every day!





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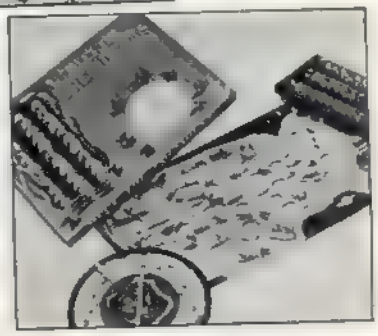
The original who-dun-it game. Everybody loves a mystery—that's why young and old love Mr. Ree.



ASSEMBLY LINE

No one can resist the fascination of putting together automobiles on a real assembly line—just as it's done in Detroit.

CABBY®

The game with rules that are meant to be broken. Plenty of excitement for the whole family.

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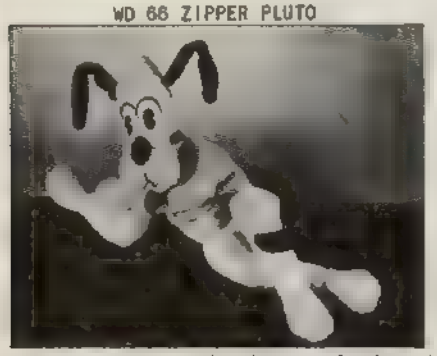
SOFT DOLLS

6201/20 ZIPPER CAT

Dreamie cat made of plush. Mask face, ribbon neck, zipper pouch in back. Colors: Pink, Blue. 23" long. 1 to box. Gund Mfg. Co.

NO. 6201/20 ZIPPER CAT.....EACH $ 5.69
QUANTITY ORDERED _____

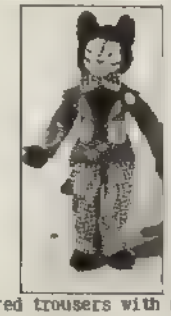
WD 66 ZIPPER PLUTO



Dreamie plush Pluto. Plastic eyes, leatherette collar around neck, zipper pouch in back. Colors Gold w/Black ears, nose, tail 21" long. 1 to box. Gund Mfg. Co

NO. WD 66 ZIPPER PLUTO.....EACH $ 5.69
QUANTITY ORDERED _____

387/25 WILLIE THE WOLF



Wears checkered trousers with matching bow tie and pockets on colorful felt jacket. Head and tail are curly plush. Simulated leather shoes and buckled belt with dangling key chain. Pressed mask face. 28" high. 1 to box. Gund Mfg. Co.

NO. 387/25 WILLIE THE WOLF.....EACH $ 5.98
QUANTITY ORDERED _____

8000/20 DINGLE DOBIN

Plush; loose-jointed. Red wool mane and tail, red felt ears, ribbon around neck. Realistic glass eyes, embroidered nose. Suspended from detachable elastic jingle bell strap. Color: White. 15" long. 13" high. 1 to box. Gund Mfg.

NO. 8000/20 DINGLE DOBIN.....EACH $ 4.98
QUANTITY ORDERED _____

VINNY BEAR

A soft cuddle bear made of brown and gold plush with a vinyl face, moving eyes, jingle bells on chest, ribbon around neck. 17" high. Individually boxed. Gund Mfg. Co.

NO. 7008/15..... .....EACH $ 3.98
QUANTITY ORDERED _____

7026/15 VINNY MONKEY
VINNY DOLL

Vinyl face, jingle bells on tummy, moving eyes that open--close, ribbon around neck. Color: Brown w/Tan. 16" high. 1 to box. Gund Mfg. Co.

NO. 7026/15 VINNY MONKEY.....EACH $ 3.98
QUANTITY ORDERED _____

A softly stuffed plush cuddle doll. Has life-like vinyl face, moving eyes, jingle bells on chest, ribbon around neck. 17" high. Individually boxed. Gund Mfg. Co.

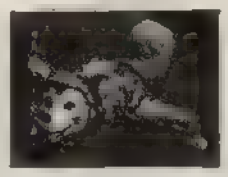
NO. 7028/15.....EACH $ 3.98
QUANTITY ORDERED _____

REGAL BEAGLE

Lovable Regal Beagle is made of beige plush with brown markings. Has life-like vinyl face, moving eyes, droopy ears, barker voice in ear, ribbon around neck 16" long. Individually boxed Gund Mfg. Co

NO. 7102/20 ....EACH $ 4.98
QUANTITY ORDERED _____

7105/20 REGAL FOX



Plush slumber fox. Lifelike vinyl face with moving eyes, curly plush tail. Concealed voice-maker in front paw, ribbon around neck. Color: Red. 16" long. 1 to box. Gund Mfg. Co.

NO. 7105/20 REGAL FOX.....EACH $ 4.98
QUANTITY ORDERED _____

7106/20 REGAL LION

Plush slumber lion. Whimsical vinyl face and painted eyes. Head and tip of tail made of long pile plush. Concealed voicemaker in front paw. Color: Gold. 16" long. 1 to box. Gund Mfg. Co.

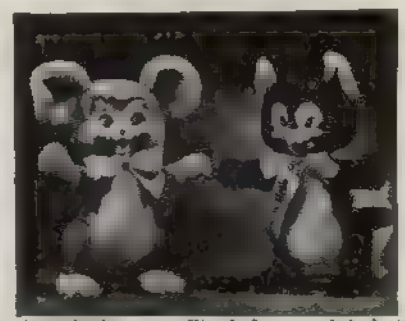
NO. 7106/20 REGAL LION.....EACH $ 4.98
QUANTITY ORDERED _____

REGAL KITTY

A softly stuffed plush kitten in a reclining position. Has life like "cat-green" eyes, squeaker in front paw. Color: Grey with darker grey markings 16" long. Indiv boxed. Gund Mfg. Co.

NO. 7111/20..... .....EACH $ 4.98
QUANTITY ORDERED _____

2401/20 SQUEEKY
2411/20 KITTY MEOW



Standing plush mouse. Vinyl face, painted eyes, ribbon around neck, crier voice in body. Extended felt tail. Color: Grey w/Pink. 15½" high. 1 to box. Gund Mfg. Co.

NO. 2401/20 SQUEEKY.....EACH $ 4.98
QUANTITY ORDERED _____

Standing plush cat. Vinyl face, painted eyes, ribbon around neck, crier voice in body. Color: Black w/Pink. 15½" high. 1 to box. Gund Mfg.

NO. 2411/20 KITTY MEOW.....EACH $ 4.98
QUANTITY ORDERED _____

SOFT DOLLS

1753 JOLLY JOKER CLOWN

All vinyl face, rooted saran hair. Wears colorful clown outfit, black derby and spats. Felt hands and feet, ruffled collar and pom-poms. Color. White w/Red. 21½" long. 1 to box. Gund Mfg. Co.
NO. 1753 JOLLY JOKER CLOWN.....EACH $ 7.98
QUANTITY ORDERED _____

F9011/25 ROLLY KITTY - SANI-FOAM STUFFED

Plump, sitting kitty made in long-pile plush, Sani-Foam stuffed. Vinyl hands, feet, face; painted eyes, voicemaker in body, ribbon around neck. Color: Grey w/Pink. 12½" high. 1 to box. Gund Mfg. Co.
NO. F9011/25 ROLLY KITTY.....EACH $ 5.98
QUANTITY ORDERED _____

F9021/25 ROLLY BEAR - SANI-FOAM STUFFED

Plump, sitting bear made in long-pile plush, Sani-Foam stuffed. Vinyl hands, feet, face, painted eyes, voicemaker in body, ribbon around neck Color Brown w/Gold. 12½" high. 1 to box Gund Mfg Co
NO. F902 /25 ROLLY BEAR..... ..EACH $ 5.98
QUANTITY ORDERED _____

F8103/12 SLUMBER PUP - SANI-FOAM STUFFED

Plush, Sani-Foam stuffed. Slumber-type eyes, embroidered nose and mouth, barker voice in droopy ear, ribbon around neck. Colors: Black, Brown, Beige, White. 15" long. 1 to box. Gund Mfg.
NO. F8103/12 SLUMBER PUP.....EACH $ 2.98
QUANTITY ORDERED _____

8114/12 SLUMBER SKUNK

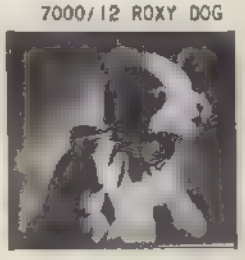
Plush. Clamped-in moving eyes, embroidered nose and mouth, big fluffy tail, ribbon around neck. Squeaker in front paw. Color Black w/White strip down back. 15" long. 1 to box. Gund Mfg. Co.
NO. 8114/12 SLUMBER SKUNK.....EACH $ 2.98
QUANTITY ORDERED _____

8117/12 SLUMBER TIGER
8118/12 SLUMBER LEOPARD

Plush. Felt slumber-type eyes, embroidered nose and mouth, ribbon around neck, squeaker in front paw. Color: Gold w/Black stripes. 15" long. 1 to box. Gund Mfg. Co
NO. 8117/12 SLUMBER TIGER.....EACH $ 2.98
QUANTITY ORDERED _____

Plush. Felt slumber-type eyes, embroidered nose and mouth, whiskers, ribbon around neck, squeaker in front paw. Color: Spotted plush, 15" long. 1 to box. Gund Mfg. Co.
NO. 8118/12 SLUMBER LEOPARD.....EACH $ 2.98
QUANTITY ORDERED _____

7000/12 ROXY DOG



Sitting dog. Clamped-in moving eyes, embroidered nose and mouth, protruding tongue, ribbon around neck. Color: White w/Brown tipped plush. 9" high. 1 to box. Gund Mfg. Co.
NO. 7000/12 ROXY DOG.....EACH $ 2.98
QUANTITY ORDERED _____

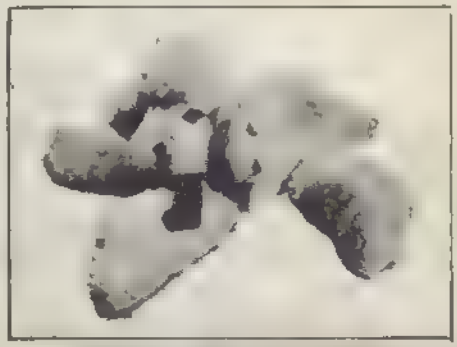
SLUMBER ZIPPER DOG & 3 PUPS

Slumber dog with zipper pouch in back containing 3 miniature pups. Dog Color: Beige w/Brown. 21" long. Pups' Brown, Black, White. 4½" long. Has barker voice in ear. Indiv. boxed. Gund Mfg. Co.
NO. 8104/3D.....EACH $ 7.98
QUANTITY ORDERED _____

WD663 SLUMBER ZIPPER PLUTO & 3 PUPS

"Zipper-doodle" toy chest. Slumbering Pluto with 3 Pluto pups in zipper pouch in back. Plush. Plastic eyes, black nose, ears, tail. Leatherette collar around neck. Color: Gold. 21" long. 1 to box. Gund Mfg. Co.
NO. WD663 PLUTO & 3 PUPS.....EACH $ 7.98
QUANTITY ORDERED _____

3114/15R PARISIAN POODLE



Velvety plush body. Head and legs made of shaggy plush. Shoe-button eyes, felt eyelashes, bow ribbon around neck, embroidered nose and mouth. Colors Blue, Coral, Gold, Emerald. 18" long 1 to box. Gund Mfg. Co.
NO. 3114/15R PARISIAN POODLE.....EACH $ 3.98
QUANTITY ORDERED _____

DIRECT FROM Disneyland TV TO YOU

COME THE GREATEST TOY SALESMEN IN AMERICA WALT DISNEY CHARACTERS...

Made Into Lovable STUFFED TOYS BY.. Gund

Mickey Mouse

GUND OFFERS TREMENDOUS PROFIT OPPORTUNITIES
Over 40 different Walt Disney Character Stuffed Toys . . . everything from Hand Puppets retailing at 98c to Jumbo Pluto at $21.98.

MANY ARE PROMOTIONAL BEST-SELLERS
Among them the Pluto Treasure Chest and 3 Pups, Gund's Walt Disney Dingle Dangle Toys and many others.

MANY ARE STUFFED WITH GUND'S FAMOUS SANI-FOAM*
Others with wonderfully resilient cotton.
All made with safe non-toxic vegetable coloring.

EVERY PERSONALITY REFLECTS GUND QUALITY
Tops in the stuffed toy world!

Donald Duck

(Since 1898) © WDP

Gund MANUFACTURING COMPANY • P. SWEDLIN INC.
200 FIFTH AVENUE, NEW YORK 10, N. Y.
New York • Chicago • San Francisco • Los Angeles • Seattle • Montreal

ONE *Gund* SALE GETS ANOTHER..

EVERY MONTH OF THE YEAR!

Every season is a selling season when you buy and display *Gund Stuffed Toys*. Now, the enthusiastic response to our wonderful '54 line points to greater-than-ever spring and summer sales for you.

The Jibber Jabber Monkey, Regal Beagle, the famous *Sani-Foam* stuffed toys and the unique Walt Disney creations are but a few of the exciting array of hits.

Gund's superior quality that discerning parents buy and the friendly Gund designs that captivate children everywhere, turn Gund toys into profitable sales for you.

SEND FOR THE NEW 1954 GUND CATALOGUE

Jolly Joker

© W.D.P.

Walt Disney Donald Duck

Regal Beagle

Since 1898

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DIRECT FROM Disneyland TV TO YOU

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Disneyland ON TV

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YOU'RE SURE TO SELL MORE

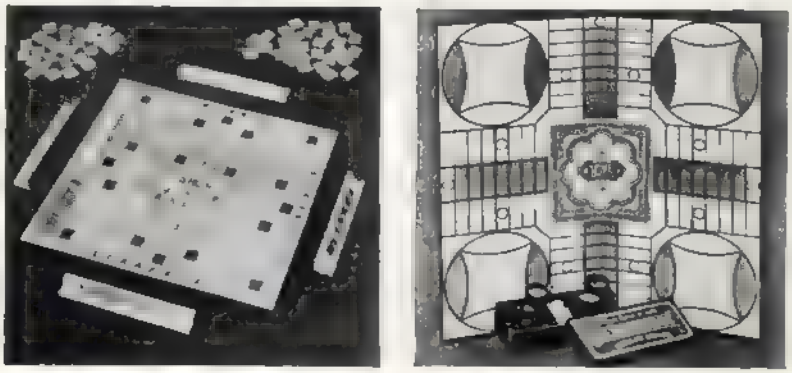
Assembly Line...

...Mr. Ree...

...Cabby...

...Meet the Presidents

IF YOU TELL YOUR CUSTOMERS THEY'RE MADE BY *Selchow & Righter*—THE MAKERS OF



SCRABBLE® *and* PARCHEESI®

Everybody knows SCRABBLE and PARCHEESI — America's two best-loved (and best-selling!) games. So when a customer steps up to your game counter, show him a game that's "made by Selchow & Righter, the makers of SCRABBLE and PARCHEESI." And see how fast you make a sale!

Scrabble® Manufactured by Selchow & Righter for Production and Marketing Co.

SELCHOW & RIGHTER CO.

Makers of Scrabble, Parcheesi, and other Fine Games

200 FIFTH AVENUE, NEW YORK 10, N. Y.

Bunny-time
is just around the corner...
Gund's WONDERFUL
NEW EASTER LINE
IS READY!
Nowhere but nowhere will you find a more exciting... more colorful... more complete line of bunny-time toys. Fashioned with care and pride, GUND'S new "Easter Family" sets the style for a wonderful Easter parade of new and unusual designs in stuffed toys. For quality merchandise... for sure profits... for promotions unlimited, plan your Easter of Gunds now!
Write for Gund's new Easter Catalog today!
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Gund

GREATEST NAME IN STUFFED TOYS PRESENTS
EXCITING NEW LINE OF DINGLE DANGLES

As illustrated: A F625, DRESSED PANDA, B F6012, LOOSE PUP; C F1852, CIRCUS CLOWN, D F513, LAZY PUP, E F7721, DROWSY BEAR

©WDP
WDF071
DOPEY

STARRING FAMOUS *WALT DISNEY* CHARACTERS IN COLORFUL RAYON PLUSH, STUFFED WITH GUND'S EXCLUSIVE **SANI-FOAM.*

The Detachable Jingle Bell Straps! Exclusive with GUND! That's what gives DINGLE DANGLES a new merchandising angle...a sales appeal all their own. That's what makes them a natural for children from crib-age through the playroom stage.

A snap of the detachable elastic **Jingle Bell Strap** and DINGLE DANGLES float in space...dance... jump...prance like marionettes, jingling as they go. No wonder they amuse and entertain crib-agers! What's more, as crib-agers grow up, DINGLE DANGLES grow up with them. Detach the Jingle Bell Strap—and presto—the crib toy becomes a lovable new playroom personality.

PLAN GUND'S
Disneyland
STUFFED TOY PROMOTIONS
to tie in with the Walt Disney television program this Fall...

*SANI-FOAM—(Granulated Foam Rubber). Gund stuffs these Disney Characters and other lovable Dingle Dangles with their exclusive *SANI-FOAM. The one-and-only *SANI-FOAM, which makes stuffed toys exceptionally soft, pliable, resilient. Most are tubbable. Identified by WASHABLE tag.

(Since 1898)

Sani-Foam STUFFED

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DIRECT FROM Disneyland TV TO YOU

COME THE GREATEST TOY SALESMEN

IN AMERICA

WALT DISNEY CHARACTERS...

Made Into Lovable

STUFFED TOYS BY.. Gund

Mickey Mouse

Pluto

Dumbo

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Tops in the stuffed toy world!

Donald Duck

(Since 1898)

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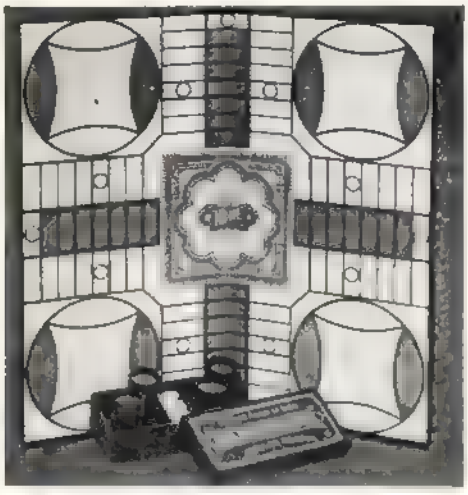
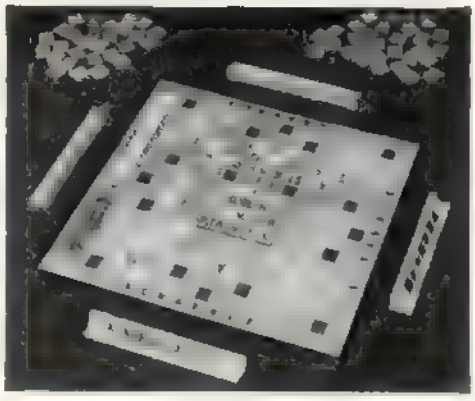
AMERICA'S *OLDEST* GAME

and

AMERICA'S *NEWEST* GAME





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SCRABBLE®

are America's favorite games

Parcheesi was the first of the so-called "board games" in America. Introduced 87 years ago, it crossed the plains with the pioneers and has been played by old and young alike for four generations. *Parcheesi* is still one of the country's two most popular games.

Scrabble, as everyone knows, is the game sensation of all time that has taken America by storm. Almost overnight, it became a national craze and is getting more popular every day. Because the demand for *Scrabble* is so tremendous, many dealers still find it difficult to get enough to supply their customers. Just remember that we are doing all we can to supply your needs.

Scrabble® Manufactured by Selchow & Righter for Production and Marketing Co.

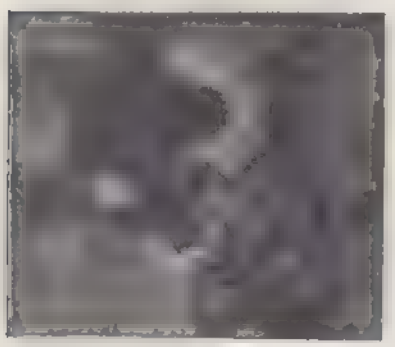
SELCHOW & RIGHTER CO. 200 Fifth Avenue, New York 10, N.Y.

MAKERS OF FINE GAMES FOR MORE THAN 4 GENERATIONS

SOFT DOLLS

2109/30 BEAR TROPHY RUG

2127/30 LION TROPHY RUG



Toy trophy rug. Has plastic ring for hanging on wall. Made of plush; turnable head, vinyl face, moving eyes. Zipper pouch for personal possessions. Color: Brown. 22" long. 1 to box. Gund Mfg. Co.

NO. 2109/30 BEAR TROPHY RUG.....EACH $ 6.98
QUANTITY ORDERED _____

Toy trophy rug. Plastic ring for hanging on wall. Made of plush; turnable head, vinyl face. Zipper pouch for personal possessions. Color: Gold. 22" long. 1 to box. Gund Mfg. Co.

NO. 2127/30 LION TROPHY RUG.....EACH $ 6.98
QUANTITY ORDERED _____

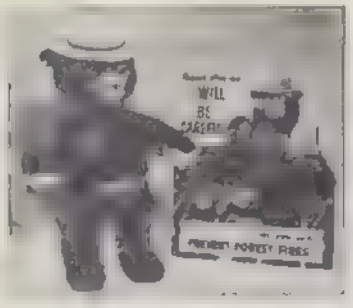
F9009/20 BOOPSY BEAR - SANI-FOAM STUFFED

NOT ILLUSTRATED

Made of long-pile plush, Sani-Foam stuffed. Vinyl face, hands, feet, voicemaker in body, ribbon around neck. Colors Brown, Gold. 12½" high. 1 to box. Gund Mfg. Co.

NO. F 9009/20 BOOPSY BEAR.....EACH $ 4.98
QUANTITY ORDERED _____

CUDDLY SMOKEY BEAR



Soft stuffed Smokey bear with vinyl face, plush body, head, arms and legs. Wears official Smokey hat, Smokey badge and buckle. Comes with shovel. 19" 1 to box. 1 doz. to ctn., 12 lbs. Ideal Toy Corp

NO 7861—19" . . . . . EACH $ 4.98
QUANTITY ORDERED _____

SLUMBER DOLL - MUSICAL

A pink plush slumber doll in a reclining position. Has plastic sleeping face, yellow curls, ribbon around neck. Contains genuine Swiss music box in its body. 12½" long. Indiv. boxed. Gund Mfg. Co.

NO. M8128.....EACH $ 4.98
QUANTITY ORDERED _____

M 906 MUSICAL SITTING SPANIEL

Plush; clamped-in moving eyes, embroidered nose and mouth, protruding tongue, ribbon around neck. Body contains genuine Swiss Music Box. Color Brown. 9" high. 1 to box. Gund Mfg. Co.

NO. M 906 MUSICAL SITTING SPANIEL..EACH $ 5.69
QUANTITY ORDERED _____

M 903 MUSICAL SLUMBER PUP

Plush, felt slumber-type eyes, embroidered nose and mouth, protruding tongue, ribbon around neck. Body contains genuine Swiss Music Box. Color Apricot w/Brown Markings. 14" long. 1 to box. Gund Mfg. Co.

NO. M 903 MUSICAL SLUMBER PUP.. EACH $ 5.69
QUANTITY ORDERED _____

M 9928 MUSICAL DOLL

Slumbering doll. Vinyl face, golden yarn hair, plush head. Wears removable pajama, ribbon around neck. Body contains genuine Swiss music box Color: Pink. 15" long. 1 to box. Gund Mfg.

NO. M 9928 MUSICAL DOLL.....EACH $ 6.69
QUANTITY ORDERED _____

M 3933 SITTING MUSICAL POODLE

Plush; realistic glass eyes, felt eyelashes, embroidered nose and mouth, protruding tongue, head, ears and feet of curly plush. Color: Grey, Coral. 11" high. 1 to box. Gund Mfg.

NO. M 3933 SITTING MUSICAL POODLE..EACH $ 6.69
QUANTITY ORDERED _____

M 1827 MUSICAL TROJAN HORSE

Standing plush horse. Felt eyes, ears and hooves. Wool yarn mane and tail, embroidered. Hooves tail and mane either Pink or Blue. Color: White. 10" high. 1 to box. Gund Mfg. Co.

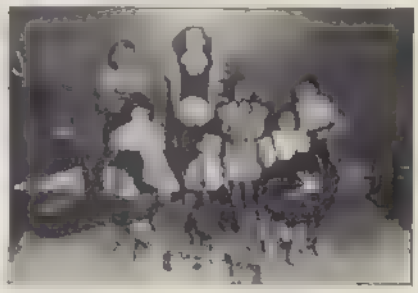
NO. M 1827 MUSICAL TROJAN HORSE....EACH $ 6.69
QUANTITY ORDERED _____

M 939 MUSICAL CUDDLE BEAR

Shaped arms and legs, clamped-in moving eyes, vinyl nose, ribbon around neck. Body contains genuine Swiss Music Box. Color: Brown w/Tan. 14" high. 1 to box. Gund Mfg. Co.

NO. M 939 MUSICAL CUDDLE BEAR.....EACH $ 6.69
QUANTITY ORDERED _____

THE McNAMEE ASSORTMENT

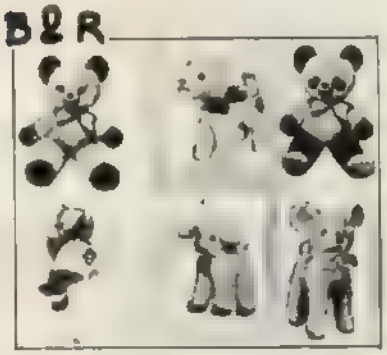


They run; they walk, they talk, full of life. Assorted—3 boys, 4 girls.

PRICE.....PRICELESS

SOFT DOLLS AND PUPPETS

BR-200 ASSORTMENT



CONTENTS: Two each of the following items:

NO. 242/9 TERRIER

Plush; stuffed firm enough to stand; sewed in eyes; embroidered nose and mouth; made of rayon plush in white with air brushed brown spots, finished with ribbon bow. 1 to box. Rushton Co.

NO. 460/12 BEAR

Soft stuffed cuddle two-tone plush honey bear, sewed in eyes; latex nose; made of delustered plush in brown and peach combination (pastels only by request); finished with satin bow. 1 to box. Rushton Co.

NO. 461/12 PANDA

Very soft stuffed; made of delustered plush; black and white combination; sewed in eyes with with felt shading; latex nose; finished with satin bow. 1 to box. Rushton Co.

NO. 638/12 CUDDLE CAT

Very soft stuffed; two-tone grey and white, styled in flexible position that can sit, lie or fold up. Handsewn-in eyes, embroidered nose, felt tongue. Finished with satin ribbon bow. 1 to box. Rushton Co.

NO. 716/9 FOUR LEGGED STANDING LAMB

Plush; black sewed in eyes, made in white and black of rayon plush; black hoofs; finished with wide satin ribbon bow. 1 to box. Rushton Co.

NO. 919/9 FAWN

Peach rayon plush, air brushed with shading and spots; sewed in eyes with felt lashes, embroidered nose; red felt tongue; finished with double bow, bell trimmed. 1 to box. Rushton Co.

NO. BR-200 ASSORTMENT Consists of 2 Each Of:

- No. 242/9 Terrier
- No. 460/12 Bear
- No. 461/12 Panda
- No. 638/12 Cuddle Cat
- No. 716/9 Four Legged Standing Lamb
- No. 919/9 Fawn

NO. BR-200 ASSORTMENT.....EACH $23.75
QUANTITY ORDERED _____

WC ASSORTMENT

CONTENTS: Three each of the following items:

NO. 615/12 FROSTY SNOWMAN

Made of delustered plush stuffed with foam rubber, which is washable. Designed like Bakery Shop Cookie with sewn-in pom-pom eyes similating raisins and cherry mouth. Finished with peppermint candy-like wool yarn bows around neck, arms and feet. 1 to polyethylene bag, tagged with item's name. Rushton Co.

NO. 614/12 GINGERBREAD BOY

Made of delustered plush stuffed with foam rubber, washable. Designed like Bakery Shop Cookies with sewn in pompom eyes similating the raisin and cherry mouth and giving a perky expression. Finished with peppermint candy-like wool yarn bows around neck, arms and feet, with lollipop tam. 1 to polyethylene bag, tagged with item's name. Rushton Co.

NO. 616/12 BLUEBERRY BEAR

Designed like Bakery Shop Cookie. Stuffed with foam rubber. Has blue delustered plush pants; white plush above the waist with pink and white wool yarn bows. Black pom-pom eyes similating raisins. 1 to polyethylene bag, tagged with item's name. Rushton Co.

NO. 617/12 STRAWBERRY KITTEN

Made of delustered plush, stuffed with foam rubber, washable. Designed like Bakery Shop Cookies with black pom-pom eyes, nose and mouth similating raisins. Arms, skirt and ear linings out of pink delustered plush with white plush above the waist. Finished with peppermint candy-like wool yarn bows around neck, arms and feet. 1 to polyethylene bag, tagged with item's name. Rushton Co.

NO. WC ASSORTMENT Consists of three each of:

- No. 615/12 Frosty Snowman
- No. 614/12 Gingerbread Boy
- No. 616/12 Blueberry Bear
- No. 617/12 Strawberry Kitten

NO. WC ASSORTMENT.....EACH $ 23.75
QUANTITY ORDERED _____

CHUBBY TUBBY BEAR

Plush. The adorable, irresistible cuddly bear, soft stuffed; Voice, made of lustrous plush in two-tone combination of black and peach; large coquettish blue eyes; quaint little smiling mouth, expressively hand painted on vinyl face, hands and feet of vinyl, with sprayed shading, finished with large satin bow around neck. 1 to box. 6 to ctn., 10 lbs. approx. Rushton Co.

NO. 226/12.....EACH $ 4.98
QUANTITY ORDERED _____

"ZIPPY" BABY CHIMPANZEE

Exact reproduction of "Howdy Doody's" pal. Made of combination of black shaggy rayon plush and vinyl parts. Impish handpainted vinyl face, hands, ears and shoes. Costumed in bright red velveteen overalls and tee shirt. 1 to box. 6 to ctn., 9 lbs. Rushton Co.

NO. 624/15.....EACH $ 6.98
QUANTITY ORDERED _____

HOWDY DOODY TOY MARIONETTE
PETER PAN TOY MARIONETTE

An exact copy two-thirds the size of one shown on television. It has a movable mouth, dancing cowboy boots and every authentic costume detail. Patented one piece control ("Unitrol") brings the figure to life in the hands of the youngster. 2 doz. to ctn. Ship. wt. 27 lbs. Peter Puppet Playthings, Inc.

NO. 380.....EACH $ 2.49
QUANTITY ORDERED _____

Authentic replica of the leading name character of the Walt Disney motion picture "Peter Pan". Patented one piece control ("Unitrol") brings figure to life in the hands of the youngster. Peter Puppet Playthings, Inc

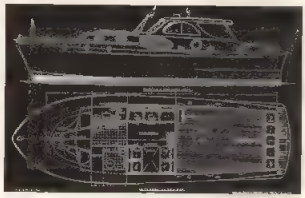
NO. 378.....EACH $ 2.98
QUANTITY ORDERED _____

NEW BOATS with Non-Pounding Hackerform HULL

Exclusive through INTERNATIONAL YACHT SALES

Here it is Finally! The new 20' John L. Hacker designed combination sport fisherman-cruiser that sleeps two or four, has enclosed toilet room, galley and large aft deck with room for fishing chairs. The new "Hackerform" hull eliminates jarring and the twin V Drive engines equipped with newly patented "Fairline Units" give extra speed. This fine boat is built by master craftsmen in Denmark to the highest specifications insuring best in quality at low cost. Full data from International Yacht Sales, Detroit.

*For Fishing * For Water Skiing * For Racing * For Cruising*



← HACKER 38

The 'Hacker 38" (see cut to left) is in our opinion the best looking cruiser of its size and type. To be built on order in Sweden of the best materials giving excellent quality at low cost. The twin V Drive engines, equipped with newly patented "Fairline Units" will assure speed and economy. The new Hackerform hull will make your voyages a joy. She is roomy and livable, suitable for sport fishing or fast cruising. Complete data from International Yacht Sales.

HACKER "BEAR CAT"

HACKER "BEAR-CAT" — The softest riding runabout ever produced. 23'x8'6" powered for speeds up to 40 m.p.h. plus. The Queen of Runabouts.

The above three boats represent only a fraction of what we can offer in new boats designed by John L. Hacker, N.A., whether custom or stock. Our planning department can offer you anything from 19' outboard cruisers, and small runabouts, to the largest luxurious motor yachts. Or if you desire, we can offer regular speedboats like the Hacker designed "My Sweetie". Remember, for comfort or speed get a Hacker designed custom built boat through International Yacht Sales.

NEW AUXILIARIES

← INTERNATIONAL 25

The small auxiliary to the left is our answer to a crying need for a small and low cost sailboat that has four separate berths, inboard power, galley and toilet. She has the following measurements: 25'3" x 20'6" x 7'4" x 4'8", giving her harmonious and seaworthy lines. The headroom is 5'2" and the total measured sail area is 310 square feet. At the low cost of $5,500 she will be delivered U.S.A. East Coast with mainsail, jib, genoa and spinnaker in addition to other equipment. The specifications call for mahogany planking, fastened with copper and galvanized rivets to oak and steel frames. Deck canvas covered and rigging stainless. All in all the biggest little boat there is. For complete data, write International Yacht Sales, Detroit.

THE "HUSKY"

This 15½-foot really husky built outboard boat can take a lot of beating and a lot of rough water. Built in Norway of hard Norway Pine Planking, she has sturdy oak frames and is copper riveted. The trim is nil. Her lines are beautiful, her appearance plain, but she is a boat—every inch of her. For early Spring delivery order now. $440.00 Detroit.

In addition we can offer these new auxiliaries:

THE "INTERNATIONAL 25" SLOOP	$ 7,750.00
THE "INTERNATIONAL 32" SLOOP	12,850.00
THE "INTERNATIONAL 38" SLOOP	17,500.00
THE "INTERNATIONAL 38" YAWL	18,500.00
THE "INTERNATIONAL 41' SLOOP	19,500.00
THE "INTERNATIONAL 47" YAWL	28,500.00
THE "INTERNATIONAL 47" YAWL	27,500.00
RHODES EASTERN INTERCLUB SLOOP	$ 7,500.00
THE 43 "WINDJAMMER" AUX. KETCH	22,000.00
THE 48 "LINDSAGE 1200W KETCH	18,000.00
THE 30 "AFROGIRL TAHITI SLOOP	9,500.00

Finally we can offer a new type that has been called the "Rol-i-Rig", a 30 light displacement auxiliary sloop which beat the most and the boldest can be called. Recently we took delivery of the first full data from International Yacht Sales on the first of the new type Interlaken boat.

In addition to these, we are going to have a line of the following Scandinavian built Lapstreak boats: (prices free Detroit),

12' OUTBOARD PINE PLANKED	$ 350.00
13½' OUTBOARD PINE PLANKED STANDARD	$ 495.00
13½' OUTBOARD MAHOGANY DELUXE	$ 595.00
20' TWIN OUTBOARD CRUISER	
20' INBOARD UTILITY PINE PLANKED	$2,750.00
22' INBOARD UTILITY PINE PLANKED	$3,450.00
22' INBOARD UTILITY MAHOGANY	$4,000.00

Dealers inquiries welcomed on these lapstreak boats built in Scandinavia

GET A NEW BOAT OF BETTER DESIGN & CONSTRUCTION FROM

INTERNATIONAL YACHT SALES

604 KERR BLDG. DETROIT 26, MICH. WO 5-6488

ASSOCIATED with JOHN L. HACKER, N.A.

Make it a Halco Halloween!
Hop on the Halco "Gravy Train"
Tiny Tot, Children
Teen-Age and
Adult Costumes
From $1.49 to $4.95 retail
NEW! EXCITING! BEST SELLERS!
Yes, make it a Halco Halloween—and you'll make it a profitable Halloween! Only Halco concentrates on such highly promotional designs as Eerie Electric Eyes, Mr. and Mrs. Potato Head and Terry-Toon characters to insure you volume sales. Plan now to make the most of your Halloween Season—and of course, plan with
HALCO—America's Leading Creator of Costumes!
TRICK OR TREAT
PARENTS
Write FOR 24-PAGE CATALOG—
COSTUMES, MASKS, WIGS, PLAYSUITS
With New Vinyl Masks
EERIE ELECTRIC EYE COSTUMES
With flashing lights!
Complete with long wire and battery case that can be concealed in pocket. Just squeeze case to flash lights on and off.
SUPER HALCO
J. HALPERN COMPANY
810 PENN AVENUE
PITTSBURGH, PA.
200 FIFTH AVENUE
NEW YORK CITY

THEY'RE TELLING A SALES STORY —

TO OVER 31,000,000 PROSPECTS!

as part of the *Walco* —selling program

and Beadcraft Outfits in your window
on your counters, on your shelves. It means
steady repeat business extra dollars in
your pocket . . . 12 months of every year!

Write today for literature. Newspaper
mats and glossy photographs availa
for your promotional activities

A Lady goes shopping . . .

All heads will turn as she comes along in Mommy's dress, her rich-looking "pearl" jewelry (carefully crafted by tiny fingers) glistening gayly! With 4 pennies in her purse, she'll make the rounds of the smartest shops. And no one will guess she's only 7!

Turning make-believe into constructive channels is a responsibility WALCO shares happily. WALCO Toy and Beadcraft Outfits provide useful outlets for youthful imaginings . . . stimulate creativeness . . . help to educate . . . give a sense of achievement.

Free folder illustrating the complete Walco line of educational toys and beadcraft outfits on request. Send self-addressed stamped envelope.

COMMENDED PARENTS' MAGAZINE

No. 3810 Pearl Jewelry Craft Outfit

WALCO QUALITY GUARANTEED

Walco BEAD CO.
37 W. 37th St., dept. N.Y.18, N.Y.

When brotherhood is more than a word

What a better way to learn to "live with thy neighbor" than watching a bunch of kids? Here is democracy: unadorned, unself-conscious democracy . . . at work in play.

Play provides a fundamental lesson in democracy . . . and WALCO is happy to share the responsibility. WALCO Toy and Beadcraft Outfits provide useful outlets for youthful ideas . . . stimulate creativeness . . . help to educate . . . give a sense of achievement.

Free folder illustrating the complete Walco line of educational toys and beadcraft outfits on request. Send self-addressed stamped envelope.

210 Indian Beadcraft Outfit

COMMENDED PARENTS' MAGAZINE

WALCO QUALITY GUARANTEED

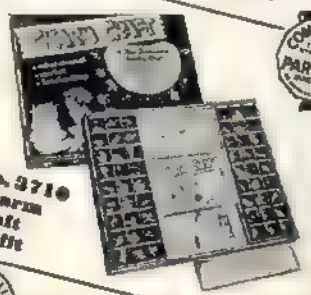
Walco BEAD CO
37 W. 37th St., dept. N.Y.18,

A surprise for mommy

Mommy doesn't know it yet, but she's getting an exquisite charm necklace for her birthday. Some little girl spent many secret, happy hours stringing those charms one-by-one. And now it's time for the Big Moment.

Turning make-believe into constructive channels is a responsibility WALCO shares happily. WALCO Toy and Beadcraft Outfits provide useful outlets for youthful imaginings . . . stimulate creativeness . . . help to educate . . . give a sense of achievement.

Free folder illustrating the complete Walco line of educational toys and beadcraft outfits on request. Send self-addressed stamped envelope.



COMMENDED PARENTS' MAGAZINE

No. 3710 Charm Craft Outfit

WALCO QUALITY GUARANTEED

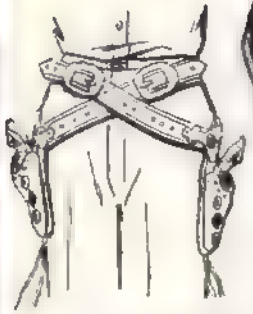
Walco BEAD CO.
37 W. 37th St., dept. N.Y.18, N.Y.

children's *Activities*

Parents' CHILD LIFE LIFE

Tie in with LIFE for the BIG SWING to HALCO'S NEW TWIN-SLING!

Suggested Retail $5.95



CASH-IN WITH DOUBLE-BARRELLED PROMOTION

ADVERTISED IN LIFE

RECOMMENDED PARENTS MAGAZINE

and PARENTS' MAGAZINE

Write for complete details including our new 1954 Holster Catalog

SUPERB HALCO BRAND

EXCITING Holster Design!

SHOWN FOR THE FIRST TIME—

Halco knows that a LIFE promotion pays off Big—only when it's backed-up with the right product! And such a product is Halco's new *Twin-Sling Double Holster Set!* It's truly sensational — in appearance, quality and price. Made of rich brown pony-skin leather — and elaborately decorated — this revival of an old popular western design is going to set kids wild this year! Complete with Texan Jr. Repeating Pistols — Twin-Sling is sure to move fast. So get ready for the Big Swing — to HALCO'S TWIN-SLING!

ORDER NOW!

HALCO **J. HALPERN COMPANY**

810 PENN AVENUE • PITTSBURGH, PA.

200 FIFTH AVENUE • NEW YORK CITY

Doughboy TOYS ARE FIRST IN SALES

because they're FIRST IN QUALITY!

In less than eight years, Doughboy inflatable plastic toys and pools have become America's best-selling line. The reason? . . . Doughboy *quality*—the ability of Doughboy Toys to please customers . . . to bring them back for more. For instance . . .

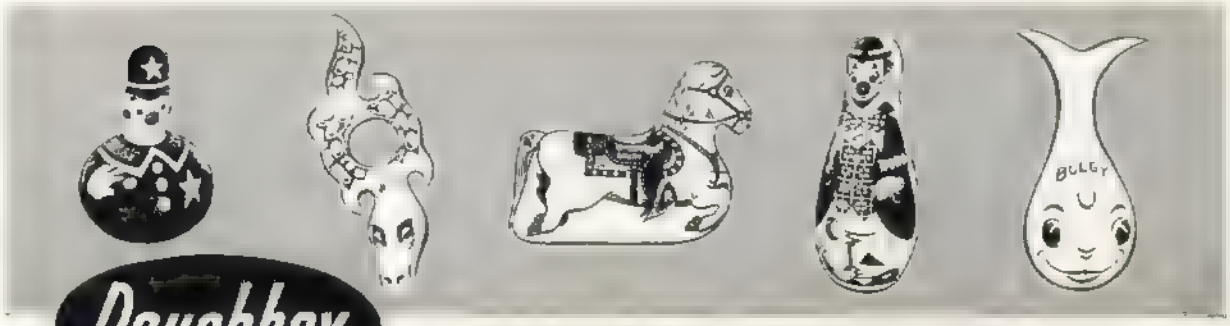
FORTI-PLY construction – *two* layers of tough Krene or Vinyl, permanently bonded together – give Doughboy Toys exceptional wearing ability.

HEAT-SEAL SEAMS – patented and exclusive with Doughboy – eliminate one of the most common causes of toy failure . . . mean greater customer satisfaction for you!

INDIVIDUAL TESTING of each toy before it leaves the factory further protects your store's reputation for handling top-quality products.

DISTINCTIVE DESIGNS are permanently rendered *in the plastic.* Doughboy colors and decorations can't fade, crack, or wash off.

DOUGHBOY QUALITY *is your assurance of the customer satisfaction that means repeat sales. Why not take advantage of this reputation to help increase your toy profits? We'll be glad to show you the 1955 line at your convenience.*



Doughboy

DOUGHBOY INDUSTRIES, INC.
New Richmond, Wisconsin

Extra HOLIDAY SALES

SUPERB HALCO BRAND

Santa Claus

SUITS, BEARD AND WIG SETS

Halco's ringing the bell to remind you that you can ring up extra holiday sales by stocking these items. They're Christmas naturals! They'll be asked for! Halco gives you a complete price range—four costume styles that are suitable for all occasions from simple home needs to the plush requirements of stores, clubs, lodges and institutions. Each complete with tassel cap, belt, leatherette leggings, beard with mask or wig. And each *fully cut* for extra padding that makes the traditional round and jolly Santa.

ANOTHER HALCO FAVORITE!

WRITE TODAY FOR COMPLETE INFORMATION

SUPERB HALCO BRAND

J. HALPERN COMPANY

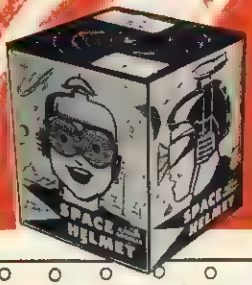
810 PENN AVE., PITTSBURGH • 200 FIFTH AVE., NEW YORK

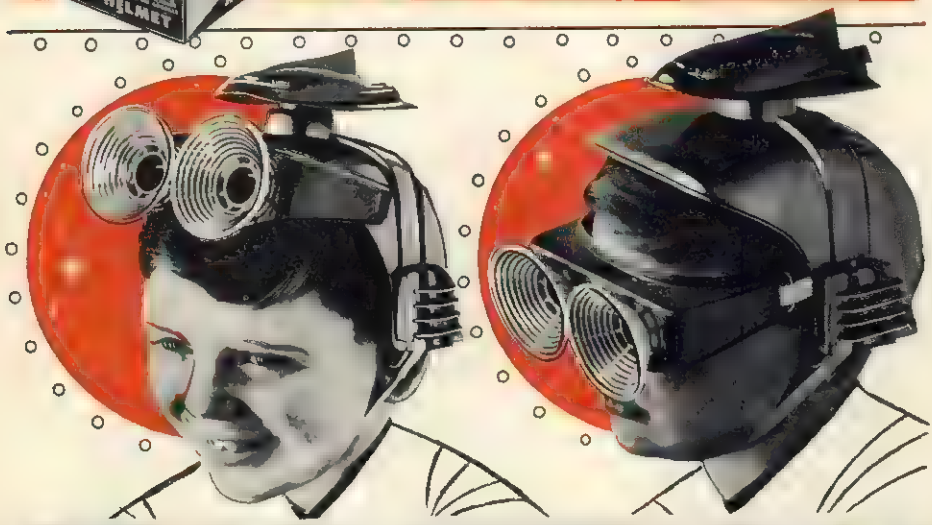
Banner's

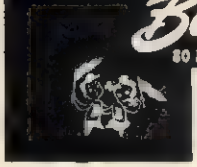
SPACE HELMET

with [illegible]

makes SKY PROPHETS and GOOD BUSINESS







Banner PLASTICS CORPORATION

80 Beckwith Ave., Paterson 3, N. J. • Permanent N. Y. Showroom: 200 Fifth Ave., Rm. 513

REPRESENTATIVES:

Mid-Atlantic & New England Jerome Messinger, New York City, N. Y.
Midwest James Cavanagh, 209 S. State St., Suite 1613, Republic Bldg., Chicago, Ill.
Southern Brown-Eddy, Inc., M & M Building, Memphis 3, Tenn.
Brown Eddy, Asso., Merchandise Mart, Suite 332, Dallas, Tex.
Western A. H. Greenburg, 1206 So. Maple Avenue, Los Angeles 15, Cal.
Banner Export Company Walter Kramer, New York City, N. Y.

Extra HOLIDAY SALES

SUPERB HALCO BRAND

Santa Claus

SUITS, BEARD AND WIG SETS

Halco's ringing the bell to remind you that you can ring up extra holiday sales by stocking these items. They're Christmas naturals!

They'll be asked for! Halco gives you a complete price range—four costume styles that are suitable for all occasions from simple home needs to the plush requirements of stores, clubs, lodges and institutions. Each complete with tassel cap, belt, leatherette leggings, beard with mask or wig. And each *fully cut* for extra padding that makes the traditional round and jolly Santa.

ANOTHER HALCO FAVORITE!

WRITE TODAY FOR COMPLETE INFORMATION

J. HALPERN COMPANY

810 PENN AVE., PITTSBURGH • 200 FIFTH AVE., NEW YORK

an EEGEE DOLL

AS ADVERTISED IN

LIFE

26,540,000 Readers

WILL READ THIS ADVERTISEMENT IN LIFE MAGAZINE

Once more, we're backing YOU up with our National Advertising campaign to help boost your sales! Just think how many readers will come into your store and ask for Susan Stroller? Better stock EEGEE dolls now and make real DOLLars.

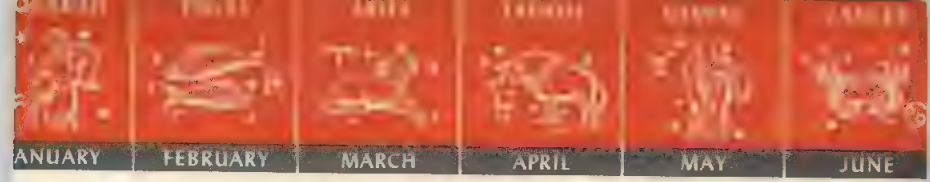
Susan Stroller has grown up. The newest addition to the EEGEE family is 29" high—just LIFE-size. We're ever expanding and improving for your benefit. Our big, new factory will give you better-than-ever service at a faster-than-ever place. Now located at 538 Johnson Avenue, Brooklyn 37, N. Y.

Send today for catalog of our complete line

GOLDBERGER DOLL MANUFACTURING CO., Inc.

SHOW ROOMS AND OFFICE

1107 BROADWAY NEW YORK 1, N. Y.



Halsam TOYS

★ AMERICAN ALPHABET *"SAFETY-BLOCKS"**

★ AMERICAN "HI-LO"* *"SAFETY-BLOCKS"**

★ AMERICAN PICTURE *"SAFETY-BLOCKS"**

★ HALSAM BAG OF ALPHABET BLOCKS

★ HALSAM PYLOK PLASTIC BLOCKS

★ AMERICAN BLOCK WAGON & BLOCKS

★ *ORIGINAL HEWN* AMERICAN LOGS

★ AMERICAN PLASTIC BRICKS BLDG. SETS

★ AMERICAN WOOD BRICKS BLDG. SETS

★ AMERICAN DOMINOES *WOOD AND PLASTIC*

★ AMERICAN CHECKERS *WOOD AND PLASTIC*

* TRADE-MARK REGISTERED

ARE PROVEN BEST SELLERS . . . EVERY MONTH IN THE YEAR—YEAR IN, YEAR OUT

PROVEN BEST SELLERS . . . means just that—TOYS that have been proven best sellers on the nation's counters—not just as seasonal TOYS but as best sellers every month throughout the years. Just good staple merchandise designed to build your sales volume and make money for you.

HALSAM TOYS are quality toys, that's the reason . . . with us quality is not just another word. It is the outgrowth of thirty-seven years of careful research and design, constant development and improvement, plus wide experience in the exclusive manufacture of American Toys.

VISIT OUR DISPLAY in the Fifth Avenue Building, Room 550 during the AMERICAN TOY FAIR, March 8 to 17. Here you will see the entire line of HALSAM best sellers for 1954—all *winners* in their line.

NATIONALLY ADVERTISED IN LIFE *PROMOTIONS*

HALSAM PRODUCTS COMPANY

GENERAL OFFICES AND FACTORY
4114-4124 RAVENSWOOD AVENUE • CHICAGO 13, ILLINOIS

SALES OFFICE AND DISPLAY
FIFTH AVENUE BUILDING, 200 FIFTH AVENUE • NEW YORK 10, N. Y.

Halsam TOYS

ARE PROVEN BEST SELLERS . . . EVERY MONTH IN THE YEAR—YEAR IN, YEAR OUT

PROVEN BEST SELLERS . . . means just that—TOYS that have been proven best sellers on the nation's counters—not just as seasonal TOYS but as best sellers every month throughout the years. Just good staple merchandise designed to build your sales volume and make money for you.

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★ AMERICAN ALPHABET *"SAFETY-BLOCKS"**

★ AMERICAN "HI-LO"* *"SAFETY-BLOCKS"**

★ AMERICAN PICTURE *"SAFETY-BLOCKS"**

★ HALSAM BAG OF ALPHABET BLOCKS

★ HALSAM PYLOK PLASTIC BLOCKS

★ AMERICAN BLOCK WAGON & BLOCKS

★ *ORIGINAL HEWN* AMERICAN LOGS

★ AMERICAN PLASTIC BRICKS BLDG. SETS

★ AMERICAN WOOD BRICKS BLDG. SETS

★ AMERICAN DOMINOES *WOOD AND PLASTIC*

★ AMERICAN CHECKERS *WOOD AND PLASTIC*

* TRADE-MARK REGISTERED

NATIONALLY ADVERTISED IN LIFE *PROMOTIONS*

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4114-4124 RAVENSWOOD AVENUE • CHICAGO 13, ILLINOIS

SALES OFFICE AND DISPLAY
FIFTH AVENUE BUILDING, 200 FIFTH AVENUE • NEW YORK 10, N. Y.

Something NEW in TELEP

by Handi-craft

ELF WINDING RINGING TELEPHONE

(NO SPRING TO BREAK)

NOV
FLEX

UNBI

's the number you've been waiting for. A ringing tele-
ne that you don't have to wind. This one winds itself.
spring to break. Just press button and bell rings
omatically. It's so simple that even a baby can
rate it. Dial turns like real phone. Each phone is
kaged in this eye catching carton.

Suggested Retail

98¢

BOTH PHONES NOW
PACKED IN TRANSPARENT
POLYETHYLENE BAGS

Customers can SEE 'EM and FEEL 'EM!

Bank-O

COMBINATION MONEY BANK AN

This one serves as a savings ban
big enough to receive half do
rings as dial is turned. Dial re
tion. Comes in a colorful pa
and red and yellow comb

79¢ Su

NO. 590
cked 4 doz.
t, colors to
shipper
ight 25 lbs.
p 3½"x5"x4"

WRITE FOR SAMPLES and CATALOG SH

ORIGINATORS OF THE TWO PIECE MOLD

ANDI-CRAFT CO.

3207 CHIPPEWA, ST. LOUIS 18,

"Look under this flap"

for Something Really NEW!

Handi-craft MINIATURE RINGING TELEPHONE

This one looks like the higher priced phones only it is smaller. The dial is extremely easy to turn and causes bell to ring. A fascinating toy for the very young. *Packed 1 doz. assorted colors to a box. Minimum packing 3 doz. weighing 7 lbs. Number 490.*

Feature it at the Suggested Retail Price 29¢

Now available in flexible
UNBREAKABLE POLYETHYLENE

2¾"

4"

MOLDED STYRON

2¾"

2¾"

FLOUR SIFTER

Just the thing for Mother's little helper. Actually sifts one cup of flour. Kiddies use it with their dishes or in the sand box. One piece molded styrene with wire screen molded in. Sturdy and durable. *Packed 3 doz. assorted colors to a box. Minimum order 3 doz. weighing 4½ lbs. Number 500.*

Suggested retail only **19¢**

Write for Information About Our Popular Line of CASTING SETS

ORIGINATORS OF THE TWO PIECE MOLD

HANDI-CRAFT COMPANY
3207 CHIPPEWA, ST. LOUIS 18, MO.

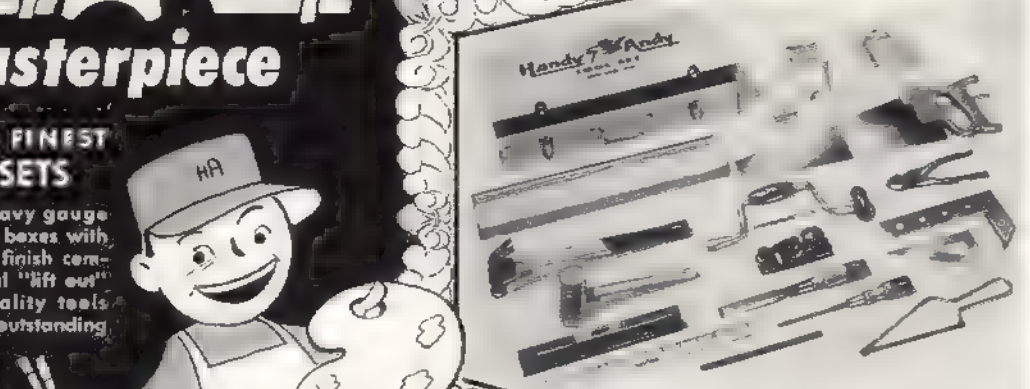
another
Handy Andy
masterpiece

ONE OF THE
Toy Guidance Council
Prestige Toys

ADVERTISED IN LIFE

AMERICA'S FINEST
TOOL SETS

Featured in heavy gauge steel . . . metal boxes with "Wood Grain" finish complete with metal "lift out" trays. Fine quality tools approved by outstanding educators.



TOOL SET NO 660

SKIL-CRAFT
CORPORATION
Makers of Famous
HANDY-ANDY
MICROSCOPE AND
DRAWING SETS

Write for
catalog and prices.

500-522 So. Clinton St. Chicago 7, Ill.

AMERICA'S FINEST "QUALITY-PRICE"
LINE OF TOYS FOR AMERICAN BOYS

STRUCTO

WRITE FOR
CATALOG

No. 700
TRANSPORT TRAILER

No. 702 STEEL CARGO TRAILER

- Complete Line of Road-Building Equipment
- "Live-Action" Fleet of Scale-Model Trucks
- "Child-Conditioned" Mechanical and Pull Toys

STRUCTO MFG. CO., FREEPORT, ILL.

Eyes

Moving eyes for soft vinyl dolls' heads.
Moving eyes for all character dolls.
Moving eyes for miniature dolls.

by MARGON . . . whose 36 years' experience in the doll industry has made them the world's outstanding producer of realistic eyes and voices for dolls.

MARGON CORPORATION, Bayonne, N. J.
Direct New York Phone: Whitehall 3-2798

GENUINE CAMEO
hand carved Cornelian

- GOLD PLATED
- 10 KT GOLD
- GOLD FILLED
- GIFT PACKAGED

5787 $5.00

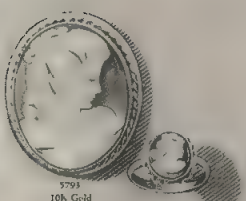
5788 $6.00 Set

5789—$4.50

5790—$4.50

5791—$24.00 Set
12K 1/20
Button or
Drop Earring

5792—$10.00 Set
12K 1/20



5793
10k Gold
Brooch—$2.00
Ring—$10.50

5794—$18.00 Set
12K 1/20

5795—$12.00 Set
12K 1/20

ACTUAL SIZE

RETAIL PRICES

Beautifully hand carved Italian Cameos

Prices for individual items upon request

1/20—12 Kt. Cameo Brooch or Pendant (no chain)

All are genuine hand carved in Italy Shell Cameos.
Fashioned by "Van Dell" makers of finest gold filled Jewelry. Cameos are 1st quality selected.

No. 43065. 1/20-12 Kt. yellow gold filled cameo brooch. Genuine 40MM cameo. Bright polished frame. In fancy paper gift box. Each **$18.00**

No. 43066. 1/20-12 Kt. yellow gold filled cameo brooch. Satin finished frame. Genuine 35MM cameo. In fancy paper gift box. Each **$16.50**

No. 43067. 1/20-12 Kt. yellow gold filled cameo brooch. Fancy filagree frame. Genuine 35MM cameo. In paper gift box. Each **$16.20**

No. 43068. 1/20-12 Kt. yellow gold filled cameo brooch. Bright polished frame. Genuine 40MM cameo. In fancy paper gift box. Each **$16.00**

No. 43069. 1/20-12 Kt. yellow gold filled cameo brooch. Satin finished frame. Genuine 30MM cameo. In fancy paper gift box. Each **$15.00**

No. 43070. 1/20-12 Kt. yellow gold filled cameo brooch. Twisted ribbon frame. Bright polished. Genuine 35MM cameo. In fancy paper gift box. Each **$15.00**

No. 43071. 1/20-12 Kt. yellow gold filled cameo brooch. Bright polished frame. Genuine 30MM cameo. In fancy paper gift box. Each **$14.50**

No. 43072. 1/20-12 Kt. yellow gold filled cameo brooch. 3 Graces. Bright polished frame. Genuine 35MM cameo. In fancy paper gift box. Each **$12.50**

No. 43073. 1/20-12 Kt. yellow gold filled cameo brooch. Fancy ribbed frame. Genuine 25MM cameo. In fancy paper gift box. Each **$11.50**

PRICES SUBJECT TO CHANGE WITHOUT NOTICE

Hand Painted BLUE RIDGE Dinnerware

UNDERGLAZE

Every pattern on this page is truly BLUE RIDGE dinnerware—a superior semi-porcelain, and the HAND-PAINTED PATTERNS are covered permanently with mirror-like glaze at a fusion heat that completely seals in and fully protects the lovely hand-paintings thru years and years of lasting service. Guaranteed against all detergents.

DISMAYED ROOSTER

The hand painted cock under the brilliant gloss of the chinaware is smart looking, dressed in his colorful plumage. You will enjoy many years of use with this pattern—its beautiful colors will never fade, since they are under the gloss and fully guaranteed against all detergents.

		Per Set
1954B650	20 piece set	$ 8.95
1955B1335	35 piece set	19.95
1956B2050	53 piece set	30.95

COLONIAL BOW KNOT

Modern color scheme—chartreuse and brown. The motif is a spray tied with double bow knot. Gracefully fluted shape emphasizes the fine smooth glaze.

		Per Set
1918B585	20 piece set	$ 8.95
1919B1195	35 piece set	17.95
1920B1825	53 piece set	27.50

SKYLINE FLORAL BORDER

Broken sprays are arranged in a beautiful motif, forming wreath of lovely colors which are not covered when plate is filled with food.

		Per Set
1957B615	20 piece set	$ 9.25
1958B1245	35 piece set	18.95
1959B1935	53 piece set	28.95

SKYLINE MOUNTAIN CHERRIES

This pattern pleases the conservative taste. The red cherries and green stems, framed in circular lines will reflect good taste wherever displayed.

		Per Set
1924B635	20 piece set	$ 9.50
1925B1315	35 piece set	19.95
1926B1995	53 piece set	29.95

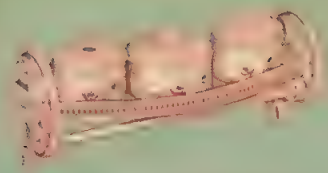
COMPOSITION OF SETS:

20 piece set, 4 cups, 4 saucers, 4 dinner plates 9¼" overall, 4 bread and butter plates 6" overall, 4 fruits 5" overall. Wt. 11 lbs.

35 piece set, 6 cups, 6 saucers, 6 dinner plates 9¼" overall, 6 bread and butter plates 6" overall, 6 fruits 5" overall, 1 open vegetable bowl, 1 platter 11" overall, 1 creamer, **1 sugar bowl with cover. Wt. 20 lbs.

53 piece set, 8 cups, 8 saucers, 8 dinner plates 9¼" overall, 8 bread and butter plates 6" overall, 8 fruits 5" overall, 8 lug soups, 1 open vegetable bowl, 1 platter 13" overall, 1 creamer, **1 sugar bowl with cover. Wt. 34 lbs.

****count as two pieces**



Lacey Ledge SINGLE SHELF & TOWEL BAR 4-Piece ENSEMBLE

Ensemble includes smartly executed Shelf, 7½" x 17" x 6½"; Powder Box, Cotton Picker and Dusting Powder Box. Colors: White, Black, Pink, Yellow

No. 5H1294 Index 1-450 . . Specify color Retail $ 6.75

Matching Tissue Box available, size: 10½" x 5½".

No 5H1302 Index 1 120 . . . Specify color Retail $ 1.79

Lacey Ledge MAGAZINE RACK

Exquisitely shaped and decorated. Fitted with carrying handle. Ample space for large selection of magazines, etc. Size: 15¼" x 10½" x 8". Colors: White, Black, Pink, Yellow

No 5H1296 Index 1 286 . . Specify color . . . Retail $ 3 98

NATIONALLY ADVERTISED

HAND PAINTED

WOLFF *Lacey Ledge*®

DELUXE MATCHED BATHROOM ACCESSORIES

True elegance in every exquisite detail . . . in the delicate, lace-like pierced galleries, the magnificent hand-painted, full-color floral designs, the rich quality of each piece. Pure magic to beautify bathrooms . . . to hold bathroom needs and toiletries within easy reach. A gift of charm, indeed!

Crafted of durable metal and finished in these washable, chip-resistant baked enamel colors.

☐ White ● Black ☐ Pink ☐ Yellow

Guaranteed by Good Housekeeping

Lacey Ledge TRIPLE SHELF 7-Piece ENSEMBLE

Three gracefully arched tiers edged with pierced galleries. Ample shelf space. Size 16" x 12" x 5½". Ensemble includes 3 Lotion Bottles, Powder Box, Tumbler and an exquisite Tissue Box. Colors: White, Black, Pink, Yellow.

No 5H1295 Index 1-617 . . Specify color . Retail $ 9 25

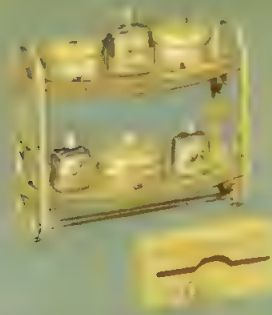
Lacey Ledge CORNER SHELF 6-Piece ENSEMBLE

Perfect 3 tier shelf to fit conveniently in any corner of the bathroom. Size: 18" x 8½". Ensemble includes 3 Lotion Bottles, Dusting Powder Box and Tumbler. Colors: White, Black, Pink, Yellow.

No 5H1297 Index 1-532 Specify color .. Retail $ 7 98

Matching Tissue Box available, size: 10½" x 5½".

No 5H1302 Index 1-120 . Specify color . Retail $ 1.79



Lacey Ledge DOUBLE SHELF & TOWEL BAR 8-Piece ENSEMBLE

A decorator's concept of a smartly styled shelf and towel bar Size: 14" x 17" x 6½" Ensemble includes 3 Lotion Bottles, Powder Box, Cotton Picker, Dusting Powder Box and lovely Tissue Box. Colors: White, Black, Pink, Yellow.

No. 5H1298 Index 1-800 Specify color Retail $11.98

Lacey Ledge BATH MAID

Cleverly concealed toilet brush in smart holder. Includes a deluxe white plastic bristle brush, drip pan and 2 shelves. 21⅜" high. Colors: White, Black, Pink, Yellow.

No. 5H1300 Index 1-233 Specify color Retail $ 3.49

WOLFF HAND PAINTED *Lacey Ledge*®

NATIONALLY ADVERTISED

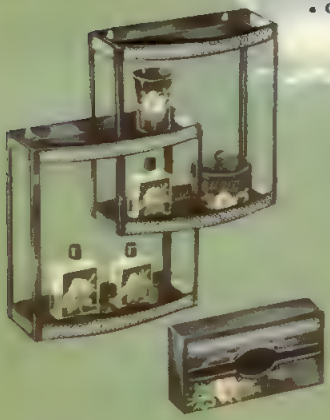
Better Homes Beautiful GOOD HOUSEKEEPING

Guaranteed by Good Housekeeping

DELUXE MATCHED BATHROOM ACCESSORIES

- Smartly designed with PIERCED GALLERIES
- Substantial steel construction
- HAND PAINTED floral decorations
- Chip-resistant baked enamel finish

○ White ● Black ○ Pink ○ Yellow



Lacey Ledge SHADOW SHELF 7-Piece ENSEMBLE

An unusual styled shelf designed to beautify any bathroom Four large tiers for accessories. Size 15" x 18" x 5½" Ensemble includes 3 Lotion Bottles, Tumbler, Powder Box and Tissue Box. Colors: White, Black, Pink, Yellow.

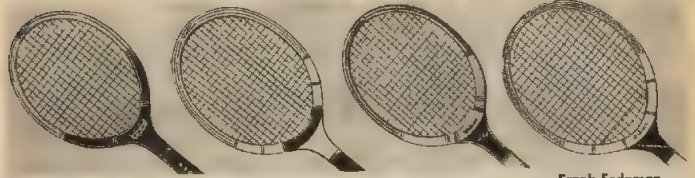
No. 5H1299 Index 1-868 Specify color Retail $ 9.98

Lacey Ledge 3-Piece BATHROOM ENSEMBLE

Three smart modern bathroom essentials. Ensemble includes a tall stately ventilated Round Hamper 22" high, matching Round Basket 12½" and lovely Tissue Box 10½" x 5¾" All hand decorated and with Lacel Ledge piercing. Colors: White, Black, Pink, Yellow.

No. 5H1301 Index 1-883 Specify color Retail $10.25

Wilson — a favorite name in Sporting Goods



Phoenix Tennis Racket

An outstanding value—recommended for those who want a good tennis racket at low cost. 16 main string Strata-Bow frame of ash and black fiber laminations. White painted throat and shoulders, Natural wood handle, and black suede grip. Nylon monofilament strung.

No. 5618. List $8.00. Dlr's. ea. **5.53**

Match Play Tennis Racket

Built for rugged play—the new Match Play racket, with two fibers in a Strata-Bow frame. White throat and shoulders, maroon handle, maroon suede grip. Fiber overlay reinforcement on shoulders above the throat. Strung with Multi-ply braided nylon.

No. 5612. List $11.75. Dlr's ea **7.20**

Mary Hardwick Signature

Precisely balanced for women players, this racket has Strata-Bow construction. Red and white basic frame. Outside laminations of selected Beech. Grip is inside center skived, perforated, top quality blue calf skin. Strung with Multi-ply braided nylon.

No. 5604. List $16.50. Dlr's ea **10.80**

Frank Sedgman Tournament

Strata-Bow frame constructed of all-ash, three fibers. Shoulders are overlayed with white. Natural handle flakes, blue Speed-Flex fiber throat faces and perforated black leather grip. Pre-Fected nylon strung

No. 5619. List $14.50. Dlr's, ea. **10.00**

Tennis Balls

These hard-wearing tough felt covered tennis balls are approved by the International Lawn Tennis Federation. The nap of the Wilson CHAMPIONSHIP ball has increased vitality—tends to fluff up during play. 3 in a hermetically sealed can

No. 5626. List $3.50 can. Dlr's., per can of 3 **1.80**

Official 12" Softball

Tops in popularity—tops in value! This durable Official softball has kapok center, pre-vulcanized inner cover. Specially tanned white leather cover is double hand stitched with white waxed thread.

No. 5638. $3.15. Dlr's., ea. **2.34**

Official Baseball

Made to exact major league specifications, this is the finest baseball on the game today. Cushion Cork center wound with finest wool yarn and covered with selected white, alum-tanned horsehide Waterproof Scuff resistant Double hand stitched cover

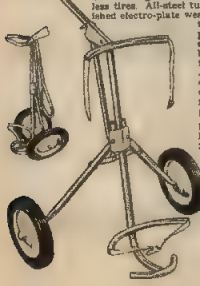
No. 5640. List $3.25. Dlr's. ea **2.40**

Hank Sauer Ball Hawk

Real pro glove design. A large 3-finger model with streamlined fingers and full welted seams. Full oiled with greased pocket. Leather laced wrist for a 'just right' fit. Made of good grade tan cowhide with full cowhide lining for extra tough wear. Felt pad with hand formed heel tan roll leather binding. Grip-Pile pocket and leather finger tip lacing

No. 5624. List $12.50. Dlr's. ea **8.00**

Tag-a-long GOLF CARTS



Golfers find walking across the course a real pleasure when "Tag-a-long" carries their bag. Special Deluxe with big 20" wheels and dual ball bearings. 10" wide tread lightweight airless tires. All-steel tubular design, buffed, polished electro-plate weatherproof finish. Fits all types of bags; web straps, plated buckles. Loop handle provides easier handling with minimum arm fatigue when pulling cart. Auto-folding mechanism opens cart by raising handle . . . folds compactly for easy storage. Shipping weight 31 lbs.

No. 2012. List $21.95 Dlr's $14.27 3 lots, ea. **13.17**

Large 10" Balloon Tires; Dual Ball Bearings All Steel Design

Opens and closes by raising or lowering handle; folds compactly and quickly

George Kell Professional Model Fielder's Glove

This new George Kell model features streamlined fingers, closed wrist and leather finger tip lacing. Made of good quality tan cowhide, this five finger glove is large size, with greased pocket, and felt pad with hand formed heel Fully oiled it has full welted seams and is bound with tan roll leather and lined with cowhide

No. 5630. List $15.00. Dlr's., ea **9.60**

Ted Williams Four Finger Fielder's Glove

This new, four finger Ball Hawk model represents Ted William's practical idea of a large size glove of good quality tan cowhide, with full leather lining felt pad, hand formed heel leather binding, grease set pocket, and laced wrist. Fully oiled, this model also has streamlined fingers and leather finger tip lacing.

No. 5628. List $11.00. Dlrs. ea. **7.20**

Satisfaction Guaranteed or Money Refunded

WILSON SPORTS EQUIPMENT

(A) Jack Kramer "Aer-Flo" Tennis Racket by Wilson

Jack Kramer's idea of the best value in a tennis racket for the popular price field. Strata-Bow constructed with 3 fiber laminations. Strung with Multi-ply braided nylon. Ash wood shoulder overlay reinforcements natural finish wood handle, black leather perforated leather grip. Painted white from top of shoulders to bottom of throat (#T2420)

No. 85-5801. Index 1-720. LIST **10.80**

(B) Jack Kramer Pro Model Tennis Racket by Wilson

Choice materials and fine craftsmanship create this popular favorite especially designed for college-ate play Strung with Multi-ply braided nylon the Strata-Bow frame is constructed of red and white ash laminations. Reinforced throat white shoulder overlays basswood handle and perforated grip.

No. 85-5809. (#T2725) Index 1-935. LIST **14.00**

(C) "Flight" Tennis Racket by Wilson

An ideal racket for beginners or those who play occasionally Strata-Bow construction gives excellent balance Ash and fibre laminated frame attractively finished with blue handle and throat. Black fiberloid bindings. Fibro-suede grip Strung with braided Dura-ply. (#T3018)

No 85-5803. Index 1-400. LIST **6.00**

(D) Wilson Championship Tennis Balls

100% rubber balls with hard wearing tough felt cover Nap has increased vitality—no floating, drifting or fading Pressure packed in hermetically sealed cans (3 to can). Dash markings for identification (1-4 dashes).

No 85-5804. (#T1010). Index 3-65; 12-80. LIST **83¢**

(E) WILSON BADMINTON SETS

Top quality set consisting of 4 "Finalist" rackets; 20x2 ft. net, 2 net posts. 2 special shuttlecocks and rule book Rackets have selected white ash frames, attractive blue plastic grip. Handsome white enamel finish with blue trim. Strung with Monofilament nylon Packed in special display box.

No 85-5805 (#T8834). Index 1-1520. LIST **24.00**

Same as above except contains 2 "Finalist" rackets, 20x2 ft net 2 net posts, 2 shuttlecocks and rule book

No 85-5807. (#T8835) Index 1-950 LIST **15.00**

(F) Youth's Trapper Basemen's Mitt by Wilson

Patterned after professional model that a top choice with first basemen in big leagues and organized ball, but designed for younger players Gives freer action to all fingers. Hand in glove reacts automatically closes over ball at impact Made of good grade tan color cowhide. Fully oiled Felt pad fibre reinforced thumb and finger sections. Greased set pocket, Rawhide leather laced edge Adjustable leather laced wrist strap.

No 108-7903 Regular (#A2680).
No 108-7906. For Left Handed Player (#A2682,.
Index 1-800. LIST **9.25**

(G) Hank Sauer Fielder's Glove by Wilson

Large size 5-finger model. Finest selected specially tanned glove cowhide. Welted streamline back fingers. Full leather lining. Roll leather binding Felt pad with hand formed heel fully oiled Deep crease set pocket. Leather finger-tip lacing with laced wrist.

No. 108-7911. (#A2980). Regular.
No 108-7912. (#A2982). For left handed thrower.
Index 1-640. LIST **10.00**

(H) Phil Cavarretta Fielder's Glove by Wilson

Large size Ball Hawk 4-finger model Made of high grade tan glove cowhide, has wool felt pad with hand formed heel, roll leather binding, full cowhide lining, crease set pocket and laced wrist and finger-tip. Full oiled.

No. 108-7915. (#A2924) Regular.
No 108-7916. (#A2928) For left handed thrower.
Index 1-800. LIST **12.50**

(J) Ted Wilks Fielder's Glove by Wilson

Top quality glove in the moderate priced field. Large size 5-finger model made of high quality, specially selected tan cowhide Bound with roll leather and has wool felt pad with hand formed heel. Grease set palm, leather laced crotch, wrist and finger-tip, full cowhide lining. Not oiled

No 108-7915. (#A2074) Regular.
No. 108-7918. (#A2078). For left handed thrower
Index 1-1035. LIST **16.00**

(K) P. Becker "Challenger" Table Tennis Set

Contains 4 challenger 5-ply pebbled rubber faced bats (2 red and 2 blue), pair of extending steel standards, net with patented wing nut fasteners and 4 balls Packed in large display box. (#235)

No. 85-5824. Index 1-820. LIST **11.95**

(L) P. Becker "Wembley" Table Tennis Set

Set contains 4 Wembley bats designed by experts (2 red and 2 blue) with 2 decorated wood handles leather tipped and 2 handles wrapped with leather. Made of 5 ply veneer with finished edges, imported English rubber used on faces. Includes pair of extra heavy extending steel standards, cord-suspended soft net, and 6 balls. (#242).

No. 85-5827 Index 1-1500. LIST **21.00**

(M) P. Becker Table for Table Tennis

An outstanding table recommended and approved by the United States Table Tennis Association for tournament play Top made of 5-ply veneer ¾" thick. Extra heavy apron on all edges Special green finish carefully rubbed and treated to make it fast resistant and glare free. Officially striped in white 2 segments bolt together with wing-nut bolts 8 extra heavy tapered folding legs. All hinges and legs are riveted—U shaped hinges assure maximum strength. Legs set in 5" to prevent interference. Official size 9x5 ft. 135 lbs

No. 85-5835. (#1).
Index 1-5980. LIST **83.00**

Same as above except top ½" thick Heavy apron on edges Green finish officially striped. 8 folding square legs 9x5 ft. 85 lbs. (#11)

No. 85-5836.
Index 1-4745. LIST **65.00**

Table Not Included In Our Prepaid Freight Offer

OUT OF THE BLUE
comes the toy sensation of the century . . . the new, exciting Spitz Junior Planetarium, already receiving wide-spread national publicity! Scientifically designed to show the stars above us . . . exactly as they appear . . . any time, any place in the northern hemisphere! Projects all the major constellations . . . see the Big Dipper, Orion, Southern Cross! Fascinating . . . educational! Nothing like it on the market! Packaged in colorful, star-struck box with full-color 32-page star book to help identify constellations.
Retails at $13.95
DEMONSTRATIONS AT THE TOY FAIR
ROOMS 606-607, HOTEL NEW YORKER
HARMONIC REED CORPORATION
ROSEMONT, PENNA.

"Take a PEEK"

New Wonderful Washable Foam Rubber Stuffed Plush Toys from $1.49 to $2.98 Retail Available bagged or boxed

Staple & Novelty Items. Made by the pioneer of foam rubber stuffed toys. Cuddle Toy & Mfg. Co

Wonderful Additions to the Come Play line of play toys of brooms, mops, shovels, blocks etc

Hardwood - Waxed and Polished Constructo blocks and wagon by Come Play Products

at these
SURE-SELLING
Items at
the TOY FAIR....

Stop in and
Have a look....
Fifth Avenue Building
ROOM 263

Washable Vinyl Toys by Arterait Character Doll Company

One of many assorted animals and dolls Assorted and packing bagged

One of the many results from a Toco Craft construction set. By the Ray Mfg. Co.

The nation's top line of construction toys Two toys in one. Make it—Paint it

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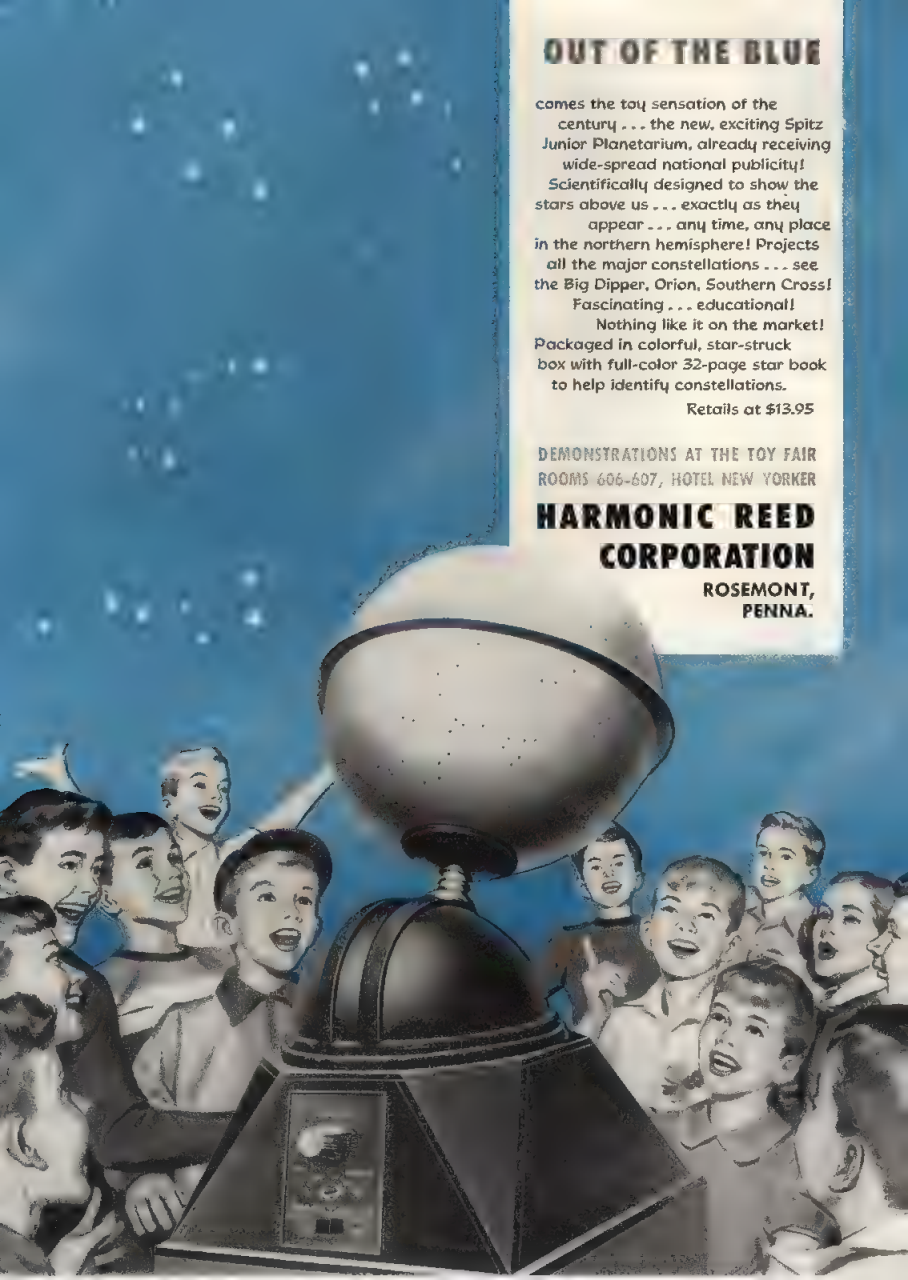
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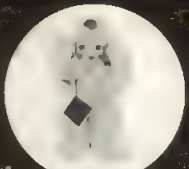
"Take a PEEK"



New Wonderful Washable Foam Rubber Stuffed Plush Toys from $1.49 to $2.98 Retail Phaflin bagged & boxed

Staple & Novelty Items. Made by the pioneer of foam rubber stuffed toys. Cuddle Toy & Mfg. Co.

Wonderful Additions to the Come Play line of play toys of brooms, mops, shovels, blocks, etc

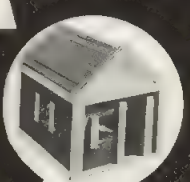
Hardwood—Waxed and Polished Construcio blocks and wagon by Come Play Products

at these SURE-SELLING Items at the TOY FAIR . . .

Stop in and Have a look . . . Fifth Avenue Building ROOM 263

Washable Vinyl Toys by Artcraft Character Doll Company

One of many assorted animals and dolls Assortment packing bagged



One of the many results from a Toco Craft construction set. By the Roy Mfg. Co.

The nation's top line of construction toys. Two toys in one. Make it Paint it

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comes the toy sensation of the century . . . the new, exciting Spitz Junior Planetarium, already receiving wide-spread national publicity! Scientifically designed to show the stars above us . . . exactly as they appear . . . any time, any place in the northern hemisphere! Projects all the major constellations . . . see the Big Dipper, Orion, Southern Cross! Fascinating . . . educational! Nothing like it on the market! Packaged in colorful, star-struck box with full-color 32-page star book to help identify constellations.
Retails at $13.95
DEMONSTRATIONS AT THE TOY FAIR
ROOMS 606-607, HOTEL NEW YORKER
HARMONIC REED CORPORATION
ROSEMONT, PENNA.

Presenting the NEW, EXCLUSIVE

Almost alive

HEART BEAT DOLL

(Patented)

$1.98

Individually boxed in attractive 3-color window cellophane front box 11" x 12". Packed 6 doz. to carton, solid or assorted. Weight 8 lbs. per doz.

- Authentic costumes of **24 countries.**
- Pick up the doll—hear its heart beat. Made exclusively by us, under Pat. No. 2,570,740.
- 8" tall, beautifully dressed in silks, satins and laces.
- All plastic construction, with moving eyes, head and arms. Lifelike mohair hair.

See us at the Toy Fair
Room 737—Hotel McAlpin

FORTUNE TOY CORP.
189 Ainslie St., Brooklyn 11, N. Y.
Sales office and showroom: HARMOR & CO., INC. • 200 Fifth Avenue, N. Y. C.

"Look at me in my—

Sportster"

ONE-PIECE

MOULDED FIBERGLAS

AMAZINGLY TOUGH AND RESILIENT

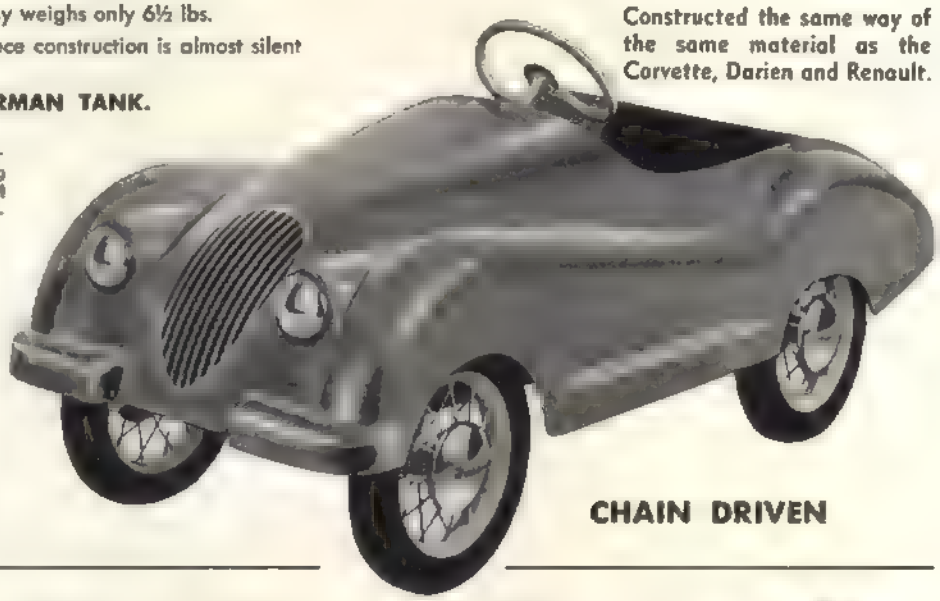
LIGHTWEIGHT: Body weighs only 6½ lbs.

NOISELESS: One-piece construction is almost silent in motion.

TOUGH AS A SHERMAN TANK.

4 bolt, 5 minute easy assembly. Attach wheels, steering post. Body attaches with 4 bolts already embedded into body

Constructed the same way of the same material as the Corvette, Darien and Renault.



3

PASTEL COLORS

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NOW . . . A FOOT BRAKE ON ALL 16" BIKES.

Hedstrom

New

COLORFUL

LINTEX

5 sparkling colors to select. Smartest line ever

HEDSTROM UNION CO., FITCHBURG, MASS., DOTHAN, ALA.

SALES PITCH WITH A **Punch!**

helps you sell more

AMF Junior

TRIKES & BIKES

STANDOUT NEW MODELS!

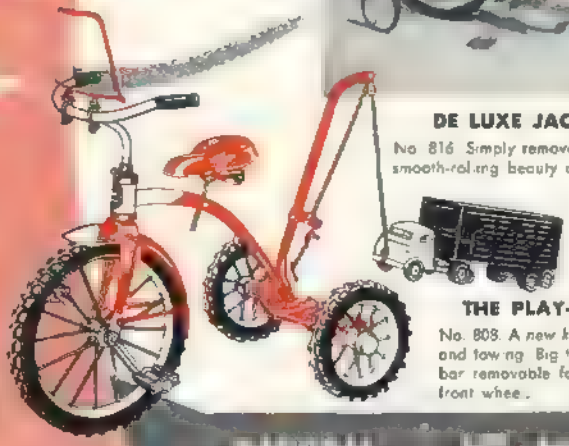
THE THRILLING NEW SKY TRIKE

Series 885. New sabre jet handlebar with knuckle guards, streamers. Rocket rear deck. Ball bearing front wheel. Sparkling chrome trim. 12", 16" and 20" front wheel sizes.

DE LUXE JACK & JILL SIDEWALK BIKE

No. 816. Simply remove the cross bar and this streamlined, smooth-rolling beauty converts to a real girl's model

16" wheels.



THE PLAY-PACKED NEW TOW-TRIKE

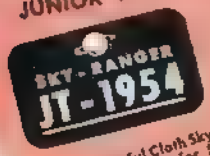
No. 808. A new kind of trike! Crank-up hoist for lifting and towing. Big tractor tires. Plastic windshield. Hoist bar removable for conversion to standard trike. 16" front wheel.

Year 'Round Sales For You!

Every day—all year long—65,000 youngsters between ages 2 and 8 celebrate birthdays! These birthdays are naturals for AMF JUNIOR trikes and bikes. Here's how the JUNIOR "Birthday" Promotion goes after this tremendous, year 'round business.

Powerful color ads in national magazines feature JUNIORS as gifts that make happier birthdays.

JUNIOR TOY sends a



Sky Ranger Metal Trike License Plate

Colorful Cloth Sky Ranger Emblem for Shirt or Jacket

to every purchaser of the sensational new Sky Trike!

Ask your jobber for complete details or mail the coupon for your

FREE

PROMOTION KIT

NATIONAL ADVERTISING | Parents' Child Life | Children's Activities

JUNIOR TOY CORPORATION

215 Marble Street • Hammond, Indiana

SUBSIDIARY OF AMERICAN MACHINE & FOUNDRY CO., NEW YORK

Rush me my new 1954 JUNIOR Promotion Kit

NAME_____

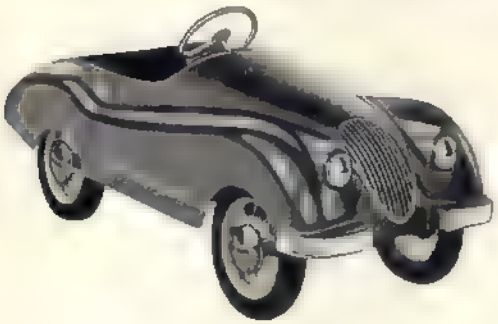
STORE NAME_____

ADDRESS_____

CITY_____ ZONE____ STATE_____

ONE PIECE

MOLDED FIBERGLAS



READY

FOR THE BIG SELLING SEASON

are you?

VELOCIPEDES

More color . . . more "SELL." From 1¾" semi-pneumatic tires and multi-spoke wheels to 10" junior sizes. Colored plastic grips and smart tan leather saddles.

SIDEWALK BIKES

10" and 13" sizes. 16" bikes for boys or girls. 1¾" semi-pneumatic tires with de-luxe or standard equipment all featuring new foot brake.

DOLL CARRIAGES AND STROLLERS

featuring colorful LINTEX fabric . . . in smart new Rainbow tints . . . powder blue, luggage tan, mint green, military blue and forest green.

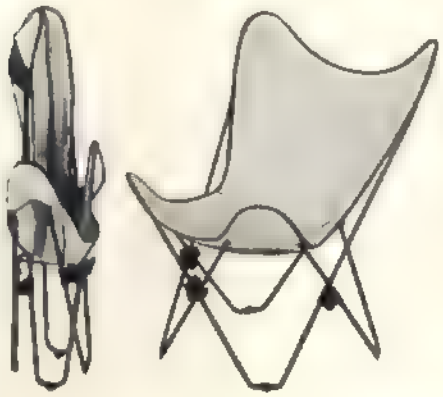
NEW!

CHILD'S

FOLDING

BUTTERFLY CHAIR

Folds in a flash! No setting up, no assembling. Heavy duck canvas.



BLACK, ORANGE, YELLOW, GREEN.

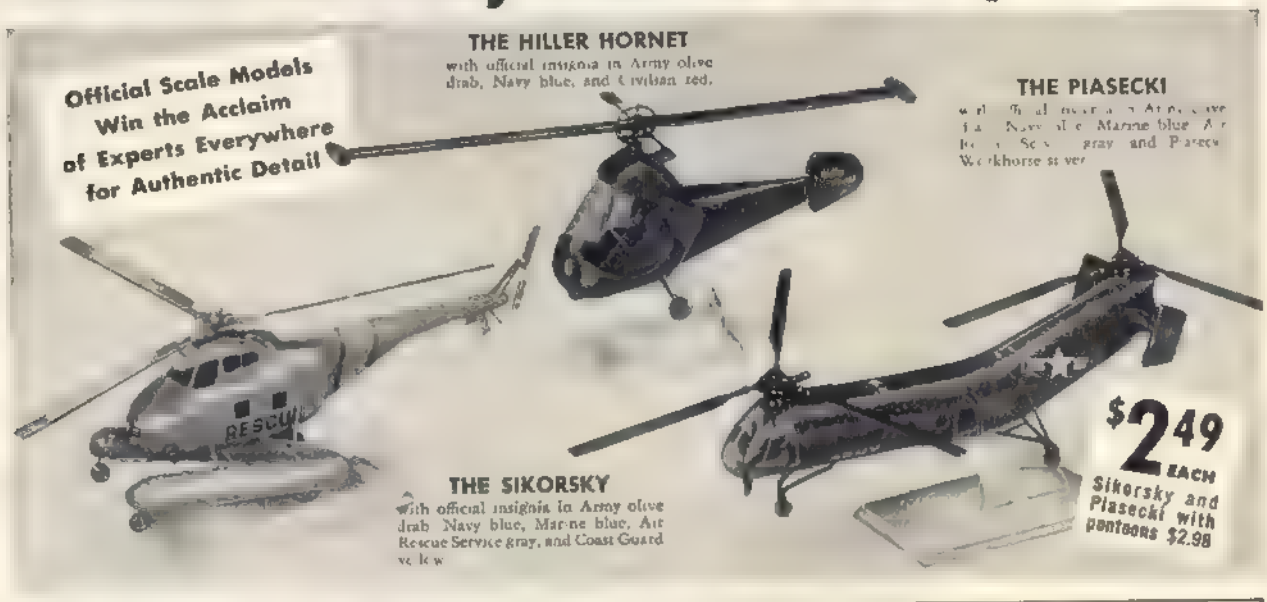
Two plants to give better service, more direct shipments at lower freight costs.

Hedstrom

HEDSTROM UNION CO.
FITCHBURG, MASS., DOTHAN, ALA.

NEW MODEL! NEW LOW PRICE!

For America's Only Authentic Helicopter Line!



Top Flight Attractions for Your Hobby and Toy Displays!

Just display these incredibly detailed scale model helicopters, and watch them outsell almost everything in the field. Strong, consistent national advertising and publicity gear them for fast, high turn-over selling. Dramatic four-color packaging adds more sales appeal to your shelf, counter and window displays. Every model is precision molded of polystyrene plastic. Complete easy-to-assemble kit includes display stand, detailed assembly instructions and fascinating history of helicopter. For big profits, feature the only line of authentic helicopters available anywhere. Order them now!

See Them! Order Them! Display Them!

N.Y. TOY FAIR • MARCH 8-17

Hotel New Yorker • Room 938

Geared for Fast, High Turn-over Selling!

HELICOPTERS FOR INDUSTRY INC. • 111 CATHEDRAL AVENUE • HEMPSTEAD, NEW YORK

IT'S ALL PLAY AND NO WORK with the HERBLIN *Panther*

RE-INFORCED FIBERGLASS BOAT!

No time out for maintenance when you own a Herblin PANTHER. No caulking—no sanding—no painting! And the PANTHER'S reinforced fiberglass hull is stronger than its equivalent weight in steel. Can't crack—can't chip—can't peel. The PANTHER may be stored anywhere even out of doors—in any weather

TRIM AND SPEEDY—The PANTHER is designed for beauty, speed and efficiency by a prominent naval architect. Fast, safe and dry, here's a top all-purpose performer with any outboard motor.

IT'S EASY TO OWN A Panther—There's no more economical boat afloat. Your first low cost is the last. The PANTHER stays "new" for many years.

ASK YOUR DEALER!

Show this page to your boat dealer. He'll have complete facts about the PANTHER or he'll be glad to get them for you. You'll be amazed at the low price for such high value.

SPECIFICATIONS—Length 14'6" Beam 60" ● Speeds up to 35 m.p.h. ● Seating capacity—six ● Built-in floatation tanks ● Reinforced fiberglass—deck and hull ● Color molded in throughout

CHECK THESE FEATURES

How does your present boat stack up on the list describing the Herblin PANTHER?

( ) Leak proof
( ) Never needs painting
( ) Resists rot, worms marine growths
( ) Unaffected by harsh weather
( ) Unaffected by salt or fresh water
( ) Needs no maintenance of any kind
( ) Exclusive H frame construction — strong rigid, light

ATTENTION REPRESENTATIVES AND DEALERS:

Exclusive Herblin territories and dealerships are still open in many desirable areas. Contact our office for details.

Our attractive new brochure is just off the press. Would you like a copy? Write . . .

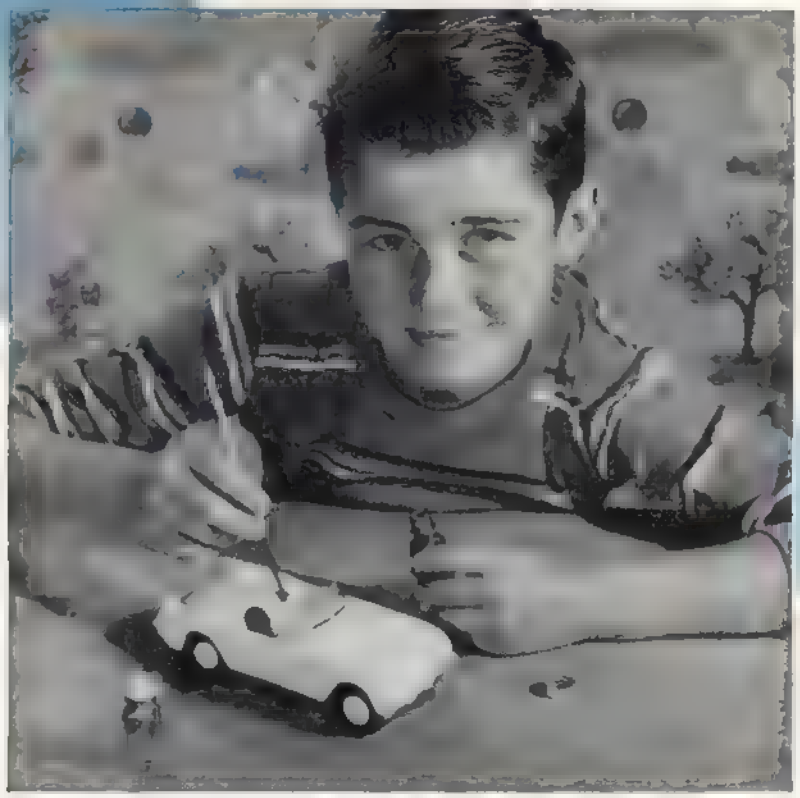
See the "PANTHER" at the New York Boat Show — Booths 122 & 123

THE HERBLIN CORPORATION

37 ORCHARD BEACH, BLVD. MANOR HAVEN, PORT WASHINGTON, N. Y.

hercocel

FOR TOYS ON THE MOVE



Assemble it! Paint it! Play with it! From its futuristic lines to the super-tough Hercocel from which it's molded, this new Tru-Miniatures Chevrolet Corvette has everything it takes to be a sure leader in the toy parade.

Like all mechanized toys in the new Tru-Miniatures line, the Corvette is designed for greater play value. And like all Tru-Miniatures models, it's designed in durable Hercocel for greater play life.

"Made with Hercocel" means maximum quality at minimum price. That's why toy buyers everywhere know they can depend on Hercocel products to keep their sales on the move.

Powered by a spin torque motor and molded with super-tough Hercocel cellulose acetate, this kit assures happy children . . satisfied parents. It's manufactured by Product Miniature Co. Inc., 2240 S. 54th Street Milwaukee 14, Wisconsin

Cellulose Products Department

HERCULES POWDER COMPANY

985 Market Street, Wilmington 99, Del.

an EEGEE DOLL

AS ADVERTISED IN

LIFE

26,450,000 Readers

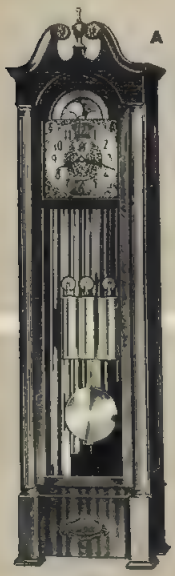
WILL READ THIS ADVERTISEMENT IN LIFE MAGAZINE

Once more, we're backing YOU up with our National Advertising campaign to help boost your sales! Just think how many readers will come into your store and ask for Susan Stroller? Better stock EEGEE Dolls now and make real DOLL-ars.

Susan Stroller has grown up. The newest addition to the EEGEE family is 29" high—just LIFE-size. We're ever expanding and improving for your benefit. Our big, new factory will give you better-than-ever service at a faster-than-ever pace. Now located at 538 Johnson Avenue, Brooklyn 37, N. Y.

Send today for catalog of our complete line.

GOLDBERGER DOLL MANUFACTURING CO., Inc. SHOW ROOMS AND OFFICE **1107 BROADWAY NEW YORK 1, N. Y.**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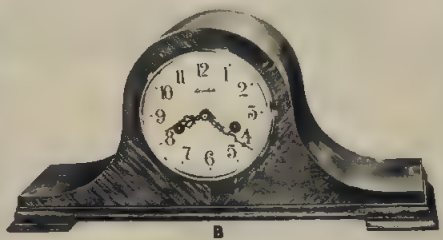
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D

C

Herschede GRANDFATHER AND MANTEL CHIME CLOCKS

Use separate order form for merchandise shipped direct from factory (YF stock numbers)

Charges for servicing and setting up Grandfather clocks must be paid by the dealer

(A) GRANDFATHER CHIME CLOCK

6873YF46980 9 Tubular Bells — *$810.00*
Combination: Westminster, Canterbury, and Whittington Chimes. Shpg. wt. 260 lbs.

6874YF35380 5 Tubular Bells — *$610.00*
Westminster Chime only. Shpg. wt. 210 lbs.

Authentic reproduction of an Old Colonial style. Beautiful hand rubbed genuine Honduras mahogany cabinet. Beaded columns with overlay trims at top and bottom. Glass panels, front and sides. Richly designed gold and silver finished dial. Moving moon registers each lunar phase, new moon, third quarter, half moon, full moon, first quarter and old moon. Accurate 8-day movement operates by three train, cable wind weights. Both clocks strike on each quarter hour and on the hour. H. 80 in., W. 20½ in., D. 12 in. F.O.B. Ohio factory

(B) 8-DAY KEY WOUND CLOCKS

6875EF3900 Full Westminster Chime — *$65.00*
Shpg. wt. 11 lbs.

6876EF2700 Hour and Half Hour Strike — *45.00*

A handsome new tambour style clock for the home or office. Genuine solid mahogany case with hand rubbed finish. Fine imported 8 day pendulum movement. Attractive silver finish dial. Black numerals and hands. Westminster chime clock, chimes the quarter hours, full chime on the hour. Strike clock, strikes the hour and half hours. H. 9 in., W. 18¾ in.

(C) GRANDFATHER CHIME CLOCK

6877YF36250 Full Westminster Chime — *$625.00*
5 Tubular Bells. Shpg. wt. 280 lbs.

Sheraton style. Genuine solid Honduras mahogany case with attractive beaded columns. Hand rubbed finish. Glass panels, front and sides. Beautiful gold and silver finished dial. Moving moon registers each lunar phase, new moon, third quarter, half moon, full moon, first quarter and old moon. Accurate 8-day movement operates by three train, cable wind weights. Full Westminster chime and strikes the quarter hour and the hour. H. 69¾ in., W. 16½ in., D. 12 in. F.O.B. Ohio factory.

(D) 8-DAY KEY WOUND CLOCKS

6878EF3600 Full Westminster Chime — *$60.00*
Shpg. wt. 11 lbs.

6879EF2400 Hour and Half Hour Strike — *40.00*
Shpg. wt. 10 lbs.

Handsome new modern style case of genuine solid mahogany with beautiful hand rubbed finish. Accurate imported 8-day pendulum movement. Large silver finish dial. Black numerals and hands. Westminster Chime clock, chimes the quarter hours, full chime on the hour. Strike clock, strikes the hour and half hours. H. 9 in., W. 13½ in.

Federal Excise Tax of 20% Not Included

Telechron® ELECTRIC CLOCKS

Fully Guaranteed. Operates on 110-120 volts, 60 cycles. A.C. Only.

(A) WOODMONT—MANTEL CLOCK

6863EF1797 Time Movement *$29.95*

A handsome reproduction of an Early American clock. Hand rubbed mahogany finished wood case with light wood inlay. Gold color bezel and top ornaments. Clear white dial with black numerals and hands. Sweep second hand. H. 13 in., W. 7¾ in., D. 2¾ in. Shpg. wt. 5 lbs.

(B) DECOR

6864EF459 Bell Alarm Clock *$6.95*

Beautiful modern classic oblong shaped clock suitable for any room in the home. Sturdy plastic case. Sand color finish. Attractive white textured dial with numerals on clear lucite crystal. L. 6 in., H. 3¾ in., D. 2¾ in. Shpg. wt. 2 lbs.

(C) BUTLER

6865EF525 Kitchen Clock *$7.95*

A smartly styled kitchen wall clock in an attractive white plastic case. Large red color dial with raised white numerals and hands. Clear lucite crystal. Sweep second hand. H. 6½ in., W. 7¾ in., D. 2⅝ in. Shpg. wt. 3 lbs.

(D) ILLUMINETTE

6866EF659 Illuminated Alarm Clock *$9.98*

Most popular day and night clock. Control knob on front of case regulates light bulb behind dial for low or bright light. Attractive modern styled beige color plastic case with gold color metal front. Effective Pearltone dial. Brown numerals and hands. H. 4½ in., W. 5¼ in., D. 2¾ in. Shpg. wt. 2 lbs.

(E) TIARA

6867EF525 Boudoir Alarm Clock *$7.95*

Sparkling crystal clear lucite jewel-like beaded border with pastel pink pearlescent case. Large white dial with black numerals. Luminous hour dots and hands. Sweep second hand. Pleasant alarm. H. 4½ in., W. 5¼ in., D. 2⅝ in. Shpg. wt. 2 lbs.

(F) AIRLUX

6868EF2217 Desk and Alarm Clock *$36.95*

Telechron's most beautiful clock that may be used in any home or office. Handsome transparent lucite case with an attractive large round gold color band, hands and feet. White Roman numerals and dial. Melodious bell alarm. L. 6½ in., H 5¼ in., D. 3½ in. Shpg. wt. 7 lbs.

(G) DORM

6869EF350 Luminous Alarm Clock *$4.98*

A new petite size night table alarm with bright luminous hour dots and hands. Black dial. Clear lucite crystal. Attractive hexagonal shaped ivory color plastic case. Sure waking alarm. H. 3½ in., W. 4 in., D. 2 in. Shpg. wt. 2 lbs.

(H) ORIGINALITY

6870EF591 Kitchen Clock *$8.95*

An excellent small size kitchen, den or office clock in an attractive ring design. Flaming red plastic outside ring and dial. White numerals and hands. Clear lucite middle ring and crystal. Polished chromium bezel. Back of clock has recess for retaining slack in electric cord. Diam. 8½ in., D. 2½ in. Shpg. wt. 4 lbs.

(K) TRIBUTE

6871EF765 Bell Alarm Clock *$11.95*

A handsome new clear bell alarm clock in a modern two-tone gold color and bronze finished metal case. Attractive diamond cut sun tint dial with clear lucite crystal. Roman numerals. Gold color hands. H. 5½ in., W. 6 in., D. 3 in. Shpg. wt. 4 lbs.

Alarm clocks selling under $5.00, 10% Federal Excise Tax. All other clocks 20% Federal Excise Tax. Taxes Not Included.

New Toy Review of 1954

Nursery Butterflies

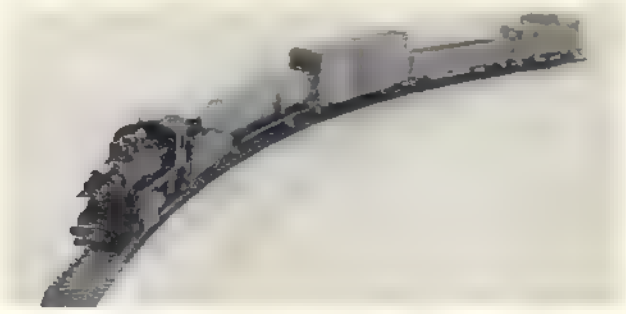
Colorful butterflies that swing and flutter freely in the slightest breeze are the newest plaything being marketed by KENNER PRODUCTS CO., 912 Sycamore St., Cincinnati 2, Ohio. They are suspended by nylon cords from plastic mobile supports

Designed to be "Baby's first plaything," the item contains five butterflies, and an all-metal crib support with a non-marring adjustable clamp that fits on the top rail of a crib or playpen. The support and

clamp are finished in lead-free enamel in blue or pink. The butterfly bodies are molded of supple polyethylene plastic. Pliable plastic wings are finished in brilliant non-toxic colors. They are smooth surfaced and washable

When the baby begins to stand in his crib, the butterflies may be hung, without the crib attachment, from a light fixture, thus adding to the lifetime of the toy.

Nursery Butterflies is packaged in a 16" by 10½" box, and comes completely assembled. One dozen are packed to a shipping carton, weighing 9 pounds, 10 ounces List price for each set is $2.



Steam-Type Switcher Train

Latest offering of JOHN A. ENGLISH & CO., INC. to the HObbyline HO train sets is this No. 440 steam-type switcher train priced to retail at 329.95. It is packed in an eye-catching display box, ready to set up and run. According to the manufacturer, the acceptance of its HO electric trains has zoomed to a point which was not expected to be reached until this time next year

Also available from English, located at West Trenton Ave., Morrisville, Pa., is its big new catalog, ready for mailing direct to retailers, and free sales promotional material including an ad mat and a "How to Sell" leaflet which gives dealers know-how and selling points necessary for best merchandising of HObbyline HO trains.

Pathfinder

Newest in MILTON BRADLEY CO'S line of games is Pathfinder, a challenging board game that introduces a different technique of play. It is based on geometric angles and exercises players' sense of logic, but does not involve vocabulary

Pathfinder, retailing at $3, is said to be an easy-to-learn and easy-to-play maneuver game that will intrigue older children as well as adults Ivory plastic tiles with red and black line decorations are the playing pieces. These are routed toward high point scoring areas while players attempt to block opponents. Pathfinder contains 154 of these tiles in a cellophane wrapped tray and a smartly styled playing board.

The Milton Bradley firm is located at 74 Park St., Springfield 2, Mass

Novelty Play Molds

Fascinating play molds that are intended to keep kiddies busy for hours at a time are a recent product of MULTIPLE PRODUCTS CORP., 303 Fourth Ave., New York City

Available in assorted figures and colors, the high impact plastic shapes are ideal for

play with clay, sand, or as cookie cutters The molds are attractively featured on a multi-colored card in a cellophane bag

The item is packed six dozen to a carton, weighing 9 pounds. Each set retails for 29c.

NEW... DIMCO HOME SHUFFLEBOARD

PLAY INDOORS OR OUT

Every family will want the new Dimco No. 10 Home Shuffleboard Set. It's scaled down to 2/3 standard size . . . especially made for play on basement or game room floors . . . outdoor patio and driveways. Here is year-round family fun you can sell every day in the year!

NO SPECIAL INSTALLATION

. . . An added selling feature of New Dimco Home Shuffleboard Sets. Customer can paint court diagram directly on basement or game-room floor, outdoor patio or driveway. For more elaborate court layout standard asphalt-tile diagrams are available.

UNLIMITED SALES

Dimco Home Shuffleboard offers exciting recreation for all ages . . . keen enjoyment for both player and spectator. This opens a huge market for you as a Dimco dealer. Every church, lodge, school, playground, resort and individual home is a top notch prospect for Dimco Home Shuffleboard.

QUALITY BUILT

The No. 10 home set is ruggedly constructed, of the same high quality material and with the same superior craftsmanship that goes into Dimco regulation-size sets.

JOBBERS
DEALERS
LIBERAL TRADE DISCOUNTS.
WRITE TODAY
FOR COMPLETE DETAILS!

A GOODEE TOY GOODEE-TOYS

most detailed cars and trucks in heaviest die-cast zinc

successful new suggested retail price

Authentic copies of 1954 cars and trucks about 3¼ in. long in brilliant, baked-on, non-toxic colors. Modern production methods enable rapid delivery at new low price.

10¢ ea.

in box assortments to retail for 79¢, $1.19, $1.59

Packed with realistic service station including attendants, pumps. Also 1-2-and-4 dozen bulk assortments — and an attractive, new 6 dozen counter display box.

other bigger models soon!!

Ask your jobber — or write us for the full-color catalog showing all 12 Goodee-Toy car and truck models.

GOODEE-TOYS by

EXCEL PRODUCTS COMPANY

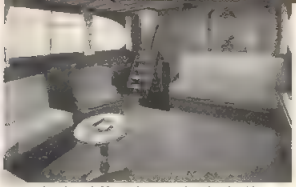
New Brunswick, N. J.

SALES REPRESENTATIVES:

SAM WEISMAN SALES - N.Y., N.Y.
MOUNTAIN STATE SALES CO. - Denver, Col.
HARRY PETE GLOVINSKY & ASSOC. - St. Louis, Mo.
McDONALD & SHAW - Dallas, Tex.
TED KOFFMAN - Los Angeles, Cal.
G. K. BERN - Montreal, Can.
HANSON SOUTHERN SALES, INC. Atlanta, Ga.
WALTER & ARTHUR KRENZIEN - Chicago and Omaha

"CALMAR"
40' Ketch
Mr. Basil O. Jones, owner
pictured on trial run, Long Island Sound
HOLLAND AMERICAN YACHTS, INC.
NEW ROCHELLE, N. Y.

CARIBBEAN "64" on trial run, City Island N. Y. Designed for luxurious, comfortable cruising and living.

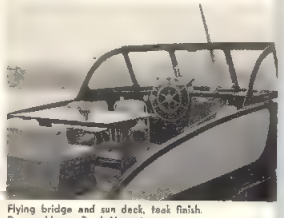


Deck Salon of Choice Burma teak in hand rubbed finish, looking aft. Spacious, with picture windows.

Promenade deck aft with two large settees (one shown). Wide, clear space for lounging and entertaining.

BIMINI "52" available in three layouts—sport fisherman, sun deck promenade, off-shore cruiser.

Owner's stateroom of bleached Burma teak and natural white ash. Connecting private bathroom.

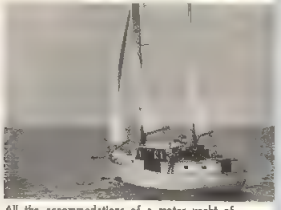


Flying bridge and sun deck, teak finish. Removable or fixed Navy top.

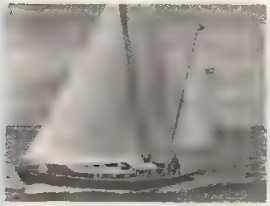
44' Diesel centerboard motor sailer, unusual range, dual controls. Refrigeration, hot and cold water all-weather insulation

Recently delivered yachts by Holland-American include two Caribbean "64"s, the popular Bimini "52" and several auxiliaries, among them a 44' motor sailer and 40 foot yawls and ketches.

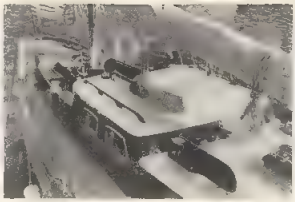
Admired for their modern American design, they embody the latest and best of American equipment and fittings. Each is built to the highest standards by skilled Dutch craftsmen and with substantial cost savings to their owners. Appointments for inspections and demonstrations now being arranged.



All the accommodations of a motor yacht of comparable size, yet she really sails.



CALMAR 40' Ketch recently delivered to Mrs. Basil O. Jones, Ft. Lauderdale, Fla.



Teak deck and cockpit. Stainless steel rigging and all deck fittings bronze chrome plated.

Main cabin looking forward. Finished in watered sycamore. Teak floor. Stainless steel galley.

Five of these Fine Yachts on Display at the Miami Boat Show

Only Holland-American can display this distinctive insignia—

the hallmark of the finest in materials and workmanship.

HOLLAND AMERICAN YACHTS, INC.

Pershing Square Bldg. Phone 2-4229 New Rochelle, N. Y.

IT'S A 2-WAY PROFIT-MAKER FOR YOU!

1. **SELL NEW "USERS"** the Master Tinkertoy which opens up a new world of endless, fascinating, instructive play! More action with a real two-speed electric motor. (U L approved)
2. **SELL THE KIDS** who already have Tinkertoy sets. They'll go for the Master Tinkertoy, the power set of their dreams!

And remember—Tinkertoys have been a staple best-seller for 40 years. Big, national consumer advertising campaign on Tinkertoys assures constant turnover, *all-season* demand. You're *never* over-bought on Tinkertoy! Write now for latest catalog and prices.

THE TOY TINKERS DIVISION OF *A. G. Spalding & Bros. Inc.*

807 Greenwood St., Evanston, Ill.

HERE'S WHY...

BLOCK CITY GIVES MORE . . . More parts, more accessories all in colorful, sealed tubes

BLOCK CITY is BETTER BUILT . Rugged, shatterproof, molded plastic. All parts interlock

BLOCK CITY GROWS . Sets for boys and girls of all ages . . . from cradle to college

BLOCK CITY IS PROMOTED . . Big national advertising program. Newspapers, magazines, TV.

*1953 Des Moines Survey

STOCK THE BLOCKS! SEE YOUR JOBBER

TRI STATE TOYS

PLASTIC BLOCK CITY, INC.

4225 W. Lake Street, Chicago 24, Ill.
Van Buren 6-6637
New York: 12 E. 41st St. • MUrray Hill 3-8743

Building a SOLID FOUNDATION for your TOY BUSINESS

BLOCK CITY
America's Fastest Selling Construction Sets.
Retail $2.95, 4.95, 7.50 and 15.

Pre-School BUILDING BLOCKS
Kindergarten-Tested for Boys and Girls from 2 to 6.
Retail . . . $1.95 and 2.95

BRICK TOWN
Authentic, Scale Model Construction Sets.
Retail . . . $7.50 and 12.50

Hollywood Dolls

the dolls of the stars

movable eyes, head, arms and legs

Princess Series
Lucky Star Series
Nursery Rhymes
Playmates
Little Friends

Toyland Series
Sweetheart Series
Lullaby Baby Series
Western Series
Everyday Series
Cradle Series
Baby Buggy Series
The Lucky Star Doll
Queen for a Day
The Wishing Doll
Old Mother Witch

The Nun
Peter Rabbit
Bunny Rabbit
Bridegroom
Ballerina
Undressed
Bedtime Dolly
Little Snow Baby
Doll Stands
Cradle
Carriage

Hollywood Doll Manufacturing Co.
1708 STANDARD AVE. GLENDALE 1, CALIFORNIA
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SALLY BEASLEY
1025 SANTA FE BLDG.
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DALLAS 2, TEXAS
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1708 STANDARD AVENUE
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PLAY TESTED TOYS
321 W. CHICAGO AVE.
CHICAGO 10, ILL.

put that extra PUNCH into your toy line!

2-WAY
RING JUNIOR

For small fry. Double rod for two positions. Approx. retail price $4.95. Package size 10"x15"

4-WAY
RING "PRO"

Punching bag deluxe. Featuring professional tubular ring fitted on base for wall position. Approx. retail price $8.95. Package size 20"x21"

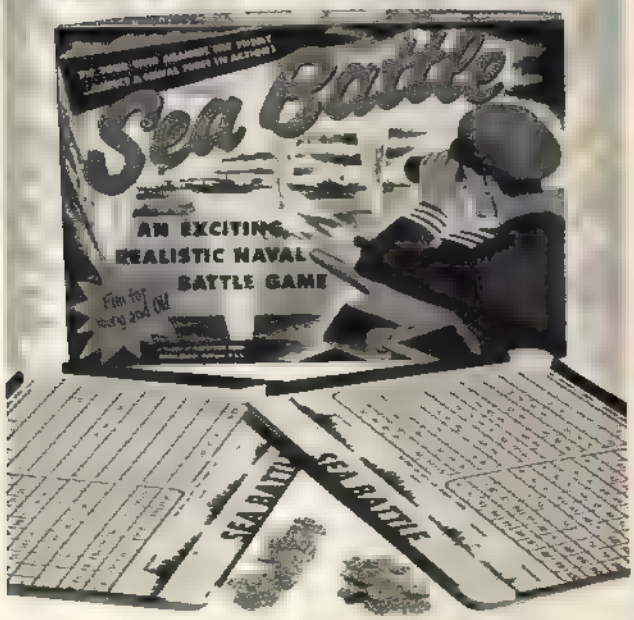
4-WAY
RING MASTER

#50—Standard equipment for all teenage champs even down to eight year olds. Adjusts to four amazing positions on floor or wall. Equipped with large professional type bag, double detachable steel rod and featuring strong wood platform that converts into wall stand with a few easy adjustments. Larger than RING JUNIOR. Approx. retail price $6.95.

ALL PERFECT PACKAGES FOR MAIL ORDER

EMPIRE HOBBY INDUSTRIES CORP.
718-728 ATLANTIC AVENUE BROOKLYN 17, N. Y.

A Brand New Game for Young and Old



PROVEN IN POPULARITY

That's right . . . *brand new* yet old in popularity. SEA BATTLE is based on an exciting navy game popular with all branches of the armed forces since before World War I and played by them with pencil and paper. Now, Kaywood makes it available to everyone in a permanent *all-metal*, colorful, easy-to-play game. It's a cinch to capture all the ex-gobs . . . plus the millions of potential gobs.

THIS IS SEA BATTLE

1. 3-Color Box.
2. Two colorful, metal playing boards.
3. Two packs of playing pieces.

Recommended to Retail for Only $2.95

PACKED IN EYE-CATCHING 3-COLOR PACKAGE

POPULARLY PRICED WITH TOP DISCOUNTS

PROVE IT YOURSELF... SEND AN ORDER TODAY!

SEE US AT THE
CHICAGO MIDWEST TOY SHOW
BOOTH 23, HOTEL MORRISON

KAYWOOD CORPORATION
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SEA BATTLE

NEW ITEM!

$6.95

No. 101
ELECTRONIC
RADIO STATION

- SENDS . . . RECEIVES VOICE AND CODE
- TELEGRAPH BUZZ AND CLICK CODE
- ROTATING SIGNAL BEAM SEARCHLIGHT
- DECODER . . . LOG BOOK . . . SIGNAL DETECTOR
- TODAY'S MOST FASCINATING TOY

HOL-LE'S lovable – huggable – Big-as-Life DENIM TRIO. Big Sister, about the size of an 8 year old – and wears her clothes, too! – is 42" of flexible fun. All 3 are favorites with older girls for adding a bright touch to their rooms. Made in the Hol-le quality manner, lightweight, easy to carry dressed in removable clothes. Stuffed muslin bodies, washable faces.
Hol-le toys
SHOWROOM: 200 FIFTH AVE., NEW YORK 10, N. Y.
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Division of Riverdale Toy Manufacturing Co.

Hol-le toys

if you love

big dollar *action... start*

dancing *with famous*

DIANE

... You and life-size Diane can make such sweet music on your cash register!

Blue and White striped dress, with Red Bodice, White Organdy Sleeves and Apron. Dress completely removable.

Washable mask face. Blond yarn pony hairdo.

TF49LD–DIANE–HOL-LE'S DANCING DOLL, 42" tall. Retail–Approx. $12.00 each.

TF149LD–30" Tall–Approx. $8.00 Retail.

TF649L (without dancing straps) 24" tall–Approx. $6.00 Retail.

SHOWROOM:
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Hol-le toys

SAMPLE ROSEBUD ASSORTMENT

to retail approximately $3.00 each

our lovable, huggable soft plastic animals and dolls in ROSEBUDS. Done in the HOL-LE manner . . . the highest standard of quality and workmanship in the industry . . . in KRENE* . . . Stronger . . . lasts longer . . . stays flexibly Pliant . . . Tear and Scuff Resistant . . . Fade Resistant . . . Undamaged by Mildew . . . resists sticking and gumming . . . wipes clean with a damp cloth.

May be ordered individually. Min. pack ½ dz. assorted. Individually packed in Polyethylene Plastic Bag.

*KRENE plastics are produced only by Bakelite Co., a division of Union Carbide and Carbon Corporation.

Top:
30/22 K Donkey on Wheels
30 15 K Horse on Wheels
35/5 K Large Horse

Bottom:
30/5 K Horse on Rockers
30/24 K Teddy Bear
30/10 K Elephant on Rockers

Division of Riverdale Toy Manufacturing Co.

SHOWROOM • 200 Fifth Avenue, N. Y. 10, N. Y. • FACTORY • 148-150 Post Avenue, N. Y. 34, N. Y.

DOLL STANDS

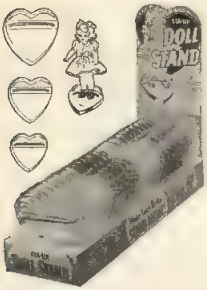
Metal Doll Stands

D215/8143 — **Ideal Adjustable Doll Display Stands,** made with heavy aluminum base and shaft, bright cadmium rust proof plated wire arms. Fits dolls 9 to 13". Packed 1 dozen in a box. . . . . Per dozen $18.00

D215/8144—Same as above, fits Dolls 13 to 19 inches. . . . . Per dozen $22.80

D215/8145—Fits Dolls 19 to 26 inches. . . . . Per dozen $32.00

Plastic Doll Stands



D215/8140—**Plastic Sta-up Doll Stands,** colorful heart shaped plastic base with coil spring to slip over doll's feet, size 2½ inches by 2½ inches, small size for dolls up to 8 inches high. 2 dozen in a box. We do not break boxes. . . . . Per dozen $1.44

D215/8141—Same as above but size 3" x 3", large for dolls up to 12 inches high. Packed 2 dozen in a box. We do not break boxes. . . . . Per dozen $1.92

D215 8142—Same as D215/8140 but size 3¾"x 3¾". Jumbo size for dolls up to 14 inches high. Packed 1½ dozen in a box. We do not break boxes. . . . Per dozen $2.88

"ZANY" PUPPETS

T248 6975—**"Zany" Puppets.** Made just like real skin white plastic completed by one of the countries best known sculptors. The only hand puppets designed for easy operation by adults as well as any size child's hands. 12 styles. Packed in attractive box. 2 doz. in display rack. Per dozen $10.80

UNDRESSED PLASTIC DOLLS FOR DRESSING

For Designing Doll Clothes

D215/9101½—**Undressed Plastic Doll.** With cosmetic face painted, shoes, wig and moving arms, moving eyes, individually packed in sealed cellophane bag. 7½ inches tall, body flesh color, assorted hair colors. 1 dozen in box. Per dozen $8.00

PLASTIC DOLLS

D215/8154—**Plastic 8½ inch Bunting Doll** with sleeping eyes, jointed arms and legs. It is dressed in printed flannel, colorful sleeping bag with ribbon tie-on. Each is packed in cellophane bag with descriptive tag. 1 dozen in carton. Per dozen $16.00

D215/9128½—**Plastic Undressed Doll, 8½" tall, with diaper.** Sleeping eyes, jointed arms and legs, painted features and hair. Packed each in cellophane bag. One dozen to carton. . . . . Per dozen $10.80

D215/9129½ — **Plastic Undressed Wonder Doll, 11" tall, with diaper,** vinyl hands are jointed and can be turned, has moving eyes, jointed arms and legs, painted features and hair in cellophane window display box. . . . . Per dozen $16.00

D215/8153—**Plastic Standing Doll,** 9½" tall with moving arms, sleeping eyes, with striped cloth sunsuit and shoulder strap. Packed 1 dozen to box. Per dozen $12.80

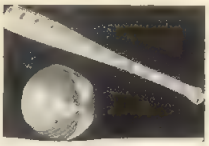
HOL-LE PLASTIC COVERED ANIMALS

T248 7331—**Washable Plastic Covered Cotton Stuffed Assortment** of miniature animals. Rose bud design on white background. Sizes 5 to 7 inches. 4 styles. Packed 1 dozen. Per dozen $16.00

T248 7333—Same as above but larger sizes 9 to 14 inches. Packed 1 dozen. 4 kinds. Per dozen $32.00

T248 7332—**Assortment of Plastic Covered Washable Miniature Animals,** 4 styles, 8 to 11½ inches. Peppermint stripes on white background. Packed 1 dozen. 4 kinds. Per dozen $24.00

T248/7334—**Plastic Covered Washable Humpty Dumpty.** Size 7", red stripes, cotton stuffed. Packed 1 dozen . . . . . Each $2.68



T248 7335 — **Plastic Covered Ball and Bat, Washable.** Decorated with red coin dots. Packed 1 set in box. . . . . Per set $2.68

T248/7336 — **4 Pc. Play Pen Bowling Set.** Made of multi-color soft plastic consists of one ball and 3 pins in plastic film bag. Washable. Each $4.00

T248 7237—**A Plastic Two-Face Clown.** Height 12 inches. Dressed in plain and multi-color plastic, washable. Each boxed. . . . . Each $2.68

T248/7322—**An Assortment of Plastic Covered Animals,** 8 inch size. Cat elephant, tiger, horse and lamb. These very attractively designed items are made of washable plastic in sound colors, colorfully screened in brilliant paints which will not fade or rub off. Seams are sewed in overlocking stitch. Packed 6 pcs. D.B. Per dozen $20.00

T248/7323—**Plastic Covered Animals.** 6 kinds. Giraffe, donkey, kitty sitting, jumbo elephant, lamb and circus pony. Size 10 to 15 inches. Made of washable plastic, beautifully screened in 4 color design. Each boxed. Each $2.68

NOVELTY RAYON PLUSH ANIMALS

T248/5728 — Ideal Fully Jointed Teddy Bear. Golden brown color, cotton stuffed latex nose, sewed in glass eyes. Height 15¾". Each in box. . . . . **Each $4.00**

T248/5729 — Same as above only larger. Height 18". . . . . **Each $6.88**

T248/6823 — Plush Honey Bear. Cotton stuffed, latex nose, sewed in eyes. Height 30", each in box . . . . . **Each $6.88**

T248/6686—Same as T248/6683 but **Panda Bear.** Black and white combination. 39" tall. . . . . **Each $6.88**

T248/7326—Expert Assortment of plush bears, 3 styles, 11 inches tall, honey bears, made of brown and gold combination panda bears in black and white. Packed 1 dozen 2 styles to box. **Per dozen $24.00**

T248/7327—Same as T248/7326 larger 12½" tall, 3 styles of cuddle honey bears panda bears. Packed ½ dozen 2 styles **Per dozen $32.00**

T248/6706—Assortment of Cuddly Sleeping Animals. 13 inch, cat, dog and bear. Two-tone contrasting plush with embroidered eyes and nose, felt tongue. Very softly stuffed, ribbon bow around neck. Individually boxed . **Each $2.68**

T248/5716—Chubby Tubby Bear. Created to surpass all stuffed bears. Soft stuffed, voice. Made of lustrous plush in two-tone combination of buff and peach. Large coquettish blue eyes quaint little smiling mouth expressively hand painted on vinyl face, nose and feet of vinyl with sprayed shading. Each in box Height 15". . . . **Each $6.88**

T248/6717—Same as above only size 17". Each in box . . . . . **Each $10.88**

T248/6681—Ideal Cuddly Bear. Two-tone rayon plush with vinyl nose and mouth, painted features, sewed in eyes, squeaker in tail, soft stuffed, height 12". Each in box. . . . . **Each $2.68**

T248/6682—Same as above only **Height 15"** . . . . . **Each $4.00**

T248/6693—Same as above only **Height 20"** . . . . . **Each $6.88**

T248/7328—Assorted Plush Animals, 4 styles. Standing lamb, standing dog, sitting bear and sitting cat. Average size 7x8", assorted colors. Packed 1 dozen assorted. . . . . **Per dozen $24.00**

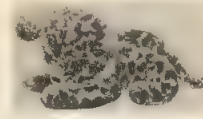
T248/6701—An Assortment of Plush Animals. Size 9½ inches tall. Cat, bear and dog. Soft stuffed, bell on ear. Contrasting plush. Lock-in" eyes stitched nose, felt tongue, ribbon bow. Individually boxed. . . . . **Each $2.68**

T248 6694 — Ideal's Algy Bear with moving eyes, Hypo-allergenic, treated with dust seal to stop formation of household dust. Can be played with by most allergic children. Vinyl mask, painted features, moving eyes, ribbon bow, in sleeping position. Pastel plush. Wonderful plaything for all children 16" tall. Each in box. . . . . **Each $6.88**

T248 6695—Cuddly Smokey Bear. Size 15" soft stuffed smokey bear with vinyl face, plush body, head, arms and legs. Wears an official hat, Smokey badge and buckle. Comes with shovel. Each in box. . . . . **Each $6.88**

T248/6718 — Windy Scuttlebutt Dog. "Howdy Doody's Pal." English sheep dog, 2 styles, lying down and sitting up. Made of very fine long pile rayon plush with hand sprayed grey markings, sewn in glass eyes peeping through long hair covering face. Hand painted vinyl nose and tongue. Wearing perky sailor hat hand screened with Howdy Doody's picture. Size 13" Individually boxed **Each $6.88**

T248/6719 — Windy Scuttlebutt Dog Same as above only 15 inch size **Each $10.88**



T248/6715—Leopard. 12" size. Made of leopard print plush, styled in sleeping position, felt sleepy eyes. Individually boxed **Each $2.68**

Musical Plush Animals

T248 6679—Musical Honey Bear. Size 15". Decorated with satin ribbons, imprinted "I am a Musical Toy." Genuine Swiss movement. Individually boxed . . . **Each $8.00**

T248 6687—Musical Panda Bear. Otherwise same as above. Individually boxed . . . . . **Each $8.50**

T248/6689—Musical Honey Bear Two-tone brown, rayon plush, cotton stuffed, sewed in eyes. Stitched nose and mouth, ribbon bow Genuine Swiss movements Size 16" Individually boxed . . . . . **Each $8.50**

T248 6704—Begging Musical Poodle. Attractive poodle in begging position made of printed rayon plush, contrasting felt hat and collar Plastic nose, felt tongue, ribbon bow around neck Safety lock-in eyes. Genuine Swiss movements. Size 14 inches, Individually boxed. . . . . **Each $9.36**

T248/6705—Musical Scotty. Size 16 inches Shaggy rayon plush Scotty with Scotch plaid corduroy body and matching beret. Wooden pom-pom on beret in winding of for Swiss music box. Sewed in eyes, plastic nose, felt tongue. Ribbon bow around neck Individually boxed. . . . . **Each $9.36**

T248/6706—Rosy Nosey, the Musical Clown. Pressed mask, painted face Plush head, feet and hands Tassel on clown's head, colorful printed satin body Nose winds music box Size 18 inches, Individually packed . . . . . **Each $8.00**

Hol-le toys

if you love

big doll *ar action... start* **dancing** *with famous*

DIANE

... You and life-size Diane can make such sweet music on your cash register!

Blue and White striped dress, with Red Bodice, White Organdy Sleeves and Apron. Dress completely removable.

Washable mask face.
Blond yarn pony hairdo.

TF49LD–DIANE–HOL-LE'S DANCING DOLL, 42" tall. Retail–Approx. $12.00 each.

TF149LD–30" Tall–Approx. $8.00 Retail.

TF649L (without dancing straps) 24" tall–Approx. $6.00 Retail.

SHOWROOM:
200 Fifth Ave.
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FACTORY:
148-150 Post Ave.
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Division of Riverdale Toy Mfg. Co.

HOL-LE'S BIG AS LIFE DANCING DOLL LOVES LIFE...

and "LIFE" loves her!

. . . "Life" magazine featured her in a recent issue as one of the 104 exceptional toys of the year! Famous toy experts and educators from all over the U.S. found her irresistible. Made in the Hol-le quality manner, dancing Diane has an easy-to-handle 42" tall body, washable mask face, blonde yarn pony hair-do. Dressed in removable red and white striped dress with organdy pinafore, she has elasticized straps on her hands and feet to be slipped over her partner's . . . assuring her following the most intricate steps.

TF #43-D approx. retail $12

Hol-le toys

TF #143—D 30", approx. retail $8.

TF #643 (without dancing straps)—24" tall, approx. retail $6.
Individually boxed, 6/12 doz. to shipping carton.

Factory 148 Post Ave., N. Y. 34, N. Y. HOL-LE TOYS • Showroom 200 Fifth Ave., N. Y. • Division Riverside Toy Mfg. Co.

Wonderful

NANCY ANN STORYBOOK DOLLS

with **MUFFIE** the "add-a-costume" doll...

SHE WALKS!

'Storybook Series'

BRIDAL
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DOLLS OF THE DAY
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AND 8" MUFFIE PLAYTIME SERIES • 18" STYLE SHOW SERIES

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Hol-le toys

if you love

big doll *ar action . . . start* **dancing** *with famous* **DIANE**

. . . You and life-size Diane can make such sweet music on your cash register!

Blue and White striped dress, with Red Bodice, White Organdy Sleeves and Apron. Dress completely removable.

Washable mask face.
Blond yarn pony hairdo.

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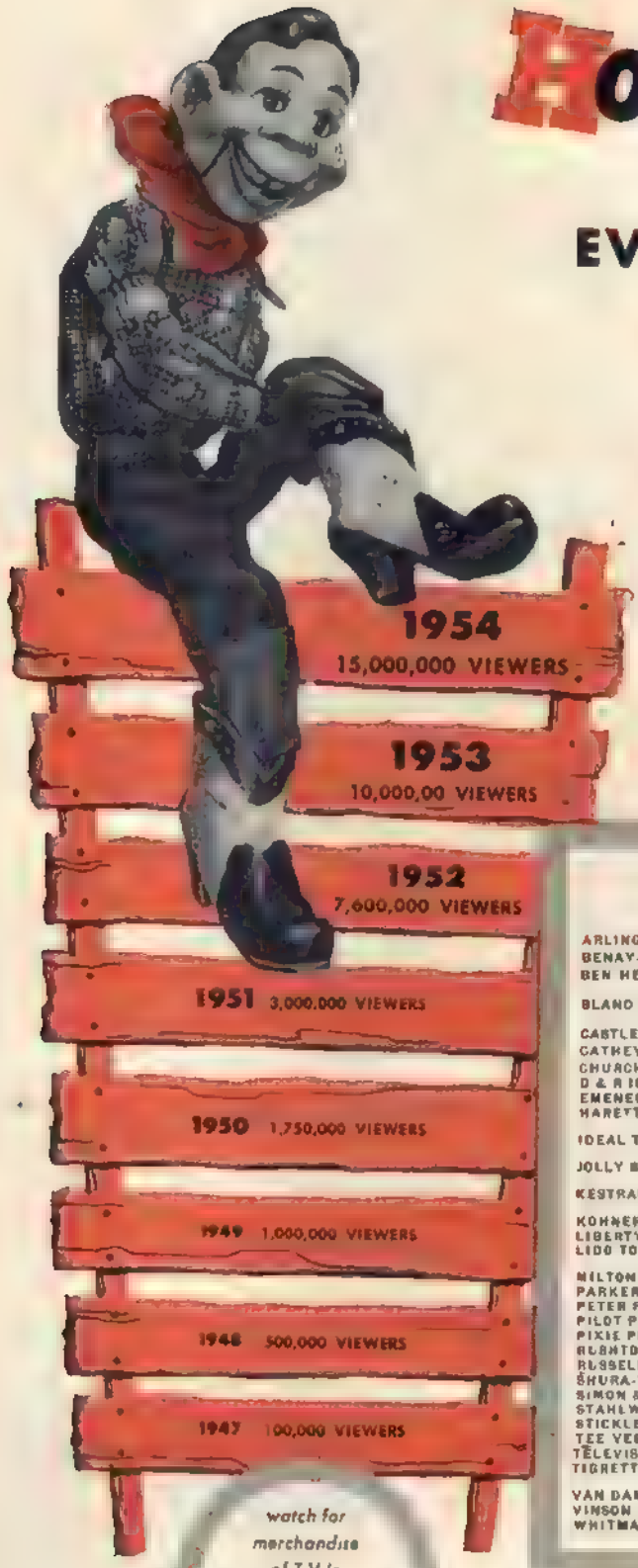
Toy Guidance Council Approved

#310 *Susy Goose* HOUSEKEEPING SET

"True adherance to every detail of Mother's own Housekeeping Tools" is the simple formula that has made Susy Goose Toys continually the largest selling line in America.

KIDDIE BRUSH & TOY CO., JONESVILLE, MICH.
***Sales Agent:* HENRY KATZ, Inc., 200 5th AVE., N. Y. 10**



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HOWDY DOODY

CLIMBS HIGHER EVERY YEAR...

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Top rated multi-weekly
T.V. show for adults and children

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83 NBC T.V. stations across the nation
130 NBC radio stations; 32 radio stations in Canada

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The Number One Toy Salesman in America

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BEN HUR INDUSTRIES	Foam rubber dolls and sponges	New Yorker Rm 875
BLANO CHARNAS	Masks, costumes	New Yorker 4th fl 200 Fifth—334
CASTLE FILMS	Home movies	New Yorker 3rd, 4th, 5th fl
CATHEY FURNITURE	Rocker	New Yorker Rm 820
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D & R INDUSTRIES	Oil paint sets	New Yorker 4th fl Rm 1482
EMENEE INDUSTRIES	Ukuleles	200 Fifth Ave Rm 35
HARETT-GILMAR	Battery operated games	McAlpin 52fl 200 Fifth—1014
IDEAL TOY CORP	Dolls, wading pool beach toys	200 Fifth Ave Rm 416
JOLLY BLINKER CO	Mobiles	McAlpin 1128, New Yorker —1148
KESTRAL CORP	Wallets, weighted punch toy	New Yorker Rm 561 200 F ifth Rms 560 564
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LIDO TOY CO	Toy television sets	McAlpin Rms 551, 577 579 200 Fifth Ave Rm 208
MILTON BRADLEY CO	Coloring set, boxed games	200 Fifth Ave Rm 340
PARKER BROS.	Games	200 Fifth Ave. Rm 834
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SHURA-TONE CORP	Phonographs	New Yorker Rm 917
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STAHLWOOD TOY MFG	Rattle and crib toys	McAlpin Rms 667 669
STICKLESS CORP	Self erasing slates	200 Fifth Ave Rm 519
TEE VEE TOYS	Plastic figures, clay set	McAlpin Rm 704
TELEVISION PROD.	Inflatable ball and figures	New Yorker Rm 920
TIGRETT ENTERPRISES	Gravity toy	New Yorker 4th fl. E&H 200 Fifth Ave Rm 334
VAN DAM RUBBER	Balloons	New Yorker Rm 872
VINSON MFG.	Lights, plaques	New Yorker Rm. 920
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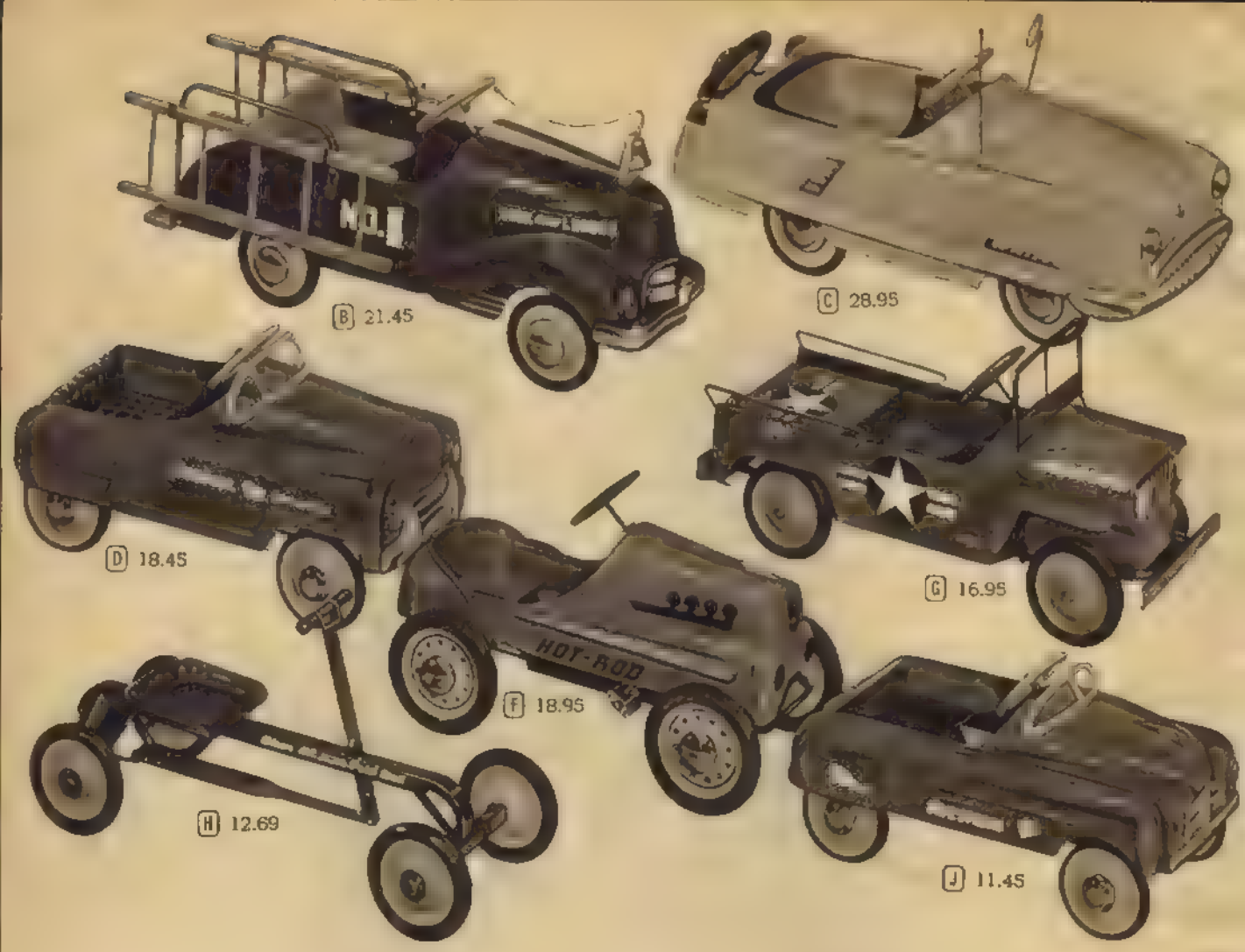
KAGRAN CORPORATION

4 WEST 58TH STREET, NEW YORK, N. Y.



Sturdy, Smooth-Riding Autos, Tractors

A KID-E-CAR WASH. Cleans and polishes toy cars, wagons, bikes, etc. Set includes "service station" cap, 25 car-wash tickets bucket, 2 brushes, sponge, detergent, miniature Simonize cleaner, wax, Brillo cleaning pad and polishing cloth

48 T 5833—Ship. wt. 3 lbs. 6 oz. 2.69

B HOOK AND LADDER PEDAL DRIVE FIRE TRUCK. (Ages 3 to 6). Has big firebell with chain, rear step-plate for extra rider, 2 sturdy hardwood ladders. Heavy-gauge steel; wood seat, step-plate. Adj. pedals. 8-in. disc wheels with ⅝-in. rubber tires. Nickel plated rails. Red finish, white trim

48 T 5481R—Abt. 48 in. long. Ship. wt. 45 lbs. 21.45

C "KIDILLAC" CHAIN DRIVE AUTO. (Ages 3 to 7). A streamlined car with the smart styling of a real automobile, has aerial, rear-view mirror, removable spare wheel. Chain drive mechanism for smooth riding, easy pedaling. Body is smooth heavy-gauge, one-piece steel. Rear axle, pedal crank turn on ball bearings. 2-pc. pedals. Comfortable shaped seat. 8-in. disc wheels have 1¼ in. semi-pneumatic rubber tires. Chartreuse (lt. green) finish with red, black and silver color trim

48 T 5803 R—Abt. 45 in. long. Ship. wt. 46 lbs. 28.95

D "JETLINER" CHAIN DRIVE CAR. (Ages 2 to 6) Modern low lines. Easy-running ball bearings in front wheels, rear wheel hangers and sprocket assembly. Heavy-gauge smooth steel body. Adj. pedals. 7½-in. disc wheels, ⅝-in. solid rubber tires. Blue and white; plaid seat.

48 T 5830 R—Abt. 36½ in. long. Wt. 31 lbs. .. 18.45

E DELUXE JUNIOR STEERING WHEEL. Suction cup holds rubber shaft to dashboard. 10-in. plastic wheel turns completely around. Shifts to high, low, reverse; has horn and shift indicator

48 T 5832—Ship. wt. 2 lbs. 2.49

SHIPPING INFORMATION. (A), (E), (F), (G) and (H) are *Mailable*, others are shipped promptly from Stock by Freight, Truck, or by Express. Partly-assembled; complete assembling instructions included.

F "HOT ROD" CHAIN DRIVE RACING CAR. (Ages 2 to 5). Young speed demons will get a thrill driving this hot rod—chain drive mechanism makes it smooth riding, easy to pedal. Heavy gauge steel body; ball bearing rear axle and pedal crank 2-pc. pedals. 10-in. nylon bearing wheels; 1¾ in. semi-pneumatic tires. Orange enamel finish; black and white trim *Mailable*

48 T 5800 M—Abt. 35 in. long. Ship. wt. 42 lbs. 18.95

G "AIR FORCE" JEEP. (Ages 2 to 6). Finished like a real Air Force Jeep in official blue baked-on enamel with realistic markings. Has two-level seat, retractable steel windshield (no glass), tow ring on rear bumper. Sturdy welded steel construction. Adjustable pedal drive with ball bearing rear axle hangers, push rods. 8-in. wheels; 1¼ in semi-pneumatic puncture-proof tires

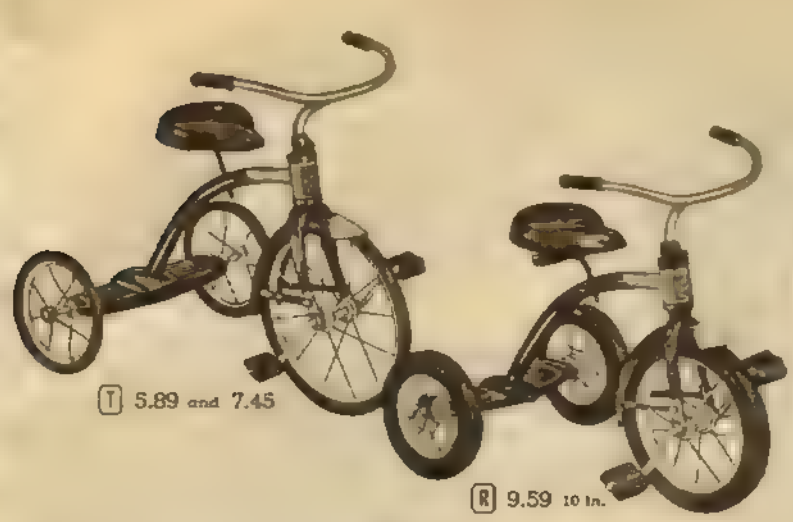
48 T 5829 M—Length 41 in. Ship. wt. 30 lbs. .. 16.95

H IRISH MAIL (Ages 3 to 7). Recommended by many doctors—develops shoulders, arms, legs, chest. Child propels with arms, steers with feet. Heavy-gauge steel construction. Adjustable seat, rubber hand grips. Ball bearings in front wheels, rear hangers and crank shaft. 9-in. wheels have 1½-in. semi-pneumatic rubber tires. Red baked-on enamel finish with white trim. *Mailable*

48 T 5831 M—41 in. long. Ship. wt. 23 lbs. .. 12.69

J "BLUE STREAK" PEDAL DRIVE AUTO. (Ages 2 to 5). A jaunty roadster, easy to climb in and out. Heavy-gauge steel body; ball bearing rear axle and pedal crank. Adj. block rubber pedals. Seat has tough fiber pad. 7½-in. disc wheels, ⅝-in. rubber tires. Lt. blue and white enamel finish, plated hubcaps, hood ornament. Dummy headlights.

48 W 5419 R—Abt. 35 in. long. Ship. wt. 31 lbs. 11.45



T 5.89 and 7.45

R 9.59 10 in.

P 16.85

L 14.95 12 in.

M 12.79 10 in.

N 8.98 12 in.

Well-Known "Junior" Velocipedes

L SUPER DELUXE VELOCIPEDE. Smart and streamlined; has chrome plated fender shield, truss rods, "Junior Jet" step plate, plastic hand grips. Strong 1¼-in. tubular steel frame, 2-in. head. Ball bearing front wheel, Chrysler Oilite bearing rear wheels. Comfortable bicycle-type saddle has tan rubber top, double coil springs. Adj. chrome plated handlebar. 2-pc. bicycle-type pedals. 1¾-in. semi-pneumatic puncture-proof tires. Maroon and white enamel finish, white trim. Plastic horn. *Mailable.*

Catalog No.	Front Wheel	Leg Reach	Ship. wt.	Price
48 T 5839 M	20 in.	21 to 24 in.	34 lbs.	$16.50
48 T 5838 M	16 in.	19 to 22 in.	29 lbs.	16.50
48 T 5837 M	12 in.	17 to 20 in.	25 lbs.	14.95

M DELUXE VELOCIPEDE WITH BASKET. Handy for carrying "loads." Smartly styled with "Junior Jet" step-plate. Ball bearing front wheel, Chrysler Oilite bearings in rear wheels for smoother riding. Comfortable saddle has molded rubber top, coil springs. 2-pc bicycle type pedals. 1¾-in. semi-pneumatic puncture-proof tires (10 in. has 1½-in tires on rear). Pueblo red; white wheels, handlebars, trim. *Mailable.*

Catalog No.	Wheel	Leg Reach	Ship. wt.	Price
48 W 5394 M	20 in.	21 to 24 in.	33 lbs.	$17.98
48 W 5393 M	16 in.	19 to 22 in.	28 lbs.	15.98
48 W 5392 M	12 in.	17 to 20 in.	23 lbs.	13.98
48 T 5398 M	10 in.	15 to 18 in.	21 lbs.	12.79

N STANDARD VELOCIPEDE. Strong and serviceable. Trimly styled with heavy-duty bicycle-type fork, Junior Jet step-plate, U-shaped backbone. Ball bearing front wheel; sleeve-type rear bearings. Comfortable steel saddle. Black rubber pedals. 1-in. cushion rubber tires. Red; white handlebars, wheels, trim. *Mailable.*

Catalog No.	Wheel	Leg Reach	Ship. wt.	Price
48 T 5346 M	20 in.	21 to 24 in.	25 lbs.	$11.49
48 T 5345 M	16 in.	19 to 22 in.	22 lbs.	9.98
48 T 5344 M	12 in.	17 to 20 in.	19 lbs.	8.98

For Wards Monthly Payment Plan, See Page 232.

P 16-IN. TOW-TRIKE. Versatile new Velocipede has sturdy hoist bar with pully, chain and hand crank – children can lift toys, carry packages, etc. Hoist bar is easily removable, makes a conventional velocipede. Deluxe features include: tow hitch for hauling wagons, wheel toys; plastic windshield in metal frame. 1¾-in semi-pneumatic puncture-proof tires with tractor treads. 1¼-in. tubular steel frame; 2-in. head. Ball bearings in front wheel, Chrysler Oilite bearings in rear. Adj. handlebars and steel sprung saddle. 2-pc. rubber pedals. Sturdy step-plate. Red enamel; white and black trim. Leg reach 19 to 22 in.

48 T 5825 M—Ship. wt. 26 lbs. *Mailable*..... 16.85

R JR. SIZE DELUXE VELOCIPEDES. Sturdily built. Larger tires than Standard models below. 1¾-in. semi-pneumatic tires (10-in. size has 1½-in. rear tires). "Junior Jet" step-plate. Easy-turning ball bearings in front wheel; sleeve bearings in rear wheel. Large metal-topped coil-spring saddle, rubber block pedals. Red enamel finish with white trim. *Mailable.*

Catalog No.	Front Wheel	Leg Reach	Ship. wt.	Price
48 W 5816 M	16 in.	19 to 22 in.	24 lbs.	$11.95
48 W 5815 M	12 in.	17 to 20 in.	20 lbs.	10.59
48 W 5814 M	10 in.	15 to 18 in.	17 lbs.	8.59

T JR. SIZE STANDARD VELOCIPEDES. Low priced but sturdy. Ball bearings in front wheel; sleeve bearings in rear wheels. Large steel saddles, rubber pedals. (No fender on 10-in.) Red enamel finish. *Mailable.*

Catalog Number	Front Wheel	Tire Diam.	Leg Reach	Trim Color	Wt. lbs.	Price Each
48 W 5348 M	13 in.	¾ in.	17½–20 in.	White	16	$7.45
48 W 5349 M	10 in.	⅝ in.	15 –17 in.	Red	13	5.89

U TOTS' PEDAL BIKE. Well balanced, smooth riding, built like a velocipede. Bucket-type steel seat. 8-in. double disc front wheel; ⅝-in. tires. Seat 12 in. high. Red and ivory enamel finish.

48 W 5404 M—Leg reach 11–12 in. Wt. 8 lbs. *Mail*..3.98

ABOUT "JUNIOR" VELOCIPEDES

Nationally known "Juniors" (L) through (U) come in a range of styles and sizes for every child from 1½ to 6 yrs. (See Size Note, below). They are designed for your child's safety and comfort, built for long use, styled for beauty. Strong, well-balanced frames are 1¼-in. tubular steel with 2-in. heads; steel forks adjustable seats and handlebars riveted spoke wheels, wide step-plates. Durable baked-on enamel finish. Mailed partly assembled to save postage; full instructions for easy assembling are included.

Note About Size. Measure child from crotch to ball of foot for "Leg Reach." For longer use order size that is slightly larger than needed.

U 3.98

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No Sweeter Line!

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The refined, unadulterated truth
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continue to experience greater doll volume
with Horsman's basic doll inventories!

HORSMAN DOLLS INC.

Room: 1440
200 Fifth Ave.,
New York 10, N. Y.

HORSMAN DOLLS

D215, 9408—Boy Doll, 15 inches tall. Body, arms, legs and head of smooth, soft resilient vinyl. Have sleeping, moving glassene eyes and lashes. All have shoes and stockings. Dressed in a variety of attractive and bright-ly colored outfits. Each doll has a turning head and coos when squeezed. Each $4.00

D215, 9401—Girl Doll, 13½ inches tall, otherwise same as above. Each $4.00

D215/9408½ — "Fairy Skin" Doll with "Miracle" rooted poodle hair 13 inches tall. The doll's saran hair is actually imbedded in the scalp. Has washable body, arms, legs and head, which can be turned, are made of smooth, soft and pliable vinyl. The life-like glassene sleeping eyes have real lashes. The doll coos when it is hugged tightly. Dressed in beautiful and attractive satin and embossed cotton dresses. Knit cotton panties and shoes and socks. Individually boxed. Each $5.34

D215/9407½—"Fairy Skin" Doll with "Miracle" rooted poodle hair, 15 inches tall, otherwise same as above. Individually boxed. Each $6.68

D215/9408½—"Fairy Skin" Doll with "Miracle" rooted poodle hair, 17 inches tall, otherwise same as above individually boxed. Each $8.00

D215/9409½—"Fairy Skin" Doll with "Miracle" rooted poodle hair 21 inches tall, otherwise same as above. Individually boxed. Each $10.68

D215/9415½ — "Fairy Skin" Baby Doll with hats and coats. 15 inches tall. These dolls are completely made of soft, resilient, vinyl with its beautiful detail, and will not crack, chip or harden with age. Hair of "Miracle" rooted saran wig and is embedded and locked stitched in doll's head for permanents. Can be shampooed, combed and curled. These dolls are dressed in beautiful iridescent taffeta coats and bonnets, have delicate lace trimmings and the yoke of the coat has daisy embroidered trimmings. Under the coat they wear a matching lace trim dress, cotton pants, socks and shoes complete the outfit. All have glassene sleeping eyes and lashes, turning heads and coo voices. Individually boxed. Each $8.00

D215 9416½—"Fairy Skin" Doll with hats and coats, 19 inches tall, otherwise same as above. Individually boxed Each $10.68

D215/9402½—"Fairy Skin" Baby Doll with molded hair and bonnet 13 inches tall. The head body, legs and arms of soft vinyl with the beautiful detail made possible through the use of this material. Each doll is completely washable. Each doll has a turning head and softly coos when squeezed. The large shiny glassene sleeping eyes have real lashes. Dresses and matching bonnets are made of delicate baby fine material with fine lace and silk ribbon trimming. Shoes, stockings and panties complete the doll's wardrobe. Individually boxed Each $5.34

D215/9403½—"Fairy Skin" Baby Doll with molded hair and bonnet, 20 inches tall, otherwise same as above. Individually boxed Each $8.00

D215 9411½—"Fairy Skin" Doll with "Pony Tail" hairdo 17 inches tall. Made of smooth, soft resilient vinyl plastic. The added feature of these dolls is their beautiful long flowing saran hair rooted in the doll's head, swept back and gathered by an attractive ribbon bow in a pony tail style. These dolls are washable and washed in water to keep absolutely clean and sanitary. They have turning heads with glassene sleeping eyes and each time squeezed coos. Curlers are added to aid in holding the doll's hair styles. Dressed in an assortment of brightly colored and attractive printed cotton and lace trim dresses, and each has panties, shoes and stockings. Individually boxed Each $9.34

D215 9412½—"Fairy Skin" Doll with "Pony Tail" hairdo 21 inches tall, otherwise same as above. Individually boxed. Each $12.00

D215/9410½—"Fairy Skin" Doll with "Pony Tail" hairdos, 13 inches tall, otherwise same as above. Individually boxed. Each $6.68

D2'5 9417½—"Fairy Skin" Baby "Pitter Patty" Heartbeat Doll. Listen to my heart beat" and every little girl will want to do just that. Pitter Patty has a heart-beat each time she child lifts her inner arms. There are no mechanical parts and no wind up mechanism, however, the heartbeat sounds like "Pitter Patter" heart beating. The doll is made of all vinyl "Fairy Skin" and has a turning vinyl head with rooted saran hair, has glassene sleeping eyes and a cooing voice. Dainty attractively dressed in brightly colored embossed cotton outfits in lace and embroidery trimming carrying out the heart motif and with a matching lace trim bonnet. She has a heart shape neck lace with a simulated pearl center. Panties, stockings and vinyl shoes complete her outfit. 17 inches tall. Individually boxed Each $9.34

D215/9418½—"Fairy Skin" Baby "Pitter Patty" Heartbeat Doll, 21 inches tall, otherwise same as above. Individually boxed. Each $12.00

D215, 9404½—"Fairy Skin" "Tyne Baby" Doll, 13 inches tall. These real looking infant dolls are more life-like than ever. From the tops of their heads to the tips of their toes they are made entirely of soft vinyl "Fairy Skin" material which can be scrubbed and washed with soap and water. In addition vinyl plastic will not harden with age, is unbreakable, and will not crack, chip or peel. Dressed in cotton flannel, jacket and diaper. Wrapped in cotton delivery blanket and tied with a huge bow of satin ribbon. Each doll has sleeping glassene eyes and has a coo voice. Individually boxed. Each $4.00

D215/9405½—"Fairy Skin" "Tyne Baby" Doll, 17 inches tall, otherwise same as above. Individually boxed Each $6.68

D215/9413½ — "Fairy Skin" Doll with "Miracle" Rooted Saran Hair 15 inches tall. Made entirely of smooth, soft, resilient vinyl plastic. Each doll has ginasene sleeping eyes with real lashes, lustrous saran rooted hair can be washed, waved, combed and curled. These dolls are dressed in brightly colored and attractive dresses with finely lace trim pinafores with matching bonnets, with panties, shoes, and stockings Individually boxed Each $8.00

D215 9414½ — "Fairy Skin" Baby Doll with "Miracle" Rooted Saran Hair 19 inches tall. Made entirely of smooth, soft, resilient vinyl plastic. Head, body arms and legs are made of this miracle material. These dolls can be scrubbed and washed with soap and water to keep clean and sanitary. Will not harden with age, is unbreakable and will not crack, chip or peel. Each doll coos when squeezed, has glassene sleeping eyes with real ashes. Dresses are of brightly colored satin embossed cotton and other attractive materials with bonnets to match lace trim. Has cotton panties shoes and stockings Individually boxed. Each $10.68

D215 9418½—20 Inch Walking Doll with "Miracle" rooted hair. "Cindy Strutter" Cindy Strutters head is armed and legs are made entirely of vinyl "Fairy Skin" with life-like detail made possible by this material. All vinyl, features washed in doll, nicely washable and soft enough to be hugged and cuddled. They have glassene sleeping eyes with long lashes and delightful hand painted features. Curlers are added to help in washing, combing and setting of hair. Attractively dressed in a wide variety of fine brightly colored materials of satin organdie poplin and cute pinafore outfits. An added feature is their saddle type shoes made of vinyl in attractive colors. Individually boxed Each $12.00

D215 9420½—24 Inch Walking Doll with "Miracle" rooted hair, otherwise same as above individually boxed Each $13.34

HORSMAN BRIDE DOLL

D215/8421½—**Bride Walking Doll. A 24" "Cindy Strutter"** doll in bridal gown of a very full rayon taffeta skirt with an overskirt and yoke of lace and lace sleeves. She carries a bouquet of "lilies of the valley" and her costume is completed with a lace trim panted sox and plastic shoes. These dolls are all vinyl non-mechanical walking doll beautifully detailed and completely washable. The hair is long flowing rooted Saran. Curlers are added enabling the young child to wash comb and set the bride's hair. Individually boxed **Each $20.00**

IDEAL CAROL SOFT BODY WITH TALKING VOICE

D215/9390—**Carol Talking Doll. 24".** Beautifully dressed stuffed doll. Exclusive phonograph movement in body activated by crank play children's tune. Vinyl face with glassene eyes and painted features. Individually boxed **Each $5.34**

DENNIS THE MENACE

D215/9483—**Dennis the Menace.** The lovely irresistible character has been faithfully reproduced into an adorable 17 inch doll with vinyl head, latex body and dressed in characteristically snappy denim overalls and striped tee shirt. Individually boxed . . . . . **Each $5.30**

ROYAL DOLLS

D215/9447½ — **"Baba," a Cuddlesome lovable baby doll** All vinyl, arms, legs, head and body with superb life like detail. Sleeping eyes and lashes. Has indestructible washable rooted hair can be combed right in the scalp. Has charming pinafore of a high count permanent finish imported organdy with trimmings of gossamer schiffley net and embroidered heart with dainty buttons offset her darling dress of an original everglaze fabric which requires no starch in laundering to soil and crease resistant. Has a beautifully matching lace trim bonnet. Assorted colors, pink blue, maize, orchid and nile. Individually boxed. **Each $13.34**

D215/9446½ — **"Bonnie" Dressed Baby Doll,** Height 20 inches. All vinyl, arms, legs, head and body with superb life like details. Sleeping eyes and lashes. Has washable indestructible rooted hair, can be combed right to the scalp. Beautifully dressed in nylon print frock with matching floral trimmed with imported val lace, ribbon buds and strimmers and daintily embroidered nylon applique. Lovely matching bonnet in lace trim. Panties and slip are lace trim silk crepe, fashionable plastic vinyl shoes. Color pink and blue. Individually boxed.

Each $13.34

D215/9444½ — **Jackie 19" Walking Doll** with a life-like vinyl head. Her lock rooted hair is elegantly arranged in a chignon crowned with a pearl tiara. Little girls will love the many different hairdos they can effect with Jackies washable, combable, life-like rooted hair. Jackies' skirt, so full and graceful is of nylon propped up by a high count taffeta petticoat which rustles and whispers as she walks. Has taffeta sash and bodice with jeweled belt, unique neckline with ribbon and rhinestone ornamentations. A luxurious stool is just some of the secrets of Jackies' particular charm. Colors pink, blue, orchid and nile. Individually boxed. . . . . **Each $20.00**

D215/9441½ — **Squeezums A** [illegible] doll with a mind of her own. Ask her a question, just **squeeze her tummy button she will nod her head and say yes; squeeze her back and she will shake her head and say no.** 12" tall. Made of vinyl plastic; washable, unbreakable, with glassine sleeping eyes and lashes, all joints move, dressed in flock organ; trimmed in French Vale lace, ribbons and ribbon rose hats, her lace trimmed panty and panties are of silk crepe; her infant shoes have eyelette and tipped laces. Packed in a window display gift box 4 colors of dresses. . . . . **Each $8.00**

D215/9443½ — **"Gail" 18" Walking Doll with life-like vinyl head** Her lock rooted hair is strikingly dressed in a pony hairdo adorned by pearl tiaras. She is breathtakingly lovely in her chic formal gown made of 100 per cent dupont nylon of a bold red base with a unique basket pattern of subtly blended colors. Gail's red gown is contrasting with a white nylon decollete blouse, then she has a beautiful jacket to complete her ensemble. She wears a taffeta petticoat which rustles and whispers as she walks, also a crinoline underskirt Individually boxed . . . . . **Each $20.00**

D215/9445½—**"Little Bride," 18" tall.** Little Bride is a plastic walking doll with glassene sleeping eyes and lashes. All joints move. Her long thick luxuriant hair can be washed, curled and combed into many different hair styles. Our Little Bride is stately and alluring in her elaborate gown and veil are of nylon tulle and chantilly lace trimmed with nylon lace. Her pearls and floral bouquet a picture of breathtaking loveliness. She wears a crinoline underskirt and lace trim silk crepe lace panties Individually boxed. . . . . **Each $14.85**

D215/9442½ — **Peggy Ann Walking Doll.** 18 inches tall with long thick luxuriant hair which can be washed, curled and combed into many attractive hair styles. Her costume includes a removable "Snowflower" jacket of silk gabardine, pearl trim stockinette hat and draw string purse, overskirt "cello" skirt and over blouse A distinctive touch is added by sunglasses. A silk slip and panties trimmed with fine val lace, ribbed silk sox, and pastic shoes with heels Comes in pink, blue, yellow and chartreuse colors Individually boxed

Each $13.34

PROFIT CHANNEL:

HORSMAN'S "LOVE ME" DOLL VOTED OUTSTANDING BY TOY GUIDANCE COUNCIL

Multi-city television impact, plus supporting merchandising efforts on all levels make Horsman's "LOVE ME" doll one of your best profit possibilities for this fall and Christmas. She will be seen on more than 520 half-hour sponsored children's television programs in 40 major markets.

This is Horsman's "LOVE ME" DOLL (TG-42) a 21" all vinyl plastic "Fairy Skin" Doll wearing an exquisitely styled organdy dress with gorgeous lace trim, panties, shoes and stockings.

FREE—2 col. Newspaper Ad Mat

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DOLLS

PROM WALKING DOLL

Fully jointed with vinyl head, lustrous saran wig. Dressed in exquisite party dress with slip, undies, socks, party slippers. Prom kit packed in simulated suitcase. 1 to box, 6 to ctn., wt. 10 lbs Ideal Toy Corp.

NO. 1480—16".....EACH $11.98

QUANTITY ORDERED _____

TONI WALKER IN LONG PARTY DRESS

Walks, turns her head from side to side with every step; goes backwards too. Sits down like the little lady she is. Nothing to wind or break. Nylon wig can be waved, washed. Has complete Toni Playwave Kit. In an assortment of high fashion party dresses. Also wears slip, undies, socks, shoes. Packed in new type display box. Packed 1 dz. to ctn., wt. 17 lbs. Ideal Toy Corp.

NO. 1060—14".....EACH $11.98

QUANTITY ORDERED _____

BETSY WETSY WEEPING & WETTING DOLL W/WIG

B&R

Vinyl body, plastic head. Sleeping eyes, lashes; Deluxe layette—organdy dress, slip, kimono, booties, etc. Bottle has removable nipple and can be filled with water. When Betsy drinks she wets diaper. Cries. Has curly lambs wool wig. Packed in carry-suitcase. 6 to ctn., wt. 10 lbs. Ideal Toy Corp.

NO. 1007—13½".....EACH $11.98

QUANTITY ORDERED _____

SAUCY WALKER DOLL

The doll that does everything—walks, rolls her eyes, turns her head. Has Saran hair that can be shampooed, waved and curled. Sits, stands, cries, sleeps. No keys, no winding. Ideal Toy Corp.

NO. 2007—22".....EACH $12.98

QUANTITY ORDERED _____

NO. 2006—16".....EACH $ 7.98

QUANTITY ORDERED _____

NO. 2004—14".....EACH $ 6.98

QUANTITY ORDERED _____

BABY DOLL WITH MAGIC FLESH

Skin of vinylite. Saran hair can be combed, washed, waved. She sleeps. Dressed in sweet style dress and bonnet. She can say "Mama". Ideal Toy Corp.

NO. & SIZE	PRICE EACH	QUANTITY ORDERED
2497—16"	$5.85	_____
2407—18"	$7.95	_____

HARRIET HUBBARD AYER DOLL

Doll of beauty comes with complete eight-piece harmless Harriet Hubbard Ayer Cosmetic Kit, beauty table and booklet of instructions. Ideal Toy Corp.

NO. 2900—14".....EACH $ 9.98

QUANTITY ORDERED _____

MISS CURITY DOLL

Play nurse and learn first aid with Miss Curity and the complete Bauer & Black First Aid Kit. Authentic nurse outfit and box contains booklet of first aid instructions. Ideal Toy Corp.

NO. 2800—14".....EACH $9.98

QUANTITY ORDERED _____

BETSY McCALL DOLL

Beautiful doll with such appeal to little girls the year around. Inspiration from McCall magazine. Ideal Toy Corp.

NO. 1360—14".....EACH $ 7.98

QUANTITY ORDERED _____

DOLLS

BABY DOLL

Latex baby, vinyl head, moving eyes; assorted ninon dresses. 1 to box, 2 dz. to ctn., wt. dz. 24 lbs. Allied Grand Doll Mfg. Co., Inc.
NO. 1771BR—17".....EACH $ 6.98
QUANTITY ORDERED _____

DOLL ENSEMBLE & CARRYING CASE

lat box set. Latex doll, vinyl head, moving eyes, rooted hair. Two extra outfits & accessories. 1 dz. asst. to ctn., wt. dz. 40 lbs. llied Grand Doll Mfg. Co., Inc
NO. 5895—14".....EACH $ 7.98
QUANTITY ORDERED _____

"FAIRY SKIN" DOLL WITH "MIRACLE" ROOTED SARAN HAIR & PINAFORES

Vinyl plastic, saran hair. Completely washable. Coos when squeezed. Has glassine sleeping eyes with real lashes. Dressed in attractive dresses with lace-trimmed pinafores with matching bonnets, panties, shoes, socks. 1 to box. 6 to ctn., wt. dz. 42 lbs. Horsman Dolls, Inc.
NO. V8R22—19".....EACH $ 8.39
QUANTITY ORDERED _____

"FAIRY SKIN" DOLL WITH "MIRACLE" ROOTED POODLE HAIR

Vinyl; saran hair. Completely washable. Coos when hugged tightly. Dressed in attractive satin and embossed cotton dresses, panties, shoes, socks. 1 to box. 1 dz. to ctn., wt. dz. 19 lbs. Horsman Dolls, Inc
NO. 3V13—13".....EACH $ 3.98
QUANTITY ORDERED _____

"FAIRY SKIN" DOLL WITH "MIRACLE" ROOTED SARAN HAIR — PONY TAIL HAIR-DO

Vinyl plastic, saran hair Completely washable. Glassine sleeping eyes, coos when squeezed. Curlers added to aid in changing hair style—dressed in attractive printed cotton and satin lace trimmed dresses, panties, shoes, socks. with heartbeat. Comb, brush & mirror set. 1 to box. 6 to ctn., wt. dz. 49 lbs. Horsman Dolls.
NO. V8R21—21".....EACH $10.39
QUANTITY ORDERED _____

BABY BIG EYES DOLL

Vinyl head with rooted saran wig that can be washed, brushed, combed. Molded arms and legs, detailed fingers, toes; sleeping eyes. Comes in ribbon tied gown and receiving blanket. Wears diaper. Can cross her hands, suck her thumb. Completely washable. Blanket colors: nile green, maize, size 23". 1 to box; 6 to ctn., 18 lbs. Ideal Toy Corp.
NO. 0423.....EACH $11.98
QUANTITY ORDERED _____

"CINDY STRUTTER" WALKING DOLL IN BRIDESMAID OUTFIT

Vinyl plastic, saran hair. Non-mechanical. Curlers are added to set hair. Dressed in costume of rayon taffeta and sweeping lace and ribbon trimmed netting trimmed with "forget-me-nots". Wreath adorns hair. Complete outfit with panties, stockings, vinyl shoes. 1 to box. 6 to ctn., wt. dz. 56 lbs. Horsman Dolls.
NO. 2405—24".....EACH $14.39
QUANTITY ORDERED _____

PRINCESS MARY WALKING DOLL - ROOTED HAIR

Fullyjointed, has vinyl head, rooted saran wig in pony tail style; sleeping eyes. Plastic curlers. Dressed in deluxe dress with slip, panties, socks, shoes. Head turns as she walks. 1 to box. Ideal Toy Corp

NO.	SIZE	PACKED	WT. CTN. Lbs.	PRICE EACH	QUANTITY ORDERED
1625	16"	1 dz.	18	$ 9.98	_____
2125	21"	½ dz.	16	$14.98	_____

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35 So. William St.
New York 4, N.Y.

"Howdy Doody" Make-It-Yourself Hat

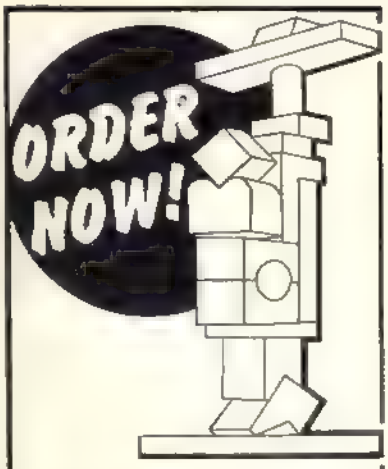
The Connecticut Leather Company, 75 Windsor St., Hartford, Conn., has been licensed for the production and sale of its "Howdy Doody" *Make-it-Yourself Bee-Nee Kit,* according to a recent announcement from Alan Stone, vice president in charge of merchandising for the Kagran Corp.

This child's hat is receiving the promotional advantages of daily appearances on the "Howdy Doody" show beginning this month, and appearing every day thereafter. The entire "Peanut Gallery" will be wearing, throughout the show, hand-laced "Bee-Nees" presented to the children by the Connecticut Leather Co. "Howdy Doody," which appears on NBC-TV Monday through Friday, has an estimated audience of 15 million.

The key feature of the No. 1469 Bee-Nee, retailing at 69 cents is the fact that the children will create their own hats from these "make-it-yourself" kits, appealing to the growing consumer demand for educational construction toys. Simplified lacing and well illustrated instructions make it possible for even the younger 'Howdy Doody' followers to create their own official Bee Nees.

The hat is cut from genuine leather in multi-color combinations. Each Bee-Nee is packaged in a three-color box, and as a sales aid, two dozen are packaged in a self-service counter display unit.

The firm's sales representatives include: Colman and Herschmann, New York City, for the East; J. B. Seckler Associates, New York City, for the chains; Walter and Arthur Kramer, Chicago, Ill., for the Mid-West, and Fred McDonald, Los Angeles, Calif., for the West Coast.



sensational new game-of-the-year...

blockhead!

setting sales records in stores from coast to coast

$1.00 RETAIL

SAALFIELD
THE SAALFIELD PUBLISHING COMPANY
10 Saalfield Square Akron 1, Ohio
Patent Pending

always something new!

★ ACTIVITY BOXES
★ ACTIVITY BOOKS
★ BOXED PUZZLES
★ INLAID PUZZLES
★ SEWING CARD BOXES
★ COLORING BOOKS—ALL PRICES
★ PAPER DOLL BOXES
★ PAPER DOLL BOOKS

5¢ to $2 RETAIL

SAALFIELD
THE SAALFIELD PUBLISHING COMPANY
10 Saalfield Square Akron 1, Ohio

in tribute to the boatmen of America
who appreciate the finest of seagoing yachts

Hubert Johnson *presents*

a complete new line of boats for 1954
employing the sensational Johnson Sea Skiff hulls*
and finer in every way than anything hitherto
produced in boats of this type . . .

- 42′ Double-Cabin Sportfisherman
- 37′ Sportfishing Cruiser
- 35′ Express Cruiser
- 33′ Sportfisherman
- 33′ Sedan Skiff

- 30′ Seaballer
- 28′ Shelter Skiff
- 26′ Sport Skiff
- 24′ Sportsman

All except 24′ Sportsman are twin-screw; single screw optional on 26′ and 28′ models.

*Known as the "World's Finest Pleasure-Boat Hull," built entirely of clear Philippine mahogany lap-strake planked over steam-bent frames spaced less than 6″ apart and composed of one piece of clear white oak extending from gunwale to gunwale without joints. Fastened entirely by copper rivets and Everdur bronze screws, Johnson skiff hulls have greater strength per pound and need no caulking. Development of the skiff-type hull by Hubert Johnson has made this the most popular type of true sea boat on the East Coast. The hull has an extremely easy entrance and functions efficiently as a displacement boat, but is, at the same time, a brilliant performer, getting well up on the surface at moderate engine speeds. With its generous keel, the Johnson skiff runs dries, rounds less and is more responsive than any other boat of comparable size.

Hubert Johnson
Boat Mfg., Inc.
Bay Head, N. J.
Est. 19[illegible]
Tel.: Point Pleasant 5-0199

All sales directly by the manufacturer

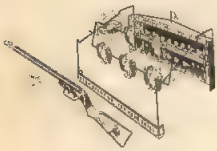
MISCELLANEOUS GUNS AND RIFLES

WILD ANIMAL SHOOTING GAME

Target is brilliantly lithographed in full c[illegible]. It is 13½" high, 10¼" wide and is head upright by firm wire easel. Target is heavy gauge steel dart rifle, 17" long, 2 harmless darts with rubber suction-cups included. Pkd. 1 doz. Wt. 14 lbs.

No. 611/921 Wild animal Shooting Game
Per Dozen..... $ 13.20

DOUBLE ACTION SHOOTING GALLERY



Gallery is made of sturdy lithographed steel and heavy wire frame; 14" wide, 9" high, and 1⅜" long. Six shock resistant molded birds. Target gun in heavy gauge steel double barrel cork shooter 21" long; 10 corks included. Pkd. 1 doz. Wt. 36 lbs. per carton.

No. 610/931 Double Action Shooting Gallery Per Dozen..... $ 24.00

TARGETEER SHOT

Use only this special shot in the Daisy Targette and Targeteer pistols. About 400 shots per tube, 50 tubes per case. Wt. 8½ lbs.

No. 620/118S.....Targeteer Shot
Per Case..... $ 6.67

HUBLEY'S FRONTIER RIFLE

Walnut color plastic stock and fore end. Blued metal barrel and all working parts bright metal. Fires standard roll caps. Length 35¼ inches long. P[illegible] ½ doz. Wt. 14 lbs. per carton.

No. 661/200.....Hubley's Frontier Rifle
Per Dozen..... $ 23.84

HUBLEY'S BUFFALO RIFLE

Replica of early flintlock buffalo rifle. Walnut plastic stock, blued steel barrel, bright plated metal works. Patch box to carry extra caps. Single shot, 24½" long. pkd. 1 doz. Wt. 17 lbs. per carton.

No. 662/205.....Buffalo Rifle
Per Dozen..... $ 16.00

DART GUN

Set consists of pistol and two safety plastic shaft darts with rubber suction cup tips. Pkd. 6 doz. Wt. 17 lbs. per carton.

No. 663/600.....Dart Gun
Per Dozen..... $ 3.00

SAFETY DARTS

Extra darts for No. 600 Safety Dart Pistol. Two darts on display card. Pkd. 12 doz. Wt. 7 lbs. per carton.

No. 664/601.....Extra Darts
Per Dozen..... $ .80

Notice!

DEALER PRICE
FOR COLOR INSERT PAGE 73-76

No. 25 Pump Gun.....	Ea.	$ 5.30
No. 94 Carbine Air Rifle.....	Ea.	$ 4.63
No. 80 Long Rifle.....	Ea.	$ 3.97
No. 75 Scout Air Rifle.....	Ea.	$ 3.32
No. 102 Cub Air Rifle.....	Ea.	$ 2.65
No. 621/965 Cork Carbine..	Ea.	$ 3.32
No. 622/960 Training Rifle	Dz.	$ 23.88
No. 624/950 Cork Gun.....	Dz.	$ 16.00
No. 628/930 Cork Gun.....	Dz.	$ 8.00
No. 630/910 Pop Gun Rifle	Dz.	$ 4.72
No. 642/900 Pop Gun Rifle	Dz.	$ 3.53
No. 502-10¢ BB Shot.....	Case	$ 6.60
No. 700-5¢ BB Shot.....	Case	$ 3.25
No. 5-5¢ BB Shot.....	Case	$ 3.40
No. 657/988 Cork Balls	Dz. pkg.	$ 2.00
No. 660/909 Cork.....	Dz. Pkg.	$ .78

No. 920 Dart Gun, No. 930 Cork Gun, No. 78 Target Pak, No. 987 Cork Balls and No. 989 Suction Darts Are Not Stock. number.

WATER PISTOLS

COMMANDO WATER GUN

Real tommy gun replica. Automatic repeating water gun made of durable plastic, holds more water, shoots over 40 feet. Over 16" long. Pkd. ½ doz. to display rack, 3 doz. to case. Wt. 19 lbs. per case

No. 665/611.....Commando Water Gun
Per Dozen..... $ 15.36

WESTERN REPEATER WATER PISTOL

Authentic western six-shooter style. Fires 300 shots in one load. Assorted colors. Pkd. 6 doz. Wt. 15 lbs. per case.

No. 666/607.....Western Water Pistol
Per Dozen..... $ 3.56

ARCHERY AND DART GAMES

ROBINHOOD ARCHERY SET

Hard shooting 30 in. hickory bow, strung with waxed cord. Two 12 in. feathered arrows with rubber tips. On display card. Pkd. 3 doz. Wt. 15 lbs. per case.

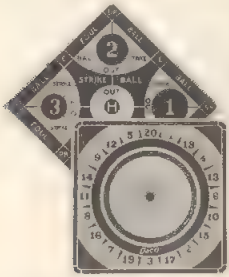
No. 525..... .... Robinhood Archery Set
Per Dozen ..... $ 3.92

BIG GAME ARCHERY SET

Oval shaped 30 in. varnished hickory bow with colored bowstring. 12 inch arrow with safety rubber tip. On display card. Pkd. 6 doz. Wt. 20 lbs. per case.

No. 10 .....Big Game Archery Set
Per Dozen . ..... $ 1.95

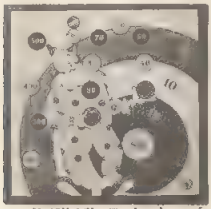
20 POINT AND BASEBALL DART BOARD



Size 18"x18"x½". Front, full cork facing with English style 20 point game in three attractive colors. Back, baseball game in one color on wood pulp surface. Pkd. 1 doz. Wt. 27 lbs. With two darts.

No. 578/P06 20 Point and Baseball Dart Board. Per Dozen..... $ 12.40

JUGGLING CLOWN DART GAME



Size 18"x18"x½". Wood pulp surface both sides, front, clown game in three colors. Back, target game in one color. with three darts. Pkd. 1 doz. Wt. 27 lbs.

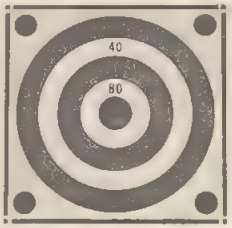
No. 581/SOC4.....Clown Dart Game
Per Dozen..... $ 9.00

20 POINT TARGET & BULLS EYE

Size 16"x16"x¾". Wood pulp surface both sides. Front, 20 point game in two colors, back, target game in one color. With one dart. Pkd. 1 doz. Wt. 22 lbs.

No. 585/S14 20 Point Target & Bulls Eye
Per Dozen..... $ 7.84

BULLS EYE BOARD



Wood pulp 12x12 inches Bulls Eye Board. With one dart. Pkd. 3 doz. Wt. 27 lbs.

No. 586/T12.....Bulls Eye Board
Per Dozen..... $ 3.60

OFFICIAL NO. 1 DART

A quality dart of regulation size and weight with three selected feather flights. Pkd. ¼ doz.

No. 591/1D3 6".....Official No. 1 Dart
Per Dozen..... $ 1.16

DARTS

Five inch lead weighted birch darts. Three feathers and tapered steel pin. Packed three darts to a box.

No. 599/4DL.....Darts
Per Dozen Darts..... $ .96

ALL PLASTIC DART

Designed for the player who prefers a light lead-weighted four fin Plastic dart. Pkd. ¼ doz.

No. 596/PDL.....Dart All Plastic
Per Dozen..... $ .96

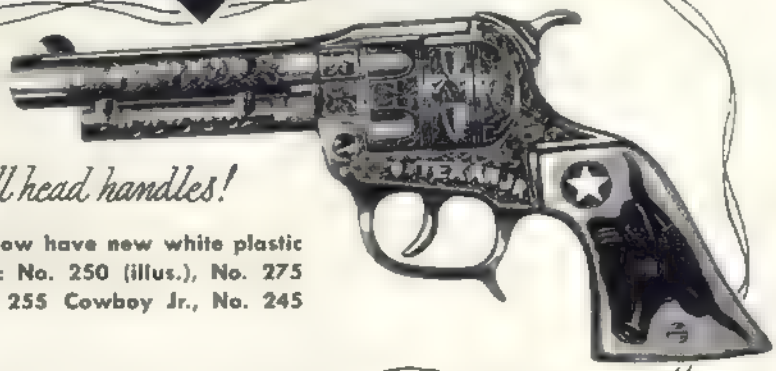
New! No. 508 Dump Truck

To be advertised in the Fall Toy Promotion in

LIFE

Metal, 11 inches long, green and red. Automatic action

HUBLEY



NEW ... *flashy... black bull head handles!*

The following Hubley Pistols now have new white plastic handles with black bull head: No. 250 (illus.), No. 275 Cowboy, No. 285 Texan, No. 255 Cowboy Jr., No. 245 Tex, No. 220 Rodeo.

The Hubley Manufacturing Co., Lancaster, Pa.

NEW YORK SALES OFFICES
ROOM 318
200 FIFTH AVENUE
NEW YORK 10, N. Y.

EXPORT SALES AGENTS:
GUITERMAN CO., INC.
35 SOUTH WILLIAM ST.
NEW YORK 4, N. Y., U.S.A.
Cable Address "Guiterman" New York

NORSTAR

Cinderella RUB-N-SCRUB

R S 200 CINDERELLA RUB-N-SCRUB

- Pail — Steel
- Self Wringing Sponge Mop
- Scrub Brush
- Scrub Cloth
- Apron
- Sponge
- Suz Soap Powder (Filled)
- S O S Soap Pads, Filled

3 color display box—he ght 5¾ engt h 2[illegible], w dth 9"
One dozen to master carton—we ght 30 lbs
Dimens ons of Ship ng Carton [illegible] 34 ½

Retail Price
$1.98

NORSTAR Corporation
MANUFACTURERS

895 East 167th St. New York 59, N.Y.
Showrooms Suite 448 Fifth Ave. Building New York

HUBLEY "Prestige Toys"

These beautifully detailed metal Hubley Toys were selected to be among the group of Toy Guidance Council Educator-Approved, Prestige Toys for 1954. They will be included in all the promotions this Fall, in TV and other media. No. 50 Farm Set as shown. Red with aluminum trim. All five toys in set interlock. No. 507 Motor Express is 18 inches long. Red and green, 14 black rubber wheels. Doors open.

The Hubley Manufacturing Company, Lancaster, Pa.

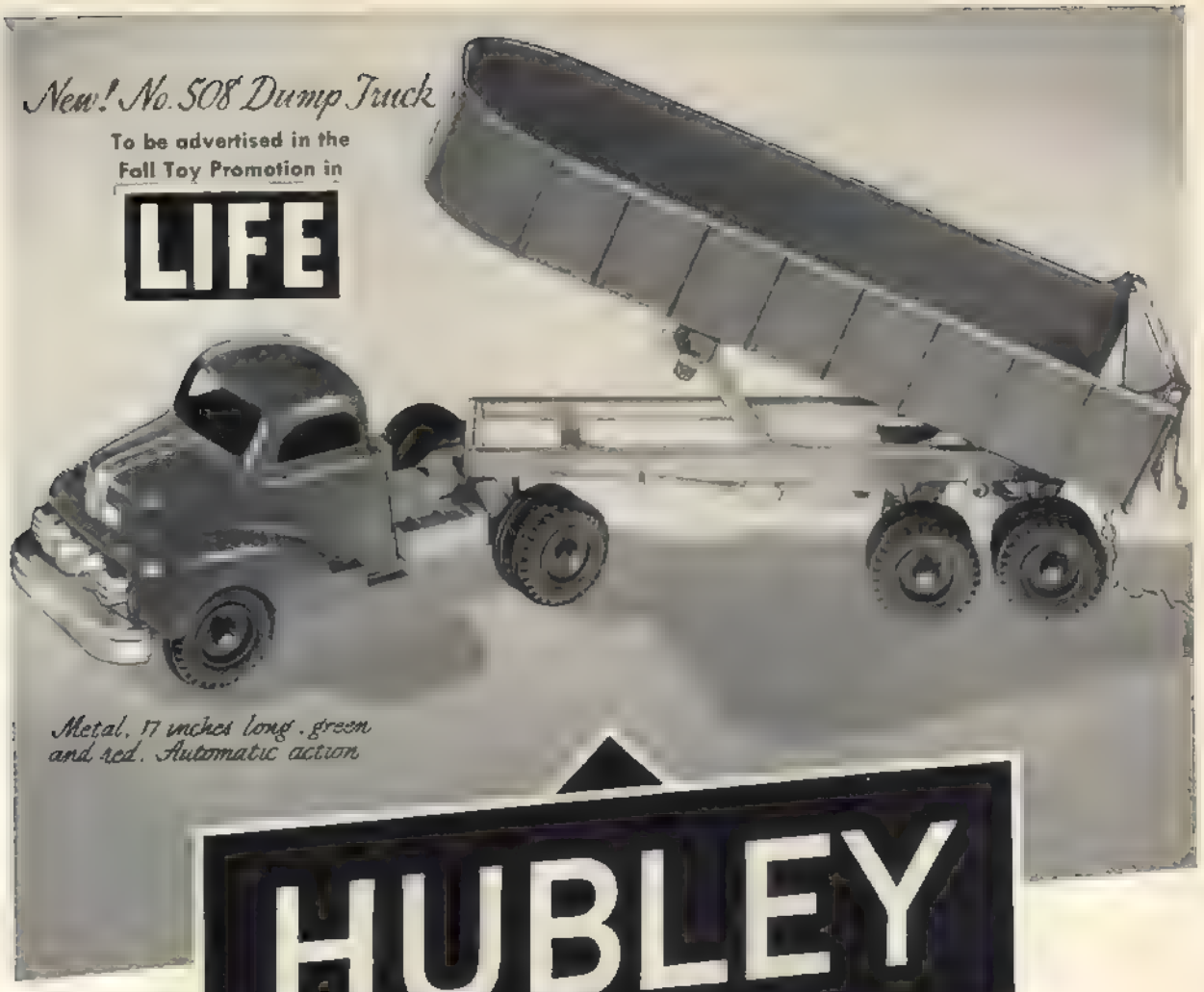
NEW YORK SALES OFFICES
ROOM 318
200 FIFTH AVENUE
NEW YORK 10, N. Y.

EXPORT SALES AGENTS
GUITERMAN CO., INC
35 SOUTH WILLIAM ST
NEW YORK 4, N. Y., U.S.A.
Cable Address: "Guiterman" New York

New! No. 508 Dump Truck

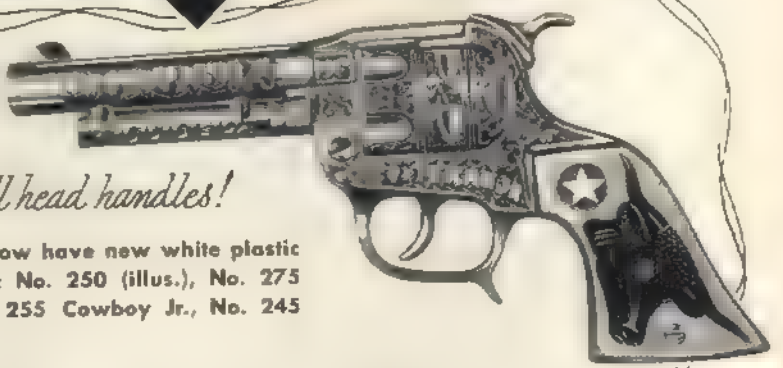
To be advertised in the Fall Toy Promotion in

LIFE



Metal, 17 inches long, green and red. Automatic action

HUBLEY



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The Hubley Manufacturing Co., Lancaster, Pa.

NEW YORK SALES OFFICES:
ROOM 318
200 FIFTH AVENUE
NEW YORK 10, N. Y

EXPORT SALES AGENTS
GUITERMAN CO., INC.
35 SOUTH WILLIAM ST
NEW YORK 4, N. Y., U.S.A.
Cable Address "Guiterman New York"

PROVED* More Kids Want

BLOCK CITY

Trade Mark

than any other Construction Toy

COMMENDED PARENTS' MAGAZINE

ADVERTISED IN LIFE

THE WORLD'S BEST AMERICAN TOYS

HERE'S WHY...

BLOCK CITY GIVES MORE . . . More parts, more accessories all in colorful, sealed tubes

BLOCK CITY is BETTER BUILT Rugged, shatterproof, molded plastic. All parts interlock

BLOCK CITY GROWS . Sets for boys and girls of all ages . . . from cradle to college

BLOCK CITY IS PROMOTED Big national advertising program. Newspapers, magazines, TV.

*1953 Des Moines Survey

STOCK THE BLOCKS! SEE YOUR JOBBER

TRI STATE TOYS

PLASTIC BLOCK CITY, INC.

4225 W. Lake Street, Chicago 24, Ill.
Van Buren 6-6637

New York: 12 E. 41st St. • MUrray Hill 3-8743

Building a SOLID FOUNDATION for your TOY BUSINESS

BLOCK CITY
America's Fastest Selling Construction Sets.
Retail . . . $2.95, 4.95, 7.50 and 15.

Pre-School BUILDING BLOCKS
Kindergarten-Tested for Boys and Girls from 2 to 6.
Retail . . . $1.95 and 2.95

BRICK TOWN
Authentic, Scale Model Construction Sets.
Retail . . . $7.50 and 12.50

SEE HUBLEY

Room 318, 200 Fifth Ave.

KIDDIE TOYS
CAP PISTOLS & RIFLES

JOHN McCONNOR
FANNIE FRIED
BUD BOYAN
BOB LAUGHTON
KIP YOUNG
ERNIE KAHN
LEO A SCHERRER

SEE HUBLEY

Room 318, 200 Fifth Ave.

KIDDIE TOYS
CAP PISTOLS & RIFLES

JOHN McCONNOR
FANNIE FRIED
BUD BOYAN
BOB LAUGHTON
KIP YOUNG
ERNIE KAHN
LEO A. SCHERRER

SUPERB
HALCO
BRAND
THE LID'S OFF!
Halco's '54 showing is ON-
• Holster Sets
• Masquerade Costumes
• Playsuits
• Toy Pistol Caps • Sky Fliers
• American Beauty Sparklers
• Silver-Brite Icicles
Everything to boost your sales and profits in '54!
SEE YOU AT THE FAIR
THE ROOM NUMBER IS 404
J. HALPERN COMPANY
200 FIFTH AVENUE, NEW YORK, N.Y.
HOME OFFICE 810 PENN AVENUE, PITTSBURGH, PA.
HALCO
J. HALPERN COMPANY
200 FIFTH AVENUE
NEW YORK CITY

WHEEL GOODS

JUNIOR ROADMASTER SIDEWALK BIKE
"JACK & JILL" CONVERTIBLE - STANDARD MODEL

Frame—1½" steel tubing head with chrome plated head caps; 1¼" tubing frame, 1" tubing top cross bar, removable; 1" tubing mast; 5/8" tubing mast supports. 2-pc. stem and fork assembly. Massive gothic, bicycle type mudguards. Wheels—riveted "Twin-Ten" spokes; channel type oversized rim, Chrysler Oilite bearings, oil impregnated, self lubricating. 1.75" x 16" molded rubber tires, semi-pneumatic, puncture proof. 3/4" bicycle handlebar with rubber hand grips, chrome plated, adjustable. 2-pc. bicycle type pedals, plain bearing. New design crankhanger, adjustable, Chrysler Oilite bearings. Training Outrigger—5" double steel disc stabilizer wheels with 5/8" tiring; heavy 1x¼" bar stock outrigger frame, adjustable, removable ½" pitch roller chain, new zephyr chain guard; chain adjustment built into crankhanger. "Comfort" saddle seat with molded rubber top and double coil springs; adjustable to inside leg length from 20" to 24". Indian Red finish with white trim, silver wheels. Overall size, length about 48"; ht. at handlebars about 30". 16" front and rear wheels. One to ctn., 40 lbs. Junior Toy Corp.

NO. 806 - 16" STANDARD MODEL.....EACH $26.95
QUANTITY ORDERED _____

16" BOYS HUFFY CONVERTIBLE

Super deluxe tank model for boys from 3 to 6. Exclusive Fits-Sooner frame on the original convertible 4-wheeler. Fits tiny tots sooner, grows with rider, lasts longer. Exclusive top-quality features. Full coverage chainguard and sprightly designed tank. Chime bell on bar. Enameled truss rods. Enameled rims. Rubber top compound spring saddle. Regular crescent fenders. Cardinal Red, trimmed Snow White. Huffman Mfg. Co.

NO. 82.....EACH $47.95
QUANTITY ORDERED _____

HARTOG MODEL

Deluxe "HMC" tires, "HMC" Butyl tubes, Schrader valves. Cable controlled rim brakes, front and rear. Gear: Brampton (new 1954 model) or Sturmey Archer 3-Speed. Upturned handlebars, adjustable and reversible. Finish: high temperature enamel on rust proof underground, double gold lining, bright parts heavily chromium plated. Equipment: Shuresta adjustable kickstand, reinforced oversized toolbag with deluxe tools, inflator pump, lamp bracket, rear rubber reflector. 1 to ctn. Harris Mdse. Corp

NO. H-750
NO. H-750, MEN'S.....EACH $62.50
QUANTITY ORDERED _____

NO. H-751..WOMEN'S.....EACH $62.50
QUANTITY ORDERED _____

20" BOYS HUFFY CONVERTIBLE

Super deluxe tank model for boys 5 to 9. Exclusive Fits-Sooner Frame adds years of life to bike. Smoothly decorated, striped and etched by master craftsmen. Genuine bicycle fittings and construction throughout. Full coverage chain guard. Color: Raven Black, trimmed in Cardinal Red Enameled truss rods and rims. Tank. Chime bell on bar. Rubber top, compound spring saddle. Regular crescent fenders. Coaster brake and top quality bicycle parts. The Huffman Mfg. Co.

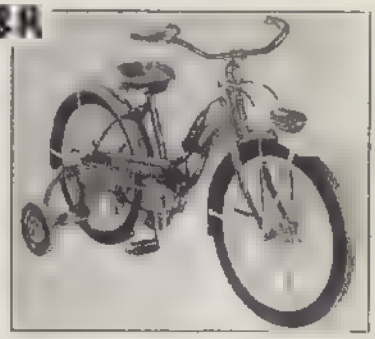
NO. 80.....EACH $57.95
QUANTITY ORDERED _____

16" GIRLS HUFFY CONVERTIBLE

Super deluxe tank model for girls from 3 to 6. Companion to boys' Model 82. Color: Tropical Blue, trimmed Snow White. Equipped with deluxe full coverage chainguard. Enameled truss rods and rims. Tank. Chime bell on bar. Rubber top, compound spring saddle. Regular crescent fenders. Coaster brake and top quality bicycle parts. 1 to ctn., 43 lbs. The Huffman Mfg. Co.

NO. 83.....EACH $47.95
QUANTITY ORDERED _____

20" GIRLS HUFFY CONVERTIBLE



Super deluxe tank model for girls 5 to 9. Companion to boys' Model 66. Comparison proved Huffy convertibles are years ahead. 4-wheeler with convertible uses. Color: Turquoise, trimmed Snow White. Equipped with deluxe full coverage chainguard. Enameled rims. Tank. Chime bell on bar. Rubber top compound spring saddle. Regular crescent fenders. Coaster brake and top quality bicycle parts. 1 to ctn., 49 lbs. Huffman Mfg. Co

NO. 67.....EACH $57.95
QUANTITY ORDERED _____

LITTLE MISS AMERICA

Lyla Jean Smith is one young lady that enjoys Toys that Billy & Ruth helped her select.

SEE INSERT IN CENTER OF CATALOG FOR MURRAY BICYCLES.

IDEAL DOLLS

Toni Walking Doll

D215 9427½—**Toni Walking Doll.** Height 14 inches. She walks and turns her head from side to side with every step. She goes backwards too, and sits down like the little lady she is. Nothing to wind or break. Has nylon wig that can be waved and washed. Has complete Toni playwave kit: solution, tissues, instructions, comb, shampoo, and curlers. Assorted dresses. Also wears slip, undies, socks and vinyl shoes. Individually boxed. Each $13.34

D215/9428½—**Tony Walking Doll.** Same as above except 16 inches in height. Individually boxed. Each $16.00

D215/9429½—**Toni Walking Doll.** Larger, 18 inches in height. Individually boxed. Each $20.00

Saucy Walker Walking Dolls

D215/9430½—**Saucy Walker Doll.** Ideal's walking-flirting doll that does everything. She walks, sits, and cries. She turns her saran-topped head from side to side and rolls her eyes as she walks. Comes with plastic curlers. Fully jointed. Saucy Walker's walking mechanism is concealed and there's no key to wind, nothing to go out of order. Long dressed Saran wig can be combed, washed and waved. Comes in beautifully styled outfits with slip, panties, socks and vinyl shoes. Individually boxed. Each $10.68

D215/9431½—**Saucy Walker Doll.** Same as above except, 23 inches. Individually boxed. Each $17.36

Princess Mary Walking Dolls

D215 9432½—**Princess Mary Walking Doll with Rooted Hair.** Fully jointed girl doll with vinyl legs and rooted saran wig in popular pony tail style. Sweeps eyes. Comes with plastic curlers. Dressed in deluxe dress with slip, panties, socks and shoes. Height 16 inches. With each step Princess Mary's head turns from side to side. Individually boxed. Each $13.34

D215/9433½—**Princess Mary Walking Doll with Rooted Hair.** Same as above except 19 inches. Individually boxed. Each $16.00

Dressed Doll

D215 9422½—**Baby Ruth Doll with Rooted Hair.** 16 inches in height. Soft vinyl head with sweeping eyes and lashes. Vinyl arms and legs. Vinyl coated body. Doll can be bathed. Has crying voice and cotton filled body. New type rooted Saran wig, can be brushed, combed and shampooed. Comes with plastic curlers, dressed in deluxe organdy dress, ribbon tied bonnet, slip, undies, socks and vinyl shoes. Individually boxed. Each $8.00

D215/9423½—**Baby Ruth Doll with Rooted Hair.** Same as above except 18 inches. Individually boxed. Each $10.68

D215 9424½—**Same as above except 20 inches.** Individually boxed. Each $13.34

D215 9425½—Same as above except 22 inches. Individually boxed. Each $16.00

Big Eyes Baby

D215/9434½—**Baby Big Eyes Doll.** A cuddly blanket-full of baby doll with the biggest, most expressive eyes you've ever seen. Vinyl head with rooted saran wig that can be washed brushed and combed. Molded arms and legs with delicately detailed fingers and toes. Sleeping eyes. Comes in ribbon tied nightgown and receiving blanket. Wears diaper. Baby big eyes can cross her hands and suck her little thumb. Vinyl coated body makes the doll completely washable. Blanket colors, Nile green and maize. Height 23 inches. Individually boxed. Each $16.00

Ideal Magic Flesh

D215/9426½ — **Magic Flesh Doll.** New vinyl head with sleeping eyes and vinyl arms and legs. Has crying voice and cotton filled body. Dressed in deluxe organdy dress, ribbon tied bonnet, slip, elastic undies, shoes and socks. 16 inches tall. Individually boxed. Each $8.68

Ideal Betsy Wetsy — It Cries

D215/9435½ — **Betsy Wetsy Weeping and Wetting Doll.** Height 11¼ inches. America's favorite drinking and wetting doll now cries. All vinyl body with realistic plastic head. Sleeping eyes and lashes. Comes with layette including drinking bottle, diaper and shirt. Betsy wears attractive baby shirt and diaper. Bottle has removable nipple and can be filled with water. When Betsy drinks liquid she wets her diaper. By pressing her soft body real looking tears flow from her eyes. Crying voice. Individually boxed. Each $8.00

D216 9436½—**Betsy Wetsy Weeping and Wetting Doll.** Same as above except 15 inches. Individually boxed. Each $13.34

Ideal Bride Dolls

D215/9438½—**Walking Bride Doll.** Vinyl head, fully jointed walking doll attired in a nylon tulle bridal gown, veil and holding a bouquet of imitation blossoms. Lustrous saran wig can be washed, brushed and combed. Comes with plastic curlers. As she walks her head turns from side to side. Comes with slip, panties, shoes and socks. Height 14 inches. Individually boxed. Each $13.34

D215/9439½—**Walking Bride Doll.** Same as above except 19 inches. Individually boxed. Each $18.68

GREATER THAN EVER!

STILL AMERICA'S NO. 1 KID T.V. STARS! *A MAGIC NAME IN TOY SALES!*

Ideal's HOWDY DOODY and CLARABELL

More fun for small fry ventriloquists with world famous Howdy Doody. All the action of the authentic T.V. dummy. Head and jaw can be easily manipulated. Body soft stuffed and dressed in colorful plaid shirt, dungarees, boots.

No.	Size	Retail Price
7843	18"	$2.98
7845	20"	$4.98
7846	25"	$7.98

Howdy Doody's beloved clown, dressed in official Clarabell outfit. Comes with famous noise box with attached horn. Satin clown costume is removable from soft-stuffed body.

No.	Size	Retail Price
7847	16"	$2.98
7848	20"	$4.98

IT'S A WONDERFUL TOY

. . . IT'S IDEAL

Hi Folks . . . NOW I'M AVAILABLE IN A NEW SIZE . . . and CLARABELL TOO!

$2.98

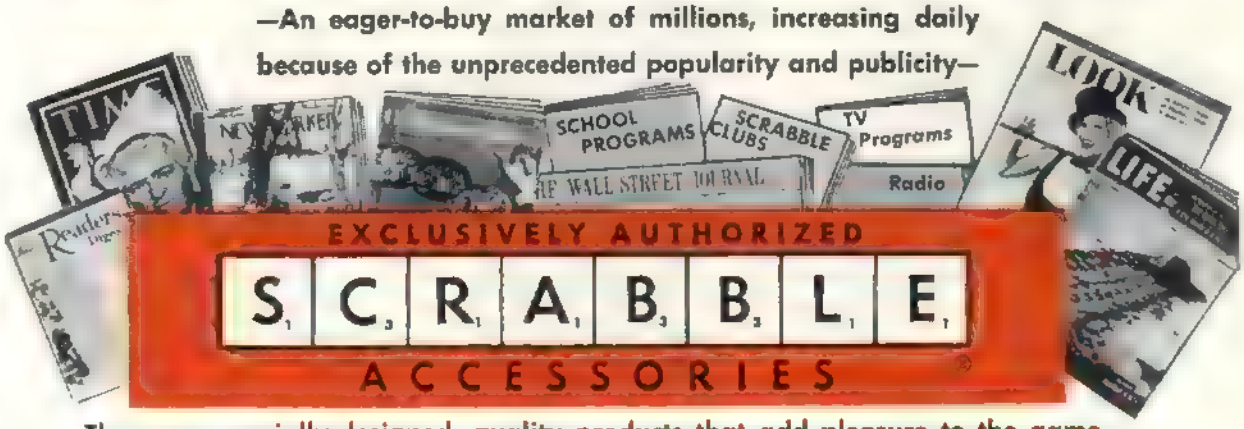
IDEAL TOY CORPORATION

200 Fifth Ave., New York 10, N. Y.

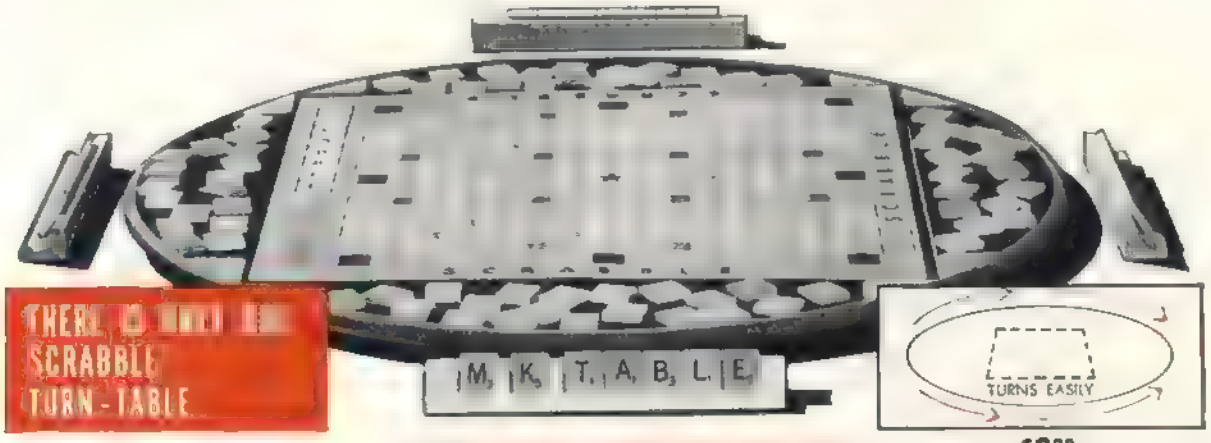
CHICAGO 1419 Mdse. Mart DALLAS 340 Mdse. Mart LOS ANGELES 914 So. Main St.

CASH IN ON THE RECORD-SMASHING DEMAND FOR SCRABBLE®!

—An eager-to-buy market of millions, increasing daily because of the unprecedented popularity and publicity—



These are specially-designed, quality products that add pleasure to the game which is sweeping America. Each of these items is exclusively licensed by the owners of the trademark SCRABBLE®. Patents applied for.



THE STANDARD SCRABBLE® TURN-TABLE

A well constructed and attractively finished Turn-Table with correct spacing for both the SCRABBLE game board and the tiles. Turn-Table edge is rimmed with rubber, surface is made of Presdwood with cork corners to secure the game board. Base has felt feet. Turns smoothly, will not tip. Fits both Standard and Deluxe editions of SCRABBLE. Patents applied for.

Retail list price **$3.00** Minimum $2.98

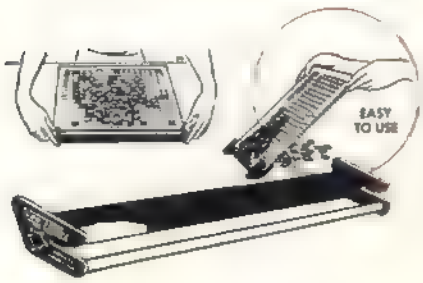
Each Turn Table is enclosed in a display bag, packed 1 dozen to a carton, weighing 31 lbs. Carton size 22 x 21 x 6¾. Special packing for mail orders.

THE DELUXE SCRABBLE TURN-TABLE

Same basic design as the *Standard* Turn Table. A really deluxe companion for the Deluxe edition of the game, SCRABBLE. Washable surface made of leather-grained high impact Styrene with playing area, corners, and rim all in one piece. Fits Standard and Deluxe editions of SCRABBLE.

Retail list price **$6.00** Minimum $5.95

Each Deluxe Turn-Table is enclosed in a corrugated container ready for reshipment, weighing 3¾ lbs. Packed 1 dozen to a carton, weighing 45 lbs. Carton size 22 x 21 x 6¾.



THE SCRABBLE™ TURN-TURTLE

An attractive plastic device which turns the SCRABBLE tiles in a jiffy. Fits into SCRABBLE game box. Patents applied for.

Each Turn-Turtle with directions enclosed in mailing tube, weighing 5½ oz. Packed one dozen to a carton, weighing 5 lbs. Carton size 12 x 10 x 13.

$1.00

Retail list price
Minimum 98¢

Order from your jobber today or write direct to us.

M-K ENTERPRISES, INC., *Manufacturers*

2029 Clybourn Avenue • Chicago 14, Illinois • Telephone: GRaceland 7-1280

Here's Advertising Support for YOU!

LIFE plus 20 top NATIONAL MAGAZINES, plus NATIONWIDE TV COVERAGE, plus FULL COLOR SUNDAY SUPPLEMENT ADS, COMBINE...TO BRING YOU MORE IDEAL BUSINESS THAN YOU'VE EVER HAD!

ORDER NOW!

IDEAL'S NEW TONI WALKER

Now. . .Toni Walks! The world's most beloved doll *bigger, more beautiful* than ever With washable nylon hair and complete Toni play-wave kit...at new low prices.

No.	Size	Retail Price
1141—Sub Deb	14½"	$ 9.98
1161—Teen Size	16½"	11.98
1191—Princess	19½"	14.98
1211—Queen	21½"	17.95

IDEAL'S ROBERT THE ROBOT

A new toy sensation! . . . Robert the Robot, an all remote-controlled mechanical man who walks, talks and can carry objects. Easily manipulated by control box and crank. Lights in antenna and head, go on and off! . . . And he'll recite a secret poem, too! Robert contains his own tool chest for changing batteries.

No.	Size	Retail Price
4049	14"	$5.98

IDEAL

IT'S A WONDERFUL TOY . . . IT'S IDEAL

IDEAL'S BETSY WETSY WEEPS

The most famous name in drinking and wetting dolls . . . now weeps! Made of sanitary vinyl plastic and dressed in shirt and diaper. Complete with 9 piece layette.

No.	Size	Retail Price
1001	11½" with layette	$ 5.98
1006	13½" with layette	7.98
1011	16" with layette	9.98
1007	13½" with wig, suitcase and layette	11.98
1012	16" with wig, suitcase and layette	14.98

DING DONG SCHOOL'S ALGY BEAR

Featured on famous TV Ding Dong School, Ideal's Algy is the cuddliest bear a youngster ever had. . . and best of all, special treatment makes him safe for children with dust allergies. Has painted vinyl face with open-close eyes.

No.	Size	Retail Price
7132	16"	$4.98

IDEAL TOY CORPORATION

200 Fifth Ave., New York 10, N. Y.
CHICAGO 1419 Mdse Mart | DALLAS 340 Mdse Mart | LOS ANGELES 914 So Main St

Tie in with LIFE for the BIG SWING

to HALCO'S NEW TWIN-SLING!

Suggested Retail $5.95

SUPERB HALCO BRAND

EXCITING Holster Design!

SHOWN FOR THE FIRST TIME—

Halco knows that a LIFE promotion pays off Big—only when it's backed-up with the right product! And such a product is Halco's new *Twin-Sling Double Holster Set!* It's truly sensational—in appearance, quality and price. Made of rich brown pony-skin leather—and elaborately decorated—this revival of an old popular western design is going to set kids wild this year! Complete with Texan Jr. Repeating Pistols—Twin-Sling is sure to move fast. So get ready for the Big Swing—to HALCO'S TWIN-SLING!

ORDER NOW!

CASH-IN WITH DOUBLE-BARRELLED PROMOTION

ADVERTISED IN LIFE

RECOMMENDED PARENTS

and PARENTS' MAGAZINE

Write for complete details including our new 1954 Holster Catalog.

Halco J. HALPERN COMPANY

810 PENN AVENUE • PITTSBURGH, PA.

200 FIFTH AVENUE • NEW YORK CITY

NOW... wonderful, fabulous, Toni doll — the biggest selling doll in history — marches on to even greater sales records.

Because **DUPONT** *cooperates by supplying* **NYLON** *. . . at a new low price*

Because **The TONI Company** *cooperates with tremendous advertising backing*

IDEAL PROUDLY PRESENTS

the NEW Toni Walker

at New Low Prices!

Complete Toni playwave kit with every Toni doll

#1141	Tony Walker with Toni Playwave Kit	Sub-Deb Size	14½" (formerly 14")	New Low Price **$10.00**	Formerly $12.00
#1161	Toni Walker with Toni Playwave Kit	Teen Size	16½" (formerly 16")	New Low Price **$12.00**	Formerly $14.00
#1191	Toni Walker with Toni Playwave Kit	Princess Size	19½" (formerly 19")	New Low Price **$15.00**	Formerly $17.00
#1211	Toni Walker with Toni Playwave Kit	Queen Size	21½" (formerly 21")	New Low Price **$18.00**	Formerly $20.00

IDEAL TOY CORPORATION

200 FIFTH AVENUE NEW YORK 10, N. Y.

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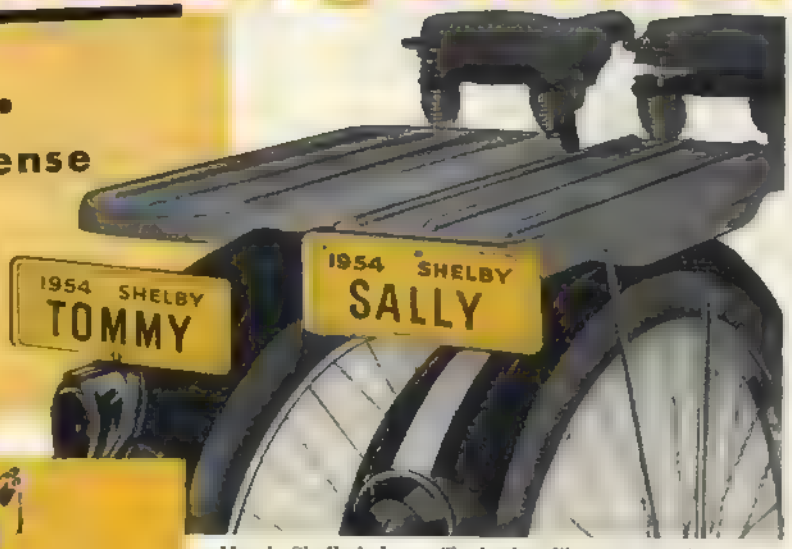
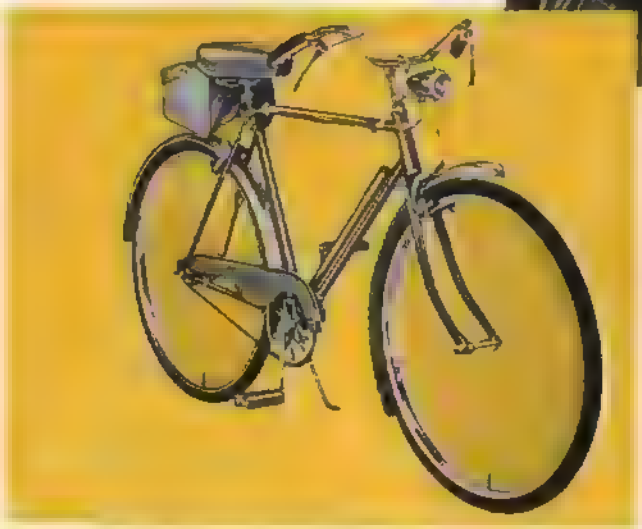
200 FIFTH AVENUE NEW YORK 10, N. Y.

CHICAGO 1419 Mdse. Mart | DALLAS 340 Mdse. Mart | LOS ANGELES 914 So. Main St.

Here's SHELBY'S great traffic-building EXTRA!

FREE...
personalized license plates with every new
SHELBY!





Shelby's brand-new Traveler, #4218. Exclusive 3-speed Her-ca-matic gear shift, dual-caliper hand brakes, famous Lucas "King Sports" generator set. Chrome rims, fenders, pump, saddle springs. Large tourist bag. White pedals. Kickstand, reflector, oil can and wrench. Black.

Here's Shelby's latest "look ahead" promotion keyed to bring in more and more customers. With every Shelby bicycle you sell you offer personalized license plates! There's no cost to you or your customer. It's a traffic builder for you, a feature no youngster can resist.

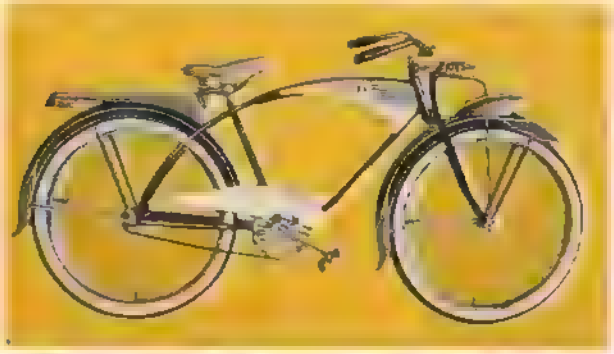
All Shelby dealers are getting a complete promotion package including window streamers, sample license plates and giveaway folders.

Plus plenty of advertising backing in the magazines every boy and girl reads: Comics, *Boys' Life* and scholastic publications.

If you're not a Shelby dealer, now's the time to start. Tie in with this great promotion. Write us today.

Look ahead...be ahead with SHELBY

ANOTHER AMF PRODUCT



Shelby's all-new balloon-tire line, #52. Exclusive Arrio frame. Dual-action spring fork. Luggage carrier, powerful headlight. Chrome rims, flared fenders, white sidewalled tires.

Shelby's 20", #5X-2. Red and white with blue outline stripe. Chrome rims, chain guard, tail reflector. Girls' and boys' models available in 24" and 26".

SHELBY CYCLE COMPANY, 2121 West 117th Street, Cleveland 7, Ohio

3 Prestige Toys for 1954 by IDEAL

SELECTED BY

TOY GUIDANCE COUNCIL

These are SURE-FIRE! Play Safe!—Order Now!
With this powerful Toy Guidance Council promotion added to Ideal's record national advertising campaign, in magazines, TV and newspapers ... these Ideal toys will be in terrific demand!

IDEAL'S NEW *Toni Walker*

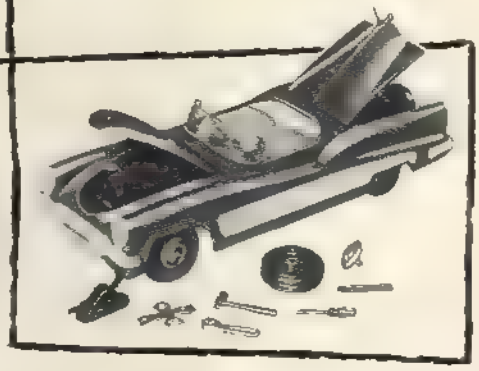
Now .. Toni WALKS! The world's most beloved doll, bigger, more beautiful than ever. With washable Nylon hair and complete Toni playwave kit ... at new low prices!

1161 Sub-deb . .14½"...$9.98 1161 Princess ...19½" 14.98
1161 Teen Size..16¼". 11.98 1211 Queen ... 21½" 17.95

IDEAL'S *Betty Crocker* JUNIOR BAKING KIT

It's easy! ... and great fun for children to make these delicious pies, cakes and cookies. World famous Betty Crocker tells how with recipes and instructions. Complete with 12 baking mixes and 21 utensils ... A most welcome gift.

9999 . . . $4.98 retail



IDEAL'S XP-600 FIX-IT CONVERTIBLE

Packed with play features, this beautiful model of latest experimental sport car is 15½" long. Luggage compartment opens and contains kit to change all four tires in realistic manner. Car has horn and headlights that actually work. Comes with 48 miniature license plates.

3062 .....$5.98 retail

TOY GUIDANCE COUNCIL, Inc. — Educator Approved 1954

IT'S A WONDERFUL TOY ... IT'S IDEAL

IDEAL TOY CORPORATION

200 Fifth Ave., New York 10, N. Y.

CHICAGO 1419 Mdse Mart | DALLAS 340 Mdse Mart | LOS ANGELES 914 So. Main St

DOLLS

BABY DOLL

Latex baby, vinyl head, moving eyes, assorted ninon dresses. 1 to box, 2 dz. to ctn., wt. dz. 24 lbs. Allied Grand Doll Mfg. Co., Inc.
NO. 17718N—17".....EACH $ 4.98

QUANTITY ORDERED _____

DOLL ENSEMBLE & CARRYING CASE

Gift box set. Latex doll, vinyl head, moving eyes, rooted hair. Two extra outfits & accessories. 1 dz. asst. to ctn., wt. dz. 40 lbs Allied Grand Doll Mfg. Co., Inc.
NO. 5895—14".....EACH $ 7.98

QUANTITY ORDERED _____

"FAIRY SKIN" DOLL WITH "MIRACLE" ROOTED SARAN HAIR & PINAFORES

Vinyl plastic; saran hair. Completely washable. Coos when squeezed. Has glassine sleeping eyes with real lashes. Dressed in attractive dresses with lace-trimmed pinafores with matching bonnets, panties shoes, socks. 1 to box. 6 to ctn., wt. dz 42 lbs. Horsman Dolls, Inc.
NO. VBR22—19".....EACH $ 8.39

QUANTITY ORDERED _____

"FAIRY SKIN" DOLL WITH "MIRACLE" ROOTED POODLE HAIR

Vinyl; saran hair. Completely washable. Coos when hugged tightly Dressed in attractive satin and embossed cotton dresses, panties, shoes, socks. 1 to box. 1 dz. to ctn., wt. dz. 19 lbs. Horsman Dolls, Inc.
NO. 3V13—13".....EACH $ 3.98

QUANTITY ORDERED _____

"FAIRY SKIN" DOLL WITH "MIRACLE" ROOTED SARAN HAIR — PONY TAIL HAIR-DO

Vinyl plastic , saran hair. Completely washable Glassine sleeping eyes; coos when squeezed Curlers added to aid in changing hair style—dressed in attractive printed cotton and satin lace trimmed dresses, panties, shoes, socks. With heartbeat. Comb, brush & mirror set. 1 to box. 6 to ctn., wt. dz. 49 lbs. Horsman Dolls
NO. VBR21—21".....EACH $10.39

QUANTITY ORDERED _____

BABY BIG EYES DOLL

Vinyl head with rooted saran wig that can be washed, brushed, combed. Molded arms and legs, detailed fingers, toes; sleeping eyes. Comes in ribbon tied gown and receiving blanket. Wears diaper. Can cross her hands, suck her thumb Completely washable. Blanket colors: nile green, maize; size 23". 1 to box. 6 to ctn., 18 lbs. Ideal Toy Corp
NO. 0423.....EACH $11.98

QUANTITY ORDERED _____

"CINDY STRUTTER" WALKING DOLL IN BRIDESMAID OUTFIT

Vinyl plastic, saran hair. Non-mechanical. Curlers are added to set hair. Dressed in costume of rayon taffeta and sweeping lace and ribbon trimmed netting trimmed with "forget-me-nots". Wreath adorns hair. Complete outfit with panties, stockings, vinyl shoes. 1 to box. 6 to ctn., wt. dz. 58 lbs Horsman Dolls.
NO. 2405—24".....EACH $14.39

QUANTITY ORDERED _____

PRINCESS MARY WALKING DOLL - ROOTED HAIR

Fully jointed, has vinyl head, rooted saran wig in pony tail style sleeping eyes. Plastic curlers. Dressed in deluxe dress with slip, panties, socks, shoes. Head turns as she walks. 1 to box. Ideal Toy Corp

NO.	SIZE	PACKED Ctn.	WT CTN. Lbs.	PRICE EACH	QUANTITY ORDERED
1625	16"	1 dz.	18	$ 9.98	_____
2125	21"	½ dz.	16	$14.98	_____

DOLLS

PROM WALKING DOLL

Fully jointed with vinyl head, lustrous saran wig. Dressed in exquisite party dress with slip, undies, socks, party slippers. Prom kit packed in simulated suitcase. 1 to box, 6 to ctn wt. 10 lbs. Ideal Toy Corp.

NO. 1460—16".....EACH $11.98

QUANTITY ORDERED _____

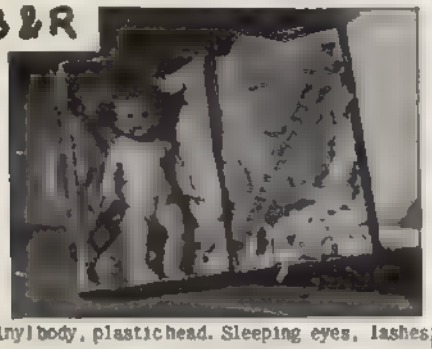
TONI WALKER IN LONG PARTY DRESS

Walks, turns her head from side to side with every step; goes backwards too. Sits down like the little lady she is. Nothing to wind or break. Nylon wig can be waved, washed. Has complete Toni Playwave Kit. In an assortment of high fashion party dresses. Also wears slip, undies, socks, shoes. Packed in new type display box. Packed 1 dz. to ctn., wt. 17 lbs. Ideal Toy Corp.

NO. 1060—14".....EACH $11.98

QUANTITY ORDERED _____

BETSY WETSY WEEPING & WETTING DOLL W/WIG



Vinyl body, plastic head. Sleeping eyes, lashes; Deluxe layette—organdy dress, slip, kimono, booties, etc. Bottle has removable nipple and can be filled with water. When Betsy drinks she wets diaper. Cries. Has curly lambs wool wig. Packed in carry-suitcase. 6 to ctn., wt. 10 lbs. Ideal Toy Corp

NO. 1007—13½".....EACH $11.98

QUANTITY ORDERED _____

SAUCY WALKER DOLL

The doll that does everything—walks, rolls her eyes, turns her head. Has Saran hair that can be shampooed, waved and curled. Sits, stands, cries, sleeps. No keys, no winding Ideal Toy Corp.

NO. 2007—22".....EACH $12.98

QUANTITY ORDERED _____

NO. 2006—16".....EACH $ 7.98

QUANTITY ORDERED _____

NO. 2004—14".....EACH $ 6.98

QUANTITY ORDERED _____

BABY DOLL WITH MAGIC FLESH

Skin of vinylite. Saran hair can be combed, washed, waved. She sleeps. Dressed in sweet style dress and bonnet. She can say "Mama". Ideal Toy Corp.

NO. & SIZE	PRICE EACH	QUANTITY ORDERED
2497—16"	$5.95	_____
2407—18"	$7.95	_____

HARRIET HUBBARD AYER DOLL

Doll of beauty comes with complete eight-piece harmless Harriet Hubbard Ayer Cosmetic Kit, beauty table and booklet of instructions. Ideal Toy Corp.

NO. 2900—14".....EACH $ 9.98

QUANTITY ORDERED _____

MISS CURITY DOLL

Play nurse and learn first aid with Miss Curity and the complete Bauer & Black First Aid Kit. Authentic nurse outfit and box contains booklet of first aid instructions. Ideal Toy Corp.

NO. 2800—14".....EACH $9.98

QUANTITY ORDERED _____

BETSY McCALL DOLL

Beautiful doll with much appeal to little girls the year around. Inspiration from McCall magazine. Ideal Toy Corp.

NO. 1360—14".....EACH $ 7.98

QUANTITY ORDERED _____

LOOK WHO'S WALKING OFF WITH THE NATION'S TOP SALES HONORS!

TINA-TODDLER
WALKING DOLL

- Tina walks along beside "mama" turning her head, blinking her eyes, tossing her pretty pigtails!
- Unbreakable "little girl" plastic body and Saran hair can be washed time and time again!
- Tina sits, stands, cries when put to bed. There are three Tina Toddler sizes for every pocketbook!
- Tina wears a darling dress, panties, sox and real button pumps!

TINA in 3 SIZES:
14 inch size
20 inch size
23 inch size

WRITE for catalog and prices on fast-selling IMPERIAL CROWN DOLLS for 1954!

Tina's on top! 1953 proved it with a million Tina Toddlers sold with orders coming in even *after* Christmas! Here's the one doll that always gets her "mama" . . . that dealers, mothers and daughters all agree is America's most *talented* doll. Watch Tina Toddler—at sensationally low prices—strut her stuff for you to the tune of a steadily ringing cash register!

TOY SHOW VISITORS!

When in New York for the Toy Show, drop in and see the complete line of Imperial Dolls at our Permanent Showroom:

200 Fifth Avenue • Room 1464

IMPERIAL CROWN TOY CORP.
Showroom 200 Fifth Avenue New York 10, N. Y.
Room 1464

TINA'S GOING NATIONAL . . . in radio and TV participation shows; with *national advertising* in top family magazines!

TIE-IN AD MATS AND DEALER AIDS AVAILABLE AT NO COST!

Sales Representatives ABE SHACK Sales Manager • LEE SHERMAN • BOBT. COLE

MITTEN'S MUSICAL MENAGERIE

MITTEN TOY MFG. CO., INC.
649 BROADWAY · NEW YORK, N.Y.
Manufacturers of - STUFFED TOYS
PLASTIC · FOAM RUBBER · PLUSH · MUSICAL
Creators of the famous "BIB-A-TUNE," the MUSICAL BIB

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Showroom: 200 Fifth Avenue New York 10 N Y
Room 1464

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TIE-IN AD MATS AND DEALER AIDS AVAILABLE AT NO COST!

IMPORTED METAL TOYS
Sturdy – Well Constructed

ASSORTED VEHICLES

Assorted metal cars with fast action friction motors. Colorfully lithographed. Each car 2¾" long, ¾" high. Pkd. 1 dozen, weight 1¼ lb. per dozen.

No. 898/26 10¢ Assorted Vehicles Per Dozen..... $ .78

FRICTION PLANE

Replica of U.S. Jet Fighter plane. All metal, colorfully lithographed. Fast action friction motor. Pkd. 1 doz. Wt. 1¼ lbs. per dozen. 3" long, 1" high.

No. 897/179 Friction Plane. Per Dozen..... $ .78

FRICTION MOUSE

Colorfully lithographed metal mouse with creeping action. Very lifelike in looks and action. Strong friction motor. 3" long, 1½" high. Pkd. 1 doz. Wt. 1 lbs. per dozen.

No. 899/175 Friction Mouse. Per Dozen..... $ .78

PRESS DOWN TANK

All metal tank, colorfully lithographed with lots of detail. Gun turret shoots sparks as tank rumbles along. To start the motor, simply press drivers head down. 4" long, 2½" wide, 1½" high. Pkd. 1 doz. Wt. 1½ lbs. per dozen.

No. 895/19 Press Down Tank. Per Dozen..... $ 1.85

PRESS DOWN CAR

All metal car with fast moving action. To start the action, simply press drivers head down. Colorfully lithographed. Very cute and unusual. 4" long, 1½" high. Indiv. boxed. Wt. per dozen, 1½ lbs.

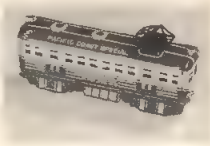
No. 894/1 Press Down Car. Per Dozen..... $ 1.85

ASSORTED FRICTION CARS

Twelve assorted friction cars, each with fast action motor and loud siren. All metal, colorfully lithographed. Each car 4½" long, 2½" high. Pkd. 1 doz. assorted cars to a box, weight 1 2/3 lbs.

No. 896/10 Assorted Friction Car Per Dozen..... $ 1.50

SUBURBAN EXPRESS



Brightly lighographed friction trolley with bell. Size: 5½"x2½"x3½". Packed 1 doz. weight 3 pounds per carton.

No. 884/9462 Suburban Express. Per Dozen..... $ 3.85

WIND UP POKEY TURTLE

All metal, colorfully lithographed. Very realistic. Wind the strong spring motor and Pokey "just pokes along". Key permanently attached. Indiv. boxed. 4" long, 1½" high. Wt. per dozen 3 lbs.

No. 893/16 Wind Up Pokey Turtle. Per Dozen..... $ 3.20

IMPORTED METAL TOYS
Sturdy — Well Constructed

MISS LADY BUG

Wings open and close as Lady Bug moves along. Strong spring motor. Very colorful with unusual action. Indiv. boxed. 4"long, 2" high. Wt. 3 lbs. per dozen.

No. 892/2 Miss Lady Bug. Per Dozen..... $ 3.92

FRICTION JEEP

All metal Jeep with rubber tires. Fast motor and loud siren provides plenty of action. Extremely colorful. 4" long, 2½" high. Individually boxed. Wt. 3 lbs. per dozen.

No. 891/109 Friction Jeep. Per Dozen..... $ 3.92

POLICE CAR

All metal police car with fast action friction motor, loud siren. Very colorfully lithographed. Indiv. boxed. Wt. per dozen 3½ lbs.

No. 890/4 Police Car. Per Dozen..... $ 3.92

FRICTION LOCOMOTOVE

All metal replica of the steam type locomotive with strong friction motor and loud siren. Very colorfully lithographed. 4¾" long 2½" high. Indiv. boxed. Wt. 3 lbs. per dozen.

No. 889/17 Friction Locomotive Per Dozen..... $ 3.20

NIGHT FLYER LOCOMOTIVE

All metal locomotive colorfully lithographed. Strong friction motor scoots loco along at a fast pace. Loud siren. 7⅛" long, 3¼" high. Indiv. boxed. Wt. 4 lbs. per dozen.

No. 888/18 Night Flyer Locomotive Per Dozen..... $ 5.40

M-45 SPARKLING TANK

All metal Army Tank with strong friction motor which drives tank along at a fast clip. Sparks shoot from turret guns. Very colorfully lithographed with plenty of detail. 5⅜" long, 2½" high. Indiv. boxed. Wt. 5 lbs. per dozen.

No. 887/23 M-45 Sparkling Tank. Per Dozen..... $ 5.88

SPARKLING PLANE

All metal replica of U.S. Army Jet Fighter Plane. Colorfully lithographed with fine detailing. Strong friction motor drives plane along and sparks fly from jet exhaust. 6" long 2¾" high. Indiv. boxed. Wt. 3¼ lbs. per dozen.

No. 886/27 Sparkling Plane. Per Dozen..... $ 3.92

STARFIRE LOCKHEED JET PLANE

All metal model of the famous Lockheed Starfire Jet fighter plane. Powered by a strong friction motor, the plane zips along at a fast pace with sparks streaming from the jet tail-piece. Very colorfully lithographed, there is loads of action in this item. 8½" long, 4" high. Indiv. boxed. Wt. 6½ lbs. per dozen.

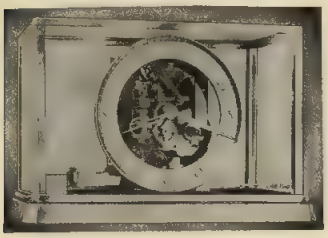
No. 885/15 Star Fire Jet Plane Per Dozen..... $ 7.80

Imported Genuine Black Forest

8-Day Chime Clocks

8-Day Hour and Half Hour Strike In "Moderne" Cases

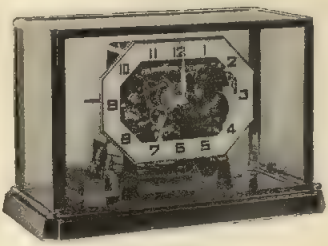
Also Electric Golden Hour Clocks



Imported Five Rod Chime

No. C-2444-1. Westminster Chime . . $96.00
Sells for $80.00 Plus Tax

The Chimemaster is an imported five Rod full Westminster Chime Clock with mellow Tone 8-Day Key Wind with a full Glass Case with Brass Trim. A case with the movement visible from all sides. Size of case 12x7 ½x5 ½ inches. A wonderful timepiece for on the mantel or television set. For your show window it has terrific Display Value. Watch them stop and look.

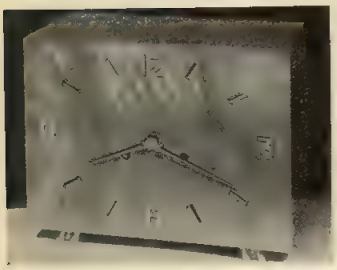


Imported Nine Rod Chime

No. C-2444-2. 9-Rod Chimemaster $108.00
Sells for $90.00 Plus Tax

The Nine Rod Chimemaster as Illustrated above has Three Chimes as follows:
Westminster on Five Rods.
Winchester on Seven Rods.
Whittington on Nine Rods.

Here one has a choice of three chimes to suit their mood. The hour is struck on a chord of three Rods. These Chime Clocks are made by skilled Black Forest Clockmakers. Rectangular full glass case with Polished Brass Base and Trim. Size 12x7 ½x5 ½ inches. 8-Day Key Wind movement. Guaranteed by Importers for one year. Have you ever seen a Nine Rod Mantel Chime Clock? Neither have many others—that is what makes them stop and look.



8-Day Imported Strike & Chime Clocks

No. C-2444-3. Mahogany Strike $48.00
No. C-2444-4. Blond Birch Strike 48.00
Sells for $34.95 Plus Tax

No. C-2444-5. Mahogany Chime $81.00
No. C-2444-6. Blond Birch Chime 81.00
Sells for $49.95 Plus Tax

The Striking Clock is an 8-Day Half Hour Strike while the Chime is a Four Quarter Full Westminster Chime Clock. Also 8-Day Keywind.
The "Modern" Clock is designed to fit in today's home on the television set or mantel. It has a fine Precision Movement in a highly Polished Case in a choice of Rich Mahogany or Blond Birch Case. Size 10x6x8 inches.

GOLDEN-HOUR CLOCK
By Jefferson

No. C-2444-7. Golden-Hour Clock . . . . . Each $27.68
3 or more Each 27.00
Sells for $22.50 (Plus Tax)

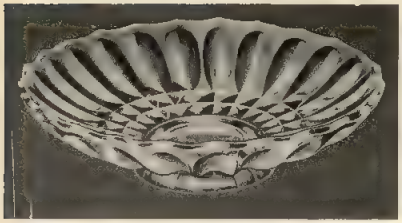
IT'S IDEAL FOR GIVING

For a gift that is different choose this Clock. A clock you can actually see through. Smartly and simply designed. Precision made. Self-starting electric movement. The face is clear glass, with hands and outer ring of metal. Raised numerals. 9 by 7 ½ inches. With its rich 24 Karat Gold plated, Satin like finish it is a Handsome Gift anytime.

PRICES SUBJECT TO CHANGE WITHOUT NOTICE

Beautiful Indiana Crystal Glassware

"BLUE THUMB PRINT" PATTERN



13" COMPORT OR CONSOLE BOWL

SUGAR AND CREAM ON TRAY

8" VASE

6 Piece Assortment

7½" FOOTED COMPORT

FOOTED CANDY BOX

B214 6109 — Assortment of Crystal Glassware with blue "Thumb Print" pattern. A charming assortment in which the light blue decoration blends into the clear crystal. Assortment includes six kinds as illustrated: 13 inch Comport or Console Bowl; 7¼ inch Footed Comport; 8 inch Vase; pair of Vase Candle Sticks, height 4 inches, Sugar and Cream on Tray, length of tray 8 inches, Footed and Covered Candy Box, height to top of cover, 6½ inches. Packed 1 assortment of six pieces in shipping carton. D.B.
.. Per assortment of 6 pieces $22.80

VASE CANDLESTICK

"WILLOW" PATTERN

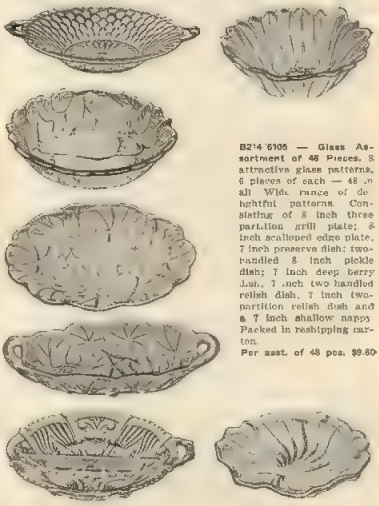
B214 6113—15 Piece Punch Set. Willow pattern, deep 9½ inch bowl, 16 inch plate, 12 matching cup style footed and handled glasses and turned glass ladle. Packed set. . ...Per set $20.00

EXTRA CUPS AND LADLES

N214 6118—Punch Cups. Handled and footed. Matches cups used in above Punch Set. Packed 1 dozen. D.B. ....Per dozen $8.00

N214 6120—Willow Pattern Punch Ladle. Long handle with pouring lip. Individually packed . ... Each $3.20

SERVING DISH ASSORTMENT

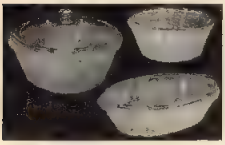


B214 6105 — Glass Assortment of 48 Pieces. 8 attractive glass patterns, 6 pieces of each — 48 pieces all Wide range of delightful patterns. Consisting of 8 inch three partition grill plate; 8 inch scalloped edge plate, 7 inch preserve dish; two-handled 8 inch pickle dish; 7 inch deep berry dish, 7 inch two handled relish dish, 7 inch two-partition relish dish and 8 7 inch shallow nappy. Packed in reshipping carton.
Per asst. of 48 pcs. $9.60

GLASBAKE OVENWARE

GLASBAKE BASKETWARE DISHES

In Imported Woven Reed Frames — All Individually Boxed



N214 6127—Two Quart Round Casserole . . . . . Each $3.20

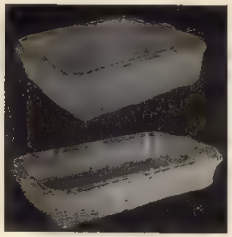
N214/6128 — 1½ Quart Round Casserole. . . . . Each $3.00

N214/6129—One Quart Oval Casserole . . . . . Each $2.80

N214 6130—9 Inch Read-Mix Cake Dish . . . . . Each $3.20

N214/6132—16 Oz. Individual Round Deep Pie Dish. . . . . Each $1.60

N214/6126 — Partition Vegetable Dish. 10⅛x6¾x2⅝ inches. . . . . Each $8.20



N214/6131—Utility Dish, 10½x8¼x2 inches. . . . . Each $3.00

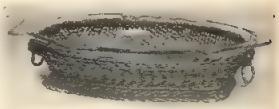
N214/6125—Utility Dish, 12¾x8¾ inches . . . . . Each $3.20

ASSORTMENT OF ABOVE PIECES

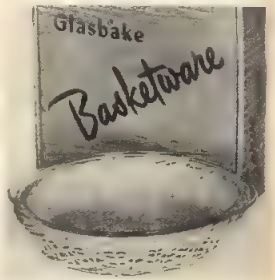
B214/6134—16 Piece Basketware Assortment. Glasbake Utility Dishes in imported woven rod frames. Consisting of—2 each Utility Dishes 12¾x8¾ inches, Partition Vegetable 10⅛x8¾x2⅝ inches, 2 quart round Casseroles, 1½ quart round Casseroles, 1 quart oval Casserole, 9 inch Read-Mix Cake Dish, Utility Dish 10½x8¼x2 inches and 16 oz. individual round deep pie dish. Packed 1 assortment of 16 pieces. D.B. Per assortment $46.00

Packaged in the New Wood-Grain Gift Carton

N214 6133 — Two Quart Fish Dish or Salad Server. Handsome dish for baking and serving fish and other sea foods. Imported basket adds a distinctive touch. Individually boxed in new wood grain gift carton . . . . . Each $5.00



N214 6124 — Big 10¾ inch round Pie Plate in lovely imported woven basket. Ideal for baking and serving directly from oven to table. Individually boxed in new wood-grain gift carton Each $2.50



YOUR CUSTOMERS WILL WANT THESE ATTRACTIVE YET PRACTICAL BASKETWARE GLASBAKE DISHES FAST - SELLING VOLUME PRODUCERS

Silhouette Glasbake Milk White Ovenware in Black Wrought Iron Frames

Individually Boxed

An ideal hostess gift that will add smart appearance to any setting. Your customers will want an entire set when they see these beautiful pieces

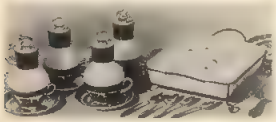
N214 6135—Utility Dish, 12¾x8¼x2 inches. . . . . Each $3.50

N214/6136—Partitioned Baking Dish, 10⅛x8¼x2⅝ inches. . . . Each 3.50

N214/6137—2 Quart Round Casserole, knob cover. . . . . Each 3.50

N214/6138—1 Quart Oval Casserole, knob cover . . . . . Each 3.50

N214/6139—9 Inch Ready Mix Baking Dish . . . . . Each 3.50



N214 6141 — 5 Piece Glasbake Coffee-N-Cake Set. Handsome milk white Glasbake Cake dish 8 inches square in black wrought iron server, plus four milk-white Coffee Bottles with black insulating collars and Stoppers. Modern Bottle serves for coffee plus smartly styled ovenware for baking. Individually gift boxed . . . . . Per set $10.00

N214 6140—New Glasbake Buffet Server Set. Three lovely milk-white glasbake covered casseroles in a single smart wrought iron server. Each casserole holds 1½ quarts, has sparkling "See-Thru" cover. Makes a useful as well as an exciting gift. Individually gift boxed. Per set $7.50

CASSEROLE SETS

N214 6142—8 Pc. French Casserole and Tile Set. Consisting of four 12 oz. ovenware French Casseroles and covers. Bottoms decorated in assorted colors—red, yellow, gray and green, with clear heat resisting covers. And four heat resisting white opal tiles. Packed 1 set of 8 pieces . . . . . Per set $4.50

N214 6192 — Two Quart Hot Snack Server. Opal oven-proof, two quart casserole with clear glass cover, black wrought iron stand and clear glass candle holder and candle. Individually boxed . . . . . Each $3.50

GLASS TIDBIT SERVERS

N214 X8157 — 3 Tier Glass Bowl Tidbit. Clear crystal with metal center rod and ring handle. An excellent item for the serving of nuts, popcorn, candy, etc. Individually boxed . . . . . Each $4.00

N214 8071 — Revolving Two Tier Tidbit with black wrought iron stand. Two opaque glass trays, one 10½ inch diameter, the other 8 inch diameter, both with scalloped edge supported by three rubber tipped wrought iron legs with wrought iron handle. Overall height including handle 13¼ inches. Individually boxed . . . . . Each $4.50

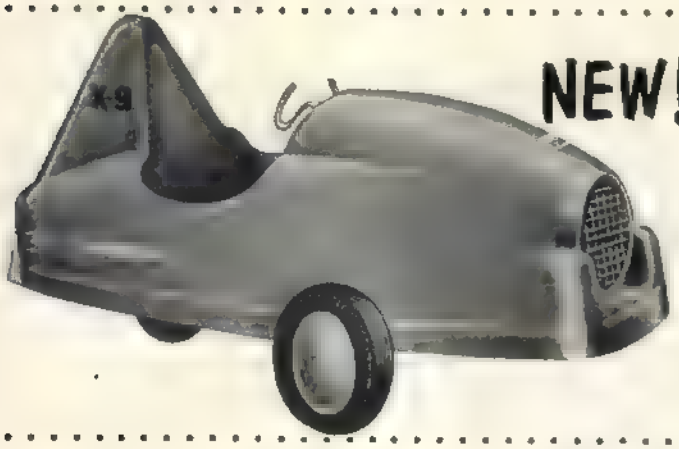
THREE NEW ITEMS THAT MEAN GREATER WHEELED GOODS SALES THAN EVER BEFORE AS INLAND LOOKS TO THE FUTURE— YOUR FUTURE!

NEW! INLAND MODEL C525 PS POWER SHOVEL TRACTOR

Built for Play-Work !
For Children from 4 to 12 !

Combines the famous Inland Tractall Tractor with the Famous Inland Power Shovel. You Get the Selling Features of BOTH in ONE Complete Unit !

Sturdy steel tractor has four position play-gear shift, large tractor-type rear tires, front airplane strut. Power shovel-attached to tractor—is actually a power shovel, loader, grader—all in one.

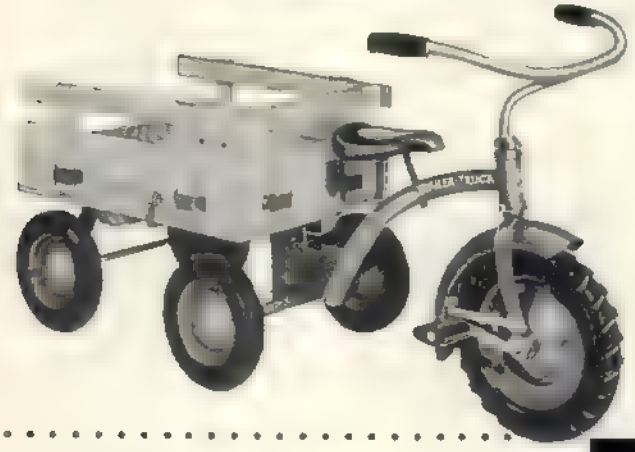


NEW! INLAND MODEL X9 SUPER JET

Built for Adventure !
For Children from 3 to 8 !

Length (overall) 55 in.; Height 25 in.; Width 25 in.

Make the most of the "futuristic" era ! At a time when space ships, space men, rocket ships and jet planes have captured the imagination of the young, X9 Super-Jet is sure to be a sure-fire seller. Has reclining seat, front wheel chain drive, finger tip steering and one-piece fibre glass body. Fast — non-tipping. Ball bearings throughout.



NEW! INLAND SEMI-TRAILER TRUCK 54 TW 1

Built for Play - Load !
for Children from 3 to 6 !

Makes a little guy feel like a big guy. He can haul loads like a two-fisted trucker. Semi-trailer attaches to strut. A flick of the finger frees truck to drive away. Backing into semi-trailer automatically couples unit together again.

FOR FULL FACTS - - WRITE

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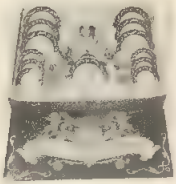
WEST: AL FISHER AND ASSOCIATES
4680 San Fernando Road, Glendale, California

SOUTHWEST: McDONALD & SHAW
Southland Hotel, Dallas, Texas

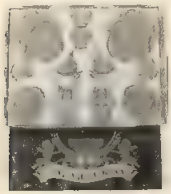
PLASTIC TEA AND REFRESHMENT SETS

T248 6597—12 Pc. Plastic Tea Set. Service for 2. Two tone edgeware filigree edge of plates with plated cutlery. Put up in attractive box. Per dozen $16.00



T248 6603—43 Pc. Plastic Tea Pot Set. Service for 8. Two-tone gold and ivory filigree gold tea pot with spigot, salt and pepper, plated cutlery. Put up in attractive box. Each $8.00

T248 6602—Same as above only 28 piece Service for 4. Each $5.20



T248 6598—26 Pc. Plastic Tea Set. Service for 4. Blue with filigree edges, colored plated cutlery. Put up in attractive carton. Each $2.68

T248 6599—Same as above but 41 Pc. Service for 6. Tea pot with spigot. Each $4.00

T248 7355—Wedgewood Plastic Tea Set. Service for 2. A set that captures the delicate beauty and color of the famous Wedgewood bone china. In long lasting plastic. Plated cutlery. Raised decorations on dishes and extra charge to this realistic set. Boxed in display carton. Each $4.00

T248 7356—Same as above but service for 4. Extra large tea pot. Each $6.68

T248 7359—China Cabinet. Made of metal with beautiful art work. Size 21¾" high, 5¾" deep; 16" wide. 2 cabinet doors and 1 small drawer, opens and closes; no sharp edges. Contains plastic tea set, service for 4, also mixing bowl, small tea canister, large sugar canister, cover measuring cup, tassel on strainer, pancake turner, serving salad fork and spoon, 1 pie server, beautifully decorated in most bright colors. Each in box. Weight 10 lbs. Each $8.00

T248 6580—10 Pc. Refreshment Set. 3x inch metal lithe tray, 4 ruby pressed goblets, 4 ruby sherbets, 1 large 1 quart water pitcher. Attractively boxed. Per dozen $10.00

T248 6600—18 Pc. Plastic Gay Victorian Tea Set. Service for 2. Two tone burgundy Wheat design in center of plates. Plated cutlery. Open top display box. Each $2.68

T248 7369—Same as above but 16 pieces with large Teapot and cake plates. Box size 12 x 13 inches. Each $3.20

T248 7368—Plastic Red and White Two Tone Party Time Tea Set. Two cups and saucers, knives, forks and spoons are new two-piece plated tableware with red handles. Packaged in two piece display box, size 13x10 inches. Per dozen $21.60

T248 7370—Same as above, but service for 4, 4 cups and saucers 28 pieces in all. Box size 20½x14 inches. Each $4.50

T248 6601—28 Pc. Plastic Tea Set. Gray with wheat decal center filigree edge Tea pot with spigot. Plated cutlery. Packed in attractive box. Each $4.00

T248/7371—Plastic 27 piece Metaltone Assembly Set. 4 sherbets. Silver like finish. Large teapot, 2 each candelabras, 1 napkin holder. Attractively boxed, size 16½ inches square. Each $6.50

Campbell Kids Cooking Set

T248 6659 — Campbell Kids Cooking Set dressed by world famous name in foods. Set contains 6 filled cans of Campbell soup 4¾ oz. each. Two soup bowls, 2 soup spoons, chef's apron and hat, big soup ladle and stirring spoon, cookbook, pretty shelf cabinet with a place for everything. Put up in attractive carton. Size 18x15½ inches. Each $6.68

Stainless Steel and Copper Kitchen Set

T248 6678 — 8 Pc. Little Chef Stainless Steel and Copper Miniature Kitchen Ware Set. Gleaming stainless steel is contrasted with jet black bakelite handles and copper bottoms. Jewelite precision in scale of manufacture. Packed in attractive self-display box. Each $6.98

AUTOMATIC DISH WASHER

T248 6630 — Marx Dishwasher With Dishes. Dishwasher made of attractive lithographed steel transparent plastic hinged top, door and front which actually opens. Manually operated by means of a crank. Simple lever device changes control from agitator action to rinsing action. Equipped with dish rack which is removable, 21 pcs. of dishes. Washing actually holds water which can be drained by means of rubber tube at rear. Measures 8½" long, 9¼" high. Each in box. Each $3.30

WASHING MACHINES

T248 6622 — Wolverine Washing Machine, streamline reproduction of the latest agitator type washing machine. By operating the handle, the agitator is set in motion, swirling the clothes through the soapy water. This realistic action can be observed through the transparent plastic top. Sturdy wringer made of heavy steel and hard rubber roller, adjusts to 3 positions, diameter 7 inches, height 12 inches. Each in box. Each $3.20

T248/5617 Washing Machine, DeLuxe model, manually operated, heavy die cast wringer and adjustor, rubber feet to protect surfaces, spring detention wringer rolls, large clear transparent plastic bowl, rubber drain hose, heavy steel skirt and legs, white enamel finish. Size 14x10 inches. Each $4.50

ISKIN presents two more winners!

exclusive licensee

ANNIE OAKLEY

COMPLETE COWGIRL OUTFIT

and

MARY HARTLINE

DRUM MAJORETTE OUTFIT

tremendous values to retail at

$4.98

GREAT FOR HALLOWE'EN • TERRIFIC FOR CHRISTMAS

SENSATIONAL FOR YEAR 'ROUND SALES

START SELLING THE MULTI-MILLION LITTLE GIRL MARKET NOW.

MILLIONS SEE AMERICA'S FAVORITE DRUM MAJORETTE AND COWGIRL ON TV EVERY WEEK.

HERE'S YOUR OPPORTUNITY TO INCREASE YOUR PLAYSUIT BUSINESS TO REACH A VERITABLY UN-TAPPED MARKET.
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Hitch your wagon to the Stars

You're sure to show the very best
With Levy & Fryer Lines.
Your customers will be impressed
With Levy & Fryer Lines.
These Top-Flight Toys that quickly sell
Will make your volume swiftly swell—
You'll ring that well-known profit bell
With Levy & Fryer Lines.

ISKIN puts LIFE in your HOPPY sales

• **IT'S OFFICIAL HOPALONG CASSIDY**
the leader in popularity on radio, on television, in comics, magazines, movies — backed by Iskin's 44 years of know-how

• **IT'S STYLE #717, RETAILS AT $5.00**
black Sanforized twill wide-sweep cowboy pants vividly screened in colors showing "Hoppy", black Sanforized poplin shirt with colorful flannel plaid front; complete with leatherette holster and belt, pistol, kerchief and tie-holder; even sizes, 2 to 14

• **IT'S YOUR DOOR-OPENER TO NEW PROFITS**
style 717 has broken all records, is a best-seller in the line of best-sellers, for new store traffic, for year 'round sales, for new volume and profit . . . see it now, stock it in all sizes

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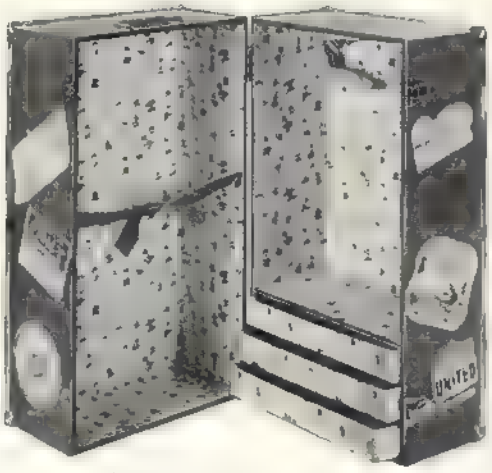
Another Rapaport Bros. Profit Scoop!

ALL METAL, BAKED ENAMEL DOLL WARDROBE TRUNKS



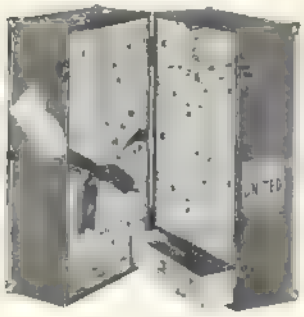
No. 1020—20" x 11" x 11" inside.
Wt. 10#. List **$7.50**

3 COLORS SIZES

These colorful, all metal trunks pack plenty of profit—one of the outstanding successes of the New York Toy Show, and sure to be the hottest toy in your store — So pack up your sales troubles in these wonderful Doll Wardrobe Trunks—and you'll really go places!

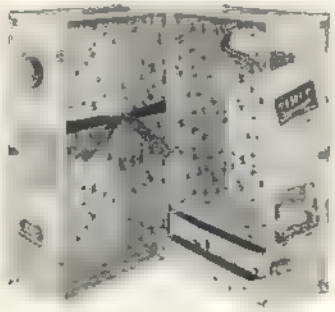
Made of sturdy steel, finished in scratch-resistant baked enamel in 3 colors: Red, Blue, Grey. Nickel reinforced edges, corner knees, 2 easy-closing draw-up latches. Sliding hanger bars, doll clothes hangers, silk ribbon ties. Attractively lined. Roomy drawers. Colorful assorted travel stickers. Packed 1 per corrugated carton.

ADVERTISED IN **LIFE**



No. 1018—18" x 10" x 10" inside
Wt. 8#. List **$6.50**

CLOSED VIEW



No. 1016—16" x 9" x 9" inside
Wt. 6#. List

"Burn-Rite" LEATHER TOOLING, BURNING, LACING & DECORATING SET

Always a popular toy. Set includes combination leather tooling and burning pen (approved by Underwriters' Lab.), 6 assorted sheets of color leaf foil, craft pattern transfer sheet, hank plastic lacing, and top grain leather parts for pencil case, change purse, comb case, key chain purse, identification tag, bookmark, four coasters. With complete instructions.

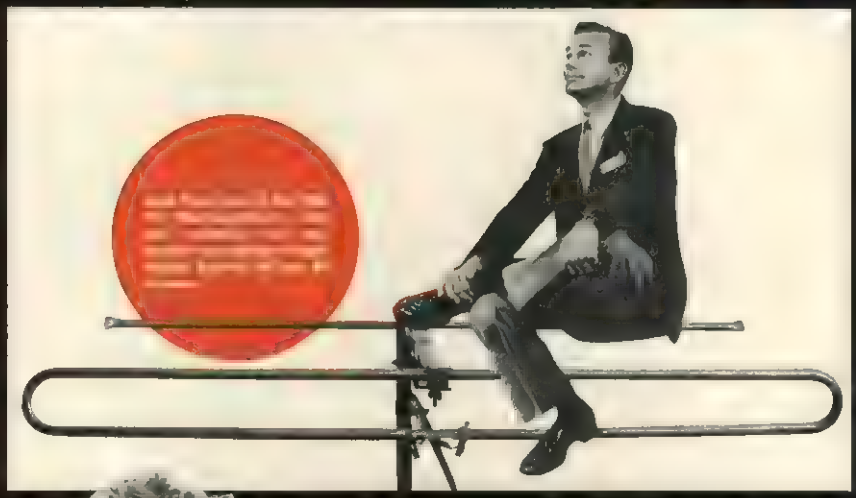
LIST PRICE... **$4.00**

In New York, see our complete line of outstanding toys at our New York Showroom, 200 Fifth Ave., New York City.

RAPAPORT Brothers, Inc. 1826 S. Washtenaw Avenue Chicago 8, Illinois

Now...great new CBS-TV "Morning Show" helps you sell toys made of

HI-TEST 88 LUSTREX Styrene Plastic



...and this is Charlemane, one of the famous Baird Puppets featured on "The Morning Show"—a persuasive salesman for toys made of Lustrex Hi-Test 88 styrene!

Here's the hottest plastic toy promotion in years! Monsanto is putting the full sales power of CBS-TV's "Morning Show" behind wonderful toys for Christmas, made of Monsanto's high-impact *Lustrex Hi-Test 88* styrene plastic!

On 59 CBS-TV stations, over *3,200,000 viewers every weekday* will see Jack Paar, popular star of "The Morning Show," sell the new lasting durability and toughness of toys made of Lustrex Hi-Test 88 styrene—in all the bright colors, ingenious designs and realistic detail that plastics are famous for!

This powerful campaign is geared to *move more toys* made of Lustrex Hi-Test 88 styrene off your shelves than ever before. Take full advantage of it by stocking up on a complete line of toys made of Lustrex Hi-Test 88 styrene today.

GET FREE STORE DISPLAYS! WRITE TODAY TO MONSANTO CHEMICAL COMPANY, ROOM 4303, PLASTICS DIVISION, SPRINGFIELD 2, MASS.

ATTENTION WEST COAST RETAILERS!
Monsanto-sponsored great companion TV show, "Panorama Pacific," is helping you build record Christmas sales on toys made of Lustrex Hi-Test 88 styrene!

SERVING INDUSTRY . . . WHICH SERVES MANKIND

Dial and Base 24K Gold Plated

The Golden Hour is a sure traffic stopper! Your customers will wonder how it runs since no works are visible. And they'll buy it, not only for its mysterious fascination and beauty, but also because its transparent dial blends perfectly with any decorative scheme, in any room. A clock of split-second accuracy, rigidly pre-tested at the factory and guaranteed for one year against defects by the manufacturer. Clock hands and numerals treated with radium to make them luminous at night. Cast base and dial, heavily plated of 24K gold, rich satin finish. Non-scratching base plate. 8⅝" overall height. 7-7/16" dial diameter. Operates on 110-125 volt, 60 cycle AC. Ship. wt. 2 lbs. 10 oz.

No. X5806 List $22.50. Dlr's $13.96. 3 oz. **13.23**

A Imported Wall Chime Clock

Styled in stark simplicity to bring out the beautifully grained rich Caucasian Walnut finish. Melodious gong strikes the full hour and once on the half hour. Brightly polished brass weights and pendulum add a touch of "old fashioned" tradition. Gleaming gold finish numerals and hands. Size 10"x10". 5¼ lbs.

No. 3876. List $14.95 Dlr's. each **26.50**

B 400 Day Imported Anniversary Clock

This noiseless 400 Day Anniversary clock runs for over a year with only one winding. Has 12" high crystal clear glass dome. Enameled dial with decorated floral wreath design. 7¾" diameter adjustable base enables anyone to adjust the clock to perfect level by using the 3 setting screws. 8½ lbs.

No. 3919. List $34.95 Dlr's., ea. **20.97**

C Chippendale Grandfather Clock

The rich mahogany finish and careful detailing give this Chippendale Grandfather clock real heirloom quality. Self-starting electric motor and movement that is fully guaranteed. Roman numeral dial and create hands encased under convex glass. Swinging pendulum in solid brass. 110 volt, 60 cycle AC. 16⅛" high, 8⅛" wide. 6½ lbs.

No. 6009. List $17.50 Dlr's., ea. **10.50**

From an Original Hand Carving of the Chippendale Period

Imported Black Forest Cuckoo Clocks

18" Cuckoo Clock

Three Bird Model. All of the rich Old-World charm, that hand carved craftmanship can give. These clocks sell well because of their everlasting appeal and fascination. They are accurate and dependable timepieces. Cuckoos the full hour and once on the half hour - door opens with bird appearing while gong strikes. 13 x 18" high. 8½ lbs.

No. 3920. List $22.95. Dlr's., ea. **17.97**

No. 3921. Same as above except runs 8 days on one winding. 15½ lbs. List $39.95. Dlr's ea. **23.97**

11" Cuckoo Clock

One Bird Model. Hand carved imported cuckoo clock with full cuckoo call and gong strike. Cuckoos the full hour and once on the half hour while bird appears gong strikes. Besides its delicate charm it serves as an accurate and dependable time piece. 11" high, 8½" wide, 4½" deep. 4¼ lbs.

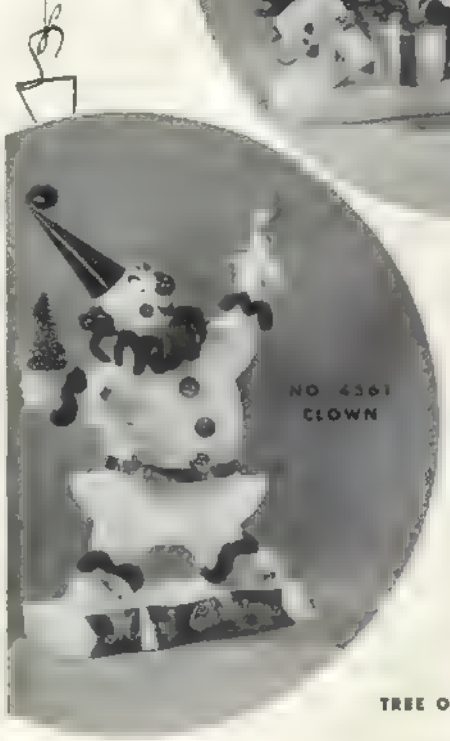
No. 6146. List $18.95. Dlr's., ea. **10.17**

13" Cuckoo Clock

Two Bird Model. Imported two bird cuckoo clock that will grace any home. Hand carved case. Cuckoos the full hour and once on the half hour with melodious gong strike. Bird appears when striking. Clock is both dependable and accurate. Careful detailing emphasizes the fine quality of this clock. Height overall, 13". Width at gable, 10". 6¾ lbs.

No. 6167. List $22.50. Dlr's ea. **13.50**

- SNOWBALLS
- SNOWFLAKES
- BELLS
- STARS



- CANES
- WREATHS
- TREE ORNAMENTS
- TABLE AND DOOR DECORATIONS

SNOW FOAM
CHRISTMAS DECORATIONS

SEE Jim Nesbit, Rooms 1236-1237, Hotel New Yorker for these distinctive Styrofoam decorations AND an exciting new line of lace, metal mesh, and styrene-with-motion novelties... every one especially designed to build sales and traffic for you!

Nesbit INDUSTRIES, INCORPORATED
1823 MILWAUKEE AVE CHICAGO 47, ILLINOIS • ARMITAGE 6 3626
SINCE 1933 DESIGNERS AND PRODUCERS OF DECORATIVE ARTWARES

NEW ITEM!

$3.95

No. 102
BETTY IN THE
BEAUTY PARLOR

Chafing Dish. Make crepes suzette, cherries jubilee, scores of gourmet dishes—right at the table! Wrought of copper, brass, black iron. Wood handle. Burns sterno or candle. 2-qt. size.

507-947 B995 Dish . . $14.95

Coffee Set. Heatproof glass carafe, matching sugar, creamer—in black wrought iron serving stand with Raffia trim handles. 15-hour candle keeps coffee hot. 6x8x15" overall.

471-722 B1000 Set . . . $13.50

Coffee Pot and Warmer. 20-cup pot of copper, wrought iron, white vitrified ovenproof China. Copper, wrought iron warmer 4" high; 7" diameter.

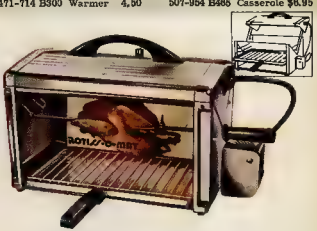
471-706 B820 Cof. Pot $10.95
471-714 B930 Warmer 4.50

Gourmet Casserole. Cook delicious dishes with ease—keep them hot! 2-quart casserole of fire red porcelainized metal. Black wrought iron stand, sterno burner.

507-954 B685 Casserole $6.95

"Kant-Spill" Drink and Snack Server. Swinging brass plated wire baskets hold glasses erect regardless of tray tilt . . lets you fill glasses to the brim, yet carry them to table or patio safely. Natural hardwood tray, finely finished . . . has generous size food wells . . sets down on sturdy feet. Tray, 11½" wide by 21½" long, complete with 6 frosted decorated highball glasses.

507-970 B870 Server with 6 Glasses $13.00



Rotiss-O-Mat . . . the portable home barbecue and infra-red broiler with complete thermostatic heat control! Self-basting, self-turning, self-cooking . . gives you the most succulent roasts and fowl, the most tender broiled steaks you've ever tasted . . . for the quick-cook method keeps all the natural juices in. Has motor-driven spit, glass spatter shield.

847-327 C3998 Size: 18x13x13" UL approved. AC . . $59.95

Imported Swedish Crystal Vases by Johanneśfors. Masterpieces of superb design . . these perfectly proportioned, highly decorative vases are hand blown, hand shaped, hand cut. Beautiful in flawless, heavyweight crystal with deep sham bottoms.

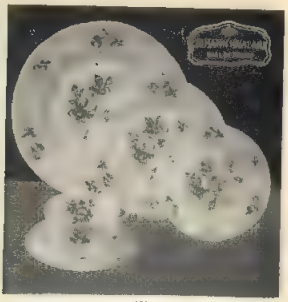
Ⓔ 471-730 B735 "Spring". 5½x6" high. Wt. 3¾ lbs. . $11.00
Ⓕ 471-748 B665 "Heron". 3x10¼" high. Wt. 3 lbs. . . 10.00
Ⓖ 471-755 B935 "Fish". 4x7½" high. Wt. 4 lbs. 14.00

Gense Stainless Flatware . . . Thebe pattern. Finest Swedish stainless steel . . never needs polishing . . won't discolor or tarnish! Graceful, modern design by Folke Arstrom . . handcrafted, beautifully finished. 6-pc. setting includes: 1 dinner fork, knife, salad fork, oval bowl soup spoon, teaspoon, butter spreader. See page 421 for other Gense patterns.

103-002 A480 Thebe pattern 5-pc. Place Setting $8.00

(A)

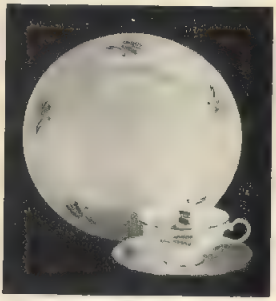
(B)



(C)

(D)

(E)



(F)

Heirloom China by Kirk and Johann Haviland

Kirk

Beautifully translucent Kirk China is made from the finest clays by long experienced craftsmen and represents one of America's finest qualities and values in dinnerware. Displaying the luxurious sheen only fine china can possess, it is fired at the highest possible temperature to provide a very hard, finely textured, light weight body with a mirror-smooth finish. Every piece truly reflects the graciousness and good taste of its proud owner. F.O.B. Pa.

(A) FOREVER BOUNTIFUL—A pattern with conservative and elegant appeal. Simple sprays of lush golden wheat against a pure white body, with 22K gold trim. The dainty footed cup is a masterpiece of graceful design.

120-1D1440—5 Piece place setting.....**Retail $21.60**
120-2D17650—53 Piece set.....**Retail $265.00**
120-3D32850—93 Piece set.....**Retail $492.45**

(B) BLACK ORCHID—Two beautiful orchids rest gracefully on this scintillating white body which is edged with Paladium (Platinum color). Natural colored orchids also available. Specify color when ordering.

120-4D840—5 Piece place setting.....**Retail $12.60**
120-5D10295—53 Piece set.....**Retail $154.60**
120-6D19130—93 Piece set.....**Retail $287 30**

(C) JOHANN HAVILAND'S ROSE OF PICARDY—A romantic and delicate rose design beautifully decorates this fine white china. Adding to the beauty of the smooth finish are the faint ripples along the border. An outstanding creation in quality dinnerware. F.O.B. New York.

123-1D665—5 Piece place setting . . . . . **Retail $10.25**
123-2D7595—53 Piece set with footed cups . . . . **Retail $116.90**
123-3D14750—93 Piece set. . . . . **Retail $226.90**

MAKE-UP OF SETS

5 Piece Place Settings—Include 1 dinner plate, 1 salad plate, 1 bread and butter, 1 tea cup and saucer

53 Piece Place Settings—Include 8 dinner plates, 8 salads, 8 bread and butter plates, 8 fruit cups, 8 tea cups and saucers, 1 creamer, 1 sugar bowl with cover, 1 baker and 1 medium platter.

93 Piece Place Settings—Include 12 dinner plates, 12 salads, 12 bread and butter plates, 12 fruits, 12 tea cups and saucers, 12 rim soups, 1 creamer, 1 sugar bowl with cover, 1 baker, 1 medium platter, 1 gravy boat, fast stand, 1 salad bowl, 1 casserole with cover.

(D) STAR FLOWER—Lovers of Early American design choose this pattern for its beautiful simplicity and appeal. The dainty design is composed of tiny blue Forgetmenots with contrasting 22K Gold leaves and 22K Gold trim. Blends in with every style of flatware

120-10D1795—5 Piece place setting. . . . **Retail $18.00**
120-11D14725—53 Piece set . . . . . **Retail $220.85**
120-12D27350—93 Piece set. . . . . **Retail $410.40**

(E) SPRINGTIME—Just as cheerful and lovely as its name In traditional taste, delicate sprays of flowers (roses, forgetmenots, butter cups), with tender green leaves, wreath this pattern with all trim in 22K Coin Gold.

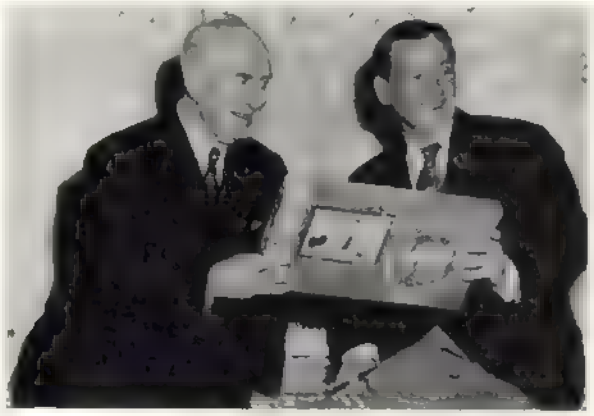
120-7D600—5 Piece place setting.....**Retail $9.00**
120-8D7290—53 Piece set.....**Retail $109.40**
120-9D13675—93 Piece set.....**Retail $205.15**

(F) MANORHOUSE—Formal and lovely wheat pattern livened with a touch of color. The golden sprays are interspersed with slender green leaves. All edges are in 22K coin gold. Makes a gracious and beautiful table setting

120-13D1195—5 Piece place setting .....**Retail $18.00**
120-14D14725—53 Piece set.....**Retail $220.85**
120-15D27350—93 Piece set.....**Retail $410.40**

Open Stock Available Upon Request on All Patterns

Newsman Swayze Makes "Pitch" for Bradley Game



James J. Shea and Mr. Swayze

Capacity crowds jammed Jordan Marsh's (Boston) game department on October 9 when John Cameron Swayze, famous newscaster, made a personal appearance to demonstrate Milton Bradley's best selling news quiz game, "Swayze." James J. Shea, president of Milton Bradley; Millens Taft, development director; and Lloyd Allen, Boston area sales representative, accompanied Mr Swayze

It is reported that emergency measures were required to rush in stock from jobbers to meet the record-breaking demand

Mr Shea, left, accompanied Mr. Swayze when the famous newscaster made his personal appearance.

Space Ranger Leads Way in Bicycle Safety Parade

Space Ranger Rocky Jones, Vena, and "public."

Rocky Jones, Space Ranger, nationally known television star of the weekly film series seen in 60 markets throughout the country, and his crew led the bicycle safety parade that takes place annually in Bakersfield, Cal

Richard Crane, who plays the part of the science adventure hero, and Sally Mansfield, who plays Vena, the feminine lead, personally greeted the thousands of youngsters and awarded many prizes for excellent riding habits.

In a keynote speech, Rocky advised the youngsters that "safety was the best policy" and that Bakersfield was a model community, with its top safety record.

Rocky and Vena are swinging through the east on a personal appearance tour this fall as part of the merchandising promotion schedule outlined by Jack L. Danov, president of Space Ranger Enterprises. Mr. Danov, whose office is at 14408 Calvert Street, Van Nuys, Cal., also disclosed that Enterprises has embarked on a new policy of issuing timely merchandise bulletins to the licensees in the programs

TRANSOGRAM BEGINS AGGRESSIVE CONSUMER ADVERTISING CAMPAIGN

Transogram Company, a leading manufacturer of toys and games, has launched the largest advertising and promotional campaign in its history, using national consumer magazines, television and radio. The program, which starts in November, has been carefully planned and timed to accelerate the year's normal advertising pace just at the peak of toy interest

Full-page, four-color ads are scheduled to appear in the November and December *Parents'* Magazine to reach over a million and a half American families, and also in the November 28th *American Weekly* to reach nine and a half million families located in 27 different cities. In addition to these four-color displays, space has been taken in such media as *Saturday Evening Post, Collier's, Look, Better Homes, Woman's Home Companion, Ladies' Home Journal, McCall's, Good Housekeeping* and *Child Life*. This powerful coverage will be in addition to the five Transogram color ads to be featured in the November 22nd *Life* Magazine toy promotion issue.

Besides strong participation in the Toy Guidance Council television program, several coast-to-coast television tie-ins are scheduled for November and December including a 62-station hook-up on CBS "Morning Show" and "Panorama Pacific, and NBC's 42-station "Home Show." Supplementing these will be various tie-ins on popular radio programs.

Behind this aggressive advertising and promotional drive is one aim only, states Transogram's president, Charles S. Raizen: To bring customers—thousands of customers—to toy counters carrying Transogram Toys and Games. Total reader-impressions of the scheduled magazines alone are estimated at over 150,000,000. TV and Radio listener-impressions should also add up into the millions according to Lester Harrison, Inc., agency handling the campaign.

FILM SHOWING DOUGHBOY PLANT, PRODUCTION RUNNING ON TV

Millions of people throughout the United States are being taken behind the scenes at the plastics factory of Doughboy Industries, New Richmond, Wis., and shown, via the use magic of television cameras, how the company produces its popular line of inflatable toys and pools

A special crew of cameramen, electricians, lighting experts, technicians and others went to the Doughboy plant (about 50 miles from St. Paul and Minneapolis) to work on the movie

The film, produced as one of the series used on television stations by the National Association of Manufacturers in its "Industry on Parade" series, was released October 9 It shows how the toys and pools are made and how they are used. Special emphasis has been placed on the research and quality control program and on the fact that Doughboy is the "descendant" of a business enterprise that began in 1856. Today, among other products, it produces machines, heat sealing equipment, flour, formula farm feeds, grains and so forth.

A NEW TRUMPY-DESIGNED-AND-BUILT 67 FOOTER

JOHN TRUMPY & SONS, INC. ANNAPOLIS, MD.

Designers and Builders of Fine Custom-Built Yachts

the fabulous

JO-BO

NEEDS NO INTRODUCTION!

JO-BO, Blake's famous animated rubber toy has set top sales records ever since it was first introduced! JO-BO's squeeze-animation is unique . . . eyes, ears and tongue pop out together or individually. Washable—fast colors—safe for children. Individually packaged in transparent containers

WRITE TODAY FOR PRICES AND FULL INFORMATION . . . ASK ABOUT THE FREE BLAKE DISPLAY!

BLAKE INDUSTRIES Inc.
129 TREMONT ST.
BOSTON 8, MASS.

Makers of "JO-BO" and other Animated Toys

A Complete Line of TOY PISTOL CAPS

Acme now manufactures a complete line of toy pistol caps.

ROLL—DISC—SINGLE SHOT
for all toy cap pistols.

Extra Loud—Precision Made
Satisfaction brings repeat sales.
Shipments made promptly.
Send for Samples and Price List

ACME SPARKLER & SPECIALTY
Manufacturer's Leader Brand Sparkler
RIVER GROVE, ILLINOIS
(Suburb of Chicago)

KILGORE'S PLASTIC HOLSTER SETS

Offer More for Less!

Look at these Kilgore features: molded in one strong piece . . . no seams to rip out . . . colors won't fade or stain clothing . . . unaffected by sun, snow or rain . . . can be washed with soap . . . beautiful color combinations . . . western design . . . generously decorated with nickel plated studs, rosettes and colorful jewels. No other holster set, regardless of material, offers so much for only $2.00—the suggested retail price for the No. 512 set as illustrated.

No. 512 SINGLE HOLSTER SET WON'T CHIP CRACK OR PEEL

KILGORE, INC.
WESTERVILLE, OHIO

OVER 30 YEARS OF FAMOUS QUALITY TOYS

- New American Plastic Bricks and Checkers
- Popular American Bricks
- "Hewn" American Logs
- Embossed Safety Blocks, Checkers and Dominoes
- Plastic Blocks

HALSAM

HALSAM PRODUCTS CO.
AND ELGO PLASTICS, INC.
CHICAGO 13 NEW YORK 10

FOR YEAR-ROUND AND REPEAT SALES

Kay Stanley's Model-Craft

MOLDING AND COLORING SETS

Kay Stanley's CAKE MIX SETS

"The Educational Fun Toys"
FACTORY & GENERAL OFFICE
521 W. Monroe St. Chicago 6, Ill.
New York Showroom ROBT. FREEDMAN & SON
Room 203 200 Fifth Ave

No. 650
GREEN GIANT TRANSPORT

Striking toy scale model of large refrigerator truck. Heavy steel construction. 14 large truck tires, plated wheel discs, headlites and bumper, authentic refrigerator unit.

Tonka Toys

MOUND METALCRAFT, Inc.
MOUND, MINN.

AMERICA'S LARGEST MANUFACTURERS OF

BELLS

OF ALL KINDS

JINGLE BONES • LIBERTY BELLS • HAND BELL HANDLES

BALSO PRODUCT DIVISION

THE BALL & SOCKET MFG. CO., Inc.
New York Offices: 19 WEST 32nd STREET
FACTORY: WEST CHESHIRE, CONN.

» » » *The Largest Mask* Manufacturers in the World

OUR 83RD YEAR

MASKS—PAPER HATS

NOISEMAKERS • SERPENTINES • CONFETTI

DESSART BROTHERS, INC.

Masquerade, Carnival and Party Goods

Showrooms: 45 Irving Avenue, Brooklyn 37, N. Y.
ARTHUR FREY, 200 Fifth Avenue, N.Y.C.

In '54, more than ever before

THE WINNING HAND

JURO Celebrity Dolls

FEATURING THE GREATEST ARRAY OF NATIONALLY FAMOUS TV STARS...

The most spectacular promotion in doll history... National Magazines, Newspapers, Radio, Television, ... to help you sell the dolls seen weekly, coast-to-coast by an audience exceeding 60 million.

A TOY FAIR Must...

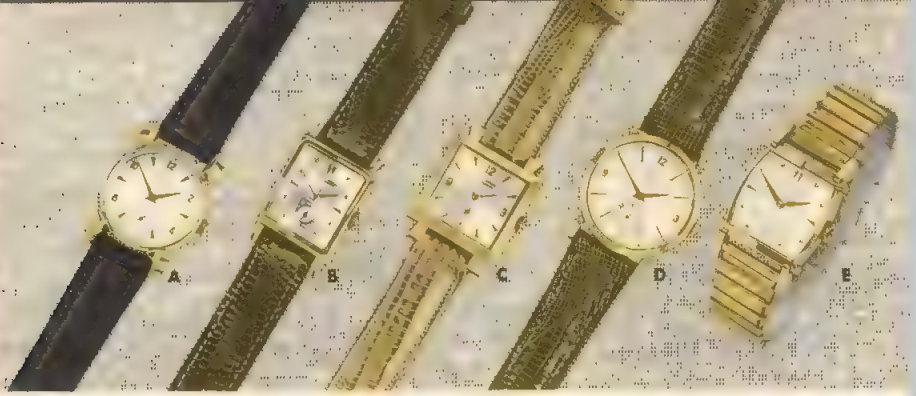
Rooms 346-8, Hotel McAlpin

JURO NOVELTY COMPANY

Showrooms: The Lewis Co., Room 112, 200 Fifth Ave., New York City

Joe Grow, Los Angeles, California

Factory Showrooms: 18 East 18th Street, New York 3, New York



OVER 3500 AWARDS

ULYSSE NARDIN

SINCE 1846

MODERN IN DESIGN— OUTSTANDING IN PERFORMANCE. FINE 17-JEWEL MOVEMENTS IN QUALITY CASES.

Fine Gift Boxes

Illustrations ⅞ Actual Size

(A) 1820WF8600 *$156.00*

Remarkable beauty. A desirable dress watch of 14 kt. yellow gold. Intricate endpieces frame the silver dial with raised gilt numerals, markers and hands. Fitted with black suede strap. *Federal Excise Tax of 20% Not Included.*

(B) 1821WF8000 *$144.00*

Ideally handsome sport watch. Elegantly faceted 14 kt. endpieces and yellow gold case. Checkered dial with raised markers. Genuine lizard strap. *Federal Excise Tax of 20% Not Included.*

(C) 1822WF9100 *$165.00*

Impressive square watch of 14 kt. yellow gold with massive endpieces. Extremely legible two-tone dial, raised gilt markers. Pale tan alligator lizard band. *Federal Excise Tax of 20% Not Included.*

(D) 1823WF9600 *$170.00*

Wafer thin. Superb 17-jewel watch with case of 14 kt. yellow gold. Dial in mat finish gold tone with raised gilt markers, numerals and hands. Brown lizard strap. *Federal Excise Tax of 20% Not Included.*

(E) 1824WF5000 *$89.50*

Perennially popular. Traditional watch with modern styling. 10 kt. yellow gold filled case with today's touch in the handsome endpieces. Matching expansion band for comfort.

(F) 1825WF6000 *$100.00*

Dainty and decorative. A gracefully feminine watch in 14 kt. yellow gold case with intricately wrought endpieces. Clear silver dial has raised gilt markers. Black cord attachment.

(G) 1826WF5000 *$89.50*

Gleaming curves in artful design. Lovely 10 kt. yellow gold filled case. Simple silver dial with raised numerals and markers. Matching golden expansion band.

(H) 1827WF6500 *$120.00*

Particularly flattering. Simple and sweet with rare, lapped endpieces on 14 kt. yellow gold case. Extra-legible dial. Black cord attachment.

(K) 1828WF6250 *$100.00*

Fancy and feminine. A delightfully glamorous watch with fascinating carved 14 kt. yellow gold case. Lovely legible dial with raised gilt numerals and markers. Black cord attachment.

Federal Excise Tax of 10% Not Included Unless Otherwise Stated

(A) 1808WF5400 *$90.00*

For the dapper gentleman. A dashing dress watch that is transparent. Round case framed in yellow rolled gold plate with black center. Extremely legible with gold markers and red hands. Fashionably completed with black suede band.

(B) THE REGULAR MYSTERE

1809WF5700 White Center, White Strap *$95.00*
1810WF5700 Black Center, Black Strap *95.00*

Superb for the costume look The latest style in cocktail watches. Round transparent case framed in yellow rolled gold plate Sets its own fashion by matching the strap to the center of the dial Black center with black suede strap for the very sophisticated No less glamorous with white center and white genuine leather strap

(C) 1811WF13500 14 kt. Yellow Gold *$225.00*
1812WF4290 Stainless Steel *71 50*

Automatic and anti-magnetic watch that will give years of dependable service. Conservatively styled. Round with silver dial, raised markers and hands. 14 kt. gold with London tan genuine leather strap. *Federal Excise Tax of 20% Not Included.* Stainless steel with brown genuine leather strap. *Federal Excise Tax of 10% Not Included*

(D) THE LILLIPUT MYSTERE

1813WF6000 Yellow Gold Plate *$100.00*
1814WF5700 Stainless Steel *95.00*

A new slant in watches for her. Thin and transparent, the contemporary case is strikingly outlined. Black center. Gilt markers outline the dial with tiny red hands for clarity. Trimly fitted with black suede band

(E) 1815WF13500 *$225.00*

Magnificent masculine dress watch. 18 kt. yellow gold round case with intricate engraving. Raised gold hands and markers on a silver dial. Large sweep second hand. With black suede band. *Federal Excise Tax of 20% Not Included*

(F) 1816WF4290 *$71 50*

Traditionally styled. Simple in stainless steel. Water-resistant. A handsome watch with raised gilt hands, dots and large sweep second hand. Popular brown genuine leather strap.

(G) 1817WF13500 *$225 00*

A veritable double feature cover watch in 18 kt. yellow gold case. With the cover closed a smart piece of jewelry. Lifted it reveals a dainty legible watch, round dial, raised gilt hands and markers. Fitted with narrow black suede strap. *Federal Excise Tax of 20% Not Included.*

(H) 1818WF6000 *$100 00*

A flirtatious jewel. The case is a 10 kt. gold filled star, with graceful endpieces. The dial a conversation piece itself with raised gilt dots and markers. Narrow black suede band for elegance.

(K) 1819WF6000 *$100.00*

For those who set styles. A daring and dramatic 15-jewel timepiece Slim oblong yellow rolled gold plate case Highly styled endpieces. Exquisite band made of two ribbons of rolled black suede

Federal Excise Tax of 10% Not Included Unless Otherwise Stated

Tie in with LIFE for the BIG SWING to HALCO'S NEW TWIN-SLING!

Suggested Retail $5.95

CASH-IN WITH DOUBLE-BARRELLED PROMOTION

ADVERTISED IN LIFE

COMMENDED PARENTS MAGAZINE

and PARENTS' MAGAZINE

Write for complete details including our new 1954 Holster Catalog

SUPERB HALCO BRAND

EXCITING Holster Design!

SHOWN FOR THE FIRST TIME—

Halco knows that a LIFE promotion pays off Big—only when it's backed-up with the right product! And such a product is Halco's new *Twin-Sling* Double Holster Set! It's truly sensational—in appearance, quality and price. Made of rich brown pony-skin leather—and elaborately decorated—this revival of an old popular western design is going to set kids wild this year! Complete with Texan Jr. Repeating Pistols—Twin-Sling is sure to move fast. So get ready for the Big Swing—to HALCO'S TWIN-SLING!

ORDER NOW!

HALCO **J. HALPERN COMPANY**

810 PENN AVENUE • PITTSBURGH, PA.

200 FIFTH AVENUE • NEW YORK CITY

NEW!

WOODEN SOLDIERS
"The American Army On Dress Parade"

Available soon for limited orders. Mounted Soldier & Horse of Tekwood' with 8 authentic American Military Uniforms. Attractive, colorful box Educational Entertaining. Retails for $1

Be first with Newest RUSH your order today! (Packed dozen to carton)

De Journette Manufacturing Co.

"Quality For Over A Decade"

dje TOYS

CURLY TOP **BETSY BALLERINA**

LONE RANGER **CINDY**

BOBBIE **LITTLE MIKE**

big sellers — 50c to $2.98

Our dolls, paper cut-outs and other fascinating products enjoy consistent year-round sales as well as extra Christmas Sales. Our many satisfied customers are proof of our POPULAR and QUALITY Toys. You, too, can PROFIT with the DeJournette Line!

DeJournette Manufacturing Co.

ATLANTA, GEORGIA

476 LUCKIE ST. N.W. **CYPRESS 6397**

KAYanEE

Sew Master

MODEL #700

THREAD TENSION CONTROL.
BRIGHT ATTRACTIVE COLORS.
SEWS STRONG CHAIN STITCH.
USE STANDARD NEEDLE SIZE NO. 12 x 1.
SIMPLE ILLUSTRATED INSTRUCTIONS.
FULLY GUARANTEED WITH FACTORY SERVICE AVAILABLE DIRECT TO CUSTOMER.

THE MOST POPULAR LINE OF CHILDREN'S SEWING MACHINES

CHECK THESE FEATURES:

SAFE TO OPERATE
Comes threaded ready to sew.

PRECISION BUILT
Sturdy steel construction.

CHOICE OF SIX POPULAR PRICED MODELS

#550 retailing for	$2.98
#555 retailing for	3.98
#560 retailing for	4.98

ALL OTHERS ARE DE LUXE MODELS
GEAR and TRANSMISSION Operated, with stitch size control

#590 retailing for	$6.98
#700 retailing for	8.98
#750 retailing for	9.98

MOUNTED ON HARDWOOD BASE.

KAYanEE IMPEX CORPORATION

NEW YORK 12, N. Y. **132 BLEECKER STREET**

SALES OFFICES: 200 FIFTH AVE. NEW YORK 10, N. Y. | 1619 S. STATE ST. CHICAGO 4, ILL. | 224 N. WESTERN AVE LOS ANGELES, CALIF.

KNAPP KM MONARCH

Pop Up Toaster

ELECTRIC AUTOMATIC

The only automatic electric toaster with all these exclusive ~~KM~~ features:

Toasts to any shade. Pops up toast, or keeps it warm! . . . Fits any size bread or rolls . . . even toasts half slices.

Designed to toast either one or two slices of bread to your selected shade. Selects shade of toast—keeps it warm, and pops up toast automatically . . . Toaster may be operated from either side of the breakfast table. Carriage may be lifted higher for toasting half slices or rolls. Always assures faster, more even toasting of one slice or two . . . Easily opened and cleaned

HEIGHT 7", LENGTH 11", WIDTH 5", 1060 WATTS, 115 VOLTS, A.C. ONLY LISTED BY UNDERWRITERS' LABORATORIES, INC. SHIPPING WEIGHT 6 POUNDS.

N210-1087 ..... Retail **$21.50**
1 to 5....**$28.24** - 6 or more....**$27.10**

KNAPP KM MONARCH

Coffee Maker

TWO-TEN AUTOMATIC

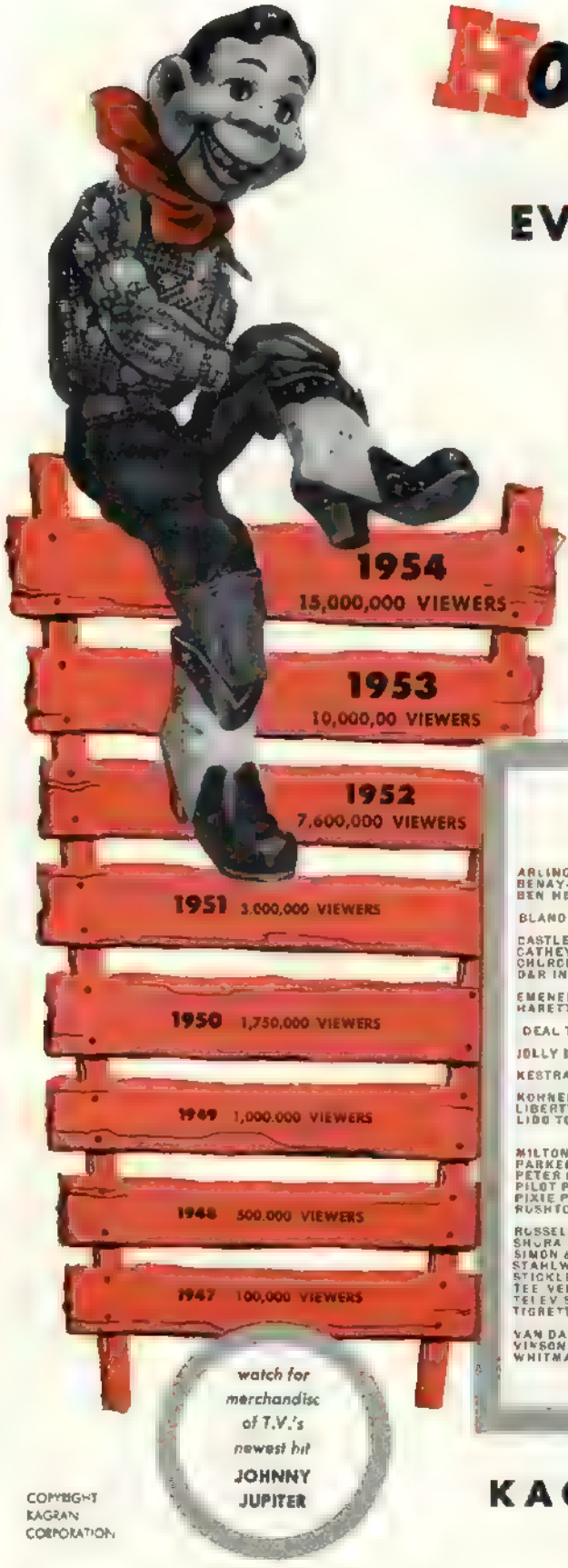
Brings out the best in any blend

Exclusive ~~KM~~ Feature . . . The best Coffee Maker that will brew from 2 to 10 cups with the same perfect results every time—regardless of quantity! ~~KM~~ THERMAL-MAGNETIC SWITCH controls brewing heat and at just the right temperature stops brewing—and at the "peak" of perfection draws down ALL the coffee's goodness through the special ~~KM~~ Filter ~~KM~~ Coffee Maker automatically resets itself to keep the coffee at serving heat. *Changeable cloth filters No. 112. 12 filters in envelope, 6 envelopes to a box.*

Retail 50¢ Dozen. Less than 6 Boxes, $1.95 per box. 6 or More Boxes, $1.86 per box.

HEIGHT 13½" OVER-ALL WIDTH OF BOWLS 6¼"—WITH HANDLES 8" 700 WATTS, 115 VOLTS, A.C. ONLY SHIPPING WEIGHT 6.5 POUNDS.

N210-1082 ..... Retail **$36.95**
1 or 2..**$48.54** - 3 or more. **$46.56**



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HOWDY DOODY

CLIMBS HIGHER EVERY YEAR...

IN POPULARITY

Top rated multi-weekly
T.V. show for adults and children

IN COVERAGE

83 NBC T.V. stations across the nation
130 NBC radio stations; 32 radio stations in Canada

IN SALES RESULTS

Fully sponsored by National Products

The Number One Toy Salesman in America

Say "Howdy" to these licensees at the Toy Fair

ARLINGTON HAT	Cowboy hat	New Yorker Room 1019
BENAY-ALBEE NOVELTY	Christmas stockings	New Yorker Room 1146
BEN HUR INDUSTRIES	Foam rubber dolls and [illegible]	New Yorker, Room 975
BLAND CHARNAS	Masks, costumes	New Yorker 45th & [illegible] 200 Fifth —344
CASTLE FILMS	Home movies	New Yorker, 3rd, 41th, 34th fl.
CATHEY FURNITURE	Rocker	New Yorker, Room 929
CHURCH-CRAFT	3-D picture stories	200 Fifth Ave., Room 207
D&R INDUSTRIES	Oil paint sets	New Yorker, Room 1482
EMENEE INDUSTRIES	[illegible]	200 Fifth Ave., Room 35
MARETT-GILMAR	Battery-operated games	McAlpin—521, 200 Fifth—[illegible]
DEAL TOY CORP	Dolls, wading pool, bench toys	200 Fifth Ave., Room 416
JOLLY BLINKER CO.	Mobiles	McAlpin—1428, New Yorker—1148
KESTRAL CORP.	Wallets, weighted punch toy	New Yorker, Room 501; 200 Fifth, Rooms 568, 564
KOHNER BROS.	Pull and press action toys	McAlpin Room 754
LIBERTY MARKETING	Tool, treasure, fishing chests	New Yorker, Room 920
LIDO TOY CO.	Toy television sets	McAlpin, Rooms 557, 577, 579, 200 Fifth Ave Room 206
MILTON BRADLEY CO.	Coloring set, boxed games	200 Fifth Ave., Room 340
PARKER BROS.	Games	200 Fifth Ave. Room 634
PETER PUPPET	Marionettes, hand puppets	200 Fifth Ave. Room 1433
PILOT PLASTICS	Trace and erase kit	McAlpin Room 704
PIXIE PRODUCTS	Figure 20 toys	200 Fifth Ave. Room 1453
RUSHTON COMPANY	Zippy and Windy plush [illegible]	200 Fifth Ave., Room 452
RUSSELL MFG. CO.	Card games	200 Fifth Ave., Room 1453
SHURA TONE CORP.	Fingerpaints	New Yorker Room 917
SIMON & SCHUSTER	Golden books	New Yorker Room 541
STAHLWOOD TOY MFG.	Rifle and crib toys	McAlpin, Rooms 687, 689
STICKLESS CORP.	Self-erasing crates	200 Fifth Ave., Room 349
TEE VEE TOYS	Plastic figures, clay set	McAlpin, Room 704
TELEVISION PROD.	Inflatable Bull and figures	New Yorker, Room 920
TIGRETT ENTERPRISE	Gravity toy	New Yorker, 45th fl. (E&H) 200 Fifth Ave., Room 334
VAN DAM RUBBER	Balloons	New Yorker, Room 972
VINSON MFG.	Lights, pianos	New Yorker, Room 929
WHITMAN PUBLISHING	Puzzles, fun books	200 Fifth Ave., Room 310

Write for New Merchandise Catalogue

KAGRAN CORPORATION

4 WEST 58TH STREET, NEW YORK, N. Y.

HANDICRAFT SETS — SEWING MACHINES

HOPALONG CASSIDY WOODBURNING SET

6 plaques have pictures of Hopalong in action. Also a desk-set ready for the electric wonder pen. Has 3 extra points, brush, 4 paints and 4 sheets of colorleaf. 1 to box. 1 dz. to ctn., 27 lbs. American Toy & Furn. Mfg. Co.

NO. 500.....EACH $ 4.98
QUANTITY ORDERED _____

ELECTRIC WOODBURNING SET WITH ELECTRONIC WONDER PEN

B&R

Contains U.L. Approved electronic wonder pen, 4 extra points, 10 plaques, brush, 6 paint chips, 2 pans, sandpaper, 8 pieces of assorted foil plus project and woodburning Manual. Pen guaranteed for 5 years. 1 set to box. 8 sets to ctn., 11 lbs. Amer. Toy & Furn. Co.

NO. 33.....EACH $ 2.98
QUANTITY ORDERED _____

GENUINE LEATHER HANDICRAFT KITS

Contains Cowboy billfold, 4 hook key case with Indian design, Indian Head coin purse, airplane comb case, heart purse with Arrow design, 1 lacing needle. 1 to box. 24 to ctn., 26 lbs. Arrow Leather Goods Mfg. Co.

NO. A26!.....EACH $ 2.95
QUANTITY ORDERED _____

CHILDREN'S INDIAN MOCCASIN KIT

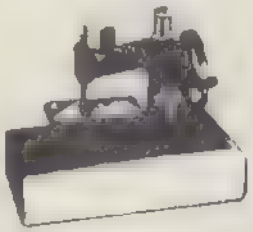
B&R

Pre-beaded with an Indian arrow. Palomino shade of leather. Contains an air-foam cushion inner sole and all parts are ready for assembly with no tools required. Instructions are carefully illustrated. 1 kit to box. 2 dz. kits to ctn., 15 lbs. Connecticut Leather Co.

	SHOE SIZES	AVG. AGES
SMALL	13, 13½, 1, 1½	5 to 7 yrs.
MEDIUM	2, 2½, 3, 3½	7 to 9 yrs.
LARGE	4, 4½, 5, 5½	9 to 12 yrs.

NO. 130!.....EACH $ 1.98
QUANTITY ORDERED _____

KAYanEE SEWMASTER



Sturdy steel construction with Gear & Transmission. Stitch control. Set on hardwood base cabinet. 9¾" x 5¾" x 8¾". Comes threaded, complete with clamp to hold machine in place. Uses std. No. 12x1 needle. 1 to box, 3½ lbs. KAYanEE Impex Corp.

NO. 610.....EACH $ 7.95
QUANTITY ORDERED _____

ARROW LEATHER HANDICRAFT KITS

Contains: Wrist coin purse with Indian motif, 4 hook key case with Indian motif, Indian Head coin purse, airplane comb case, pen & pencil case with diamond design, lacing needle. 1 to box. 12 to ctn., 11 lbs. Arrow Leather Goods.

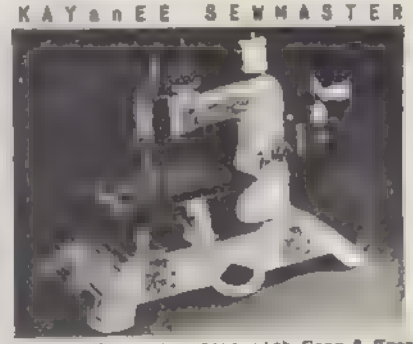
NO. A-15!.....EACH $ 1.95
QUANTITY ORDERED _____

ARROW LEATHER HANDICRAFT KITS

Contains Billfold with windmill design, 4 hook key case with Indian design, heart purse with arrow, deluxe comb case, Indian Head coin purse, link belt with Western buckle, loop and tip, lacing needle. 1 to box. 6 to ctn., 9 lbs. Arrow Leather Goods Mfg. Co.

NO. A-95!.....EACH $ 4.95
QUANTITY ORDERED _____

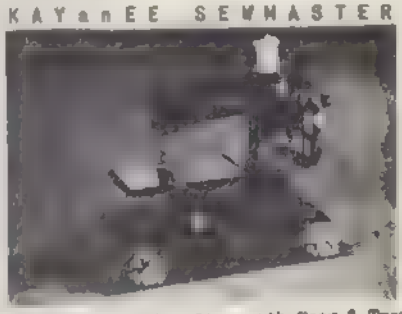
KAYanEE SEWMASTER



Sturdy steel construction with Gear & Transmission. Adjustable chain stitch and tension controls. Fast sewer. 9½" x 5¾" x 7½". Comes threaded, complete with clamp to hold machine in place. Uses std. needle No. 12x1. Built-in container for extra needles and thread. 1 to box, 3 lbs. KAYanEE Impex Corp.

NO. 600.....EACH $ 8.49
QUANTITY ORDERED _____

KAYanEE SEWMASTER



Sturdy steel construction with Gear & Transmission. Adjustable chain stitch and tension controls. 8¾" x 4¾" x 7". Comes threaded, complete with clamp to hold machine in place. Uses std. No. 12x1 needle. 1 to box, 3½ lbs. KAYanEE.

NO. 590.....EACH $ 6.95
QUANTITY ORDERED _____

KAYanEE SEWMASTER

Sturdy steel construction. Tension control. 8¼" x 4¼" x 7". Comes threaded complete with clamp to hold machine in place. Uses std. 12x1 needle. 1 to box, 2½ lbs. KAYanEE Impex Corp.

NO. 580.....EACH $ 4.98
QUANTITY ORDERED _____

CARPENTER SETS — METAL AND WOODWORKING SETS

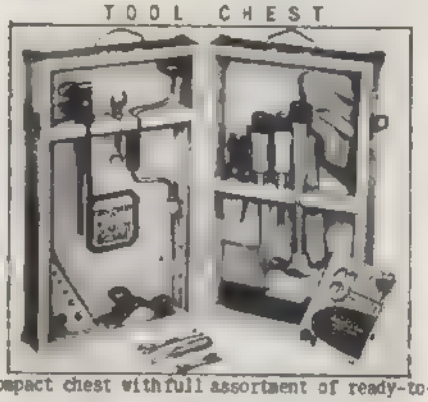
CARPENTER KIT

Finished wooden carrying kit, varnished. 19-pc. set includes large hand saw, hammer, plane, brace & bit, steel wrecking hammer, hatchet, pliers, level, screwdriver, etc. plus the Project Book. 1 to box. 3 to ctn., 27 lbs. Amer. Toy & Furn. Co

NO. W8.....EACH $ 7.95

QUANTITY ORDERED _____

TOOL CHEST



Compact chest with full assortment of ready-to-use tools. Tools are bracketed in holders for easy access. Strong, natural finish wooden box chest, varnished. Brass fittings throughout. 23-pc. kit includes hammer, pipe wrench, plane, pliers, screwdriver, chisel, brace & bit, level, etc. Also includes Project Book. 1 to ctn., 13½ lbs. American Toy & Furn. Co

NO. W10.....EACH $ 9.95

QUANTITY ORDERED _____

CARPENTER BENCH

Wood bench with built-in vise and shelf to hold tools. Complete with hammer, plane, screwdriver, triangle, tri-square, sandpaper, coping saw, ruler, wood chisel, block of wood, plus many other handy accessories. 1 to ctn., K.D.; wt. 7 lbs. Pressman Toy Corp.

NO. 9445.....EACH $ 5.25

QUANTITY ORDERED _____

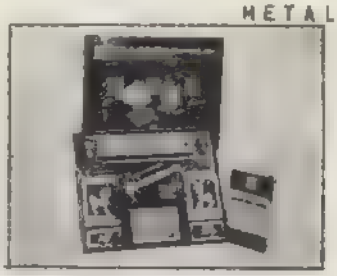
METAL TAPPING SET

Complete 8 piece set. Includes Tap-hammer with special ball handle, 2 metal punches, nails for remounting or embellishing finished work and 4 metal designs mounted on blocks ready for tapping. 1 to box. 1 dz. to ctn., 21 lbs. American Toy & Furn. Co

NO. 2008.....EACH $ 1.98

QUANTITY ORDERED _____

METAL TAPPING SET



Pre-cut and ready for assembly. Complete set includes 6 tapping plaques plus 2 projects (4-pc. tie rack and 4-pc. book ends). Also has tapping hammer, 2 punches, box of nails, accessories and metal tapping instruction booklet. 1 set to box. 6 sets to ctn., 18 lbs. American Toy & Furn. Co.

NO. 3000.....EACH $ 2.98

QUANTITY ORDERED _____

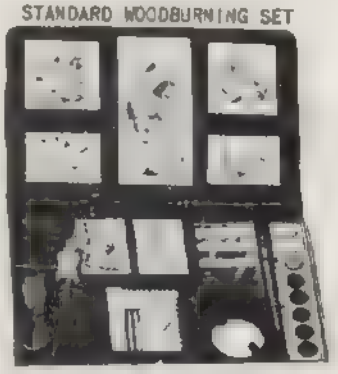
JUNIOR LINEMAN TOOL BELT

Includes full size tools: hammer, screwdriver, pliers, friction tape. Genuine, regulation maintenance gear in miniature, full grain leather, adjustable body belt 22 to 30. 1 to box. 12 to ctn., 25 lbs. Industrial Safety Belt Corp.

NO. 300.....EACH $ 3.10

QUANTITY ORDERED _____

STANDARD WOODBURNING SET



Contains the famous UL-listed advance-engineered Ungar handle and cord set with heating unit guaranteed 10,000 hours. 2 brass tips for wood, leather, cork, plastic; 1 foil embossing tip; 6 sheets metallic embossing foil in different colors; abrasive cloth, 8 new Dibble designed wood plaques, including new reversible practice plaque; mixing pan, No. 2 camel's-hair brush, 8 cakes water colors; illustrated catalog of projects and complete instructions. 1 to box 12 to case, 21 lbs. Ungar Elect. Tools, Inc.

NO. 203.....EACH $ 2.98

QUANTITY ORDERED _____

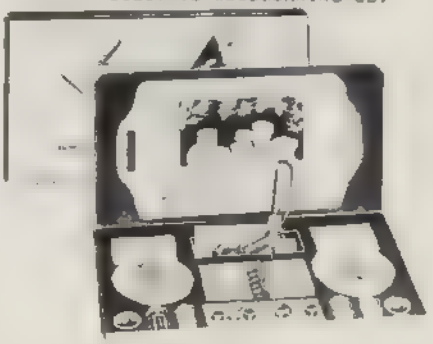
47-PC. DELUXE WOODBURNING SET

Contains new advance-engineered UL-listed Ungar handle and cord set; heating unit guaranteed 10,000 hours; 5 brass thread-on tips for wood, leather, cork, plastic 1 foil-embossing tip; 12 sheets metallic embossing foil in different colors; 2 abrasive cloths; 2 costume pin projects, 2 mixing pans, No. 2 camel's-hair brush; 8 cakes water colors, 2 small plaques, 5 medium size plaques, including reversible practice plaque; 4 large plaques; catalog of projects and complete instructions for all the crafts. 1 to box. 6 to case, 18 lbs. Ungar Elect. Tools, Inc.

NO. 206.....EACH $ 4.98

QUANTITY ORDERED _____

DELUXE ELECTRIC WOODBURNING SET



Set contains: Electric Wonder Pen, 5 extra points enabling the production of special results such as embossing, cutting [illegible], etc.; 6 color paint chips, brush, 2 [illegible] 4 jars of paint, 8 beautiful plaques [illegible] Tray 17" x 9¾", 10 sheets of colorleaf, sand paper. 1 set to box. 1 dz. to ctn., 45 lbs American Toy & Furn. Mfg. Co.

NO. 700.....EACH $ 6.98

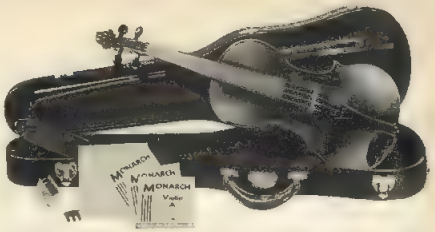
QUANTITY ORDERED _____

KAY CUT-AWAY SPANISH GUITAR—For professionals. Entirely new in acoustical design, appearance and response. Posseses a tone rich and resonant. Arched top is carved from a solid block of choice, aged, close-grained spruce Back and side of select, "fiddle-back" maple Master size, 42" overall length, 17" body width. Oval ebony extension fingerboard has hand inlaid mother-of-pearl position markers. Every feature and finish is time-tested for durability and lasting beauty. Deluxe hand rubbed and polished finish, shaded dark reddish walnut with golden sunburst on top and back.

375-35D12000 .....Retail $200.00

ARCHED SPANISH GUITAR—Master-size, remarkable tone.

375-36D4725.....Retail $65.00



VIOLIN OUTFIT—Stradivarius model violin, highest grade materials, highly flamed and beautiful varnish of rich golden, amber brown, beautifully shaded. Complete with genuine Pernambuco Bow and plush lined case. F.O.B. New York.

375-9D4750—Violin in Case ..... Retail $75.00

All Items Listed on This Page F.O.B. New York

KAY SPANISH ELECTRIC—Features twin pick-up units with the 1, 2, 3-way" selector switch. Plays with greater ease, greater speed. Selector permits instantaneous change from rhythm to solo playing. Body is thinner and smaller making it easier to hold and play. Constructed of top quality woods. Detachable cord. Without amplifier.

375-37D8125 ..... Retail $125.00
375-38D975—Case . Retail $15.00

KAY HAWAIIAN ELECTRIC — Solid mahogany, natural brown sand ribbed and polished finish. Extra heavy shell on white celluloid fingerboard. Deluxe individual turning gears with built-in covers white buttons. Chrome plated metal covered magnetic pick up unit. Fingertip tone and volume controls. Detachable cord. Without amplifier.

375-41D4875 .. . . Retail $75.00
375-42D650—Case Retail $10.00

KAY STUDENT HAWAIIAN ELECTRIC A beautiful distinctive instrument for the beginner. Rich and resonant tone. In attractive tan finish with contrasting oak brown streamlined fingerboard and design. Easy to handle and play. Powerful magnetic pick up unit with built in tone and volume controls. Tuning gears are precision-built for long carefree service. Deluxe patent head, built-in covers. Without amplifier

375-43D2450 .....Retail $37.50

KAY SPANISH ELECTRIC GUITAR Compact and easy to play. Full professional 25½" scale, yet instrument is only 37" long, body 10½" wide. Made of select hardwood. Oval fingerboard has heavy frets and four position markers. "Hi-low" selector switch enables player to switch from rhythm to solo. Complete with neck cord and brackets. Without amplifier.

375-39D3225 Retail $49.50
375-40D390—Case..... Retail $6.00

KAY ARCHED SPANISH GUITAR Super auditorium size, spruce top, hardwood back and sides. Fully arched. Violin brown finish, sunburst top and back, curly maple grained back, sides, neck. Ribbed and polished. Nickel plated patent heads, white buttons. Adjustable bridge, nickel-plated tailpiece. Excellent quality. Matching case available.

375-10D2000 ..... Retail $33.50
375-11D1000—Matching Case . . Retail $16.50

STUDENT GUITAR—Spanish—Standard size with 14 fret fingerboard clear of body. Made of quality spruce and birch woods in a dark brown shaded finish curly maple grained. Has a good rich tone and is durably constructed for years of service. The perfect "first" guitar for the beginner. Easy to hold with the neck designed for quick progressions.

375-12D1300 . . . . . Retail $21.00
375-13D600—Case ..... Retail $10.00

HANDICRAFT SETS — SEWING MACHINES

HOPALONG CASSIDY WOODBURNING SET

6 plaques have pictures of Hopalong in action. Also a desk-set ready for the electric wonder pen. Has 3 extra points, brush, 4 paints and 4 sheets of colorleaf. 1 to box. 1 dz to ctn., 27 lbs. American Toy & Furn. Mfg. Co.

NO. 500. ....EACH $ 4.98

QUANTITY ORDERED _____

ELECTRIC WOODBURNING SET WITH ELECTRONIC WONDER PEN

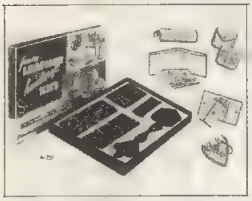
B&R

Contains U.L. Approved electronic wonder pen, 4 extra points, 10 plaques, brush, 6 paint chips, 2 pans, sandpaper, 6 pieces of assorted foil plus project and woodburning Manual Pen guarnateed for 5 years. 1 set to box. 6 sets to ctn., 11 lbs. Amer. Toy & Furn. Co.

NO. 33.....EACH $ 2.98

QUANTITY ORDERED _____

GENUINE LEATHER HANDICRAFT KITS



Contains: Cowboy billfold, 4 hook key case with Indian design, Indian Head coin purse, airplane comb case, heart purse with Arrow design, 1 lacing needle. 1 to box. 24 to ctn., 26 lbs. Arrow Leather Goods Mfg. Co.

NO. A251.....EACH $ 2.95

QUANTITY ORDERED _____

CHILDREN'S INDIAN MOCCASIN KIT

B&R

KAYanEE SEWMASTER

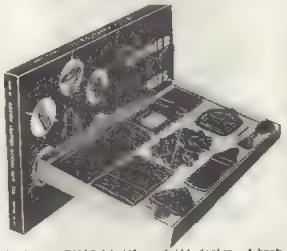
ARROW LEATHER HANDICRAFT KITS

Contains: Wrist coin purse with Indian motif, 4 hook key case with Indian motif, Indian Head coin purse, airplane comb case, pen & pencil case with diamond design, lacing needle. 1 to box. 12 to ctn., 11 lbs. Arrow Leather Goods.

NO. A-151.....EACH $ 1.95

QUANTITY ORDERED _____

ARROW LEATHER HANDICRAFT KITS



Contains Billfold with windmill design, 4 hook key case with Indian design, heart purse with arrow, deluxe comb case, Indian Head coin purse, link belt with Western buckle, loop and tip, lacing needle. 1 to box. 6 to ctn., 9 lbs. Arrow Leather Goods Mfg. Co.

NO. A-451.....EACH $ 4.95

QUANTITY ORDERED _____

Pre-beaded with an Indian arrow, Palomino shade of leather. Contains an air-foam cushion inner sole and all parts are ready for assembly with no tools required. Instructions are carefully illustrated. 1 kit to box. 2 dz. kits to ctn., 15 lbs. Connecticut Leather Co.

	SHOE SIZES	AVG. AGES
SMALL	13, 1½, 1, 1½	5 to 7 yrs.
MEDIUM	2, 2½, 3, 3½	7 to 9 yrs.
LARGE	4, 4½, 5, 5½	9 to 12 yrs.

NO. 1301.....EACH $ 1.98

QUANTITY ORDERED _____

KAYanEE SEWMASTER

Sturdy steel construction with Gear & Transmission. Stitch control. Set on hardwood base cabinet. 8¾" x 5¾" x 8¾". Comes threaded, complete with clamp to hold machine in place. Uses std. No. 12x1 needle. 1 to box, 3½ lbs. KAYanEE Impex Corp.

NO. 610.....EACH $ 7.95

QUANTITY ORDERED _____

KAYanEE SEWMASTER

Sturdy steel construction with Gear & Transmission. Adjustable chain stitch and tension controls. Fast sewer. 6¾" x 5¾" x 7½". Comes threaded, complete with clamp to hold machine in place. Uses std. needle No. 12x1. Built-in container for extra needles and thread. 1 to box, 3 lbs. KAYanEE Impex Corp.

NO. 600.....EACH $ 8.40

QUANTITY ORDERED _____

KAYanEE SEWMASTER

Sturdy steel construction with Gear & Transmission. Adjustable chain stitch and tension controls. 8¾" x 4¾" x 7". Comes threaded, complete with clamp to hold machine in place. Uses std. No. 12x1 needle. 1 to box, 3½ lbs. KAYanEE.

NO. 580.....EACH $ 6.95

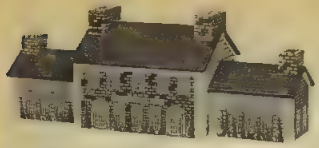
QUANTITY ORDERED _____

KAYanEE SEWMASTER

Sturdy steel construction. Tension control. 8¾" x 4¾" x 7". Comes threaded complete with clamp to hold machine in place. Uses std. 12x1 needle. 1 to box, 2¾ lbs. KAYanEE Impex Corp.

NO. 560.....EACH $ 4.98

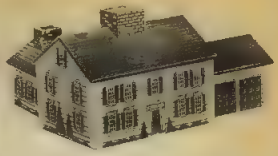
QUANTITY ORDERED _____



KEYSTONE SCHOOL "PAINT-IT" SET

Schoolhouse with 2 wings comes with 5 pots of water-color paint, 2 brushes and instructions for coloring walls, roof windows trim and shrubs. Walls slotted for easy assembly; roof serrated for shingle effect. Walls and roof of 7/16 pre-coated wood in black permanent design. Can be repainted. 17"x5½" assembled. 2½ lbs. (#203).

No. 1T-215. Index 1-225; 8-200; 12-187 LIST **3.00**



KEYSTONE HOUSE "PAINT-IT" SET

House with 2 wings slotted for easy assembly. Comes with 5 pots of water color paint, 2 brushes and instructions for coloring. Roof serrated for shingle effect. 7/16 wood parts pre-cut and printed in black permanent design. May be repainted. Assembled 12"x10" 2½ lbs. (#202)

No. 1T-216. Index 1-225; 8-200; 12-187. LIST **3.00**

SOUTHERN COLONIAL DOLL HOUSE

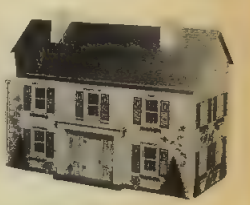
Realistically detailed 2 story, 6 room Southern Colonial style doll house with beautiful stairway and wooden fireplace. Plastic windows. Floors are flocked to represent carpets and lawn; stenciled linoleum. Red blinds, chimney and porch floor green roof. Made of U.S. Gypsum hardboard. Red green and black designs. 34"x24"x22". 33½ lbs

No. 1T-217. (#246)
Index 1-1638; 8-1465. LIST **23.95**

METAL DOLL HOUSE with FURNITURE

2 stories with living room dining room, kitchen, bedroom, nursery laundry, bathroom, garage, 2 terraces and swimming pool with water slide. 27 large size pieces of plastic furniture. All downstairs windows and doors open. Completely decorated inside and out in 4 colors. 28"x10½"x16⅝". 8 lbs. (#66)

No. 1T-211
Index 1-375; 6-333; 12-313. LIST **4.95**



2-STORY DOLL HOUSE

Delight every little miss with this 2 story, 6 room doll house made of U.S. Gypsum Duron. Exterior stenciled in red, green and black design painted floors stenciled to represent rugs and linoleum. Finished in white with red blinds and chimneys. 29¼" long, 21¼' wide, 14' deep. 16 lbs. (#241).

No. 1T-218.
Index 1-707; 8-631. LIST **9.95**

(Left) MINIATURE INDOOR FARM

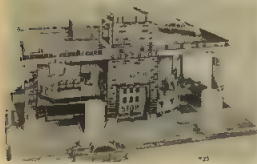
A real indoor miniature farm that actually grows in a few days. Grass and vegetable seeds included on build a real farm. Spread the soil" in waterproof 10"x13" tray, plant seeds and add water. Comes with plant food to keep it growing for a long time. Complete with farmer wife and animals. (#305)

No. 4T-1014.
Index 1-225; 3-200; 6-187. LIST **3.00**

(Right) GIANT DELUXE BOX

Contains, 4 different coloring books (112 pages of outline drawings), 4 Bonnie books in full color with Activity and Story book titles, 4 Trace-and-Color books each contains 16 pages of tracing paper and outline drawings; 10 books such as Connect the Dots, Puzzles, Magic coloring, etc., 2 books with die-cut opening in front cover (heavy coated paper can be recolored). Box of 36 crayons. 12 x15 x2⅞". 6 lbs. (#5485)

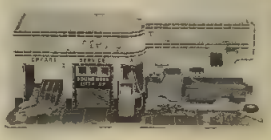
No. 4T-1013.
Index 1-353; 8-313; 12-294. LIST **5.00**



METAL SERVICE STATION

2 story metal and plastic station has garage and upper parking area, elevator, 2 gas pumps all rack, air rest, washing unit, car ramp from roof to lower level, roadside snack bar with cash register, toaster cup, saucer, drinking glass, and soda bottle. 25"x18¾"x10. 7 lbs (#25)

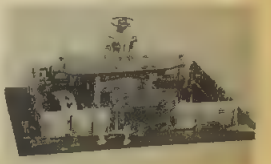
No. 4T-1362.
Index 1-390; 3-347; 6-325. LIST **5.00**



KEYSTONE SERVICE STATION

Equipped with inside lubrication rack, lifting door, "gas pump", "gas" car with lifting hood and "oil drain", 10" wood truck with demountable body. Tire post for changing tires and wrench for removing wheel nuts. Rear ramp. Base and roof in colorful design. 23¼"x11½"x7½" 9½ lbs

No. 4T-1304. (#217)
Index 1-375; 3-333; 6-312. LIST **5.00**



ACTION SPACE FORT

Metal space fort and city with plastic figures and working objects including, space cannon with atomic bullets rocket launcher and rockets flying saucers with platform, radar screen with moving pictures, warning siren, 4 space patrol cars, control pane, with moving levers. 21¼"x23¼"x23½". 4½ lbs. (#275).

No. 4T-1362.
Index 1-390; 3-347; 6-325. LIST **5.00**

VANITY TABLE and CHAIR

Beautiful ruffled plastic vanity skirt adorns kidney-shaped wood table 23" x 13" x 20" high. Complete with manicuring set consisting of scissors, buffer etc. Mirror stool, "beweled plastic" lamour accessories. 6 lbs. (#5539)

No. 3T 745.
Index 1-375, 3-350, 8-317 LIST 5.00

3 FIX-IT SETS . . . Plumber . . . TV Serviceman . . . Gardener

Packed with play appeal! **Plumber set includes;** large plumber's truck with built in water tank lift up hood revealing scale motor removable wheels jack and wrench, set of tools assorted pipes fittings, etc. **TV service set contains;** Panel truck with rear opening door lift-up hood scale motor removable wheels jack and wrench, TV set and tools, antenna ladder plus much more. **Gardener set** has truck with lift up hood working tail gate, removable wheels, jack and wrench garden tools mower, flower pot, sprinkling can, etc. Packet of seeds grows real flowers.

No. 3T-768. (#5557) Index 1-438; 8-390. LIST 5.95

PLAY DENTIST SET

Complete toy dentist outfit looks and works like the real thing! Dental unit lights up, buzzes, has interchangeable drill needles and revolving tray. Also contains 30 wonderful accessories and direction book. (#3398)

No. 3T 768.
Index 1-225; 8-200; 12-183. LIST 3.00

LET'S PLAY CONDUCTOR KIT

A complete kit authentic in every detail. Complete with cap, tickets galore money, punch signal flag, transfers special passes, plus everything needed to play conductor. Hours and hours of fun are in this 19¼"x10¼"x2½" box that every young boy will surely love. **Advertised in "LIFE."** 2 lbs.

No. 3T-770. (#1980)
Index 1-150; 8-133; 12-125. LIST 2.00

DOCTOR or NURSE CASE KITS

Realistically styled kits for young "doctors" and "nurses". Doctor kit is of unbreakable padded alligator vinyl with toy medical instruments. Nurse's kit is beautifully styled padded vinyl complete with colorful plastic nurse outfit and toy nurse instruments. 10¼"x8½"x4¼" each. 2 lbs.

No. 3T-771. (#1365). Doctor Kit
No. 3T 772 (#1766). Nurse's Kit
Index 1-225, 8-200; 12-183. LIST 3.00

DOCTOR or NURSE AMBULANCE SETS

A complete ambulance outfit that features fully equipped 14" canopy rubber-tired plastic ambulance with more than 25 exciting accessories. Includes stretcher, doll, oxygen tank with mask that actually works, bandages scissors, play wristwatch and much more. Box opens into hospital. 1½ lbs.

No. 3T-773. (#3384) Doctor Set
No. 3T-774. (#3398) Nurse's Set
Index 1-225; 8-200; 12-183. LIST 3.00

KEY WIND SCALE MODEL AUTOS

Faithful 1/25 actual size (8 ¼"x2½"x 2¾"). Molded of tough durable Tenite with zinc die-cast plated bumpers and grille. Sturdy metal chassis. Rubber tired disc wheels. Complete with built-in free-wheeling action. Driven by powerful key wind spring motor with brass pinion gears. Choice of 1952 Ford, Pontiac or Studebaker.

No. 3T 3615.
Index 1-132; 8-120. LIST 2.00

HOWDY DOODY MARIONETTE

Exact copy two-thirds the size of the childrens ideal seen on TV. Has movable mouth dancing cowboy boots authentically detailed costume. One hand 'Unitrol' for easy operation.

No. 1T-322. (#3801)
Index 1-245; 6-218. LIST 3.50

PETER PAN MARIONETTE

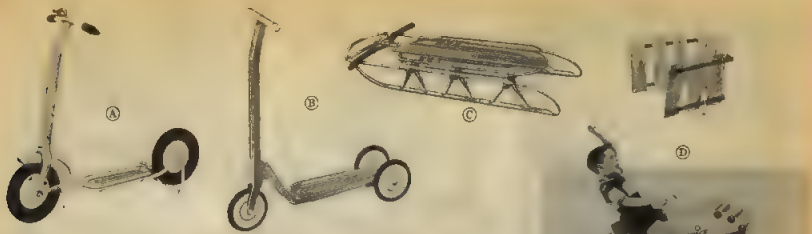
Authentic replica of famous character from storybooks and Walt Disney's famous movie. Patented one-piece 'Unitrol' control brings figure to life in hands of any youngster. Has movable mouth. (#3781)

No. 1T-323.
Index 1-223; 6-200; 12-180. LIST 3.00

KIDDIES SHOE SHINE BANK

Steel carrying kit has removable bank and shoulder strap. Nonslip foot rest. Contains 2 shades Shinola polish applicating brush, cloth, polishing brush. Lustranamel Red finish with colorful decals. 8½"x8½"x6". 3 lbs. (#448)

No. 3T-775.
Index 1-136; 3-128; 6-130. LIST 1.98



Ride 'Em... Roll 'Em... Rock 'Em

(A) GREYHOUND DELUXE SCOOTER

Rolls easily on 10" artillery wheels with 1¾" Semi-Pneumatic tires. Streamlined footboard. Handlebar has rubber grips and nickel-plated bell. Complete with rear brake, front fender, nickel-plated hub caps. Streamlined stamped one-piece fork. Strong, tubular metal frame. Red with white trim. 41"x32", 17 lbs. (#8553)

No. 9T-3920.
Index 1-852; 2-511. LIST **7.95**

(B) GREYHOUND 3-WHEEL SCOOTER

Perfect for the young beginner. 3 double disc 5" wheels with plain bearing ½" rubber tires 5½" x 13½" streamlined footboard. Sturdy stamped metal construction. 24" long x 25" high. Red, Blue and White. 5 lbs. (#8552)

No. 9T-3821.
Index 1-237; 2-211; 3-197. LIST **2.95**

(C) GARTON "SILVER STREAK" SLEDS

Streamlined undergear (rear of sled lower than front). Closed runner ends for safety. "T"-shaped grooved runners made of high carbon crucible steel. Highest flexibility with patented "Y" steering. Heavy gauge stamped steel knees. Selected hardwoods in colorful enamel finish with weather-resistant varnish coating. Metal parts protected by aluminum finish.

No.	Mfr's Lgth.	Lbs.	Index	LIST
9T-3886	8848 40"	8½	1-408; 4-361	5.95
9T-3887	8846 46"	10	1-492; 4 440	6.95
9T 3868	8852 52"	12	1-548; 4-468	7.95
9T-3888	8858 58"	12½	1-588; 4-525	8.95

(D) GARTON SLED GUARD

Easily attached to any sled. Seasoned hardwood with natural varnish finish. Slats riveted to heavy steel. Red enameled stripe. 14" x 13" x 6½". 3 lbs. (#7200).

No. 9T-3854. Index 1-170; 12-156 LIST **2.50**

(E) IDEAL SPACE RACER

Rocks back and forth with motion of child's body. Platform permits mounting from either side. Perfectly safe—wide tubular steel base with rubber-tipped legs, makes racer tip-proof. Recessed seat and backrest. Tubular steel handle and footrest for additional support. Sturdy welded extra-heavy steel frame coated with aluminum, weather-resistant finish. Decorated body. 38" long x 25" high x 7" wide. 18 lbs. (#8524).

No. 8T-3822. Index 1-1934. LIST **20.00**

(F) INDOOR-OUTDOOR TEETER

3 can play on this sturdy teeter at the same time—indoors or out. Well balanced—won't tip. Heavy kiln dried wood board. 3 selected wood seats. Hardwood handles. Red and yellow. 5¼ ft. x 20" Seat to floor 17". 10 lbs. (#220).

No. 9T-3823. Index 1-426; 3-373. LIST **5.95**

(G) PLUSH ROCKER HORSE

New fun, new thrills in riding. Sturdily constructed. Brown or black rayon plush with contrasting trim—mane and tail add to realism. Colorful plastic bridle, saddle and stirrups. Frame is all metal with rubber tips to prevent sliding or tipping. 28" high. 8 lbs. (#906R).

No. 9T-3834. Index 1-808; 2-733. LIST **11.00**

(H) DUCK SHOOFLY

Two-toned painted bell rings as shoofly is rocked. Compressed wood sides with pine seat, footrest and tray. Pink cross-pieces with black standing on seat and back. Colorful stenciling on white sides. Includes plastic safety strap. 23¾" x 19" x 22". 9¼ lbs. (#373).

No. 9T-3825. Index 1-472; 3-443. LIST **6.95**

(J) ROLL-A-CHIME

Music on wheels. Striker suspended from axle strikes each chime when pushed or pulled. 7 brass chimes ring out "Mary Had A Little Lamb." Heavy gauge steel construction. 19" dowel handle in bright red. Rubber treads on gayly decorated 6" wheels. Colorful red, white and blue design. Overall length 27". Width 7". 1¾ lbs.

No. 8T-1900.
Index 1-225; 2-200; 12-187. LIST **2.95**

(K) KEYSTONE RIDE 'EM TRACTOR

Lever operated bulldozer designed for real operation. Scaled to same proportion as real tractor and ready for riding. Handle bar extension makes steering easy. Comfortable seat. Large air-cushion rubber tires on steel disc wheels. Hard-baked enamel finish. 25" x 12¼" x 10". 16 lbs.

No. 8T-2283 #751
Index 1 780; 3-686. LIST **10.95**

(L) KEYSTONE RIDE 'EM LOCOMOTIVE

Can carry weight of adult. Bell produces loud ring whistle by pulling on cord. Space provided in coal tender for articles. Sturdily made of automobile steel in beautiful red and black colors. 29" long x 12½" 16½ lbs. (#6402).

No. 8T-2228. Index 1-892; 3-886. LIST **14.00**

(M) KEYSTONE RIDE 'EM AIRPLANE

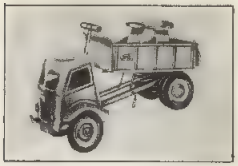
Perfectly balanced. Center axle seat is located so plane doesn't tip. Has handle for easy steering. Lower streamlined design with swap back wings. Propeller and clicker noisemaker operate automatically. Rubber tires on steel disc wheels. Tough baked enamel finish. Length 25". Wing spread 27. Height 11". 12½ lbs. (#7253)

No. 6T 2240.
Index 1-780; 3-686. LIST **10.95**

SCOOTERS, SLEDS AND SPACE RACER NOT INCLUDED IN OUR PREPAID FREIGHT OFFER

RIDER TRUCKS — FIRE TRUCKS

"RIDE 'EM" CONSTRUCTION DUMP TRUCK



Rugged construction with comfortable seat and handle for steering. Large dual wheels support heavy weight. Tailgate opens automatically when truck body is raised to dumping position. Lustrous baked enamel finish in green and orange. 24½" long, 12" high. 1 to box, wt. 15½ lbs. Keystone Mfg. Co.

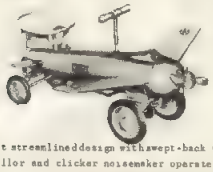
NO. 45.....EACH $13.95
QUANTITY ORDERED _____

"RIDE 'EM" STEAM SHOVEL

It scoops and loads. Handle bar for steering control; shovel armextends additional 8¾" when raised. Scoop bottom releases to dump and automatically closes when scoop is dropped. House rotates on turntable. Red, grey andblack colors. When arm is down- 23¾" L.; 14¾" H. Ship Wt. 8-1/3 lbs. Keystone Mfg. Co.

NO. 47.....EACH $ 7.50
QUANTITY ORDERED _____

"RIDE 'EM" AIRPLANE



Latest streamlineddesign withswept-back wings. Propellor and clicker noisemaker operate automatically. Comfortable seat is located so plane will not tip. Handle bar for easy steering control. Sturdy, with rubber tires on steel disc wheels. Tough baked enamel finish. 25" L., 27" wing spread, 11" H. Ship. wt. 12½ lbs. Keystone Mfg.

NO. 283.....EACH $12.95
QUANTITY ORDERED _____

"RIDE 'EM" STEAM ROLLER

Extraheavy rollerand well proportioned wheels, handle bar in front. Has loud ringing bell. Will stand weight of about 150 lbs. Lustrous baked enamel finish in red and gray. 1 to ctn. Wt. 10¼ lbs. Keystone Mfg. Co.

NO. 61.....EACH $ 8.95
QUANTITY ORDERED _____

"RIDE 'EM" LOCOMOTIVE

Adjustable handle bar steering control and comfortable seat. Large all rubber tires. Made of automobile body stock in red and black colors. Luggage space provided in coal tender. Loud whistle operated by hand action. Loud ringing bell. Will carry weight of an adult. 28" L. 12½" H. Ship wt. 14½ lbs. Keystone Mfg. Co.

NO. 8400.....EACH $14.95
QUANTITY ORDERED _____

"RIDE 'EM" TRACTOR

Heal operating bulldozer. Sturdy, scale proportioned; large air-cushion rubber tires on steel disc wheels; lever operated bulldozer; comfortable seat; handle bar extension makes steering easy. Hard baked enamel finish. 25" L.; 12¾" H.; 10" W., Ship. wt. 16 lbs. Keystone Mfg.

NO. 75.....EACH $12.95
QUANTITY ORDERED _____

CARGO-LINER

New item in "You-Ride-It" field. All welded steel frame, air horn steering, truck and semi. 8" x 8" x 38" All American Toy Co.

NO. CL-8.....EACH $19.95
QUANTITY ORDERED _____

RIDER FIRE TRUCK

Bright "Fireman's Red" color with all the equipment latho. on the side. 32½" L.; 8¾" W.; 15" high overall. All Metal Corp.

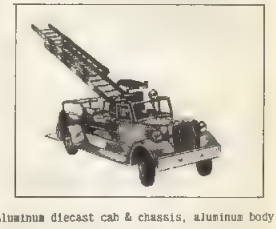
NO. 1704.....EACH $ 8.95
QUANTITY ORDERED _____

AMERICAN-LAFRANCE PUMPER

Manual pump, 30" hose on reel. Mock fire extinguisher, bell and scaling ladder. 18" L., Wt. 7 lbs. Chas. M. Doepke Mfg. Co.

NO. 2010.....EACH $16.75
QUANTITY ORDERED _____

"AERIAL LADDER" FIRE TRUCK



Aluminum diecast cab & chassis, aluminum body & trim. Baked red enamel finish. All doors open & close—latch & handle action. Front wheels turn by finger-tip steering. Complete with 360° turntable. Smooth acting "jack-screw" combination raises & lowers assembly. Auxiliary crank projects telescope ladder. 8¾" high, 27½" long, 6" wide; 1 to box, 8¼ lbs. Miller-Ironson

NO. 537.....EACH $14.95
QUANTITY ORDERED _____

AERIAL LADDER TRUCK

Heavy 20 gauge steel tractor scaled from popular '54 trucks—ladders of heavy gauge aluminum with plated operating wheel cranks and simulated hydraulic raising mechanism—tiller-man's seat and windshield swings away for ladder operation, large rubber truck tires with plated wheel discs, plated head lights. Grill & bumper length 32¾"; ht. 7¾"; w. 6". 1 to box, 10 lbs. Mound Metal-Craft, Inc. (Tonka Toys)

NO. 700-A.....EACH $14.95
QUANTITY ORDERED _____

FIRE TRUCKS — TRUCKS AND TRAILERS

AMERICAN LAFRANCE AERIAL LADDER

Improved. Reinforced steel frame, die-cast aluminum extension ladder, 2 auxiliary ladders, road jacks. 33" L.; 42" H. (ladder extended), Wt. 11 lbs. Chas. M. Doepke Mfg. Co.

NO. 2014.....EACH $20.75

QUANTITY ORDERED _____

ROAD STAR FRUEHAUF

Aluminum diecast cab & chassis; aluminum body & trim. Baked red enamel finished cab with burnished aluminum trailer. All doors open & close—latch & handle action. Front wheels turn by finger-tip steering. Hasp & shackle closure on rear doors. Self-compensating rocker-bearing action. 3-position carriage stand—automatic self engaging turntable hitch. 8-3/8" high; 27" long, 6" wide. 1 to box, 11½ lbs. Miller-Ironson.

NO. 534.....EACH $19.95

QUANTITY ORDERED _____

BUDDY "L" TRAILER WITH AUTOMATIC TAILGATE LOADER

B&R

31¾" L.; 6¼" W., 9¾" H. All heavy gauge steel. With 1 continuous turning action of hand crank tailgate will lower to ground, pick up load and empty into rear of truck. Action may be repeated indefinitely and reversed to unload truck. Rugged rubber tires, plated hub caps. 1 to box, 13¾ lbs. Moline Pressed Steel Corp.

NO. 3828.....EACH $ 9.98

QUANTITY ORDERED _____

ALLIED FURNITURE VAN

GREEN GIANT TRANSPORT

B&R

Scale model of large refrigerator or "Reefer" truck. Quality built of heavy steel; 14 large rubber tires, tandem rear axle, authentic appearing refrigerator unit—placed on the front of trailer section. Retractable stand wheels. Plated wheel rims and heavy steel plated front bumper. 22⅝" long; 8¾" high, 6¼" high. 1 to box. 4 to ctn., 26 lbs. Mound Metalcraft, Inc.

NO. 650-4.....EACH $ 6.98

QUANTITY ORDERED _____

TONKA TRAILER FLEET

B&R

In one carton, 5 factual miniature models of real trailers and 2 interchangeable miniature tractors. Each tractor can be coupled to any of the trailers. Packing carton is the garage for the entire fleet. 1 complete set to ship. ctn., 20 lbs. Mound Metalcraft, Inc.

NO. 675-4.....EACH $19.95

QUANTITY ORDERED _____

GRAIN HAULER

Scale model. Rolled edges on trailer body with rugged embossed steel sides, tandem rear axle, 14 large truck tires on plated steel wheels, retractable stand wheels. Color: Plated trailer body, red tractor. 22¼" L., 5⅜" H.; 5⅜" W. 1 to box. 4 to ctn., 20 lbs. Mound Metalcraft, Inc.

NO. 550-4.....EACH $ 5.98

QUANTITY ORDERED _____

Exclusive authorized reproduction in miniature of Allied Van Lines. Heavy steel construction with retractable stand wheels and locking rear doors. 10 big rubber truck tires mounted on plated steel truck wheels. Baked on enamel finish with standard "Allied" decals. 23⅜" long; 8¾" high, 5¼" wide. 1 to box. 4 to ship. ctn., 26 lbs. Mound Metalcraft, Inc.

NO. 400-4.....EACH $ 6.98

QUANTITY ORDERED _____

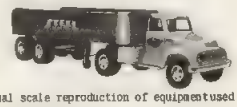
LIVE STOCK VAN

Heavy steel construction, 14 H.D. truck tires on plated steel wheels, retractable stand wheels, tandem rear axle. Color: "Farm" red. 22¾" L., 9¼" H.; 6¾" W. 1 to box. 4 to bundle, 28 lbs. Mound Metalcraft, Inc.

NO. 500-4.....EACH $ 6.98

QUANTITY ORDERED _____

STEEL CARRIER



Factual scale reproduction of equipment used to transport heavy loads of iron and steel. 14 large heavy duty truck tires, tandem rear axles; heavy 20 ga. steel tractor with plated grill, bumper, headlights. 23⅜" long, 5¾" high; 6" wide. 1 to box. 4 to ctn., 24 lbs. Mound Metalcraft, Inc. (Tonka Toys).

NO. 145-4.....EACH $ 4.98

QUANTITY ORDERED _____

FREIGHT TRAILER

B&R

Color: Red cab & trailer; cab, chassis & body made of heavy gauge steel, welded & reinforced with 14-gauge stakes; retractable dolly wheels, 16 rubber wheels; floating tandem duals. 17¾" L.; 5" W.; 4¼" H. 6 to ctn.; wt. dz. 42 lbs. Structo Toys.

NO. 930.....EACH $ 2.98

QUANTITY ORDERED _____

STEEL CARGO TRAILER

New. Color: White cab, red trailer, natural aluminum chassis; trailer reinforced 14 gauge stakes; retractable dolly wheels; 14 rubber wheels; floating tandem duals; skid plate. 20¾" long, 5-3/8" wide; 5-3/8" high. 6 to master ctn. Wt. doz. 65 lbs. Structo Mfg. Co.

NO. 702.....EACH $ 4.98

QUANTITY ORDERED _____

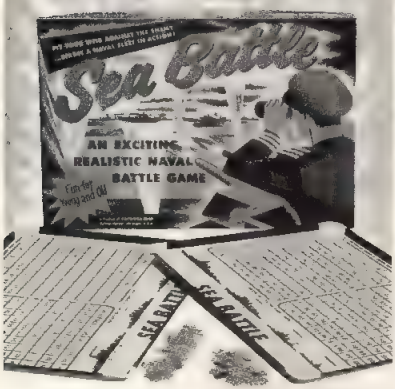
GRAIN TRAILER

Completely new. Color: White cab, orange body, natural aluminum chassis; trailer reinforced 14 gauge stakes; retractable dolly wheels; 14 rubber wheels; floating tandem duals; sliding door at rear. 20¾" long, 5-5/8" wide; 5-3/8" high. 6 to master ctn. Wt. doz. 62 lbs. Structo Mfg. Co.

NO. 704.....EACH $ 4.98

QUANTITY ORDERED _____

A Brand New Game for Young and Old



PROVEN IN POPULARITY

That's right . . . *brand new* yet old in popularity. SEA BATTLE is based on an exciting navy game popular with all branches of the armed forces since before World War I and played by them with pencil and paper. Now, Kaywood makes it available to everyone in a permanent *all-metal*, colorful, easy-to-play game. It's a cinch to capture all the ex-gobs . . . plus the millions of potential gobs.

THIS IS SEA BATTLE

1. 3-Color Box.
2. Two colorful, metal playing boards.
3. Two packs of playing pieces.

Recommended to Retail for Only $2.95

PACKED IN EYE-CATCHING 3-COLOR PACKAGE

POPULARLY PRICED WITH TOP DISCOUNTS

PROVE IT YOURSELF... SEND AN ORDER TODAY!

SALES REPRESENTATIVES NOTE:

Kaywood Corp. has a few exclusive territories still available. Write today for complete information.

KAYWOOD CORPORATION

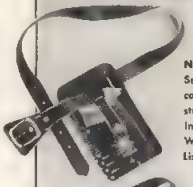
Milton Street, Benton Harbor, Mich.

JUNIOR AGENT

HIGH IN SALES APPEAL
LOW IN COST

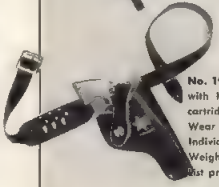
GENUINE COWHIDE

No. 1907 Black Swivel Holster Set, State Police Style. All metal bullets. Full size whistle with clip on 2" leather belt with Kilgore Private Eye Gun. Individually boxed 1 doz. to carton. Weight per doz. 14½ lbs. List price . . . . . **$2.98 ea**



No. 1901—Black Hip Pocket Holster Set and Hubley Dick Gun. Metal, 22 cal. dummy bullets. Snap-down gun restraining strap. Buckle guard on belt. Individually boxed 1 doz. to carton. Weight per doz 9¼ lbs. List price . . . **$1.79 ea.**

No. 1905 Black Shoulder Holster. Just like Special Agent's in Bigtime. With Hubley Champ Gun. Dummy 22 cal metal bullets. Individually boxed 1 doz. to carton. Weight per doz 11¾ lbs List price . . **$2.49 ea.**



No. 1903—Black Side Arm Holster Set with Kilgore Private Eye Gun Slide cartridge holder with silver-like bullets. Wear points riveted for durability. Individually boxed 1doz. to carton. Weight per doz. 11¾ lbs List price . . . . **$1.98 ea**

100 Lbs. or More Freight Prepaid

KEYSTON BROS.

755 Mission St. • San Francisco 3, Calif.

202-204 Fifth Ave. Bldg. NEW YORK CITY
224 Northwestern Ave. LOS ANGELES, CALIF.
209 South State Street CHICAGO, ILL.
Box 481 CORAL GABLES, FLA.

"BONNIE"

The NEWEST Thing
in
"Make-it-Yourself"
Felt Doll Kits

MIMI KAY

"SEW-E-Z" to make
8" Costume Dolls

NOW AT THE
AMAZINGLY LOW
RETAIL OF ONLY

$1.00 each

Here is the most unique . . . original . . . and authentic collection of "make-it-yourself" costume dolls on the market today! And at the unbelievable sales-appealing price of only $1.00 for each kit. You can count on volume sales with these kits because they're actually an educational "fun project" for children.

The complete line features twelve 8" dolls in gay, brightly colored costumes, authentically detailed right down to miniature sandals, boots, "wooden shoes" and moccasins. Only simplest hand sewing required. Even inexperienced sewers have fun putting the dolls together . . . and they'll keep coming back for additional kits.

Each MIMI KAY doll kit contains everything needed (except stuffing) to complete a doll. Simplified patterns printed right on the felt or other materials. Sequins, beads and other trimming materials included. Novel, quick and easy method of stuffing is described in illustrated instructions. **Packed in attractive window box with four-color photo of finished doll.** Cash in on these sure selling items by placing your order today!

"FLICKA"

Available in Twelve Popular Personalities:

Charley Chaps; Bronco Boss, Lei-Ioni Plum Blossom (Chinese); Katrina; Hans; Bonnie, Rosita (Cuban), Marya (Polish) Princess White Cloud; Chief Thundercloud (Sioux Indian); and Flicka (Swedish).

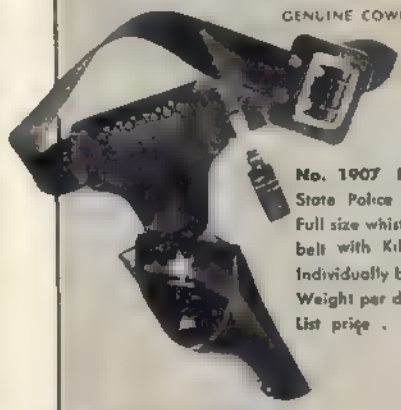
MIMI KAY *Specialties*

914 Hayes — Oak Park, Ill.

JUNIOR AGENT

HIGH IN SALES APPEAL
LOW IN COST

GENUINE COWHIDE



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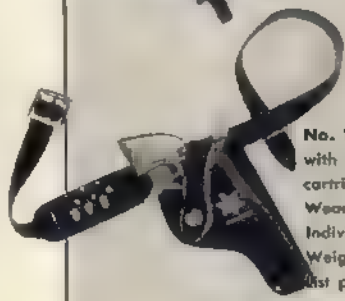
List price . . . . . **$2.98** ea.

No. 1901—Black Hip Pocket Holster Set and Hubley Dick Gun. Metal, 22 cal. dummy bullets. Snap-down gun restraining steap. Buckle guard on belt. Individually boxed 1 doz. to carton. Weight per doz. 9¼ lbs.
List price . . . **$1.79** ea.

No. 1905—Black Shoulder Holster. Just like Special Agent's in Bigtime. With Hubley Champ Gun. Dummy 22 cal. metal bullets.
Individually boxed 1 doz. to carton.
Weight per doz. 11¾ lbs.
List price. . . **$2.49** ea.



No. 1903 -Black Side Arm Holster Set with Kilgore Private Eye Gun. Slide cartridge holder with silver like bullets. Wear points riveted for durability. Individually boxed 1doz. to carton. Weight per doz. 11¾ lbs.
List price . . . . . **$1.98** ea

100 **Lbs. or More Freight Prepaid**

KEYSTON BROS.

755 Mission St. • San Francisco 3, Calif.

202-204 Fifth Ave. Bldg. NEW YORK CITY
224 Northwestern Ave. LOS ANGELES, CALIF.
209 South State Street CHICAGO, ILL.
Box 481 CORAL GABLES, FLA.

COLORFUL "WALT DISNEY" WATCHES . . . PERFECT GIFTS FOR "LITTLE ONES"

▪ Dependable accurate watches by famous U S. Time . . . each one beautifully gift boxed . . . all with one year guarantee

LOVELY "SNOW WHITE" . . a favorite from 'fairy tale" land Shock resistant movement unbreakable crystal to take plenty of punishment. Colorful dial and Red rayon band. Magic Mirror gift box.
V54 J 1300. Postpaid 7.65

EVER POPULAR "MICKEY MOUSE" . . . a timeless favorite, colorful. Mickey tells time with his hands. Shock resistant movement for added protection. Washable Red vinylite band. An idea.. first' watch
V54 J 1428. Gift boxed. Postpaid . 7.65

▪ Highly polished chrome cases with non-corrosive stainless steel backs; unbreakable crystals; colorful dials

DAINTY "CINDERELLA" in her glamorous ball gown . . . a lovely gift for your "Special Miss." Bright Blue numerals and hands match rayon band. Delightfully gift boxed in Cinderella's own plastic slipper
V54 J 1430. Postpaid 7.65

TOP WATCH SELECTIONS FOR YOUNG ADVENTURERS

▪ Dependable, accurate movements . . . chrome cases . . . stainless steel backs . . . unbreakable crystals

1 "SPACE EXPLORER" Compass watch. A "must" for every space scout. Combines genuine "jeweled" compass with a dependable watch. Leather strap, metal buckle.
V54 J 1302. Shpg. wt. 8 oz . 4.95

2 POWERFUL "SUPERMAN" . . . every ch.ld's hero. Bright Red numerals, hands. Matching stainless steel expansion band.
V54 J 1409. Shpg. wt. 8 oz. . . . 5.95

3 "TOM CORBETT", Space Cadet by famous Ingraham, stainless steel expansion band. Lightning shaped hands.
V54 J 1410. Shpg. wt. 8 oz. .5.95

4 "ALICE IN WONDERLAND" by U.S. Time. Shock resistant movement; stainless steel expansion band. 1 yr. guarantee.
V54 J 1429. Shpg. wt. 15 oz.. 8.95

5 "GENE AUTRY" WALLET Simulated Brown leather; 3-way zipper closing; 4-view pass case.
54 J 2679. Shpg. wt. 5 oz . 1.09

6 "GENE AUTRY." Genuine 1-jewel Swiss movement. Back autographed by Gene Autry. Animated pistol forms second hand. Embossed leather band with engraved metal ends. An accurate, dependable watch for young "cowpokes."
V54 J 1427. Shpg. wt. 9 oz. . . . 6.95

7 "HOPALONG CASSIDY" shock resistant watch . . . built to take the roughest treatment. Now offered with a stainless steel expansion band . . . another Spiegel 1st! Red numerals, hands on silvered dial. (8 oz.)
V54 J 1411 1 yr. guarantee. 8.95

8 CHILDREN'S EXPANSION BAND. Makes their watches look just like Mother's and Dad's. Fits all character watches on this page except Nos. 1, 2,3,6. All non-corrosive stainless steel. ½-in. lug. Tax free.
54 J 1414. Shpg. wt. 3 oz. 1.95

Prices on these two pages include federal excise tax where applicable

KITCHENAID...World's Finest Home Mixer

Famous planetary action provides complete 'round the bowl' mixing

Food Chopper. Fits any KitchenAid mixer. Chops raw or cooked meats, onions, raisins, nuts -- without mashing.

846-832 C995 . . . $12.95

You get complete Round The Bowl Mixing with KitchenAid's exclusive "planetary" action! Specially designed single beater whirls around inside surface of the stationary bowl, rotating as it travels, completely mixing all ingredients. No dead spots . , no partial mixing . . the beater comes in contact with every bit of batter. KitchenAid mixers "knead" with the same proved-principle action preferred by the world's finest bakeries, in their huge commercial mixers.

Choice of Test-Kitchen Directors! KitchenAid mixers are used by America's leading food companies . . , wherever recipes are tested, re tested and improved to become family favorites. These marvelous mixers do more than just ordinary "mixing" and "stirring" . . . they mix, beat, stir, whip, blend, fold and knead to give the same professional true-to-recipe results demanded by world-acclaimed chefs in famous hotels, clubs and restaurants. Built for a lifetime of action!

KITCHENAID 3-QUART FOOD MIXER

Sails thru the heaviest tasks . . . saves you hours of drudgery . . yet whips as tiny a load as one egg white or a heavy load like bread dough with the same quiet, even action. Like all KitchenAid mixers, motor has reserve power for heavy loads and attachments. Simplified Speed Guide is easily read at top of mixer . . . ten speeds from slow stirring to high speed whipping. Attachment socket at front for simple insertion of various attachments.

Equipment includes· 3-qt. Pyrex bowl, juice extractor and all-purpose beater. White enamel finished frame is 13¾" tall, 7¾12" base. Lifetime lubricated Universal motor, 1/8 horsepower. AC-DC.

846-840 C4450 Mixer & Juicer, Wt. 26 lbs. . **$63.50**

KITCHENAID 4-QUART DELUXE MIXER

Larger, more powerful than 3-qt. size. Tinned steel 4-qt. mixing bowl, wire whip, combination flat beater-pastry knife. Full, constant power at all 10 speeds! White enamel; 14" high, 8x14" base. 1/6 H.P. AC-DC.

846-857 C7650 4-Qt. KitchenAid. Wt. 31 lbs. **$110.00**

DELUXE 5-QUART KITCHENAID MIXER

Greatest capacity and power for large families. Performs scores of tasks at 10 thorough speeds. Single motion lever elevates bowl. 5-qt. tinned steel mixing bowl, wire whip, flat beater-pastry knife, White enamel. 17" high, 11x12" base. 1/6 H.P. AC-DC.

846-865 C8750 5-Qt. KitchenAid. Wt. 37 lbs. **$125.00**

GENERAL MILLS...New Food Mixer

With amazing "Mix Timer" for perfect results

- Mixer Head pops off . . . becomes portable beater
- Push a button and beaters are freed for rinsing
- Sponsored by Betty Crocker

Something new in food mixers, from General Mills! It's the beautifully designed, powerful, all-purpose food mixer . . . with the "Mix" Timer" built right into its base! Just set "Mix Timer" and your mixer will run from 1 to 12 minutes (as you decree) at any speed, doing its job expertly without any supervision from you. When time is up, bell rings, beaters stop turning . . . and there's a perfect batter ready to be transformed into your most successful cake. No wonder this mixer is sponsored by Betty Crocker!

Exclusive 10-speed control dial is easily accessible for right or left handers. Motor gives full power at every speed . . . handles the heaviest batter easily and quietly. Push a button and mixing head is free for use as portable unit! Push a second button and extra-heavy interchangeable beaters are released for rinsing. Has adjustable slip-proof bowl control. Comes with 2 pyrex bowls, recipe booklet, 6 ft. cord. 115 volts. AC-DC. Wt. 70 lbs.

846-881 C2967 General Mills Food Mixer **$43.95**
846-899 C304 Juicer and Strainer **4.50**
846-907 C878 Grinder, Chopper & Power Unit **13.00**

MUSIC BY COLOR, NOTES, AND NUMBER

SWISS TYPE MELODÉ BELLS

Music for all age groups!

Knickerbocker's Melodé Bells

KNICKERBOCKER *Presents*

SKIPPY the CLOWN

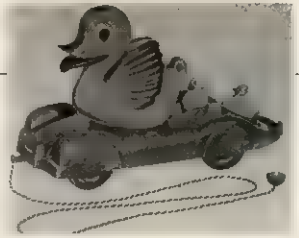
AND HIS 7 PIECE CIRCUS ACT

No. 546

Each piece interlocks to make an endless variety of tricks! Seven separate gaily-colored parts: 7" dressed clown with hand-painted features, terrier dog, ladder, chair, umbrella, dumbell, and stand. Packaged in a bright, eye-appealing, clever display box.

KNICKERBOCKER PLASTIC CO. North Hollywood California

#369
Father Rabbit



#357 Quacking Duck

Knickerbocker Plastic Expands Easter Line

#380
Sister Rabbit

KNICKERBOCKER Plastic Company, North Hollywood, Cal., already manufacturers of one of the largest lines of plastic Easter toys in existence, are adding a number of items for Easter, 1955. According to Ernest Kling, vice-president and controller at Knickerbocker Plastic, the Easter line will consist of 46 items, five of which are new.

Added to the line are a Sister Rabbit, a Petite Father Rabbit and a Petite Sister Rabbit. These three are smaller plastic models of the extremely successful Father and Sister Rabbit banks and rattles marketed previously.

Also added is a new plastic bank called the Rooster Bank, a faithful copy of an original high-quality ceramic table decoration made in Italy. The Rooster Bank can not only be used as a child's savings bank, but also can do double duty as a decoration or table centerpiece in any home

Another addition to the Easter line is an animated Running Bunny. Moulded of soft polyethylene plastic, it can be made to scamper across the floor by the operation of a string and lead weight flywheel operated by a rubber band.

The popular Father and Mother Rabbit banks, approximately half a million of which were sold during the 1954 Easter season, and which have previously carried a retail price of $1 will now be available at a suggested retail of 89c. The Quacking Duck Pull Toy, introduced last year, is

#62 Animated Rabbit

now carrying a suggested retail price of $1.49. This appealing pull toy, 5½" high and 10" long, consists of a mother duck and two ducklings riding in a brightly colored automobile. The mother duck flaps her wings and quacks as the pull toy operates.

Both Mr Kling and Sanford Glick, vice-president and general manager of Knickerbocker Plastic, point out that the company is responding to the call for making all large items of high impact plastic wherever this is possible. All of the plastic banks and the Quacking Duck Pull Toy, because of the use of high impact plastic, are practically unbreakable, the Knickerbocker executives assert.

Mr. Glick added that Knickerbocker is converting to automatic moulding which will add to the already high quality of its product.

The Knickerbocker Easter line of transparent plastic eggs, which were so successful last Easter, this year will have additional eye appeal. The eggs will be tinted pink or blue. Extremely careful painting and the lavish use of color have always been a feature of the Knickerbocker Easter line.

It is of considerable interest that the Knickerbocker Plastic toys have always been so popular and durable that their original toy, the Skipper Duck, is still selling in large volume. During the 1954 season, it is stated, over a quarter of a million of this one original item were sold.

Last Easter, Knickerbocker Plastic Company offered a special Easter package for retailers. This was their item #99, consisting of 126 pieces with a total retail value of $30.04. The individual retail value of the pieces ranged from 10c to $1. The assortment was put together after considerable research, the proportion of individual pieces varying according to the popularity of the items. Retailers, it is reported, were so pleased with this assortment that the offer is being made again this year Several new items are being included

Knickerbocker Plastic is making an additional offer of another Easter assortment (their item #100). This consists of a package of 72 pieces with a total retail value of $7.24. These are all 10c items selected from their most popular group at this price.

(*Continued on page* 102)

#382 Father Rabbit Petite

#381 Sister Rabbit Petite

KNICKERBOCKER *Presents*

SKIPPY the CLOWN

AND HIS 7 PIECE CIRCUS ACT

$1.98*

Suggested Retail Price

No. 546

Each piece interlocks to make an endless variety of tricks! Seven separate gaily-colored parts: 7" dressed clown with hand-painted features, terrier dog, ladder, chair, umbrella, dumbell, and stand. Packaged in a bright, eye-appealing, clever display box.

KNICKERBOCKER PLASTIC CO. North Hollywood California

KNICKERBOCKER *Presents*

SKIPPY the CLOWN

AND HIS 7 PIECE CIRCUS ACT

$1.98

Suggested Retail Price

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Each piece interlocks to make an endless variety of tricks! Seven separate gaily-colored parts: 7" dressed clown with hand-painted features, terrier dog, ladder, chair, umbrella, dumbell, and stand. Packaged in a bright, eye-appealing, clever display box.

KNICKERBOCKER

North Hollywood California

This JET AUTOMATIC . . .

REPEATING RIFLE

No. 603

$2.98 SUGGESTED RETAIL PRICE

For the JUNIOR SPORTSMAN

IT SHOOTS SIX SHOTS WITH ONE LOADING!

CUTAWAY DIAGRAM SHOWS HOW AMMUNITION IS "STORED" INSIDE THE BARREL

EXTRA AMMUNITION!
12 "JET" BALLS IN CELLOPHANE BAG.
Suggested Retail Price 69¢.
NO. 604

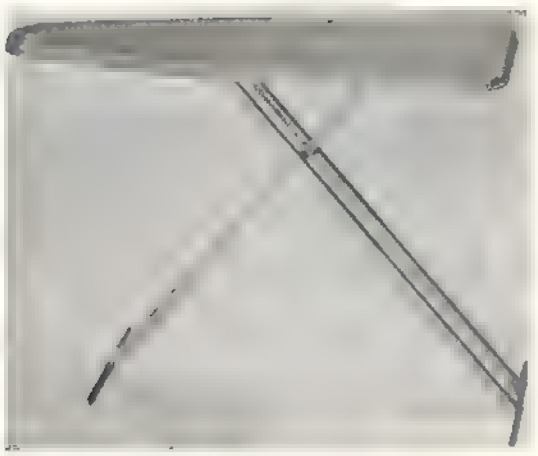
SAFE! CAN NOT HARM CHILDREN OR BREAK GLASS!

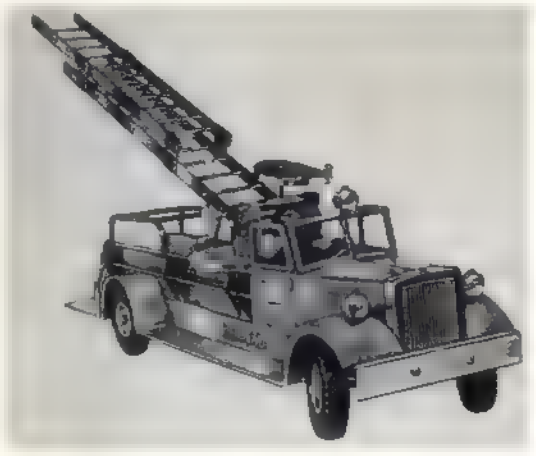
KNICKERBOCKER

HOLLYWOOD, CALIF.

NEW YORK SHOWROOMS: Room
1107 Broadway, New York City, N.Y.

New Toys on Parade





Ironing Board

DALE PRODUCTS, INC., Columbus, Neb., has added a new, adjustable ironing board to its "Little Miss Miniature" line.

The board, a companion to the "Little Miss Miniature" iron, is of sturdy, all-metal construction, attractively finished, and adjustable to the right height for the individual little "homemaker."

The ironing board is the first of a number of new toys soon to be included in the line

Glidee Plane

The 1954 line of aero model merchandise by VICTOR STANZEL & CO., Schulenburg, Tex., features a control line glider that any youngster can fly.

The plane has a gleaming plastic fuselage, color trimmed balsa wing and stabilizer, and color finished control stick and line.

The glider retails for 59c in an attractive two-color box with directions on the back.

Musical Toys

SPEC-TOY-CULARS INC., 35-35 35th St., Long Island City, N. Y., is currently marketing its Golden Instruments individually in cellophane bags. The Golden Cornet, French Horn, and Golden Saxophone retail for 69c each. Engraved to look like real instruments, they are double tone brass reed horns.

Also available are Golden Banjo, Fiddle, Bugle and Hunters Horn.

KoCo the Car Clown

A brand new wind-up mechanical toy from SAUNDERS SWADAR TOY CO., Aurora, Ill., is a two-in-one plaything. Made of sturdy, shock-resistant plastic, the little car with the smiling face runs only when KoCo is in the driver's seat. Wind the motor, set KoCo in place, and the car runs, take him off, it stops. KoCo, who can stand alone, too, is yellow, with red buttons, nose and hat, and blue eyes. The car is finished in blue and silver, and has real rubber tires.

Brightly packaged, the toy retails at $1.98. It is packed a dozen to the shipping carton at a weight of 17 pounds.

Aerial Ladder Fire Truck

"A four-alarm sensation" is what MILLER-IRONSON CORP. of California calls its Aerial Ladder Fire Truck. An authentic reproduction of true fire engine design, it is complete with a 360-degree turntable.

Features of the truck are a "jack-screw" combination which raises and lowers the ladder assembly; an auxiliary side crank which projects the telescope ladder; a mock search light; doors that open and close with latch and handle locking action, front wheels that turn by finger-tip steering; aluminum and steel construction with a bright red baked enamel finish.

The fire truck, retailing for $15, is 27½" long, 6" wide and 8½" high. Individually boxed, the shipping weight of each truck is 8½ pounds. Miller-Ironson is at 5771 W. 96th St., Los Angeles 45, Calif.

Doll Clothes

The ARDEE CO., 388 Wythe Ave., Brooklyn, N. Y., has brought out "Small Fry" sets for dolls. Each one of the eight sets is packed in a cellophane bag and mounted on a colorful display card. The sets retail for $1.19 each. Included are togs to fit nearly all occasions in a doll's life.

NEW LAW ENFORCEMENT
Holster and Gun Sets
by SERVICE

No. 392
RIOT SQUAD
with Hubley #210 Dick Pistol

No. 390
T-MAN
with Hubley #240
Trooper Pistol

No. 391
UNDER COVER AGENT
with Hubley #210 Dick Pistol

Look us up at
Rooms 727 & 737
HOTEL NEW YORKER

Service Mfg. Co., Inc. has been famous for over 25 years for the manufacture of police and military holsters and leather goods for Law Enforcement Agencies throughout the world. Now Service brings you exact replicas of authentic Law Enforcement holster and gun sets scaled down to children's sizes. These holster and gun sets are made of ***genuine top-grain cowhide*** in black and are exact in every detail to those worn by uniform and plain clothes officers every day. Suggested retail Price including pistol.. **$2.98**

Packing: Individually packed in eyecatching colorful box. 2 dozen per shipping carton.

Terms: 2/10 net 30 F.O.B. New York.

Write for the new S-BAR-M Holster & Gun Catalog just off the press . . . chock full of handsome illustrations of best-selling S-BAR-M Holster & Guns Sets!

SERVICE Manufacturing Co., Inc. 120 East 16th Street • New York 3, N. Y.

creators and manufacturers of the S-BAR-M line of cowboy holsters and gun sets.

Ledoux Quality Woodwinds

Made especially for us in France by one of the world's oldest clarinet makers . . . they're the type and quality used by outstanding clarinetists the world over. Ledoux instruments stand supreme for flawless tone quality, perfect intonation, easy-facile action . . . for flexibility and responsiveness.

Bodies are of fine, seasoned Grenadilla wood or Ebonite. Keys are drop forged, finest quality nickel silver, hardened for strength and durability. There is a lightness, speed and flexibility in them that is hard to match. No-regulating or adjusting screws with the simple automatic octave mechanism.

(P) MASTER MODEL LEDOUX CLARINET

Sensitive, accurate in all registers from the highest to the lowest . . . yields a full round tone without distortion or variation of the tonal strength. Made from choicest Grenadilla wood, carefully seasoned and selected for closeness of grain. All keywork of nickel silver, drop forged for greater strength and rigidity. All posts reinforced. Finest grade pads used throughout. Boehm system, key of B flat, with 17 keys, 6 rings. With accessories. Plush lined, fitted case.

761-254 D17950 Master Model Clarinet with Case . . **$259.50**

(P) ARTIST MODEL LEDOUX CLARINET

The Ledoux Artist Model is second only to the Master Model Ledoux among the world's finest clarinets. Made in France, by skilled workmen whose families have been clarinet craftsmen for generations. The Ledoux Artist has an exceptionally liquid tonal quality and perfect intonation. In Boehm system, 17 keys, 6 rings . . . B flat, A or E flat. Specify key desired. Complete with accessories. In deluxe, leather bound Gladstone case with plush lining and zipper, waterproof cover.

761-262 D11950 Clarinet with Case and Cover **$189.50**

(G) LEDOUX STANDARD MODEL CLARINET

Superlative instrument at a moderate price. Made of finest quality ebony (Grenadilla wood), seasoned and dried for years before using, then oil-treated for durability. Keys are of pure nickel silver, hammered by hand and hardened for maximum strength. Intonation, tonal quality, flexibility and responsiveness make playing this clarinet a real pleasure. Boehm system, key of B flat, with 17 keys, 6 rings. With accessories; French model, plush lined, fitted case.

761-270 D8950 Ledoux Standard Clarinet with Case **$129.50**

(B) LEDOUX NATIONAL CLARINET

Although priced for the student, the quality is so fine that this instrument is used extensively by top-notch professionals. Fashioned from the finest solid Grenadilla wood that's been thoroughly seasoned. Has lock key posts and middle G sharp screw adjustments (usually found only in the highest priced instruments). Boehm system, in B flat, with 17 keys and 6 rings. Plush lined, alligator-grained simulated leather case with partitions dividing clarinet in 3 parts.

761-288 D7450 Ledoux National Clarinet with Case **$119.50**

(K) LEDOUX STANDARD EBONITE CLARINET

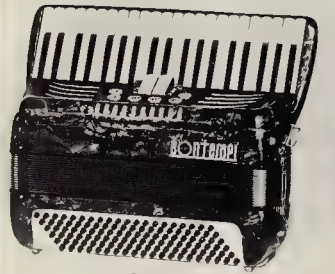
The world's finest clarinet in this price range! Has the fine tonal quality and perfect intonation usually found in only the highest priced clarinets. Made of ebonite (hard rubber), it will not crack . . . is not affected by temperature changes. Entire upper joint is lined with nickel silver, to eliminate possible breakage. Boehm system, key of B flat, 17 keys, 6 rings. Keys are highly polished nickel silver. Complete with accessories, in plush lined Gladstone case of alligator-grained simulated leather.

761-296 D6950 Standard Ebonite Clarinet and Case . . **$89.50**

(L) LEDOUX FLUTE

Made to our specifications by one of Europe's oldest and finest flute makers. Accurate in pitch and intonation, with the fullest beauty of tone, perfect action and split-second response. Full nickel silver throughout, with nickel silver forged keys. Silver-plated to a bright finish. Boehm system, key of C only, with closed G sharp. In a durable Keratol covered, plush lined case.

761-304 D6950 Ledoux Flute and Case **$99.50**



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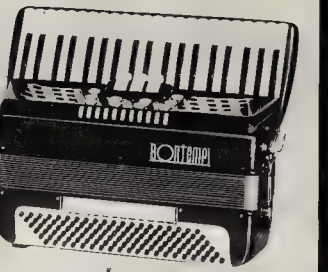
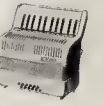


K

F



G

H

L

BONTEMPI Piano Accordions

Bontempi piano accordions are made in Italy by master craftsmen whose artisanship is a heritage handed down within families from generation to generation. They have the tone of fine Italian instruments as well as the mechanical perfection so desirable to the artist-player. Beautifully designed, light in weight, made from finest quality seasoned plywoods covered with gleaming plastic; permanently secured. You'll thrill to the touch of these fast action, easy-to-play Bontempi accordions, to their immediate response, whether in whispered pianissimo, or full fortissimo! Lightning-fast fingerboard. Bass mechanism of hollow brass tubing assures free, light, noiseless action. Reeds are finest Swedish steel -- hand filed, hand fitted. Shipped to you direct from New York.

(E) BONTEMPI DELUXE 120 BASS ACCORDION

Thrill to the touch of this superior accordion. Finest quality reeds produce mellow base tones and vibrant treble tones. Fast-action keyboard. 41 treble keys, 120 basses. 2 sets of treble reeds, 4 sets of bass reeds and 1 treble switch. Comes complete in silk, plush-lined carrying case covered with glazed Alligator. Size: $16\frac{1}{4}$x$7\frac{1}{2}$x$14\frac{1}{2}$ inches. Weight: 15 lbs.

761-320 D11950 Deluxe Accordion, with Case **$169.50**

(F) BONTEMPI MULTI-SHIFT ACCORDION

Three fully automatic switches in the treble and one bass switch provide many tonal colors. 41 piano keys, 120 basses, two sets of treble reeds, four sets of bass reeds, three treble switches, one bass switch. Available in your choice of Black, Black Pearl, White Pearl or Red Pearl. Size: $18\frac{1}{2}$x$16\frac{1}{2}$ inches. Weight $16\frac{1}{2}$ lbs. Complete in plush lined gladstone case. Please specify color choice when you order.

761-338 D13950 Multi-Shift Accordion with Case . . . **$199.50**

(G) BONTEMPI 12 BASS ACCORDION

Excellent instrument for the beginner. Ideal for children; fun for adults who want to play at home for family and friends. 25 piano keys, 12 basses, 2 sets of treble reeds, 4 sets of bass reeds. Available in White Pearl, Jet Black, Red Pearl or Gray Pearl. Beautifully finished. Size: 13x6$\frac{1}{2}$x13''. Wt. $7\frac{1}{2}$ lbs. Complete in flannel-lined case. Be sure to specify color choice when ordering.

761-346 D4250 12 Bass Accordion, with Case **$59.50**

(H) BONTEMPI BABY GRAND 120 BASS ACCORDION

Normal width keyboard, reduced one-third by staggered treble key pads. 41 treble keys, 4 sets of bass reeds, one (two-level) automatic treble shift. Exceptionally lightweight . . . ideal for the younger player or lady accordionist. Specify: White Pearl, Black Pearl, Red Pearl or Mahogany Pearl. Wt. $14\frac{1}{2}$ lbs. In plush lined case.

761-353 D13950 Baby Grand Accordion, with Case . . **$199.50**

(K) BONTEMPI CUSTOM ACCORDION

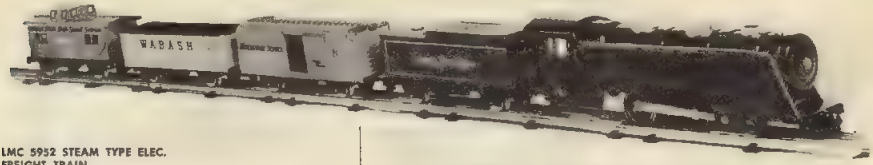
Our finest artist's model. An outstanding professional instrument . . . magnificent tone and power, superb workmanship! 5 bass switches, 11 treble switches, 1 master treble switch, 4 treble reeds, 5 bass reeds, piccolo and bassoon reeds. Provides Concertina, Oboe, Bass, Bandoneon, Flute, Organ, Master, Piccolo, Tremolo, Violin and Saxophone tonal color combinations. Size: $21\frac{1}{2}$x$18\frac{1}{2}$x7''. Wt. 23 lbs. In deluxe custom case.

761-361 D27950 Custom Accordion, with Case **$399.50**

(L) BONTEMPI LIGHTWEIGHT CUSTOM ACCORDION

Like the Custom Accordion above, but a smaller, lightweight instrument. 7 treble switches, 2 bass switches, 1 master treble switch, 4 treble reeds, 5 bass reeds, piccolo and bassoon reeds. Provides following tonal color and combinations: Tremolo, Organ, Piccolo, Oboe, Bass, Bandoneon, Violin. Size: 21x9x17'', $23\frac{1}{2}$ lbs. With custom deluxe case. Specify: Gray Pearl, Jet Black, Red Pearl, White Pearl.

761-379 D21950 Custom Accordion, with Case **$299.50**

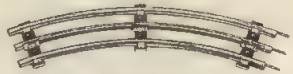


LMC 5952 STEAM TYPE ELEC. FREIGHT TRAIN

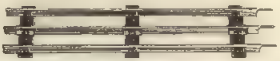
5 Unit, 30 Watt Transformer, 8 curved, 4 straight track. Packed 3 pieces per Carton.
Price with 34 cardboard accessories Ea. **$12.00**

All Trains with 60 cycle or 25 cycle transformers included in each set.

LMC 7670—4-Piece Passenger Set . . Ea. **$ 9.25**
LMC 7650—5-Piece Freight Set, Single Diesel . . . . Ea. **$ 9.60**
LMC 25242—5-Piece Freight Ea. **$19.00**
LMC 9554—4-Piece Twin Deisel Freight Ea. **$15.60**



LMC 602. Electric Curved Track. "027" gauge, 10⅛" long, tin plate rails with three supporting ties Doz. **$2.75**



LMC 601. Electric Straight Track. "027" gauge, 8⅛" long, tin plate rails with three supporting ties ..... Doz. **$2.75**

LMA 1438 — Ea. **$4.45**

LMA 1802. Large Radius Curved Electric Track. 12½" long, tin plate rails with five supporting ties Doz. **$3.35**

LMA 0446 REVOLVING BEACON

12½" high, Base 4½" square

Tower is constructed of sturdy detail plastic. A revolving lighted beacon with red reflectors is mounted on platform. Track connector supplied.

Shipping Weight 5 lbs. Packed ½ Doz. to Carton

LMA0446 .....$2.60 ea..

LMA. 0436 TWIN SEARCHLIGHT TOWER

13¾" high, Base 4½" square

New Sturdy plastic construction. Authentically designed, with two searchlights mounted on swivel. Also has chrome ladder leading up to lights. Track connector supplied.

Shipping Weight 7 lbs. Packed ½ Doz. to Carton

LMA0436 .....$3.35 ea.

LMA. 0416 Four Light FLOODLIGHT TOWER

13¾" high, Base 4½" square

New plastic construction, authentically designed with chrome covered lights. All four lights mounted on swivel. Also has chrome ladder. Track connector supplied.

Shipping Weight 6¾ lbs. Packed ½ Doz. to Carton

LMA 0416 ..... $3.80 ea.

LMC 454 BLOCK SIGNAL

7" high. Base measures 3¼" by 2½". Automatic Block Signal complete with all necessary track connectors and bulbs Mounted on a die-cast base. Has chrome finished ladder. Switch at rear operates signal. Red stops train automatically.

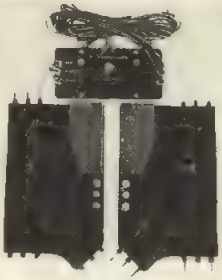
LM. 454 .....$2.80 ea.

Model Railroad Accessories

LMC. 607 ELECTRIC CROSSOVER TRACK

7-1/2" Packed 1 Dz. Per Carton
Shipping weight 5¼ lbs.

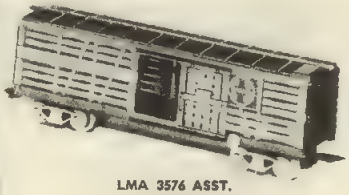
LMC. 607 ..... **$16.20** doz.



LMC. 1590 ELECTRIC REMOTE CONTROL SWITCH AND CONTROL PANEL

Packed ¼ Dz. Pr. Per Carton
Shipping Weight 7½ lbs.

LMA 1590 ... .**$8.00** pr.



LMA 3576 ASST. I.E. CATTLE CAR

Two Sliding Doors
Two 4 Wheel Trucks
Automatic Coupling – Uncoupling
8" Long **$2.25 ea.**

LMC. 3576 RAILROAD SCALE TYPE CARS with Automatic Uncoupling

All Scale Type Automatic Coupling Cars authentically lithographed in R.R. colors with all names designated in true R.R style. Couplings are sure and dependable.

Packed 1 Dz. Asst. to Ctn.

LMC. 3576 .....**$2.25 ea.**

LMA 0165 NEW LARGE PLASTIC WATER TOWER

Similar to kind generally seen with railroad equipment.

Packed ½ Dozen
Weight 4 lbs.

LMC. 0165 ..... **$18.60** doz.

LMC. 0465 BUBBLING LIGHTED PLASTIC WATER TOWER

Authentically designed with railroad features to simulate modern water tower.

Packed ½ Dozen
Weight 4½ lbs.

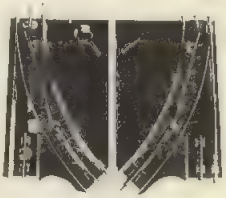
LMC. 0465 $3.80 ea.

LMC. 439 AUTOMATIC SEMAPHORE WITH LIGHTS

9" high, base 3" in diameter

Packed ½ dz. to carton
Shipping weight 4 lbs.

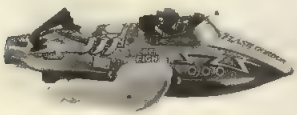
LMA 439 .....**$3.35 ea.**



LMA 610 ..... . **$3.50** pr

MANUAL OPERATED ELECTRIC SWITCH SET

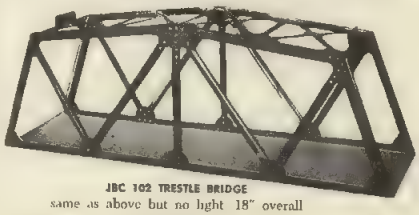
Packed ½ Dz. Pr. Per Carton
Shipping weight 12 lbs.



1935

172T

LMA. 1935 Flash Gordon Rocket Fighter **$26.40** doz
LMA. 172T Driving School Car Won't go off Table **$13.20 doz.**
LMA. 1297 Dick Tracy Car **$24.00** doz.
LMA. 1299 Fire Chief's Car **$30.00** doz.



JBC 102 TRESTLE BRIDGE

same as above but no light 18" overall measurement

Packed ½ dz. to carton. Weight per carton 11 lbs.

JBC 102 **$13.20** doz.

STURDY DIE-CAST
METAL TOYS
POLICE
POLICE
AT THE TOY FAIR
ROOMS 310, 312, 314
McALPIN HOTEL
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GENE AUTRY • WILD BILL HICKOK AND JINGLES • ANNIE OAKLEY • RANGE RIDER AND DICK WEST • LONE RIDER • TEXAS RANGER

$25,000,000 IN ADVERTISING WORKING FOR YOU

NOW! only LESLIE HENRY offers you these PLUS values

QUALITY • GREATEST PROFIT LINE
EXCLUSIVE STAR NAMES • ASSURED
DELIVERY AND REORDERS

The world's largest manufacturers of pistols, holster sets and western toys

AT THE TOY FAIR • ROOMS 310, 312, 314 McALPIN HOTEL

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M. A. HENRY Ltd.
[illegible] ONTARIO Canada

ARTISTIC-EASTERN

SAY THIS TO THE DOLL MANUFACTURING TRADE:

NEVER SO MANY SIZES!

NEVER SO MANY MODELS!

Walking dolls with Vinyl or plastic heads will lead the parade of retail doll promotions this year! A complete, expanded range of sizes from 14" to 27".

Artistic-Eastern have the largest selection of vinyl and plastic heads. Over 200 characters and sizes! Also a comprehensive selection of standard baby, toddler and girl dolls from 8" to 27"

OUR NEW PHONE: CA 6-1535

ARTISTIC DOLL CO. • EASTERN DOLL CORP.

All Injection and Slush Molding Done in Our Own Plant

37-43 Greene Street • New York 13, N. Y.

SEW LIKE MOTHER SEWS

WOOD BASE

ACTUAL SIZE
10 INCHES LONG
4½ INCHES WIDE
7¾ INCHES HIGH

$5.98 RETAIL
$2.98 SMALLER SIZE

MADE OF STURDY STEEL and DIE-CAST METAL
GUARANTEED FOR LIFE • COMPLETE BOOK OF INSTRUCTIONS WITH EACH MACHINE

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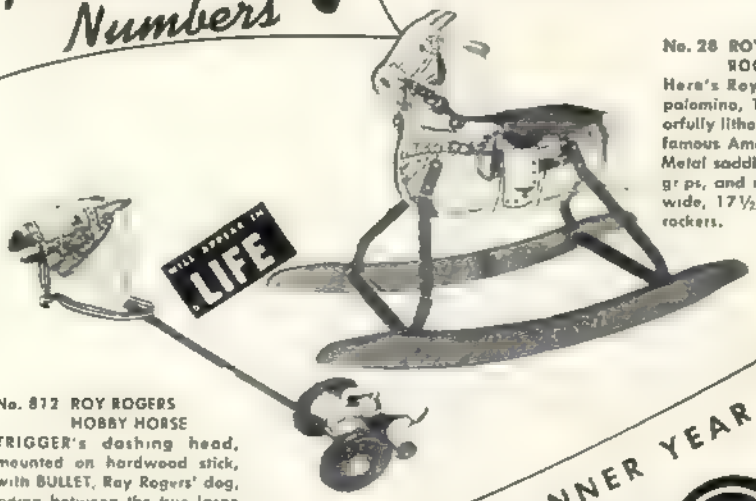
BURLINGTON ONTARIO CANADA

Our Sensational New

ROY ROGERS

numbers — featuring Roy's horse, TRIGGER, and his dog, BULLET.

Terrific Promotional Numbers!



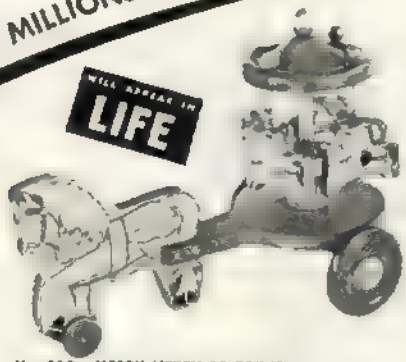
No. 28 ROY ROGERS ROCKING HORSE
Here's Roy's beautiful palomino, TRIGGER, colorfully lithographed with famous American Eagle saddle Metal saddle-type seat, turned handgrips, and nickle-plated chimes. 12" wide, 17½" high, mounted on 25" rockers.

No. 872 ROY ROGERS HOBBY HORSE
TRIGGER's dashing head, mounted on hardwood stick, with BULLET, Roy Rogers' dog, riding between the two large steel wheels. Nickle-plated bells attached to reins. 39" long overall

LOOKS LIKE ANOTHER BANNER YEAR (OUR 65th) FOR

HILL TOYS

AGAIN IN '54 — NATIONALLY ADVERTISED TO MILLIONS OF CONSUMERS



No. 918 MERRY MERRY-GO-ROUND
This merry toy is pulled by a colorful horse, and features four individually designed horses with boy and girl riders which spin around under a bright red canopy trimmed with multi-colored ornaments 4" steel wheels, and two large nickel-plated gongs. Individually boxed. 18" long, 12" high, 9½" wide.

No. 877 DOUBLE-BELL PLAY TELEPHONES
Youngsters get extra enjoyment from sturdy play telephone with return dial that rings double bell when revolved. All-steel with bright nickel-plated dial and bells.

See the Complete Line of **HILL TOYS** *in* **ROOM 463**

65th ANNIVERSARY

HILL TOYS AND BELLS SINCE 1889

The N. N. Hill Brass Company

Room 463 • 200 Fifth Avenue
New York 10, N. Y. • ORegon 5-4595

Factory: East Hampton, Conn.

Gift Sets by Libbey

N214/6292

HIGHLANDERS
Hostess Sets by Libbey

Hostess sets for the gathering of the clans. Clan robed in authentic tartans. 14 Karat Gold trim. All gift boxed

N214/6292—2 oz. Jigger . . . Per set of 4 $1.50
N214/6293—6 oz. Old Fashion or Sour . . . Per set of 8 4.20
N214/6294—10 oz. Hi-Ball or Beverage . . . Per set of 8 4.20
N214/6295—13 oz. English Hi-Ball . . . Per set of 8 4.20
N214/6296—16 oz. Cooler or Ice Tea . . . Per set of 8 4.20
N214/6297—4½ oz. Footed Cocktail . . . Per set of 8 6.60
N214/6298—11 oz. Footed Pilsner . . . Per set of 8 6.60

N214/6294

N214/6295

"Curio" Hostess Sets by Libbey Glass

They're new, modern glasses decorated with authentic collector's curios. Graceful old carriages . . . pretty weather vanes . . . rare old musical instruments and others. In jet black, 23K gold and white. Permanent colors. Rims guaranteed against chipping. All numbers come packed in handsome Curio gift box, 8 pieces to the set with the exception of the Jigger.

N214 6284—Jigger, 2 oz. . . . . Per set of 4 $1.50
N214/6285—Sour or Juice, 6 oz. . . . . Per set of 8 4.20
N214/6286—Beverage, 10 oz. . . . . Per set of 8 4.20
N214 6287—Hi-Ball, 14 oz. . . . . Per set of 8 4.20
N214/6288—Cooler, 16 oz. . . . . Per set of 8 4.20
N214/6289—Toddler, 9 oz. . . . . Per set of 8 4.20
N214/6290—Pilsner, 11 oz. . . . . Per set of 8 6.60
N214/6291—Cocktail, 4½ oz. . . . . Per set of 8 6.60

N214/6288

N214 6297

N214/6296

N2.4/6314

N214 6316

N214 6317

Cooler or Iced Tea Tumblers — Gift Sets of 8

N214/6314—Cooler or Iced Tea, frosted, 14 oz. Cavalcade Design. . . . . Per set of 8 $4.20
N214/6315—Cooler or Iced Tea, frosted, 14 oz. Merry-Go-Round Design. . . . . Per set of 8 $4.20
N214 6317—Cooler or Iced Tea, frosted, 16 oz. Tropicana Design . . . . . Per set of 8 $4.20

N214 302

N214/6300

N214/6299

N2.4 6301

"Game Bird" Hostess Sets by Libbey Glass

Colorful decal decorations. Assorted each different birds to set. Popular Libbey Flair glasses decorated with authentic North American game birds in all their glorious natural plumage. Full, brilliant colors. Packed 8 different birds to individual carton

N214, 6299—10 oz. Beverage. Boxed 8 pieces to set. . . . . Per set $3.60
N214/6300—14 oz. Hi-Ball. Boxed 8 pieces to set. . . . . Per set $3.80
N214/6301—16 oz. Cooler. Boxed 8 pieces to set. . . . . Per set $3.80
N214/6302—9 oz. Toddler. Boxed 8 pieces to set. . . . . Per set $3.60
N214 6303—11 oz. Pilsner. Boxed 8 pieces to set. . . . . Per set $6.00

N214, 6303

N214 6305

N214 6306

N214 6304

"English Hi-Ball" Sets

Heavy, squat glass, very novel in appearance and ideal for hi-balls, "on the rocks" double old fashioneds and other mixed drinks. Packed 8 pieces to a set.

N214 6304—13 oz. Rooster Decoration . . Per set of 8 $4.20
N214/6305—13 oz. Newport Decoration . . Per set of 8 4.20
N214 6306—13 oz. Sunrays Decoration. . Per set of 8 4.20

N214 6318

Decorated Jigger Glasses

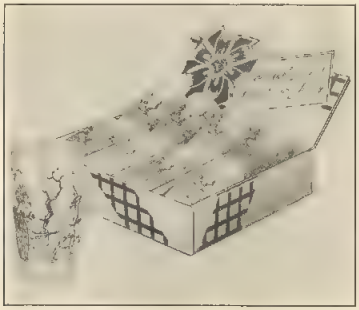
N214/6318—2 oz. Jigger, Rooster Decoration. . . . . Per set of 4 $1.50
N214/6319—2 oz. Jigger, Sports Decoration. . . . . Per set of 4 $1.50

N214 6319

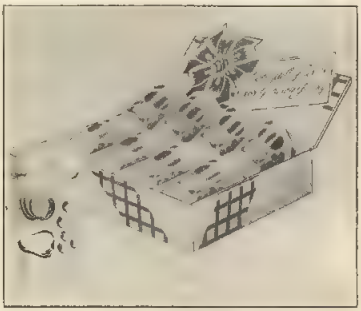
Glassware Favorites by Anchor Hocking

N214/6027—8 Pc. Drink Set. Red Cardinal decoration, 11 oz. glasses. Boxed 1 set. Per set $1.50

N214 6030—8 Piece Drink Set. Figure and floral decoration, 13 oz. glasses, two each pink, white, yellow and green. Boxed 1 set. Per set $2.80



N214 6028—8 Piece Drink Set. Frosted Oriental decoration. 12 oz. glasses. Boxed 1 set. Per set $2.80



N214 6029—8 Piece Drink Set. Frosted fruit decoration. 12 oz. glasses. Boxed 1 set. Per set $2.80

N214 6039

N214 6041

N214/X7756—24 Pc. Hostess Tumbler Set. Highly colored fruit decoration. Consisting of 8 each — 5 oz. fruit juice, 12 oz. tumblers and 16 oz. ice tea glasses. Packed 1 set. Per set $4.00

N214/X7755—24 Pc. Tumbler Set. Dutch Provincial decoration. Consisting of 8 each — 5 oz. fruit juice, 11 oz. tumblers and 15 oz. ice teas. Packed 1 set. Per set $4.00

TUMBLER SETS

N214 6039—8 Piece Tumbler Set. 12 oz. glasses with sham bottoms, maroon and grey swirl bands. Packed 1 set to carton. Per set $2.20

N214 6040—8 Piece Tumbler Set. 12 oz. glasses with sham bottoms, chartreuse and green swirl bands. Packed 1 set to carton. Per set $2.20

N214/6058—8 Pc. Tumbler Set. Black Flamingo decoration. 11 oz. capacity. Packed 1 set. Per set $1.50

N214 6041 8 Pc. Tumbler Set. 12 oz. clear tumblers with green geese decoration. Packed 1 set. Per set $1.60

N214 6048—8 Pc. Tumbler Set. Forest Green glass with Lily of Valley decoration. Consisting of eight 12 oz. tumblers. Packed 1 set. Per set $1.60

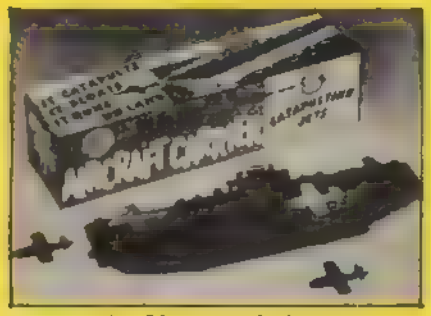
N214/5051—16 Piece Dessert Set. Clear glass. Laurel Cut Pattern. Consisting of 4 each footed bowls, 10 oz. goblets, 5 oz. juice and 8 inch salad plates. Packed 1 set. Per set $4.50

the LIDO Line
BIG IN '53... BIGGER IN '54!

Howdy Doody TV SET

America's best known character . . . with all his famous friends. For bigger sales in '54, we have added a new series of strips plus a "Large Deluxe Set." Also, we will be showing new items under special licensing arrangement with Howdy Doody — designed and produced by Lido Toy Co.

ADD THESE NEW NOVELTIES TO YOUR LIST OF "BEST SELLERS" IN '54!



No. 80. Aircraft Carrier

No. 434. Target Set

No. 792. Lido Airlines

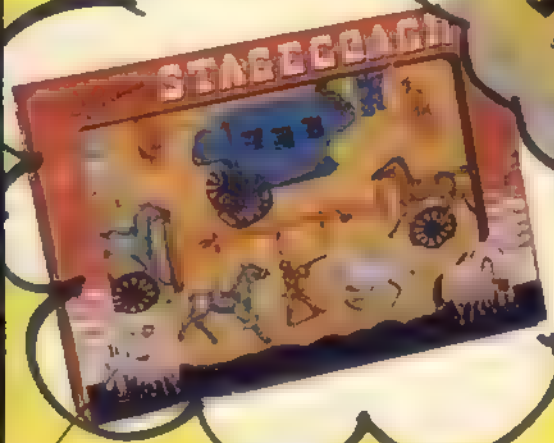
No. 704. Telescope

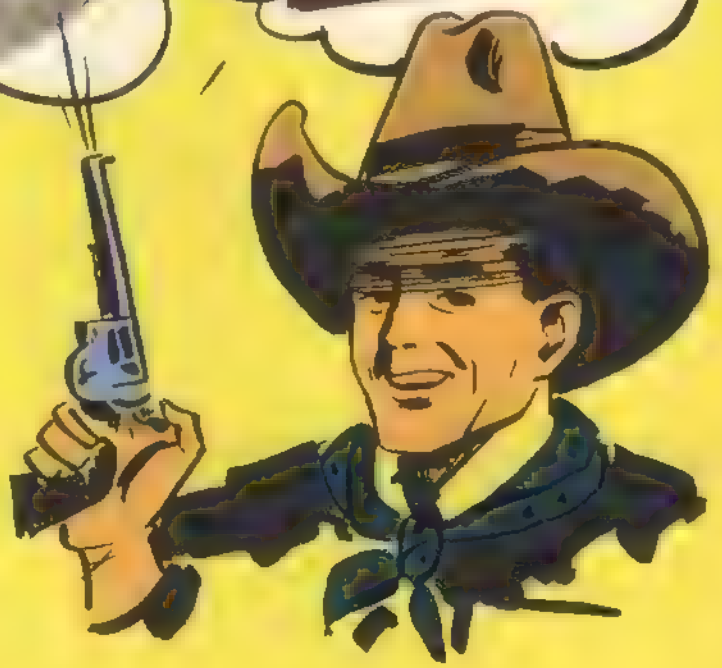
No. 708. Golf Set

No. 703. Binoculars

LIDO TOY CO., New York 51, N. Y.

THE FASTEST-MOVING LINE OF WESTERN TOYS





BE SURE TO SEE

THE **LIDO** LINE

FOR '54 AT THE

Hotel McAlpin

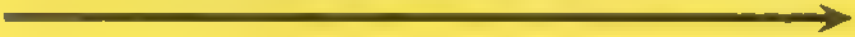
ROOMS

551 - 577 - 579

and our permanent showroom:

Room 206 200 Fifth Avenue

AND HERE ARE MORE SENSATIONAL NUMBERS TO LOOK FOR



Lighters, Identification Bracelets, Watch Bands

1 TO 16 ALL LIGHTERS are automatic except Zippo and 9 which have striking wheels. Gift boxed. *Sent Postpaid.*

(1) RONSON MAXIMUS. Smallest compressed fuel lighter made. Chrome plated, engine-turned design. 2 fuel cartridges included
45 TP 5880 E—*Print 3 initials* $11.95

(2) RONSON ADONIS. New styling at new, low price. Engine-turned design. Chromed finish.
45 TP 5802 E—*Print 3 initials*..... $8.95

(3) RONSON CROWN TABLE LIGHTER. Silver plated, lacquered to prevent tarnishing.
45 TP 5814—10% Fed. Exc. Tax, incl. $11.00

(4) (5) RONSON WHIRLWIND. Disappearing wind guard. Perfect for outdoors. *Print 3 initials.*
(4) 45 WP 5885—Chromed. No engraving $8.50
(5) 45 WP 5888 E—Golden metallic finish. 8.50

(6) RONSON ESSEX. Newest Ronson model. Engine-turned design. Swivel base, see (7).
45 TP 5800—Gold-colored metal..... $8.50

(7) RONSON TRIUMPH. New swivel base swings open for easy refueling. Chrome plated case.
45 WP 5807 E—*Print 3 initials*..... $6.95

(8) RONSON WINDSOR. Smart plastic case in choice of Deep Ruby, Black Onyx, Emerald Green or Turquoise Blue. Chromed trim.
45 WP 5865—*State color case*..... $4.95

(9) RONSON WINDLITE. Reliable striking wheel protected by wind guard. Soft brush finish.
45 WP 5806—Chrome plated..... $3.95

(10) ZIPPO TOWN AND COUNTRY. For the sportsman. State miniature of trout or Mallard duck in permanent, baked-on natural color.
45 TP 5382—Chrome plated finish..... $8.50

(11) (12) ZIPPO WINDPROOF. One of the most dependable lighters made. *Print 1 initial*
(11) 45 WP 5801E—Chrome plated finish $5.75
(12) 45WP5865E—Brushed chrome finish. 3.50

(13) EVANS LADIES' LIGHTER. French enameled floral design in pink, blue on white.
45 TP 5884—Gold-colored metal..... $3.95

(14) EVANS LIGHTER. Chromed case with tarnish-proof Rhodium finish. Wind guard.
45 TP 5883 E—*Print 1 initial*..... $3.25

(15) EVANS LIGHTER. Trim sportsman styling. Brown ostrich-grained leatherette.
45 TP 5805—Gold-colored metal trim $2.95

(16) EVANS LADIES' LIGHTER. For purse or pocket. *State:* Red or Green cobra leather.
45 TP 5803—Gold-colored metal trim $8.00

17 TO 24 IDENTIFICATION BRACELETS. No engraving charge up to 12 letters; 6c for each letter over 12. No C.O.D.'s; no returns unless faulty. Sent from Chicago; order from nearest House. Prices incl. 10% Fed. Exc. Tax. *Print name to be engraved*

(17) MAN'S FLEXIBLE BRACELET. Basket-weave sides, expansion link each end. Sterling silver with rhodium finish
45 T 6117 T—8 in. long. Wt. 5 oz..... $9.95

(18) to (20) MEN'S PHOTO-IDENTIFICATION EXPANSION BRACELETS. Expand to 12 inches.

(18) Double compartment—holds 2 pictures. Stainless steel back. Ship. wt. 8 oz. each.
45 T 6108 T—Sterling silver, Rhodium finished to prevent tarnishing..... $6.89
45 T 6115 T—1/20 12K yellow gold.... 7.49

(19) (20) Sterling silver plaque, stainless steel band. Thin, rugged construction.
(19) 45T6116T—Faceted design. Wt. 7 oz. $6.49
(20) 45W6104T—Lighter weight. Wt. 6 oz. 4.89

(21) (22) MEN'S EXPANSIONS. Sterling silver plaque, anti-tarnish Rhodium finish. Stainless steel band expands to 12 in. Wt. 6 oz.
(21) 45 W 6103 T—Medium weight.... $4.49
45 T 6118 T—1/20 10K yellow gold filled. 6.59
(22) 45 W 6123 T—Heavier wt. than 6103 5.95

(23) (24) BOYS' EXPANSION BRACELETS. Sterling silver plaque, tarnish-proof Rhodium finish. Stainless steel band.
(23) 45 W 6120 T—Expands to 8 in. Ship. wt. 4 oz.. . $3.65
(24) 45 W 6121T—Expands to 8 in. Heavier wt. Wt. 5 oz. 3.95

25 TO 29 WATCH BANDS. Measure wrist in inches for size. Men's bands in 5/8-in. or 3/4-in. widths. Stainless steel backs. Ship. wt. 4 oz. Prices incl. 10% Fed. Exc. Tax.

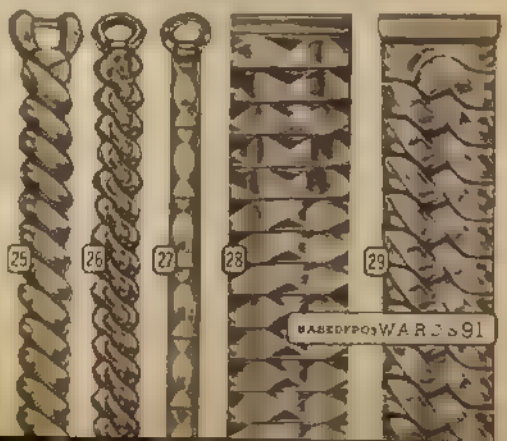
(25) LADIES' FULL EXPANSION BAND. Automatic ratchet locking ends fit any watch. 1/20 10K yellow gold filled.
45 W 2415—*State wrist size*..... $3.45

(26) LADIES' FULL EXPANSION BAND. 1/20 12K gold filled
45 W 2537—*State wrist size; yellow, rose, white gold.* $2.29

(27) LADIES' TELESCOPIC EXPANSION BAND. Petal shape facets go all around wrist. 1/20 12K yellow, white gold filled.
45 W 2409—*State wrist size and color gold*..... $2.10

(28) MEN'S FULL EXPANSION BAND. Distinctive diamond design. 1/20 10K gold filled in choice of yellow, red or white.
45 W 2468—*State wrist size and color gold* $3.19

(29) MEN'S FULL EXPANSION BAND. *State size and width.*
45 T 2455—1/20 10K yellow gold filled..... $2.98
45 T 2454—Same but stainless steel. No Federal Tax. 1.79



Newest Jewelry by America's Leading Designers

1 CORDLITE NECKLACE, BRACELET EARRINGS by Coro. Mass of sparkling rhinestones actually extremely light weight and comfortable to wear. New lightweight metal guaranteed to retain its gold color for three years. Necklace has hook clasp; 4-in. adjustable chain. Matching bracelet (not shown) has "T" bar and ring fastener.

45 T 4832 T—Necklace. 16½ in. long . $3.96
45 T 4833 T—Bracelet. 7 in. long 2.98
45 T 4834 T—Earrings. Clip type Pr. 2.98

2 CULTURED PEARL NECKLACE. Fine pearls selected for soft luster and iridescence. Direct import from Japan permits low prices. Expertly matched graduated beads strung on silk. Single strands 17 in. long. Ship. wt. each 4 oz.

45 W 5475 T—Best Quality. 14K white gold clasp set with diamond. $4.50 Down or Cash $42.95
45 W 5476 T—Better Quality. 14K white gold clasp. $3 Down or Cash $28.95
45 W 5477 T—Good Quality. 10K white gold clasp. $2.50 Down or Cash $23.95

3 "SEX APPEAL" JEWELRY by Trifari. (Pin and earrings shown on front cover.) Set with sparkling Austrian-quality rhinestones. Necklace has hook-type fastener and adjustable chain. Matching bracelet (not shown) has snap-lock. Choice of clear white rhinestones in yellow gold plated metal, or ice-blue stones in rhodium plated silver color metal. *State color choice.*

45 T 4819 T—Necklace. 16 in. long. Wt. 5 oz. $11.00
45 T 4820 T—Bracelet. 7 in. long. Wt. 4 oz. 5.50
45 T 4821 T—Pin. Safety clasp. Wt. 4 oz. 5.50
45 T 4822 T—Earrings. Clip-type. Pr. 5.50

4 CHARMING SET designed by Coro. Simulated pearls are Aristocrat quality—well known for their resemblance to cultured pearls. Alternating rondelles are gold plated, connected to beads with gold plated wires. Hook-type fastener, 3-in. adjustable chain. Matching bracelet (not shown) has two simulated pearl and rondelle tassels, spring ring fastener.

45 T 4830 T—Necklace. 16 in. long $2.98
45 T 4831 T—Bracelet. 7 in. long 1.98
45 T 4831 T—Earrings. Screw-type Pr. 1.98

5 RHINESTONE JEWELRY by Coro. A glittering set that will look especially nice with evening wear. Brilliant Austrian-quality stones. Square bar type links with 3-in. adjustable chain, hook clasp. Choice of ice-blue and white rhinestones in silver color metal, or all white stones in gold color metal. *State color choice.*

45 T 4826 T—Necklace. 16½ in. Wt. 5 oz. $2.19
45 T 4827 T—Bracelet. 6¾ in. Wt. 5 oz. 2.19
45 T 4828 T—Earrings. Clip-type . Pr. 2.19

6 NECKLACE, BRACELET AND EARRINGS by Trifari. Popular new "Criss-Cross" design. This smart tailored set is quite versatile—can be worn with both casual daytime wear and after-dark costumes. Massive gold plated "crosses" are brightly polished. Necklace has rounded contour so it will lie flat. Hook-clasp; 2½-in. adjustable chain. Bracelet (not shown) is designed exactly like necklace, snap-lock clasp.

45 T 4823 T—Necklace. 16½ in. Wt. 5 oz. $8.25
45 T 4824 T—Bracelet. 6½ in. Wt. 4 oz. 5.50
45 T 4825 T—Earrings. Clip-type. Wt. 4 oz. Pr. 3.30

7 "ARISTOCRAT" SIMULATED PEARL NECKLACE by Coro. Lustrous simulated pearls have iridescence and texture similar to cultured pearls. Uniform beads strung on strong nylon thread, knotted in between to prevent loss. Hook clasp with simulated button pearl, 2½-in. adjustable chain.

45 T 5405 T—Double strand. 15 in. Wt. 4 oz. $5.95
45 T 5406 T—Single strand. 15½ in. long ... 3.95

8 TO **10** STERLING SILVER JEWELRY by Fashioncraft. Expertly crafted. Timeless design of lacy flowers and ribbon-like leaves. Rhodium finish prevents tarnish, keeps jewelry always bright.

(8) 45 T 4837 T—Circle pin. Safety clasp $3.49
(9) 45 T 4838 T—Oval pin. Safety clasp 3.95
(10) 45 T 4836 T—Earrings. Screw-type.. Pr. 3.95

11 **12** PIN AND EARRINGS. Richelieu has given the common safety pin a new look with simulated pearls and rondelles. Gold color metal. Pin 2 in. long. Earrings have simulated pearl centers, gold color metal knots.

(11) 45 T 5408 T—Earrings. Screw type Pr. $1.19
(12) 45 T 5409 T—Safety pin 1.19

13 INITIAL PINS by Ledo. A personalized gift sweet. Wear on scarves, gloves, blouses, sweaters. Gold plated plaques with rhodium finish, rhinestone block initials. Safety clasp.

45 T 4839 T—*Print 2 initials* ..... Pr. $2.39

14 **15** DAINTY BOW PIN AND EARRINGS by Coro. Austrian-quality rhinestones in silver color metal. Rhodium finish to prevent tarnish.

(14) 45 T 4835 T—Pin. Safety clasp. Wt. 4 oz. $2.98
(15) 45 T 4840 T—Earrings. Screw-type Pr. 2.98

NOTE: Jewelry shown about ¾ actual size. Prices include 10% Federal Excise Tax. Ship. wts. 3 oz. unless otherwise stated. Attractively gift boxed by manufacturer. Sent from Chicago. Order from nearest Ward store.

INGRAHAM, RENSIE AND NEW HAVEN CLOCKS AND FAMOUS CHARACTER WATCHES FOR CHILDREN

Illustrations Shown Reduced Size
Gift Boxed

(A) 1829WF1197 Palomar *$19.95*
Barometer, thermometer and clock. Masterpiece of conscise reporting. The weather, the temperature and the time are all available at one quick glance on legible dials. Clock has radium tipped numerals and hands. Handsome on desk or mantle. Genuine leather case. Set closed 3 in. x 8 in.

(B) 1830WF487 Lil Abner *$6.95*
Lovable Lil Abner smiles from the dial. A nodding mule ticks off the seconds. Wonderful imported watch for children. Genuine pigskin band. *Federal Excise Tax of 10% Not Included.*

(C) 1831WF300 Roy Rogers *$4.50*
Roy Rogers, Dale Evans' "pardner" is the hero on the dial of this well made children's watch. Fine imported strap model. *Federal Excise Tax of 10% Not Included.*

(D) 1832WF300 Dale Evans *$4.50*
Dale Evans, lady cowhand, western heroine to the small fry, is on the face of this watch that is ideal for a little girl. Tooled strap with saddle decorated buckle. *Federal Excise Tax of 10% Not Included.*

(E) 1833WF950 The Magic *$15.95*
A distinctively designed traveling alarm clock that is also ideal for home and office use. All metal case, holds attractive clock with luminous dial and hands in 7 jewel alarm movement. 3⅝ in. x 2¾ in.

(F) 1834WF463 Alarm Clock *$6.95*
Gilded all-purpose alarm. Attractive for bedroom or den. Clear silver dial has all radium numerals and hands. Single key winds both time and alarm spring. Large red sweep second indicator. *Federal Excise Tax of 10% Not Included.*

(G) 1835WF487 Gene Autry *$6.95*
For the child who wishes he was "Home on the Range." Famous favorite Gene Autry graces the dial of this popular watch. Black strap with silver saddle decorations. *Federal Excise Tax of 10% Not Included*

(H) 1836WF487 Dick Tracy *$6.95*
Always alert, detective Dick Tracy makes time-telling an adventure for any child. Handsome watch with pale leather band. *Federal Excise Tax of 10% Not Included*

(K) 1837WF1197 The Sphere *$19.95*
A true collector's item. Double duty as a decorative accessory and as a clock and picture frame. When closed, a miniature replica of the globe, silver finished with the continents in polished gold color. Opens into 7-jewel alarm clock on the left, round picture frame on the right Base solid, highly polished jeweler's brass. The globe 2½ in. diameter. The clock 4 in. high.

(L) 1838WF950 The Balmoral *$15.95*
Sure to be a treasured heirloom. A distinctive 7-jewel alarm clock in a case of heavy jeweler's brass that is at home in office, den or bedroom. Exquisitely styled, truly dependable. Silver dial has luminous figures and hands. Alarm has the voice of a tinkling bell. 3⅝ in. x 2⅝ in.

Federal Excise Tax of 20% Not Included Unless Otherwise Stated

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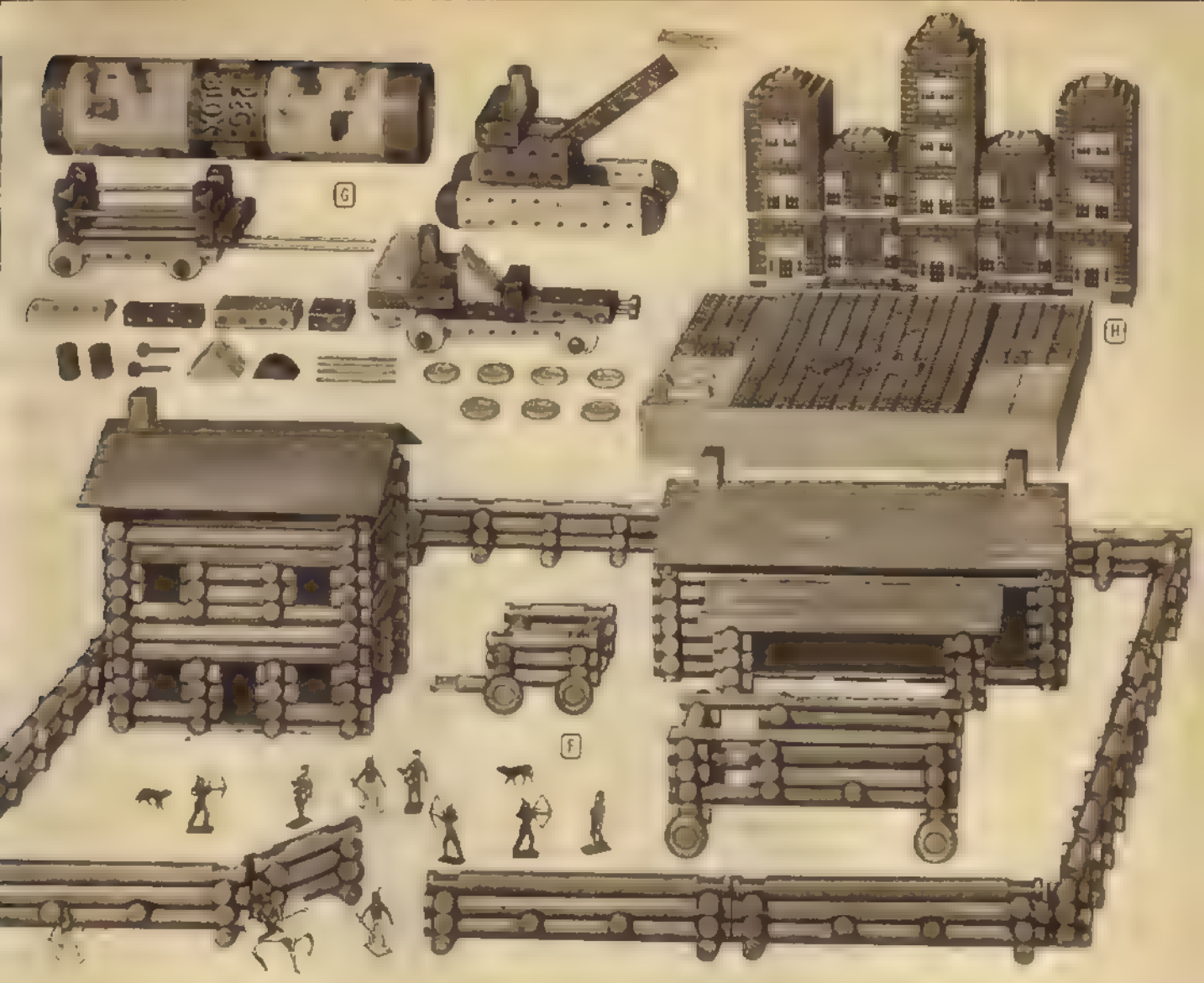


Equipment for the Modern Young Builder

F ORIGINAL LINCOLN LOGS. (For children 4 to 12 yrs.). Build pioneer settlements with cabins, ranch houses, bunk houses, wagons. Round logs of seasoned wood, stained brown to resemble rough hewn logs, waxed to a smooth durable finish. Notched ends are easily fitted together so buildings stand firm. No tools or glue needed. Log lengths vary to make doors and windows. Logs are ⅜ in. in diameter; 1⅜ to 16½ in. long in the three larger sets; 1⅜ to 10½ in. in smallest set. Sets include roof planks, gables, chimneys, 4 red wheels, and axles. The larger the set the more structures can be put up at one time. Quality and workmanship are the same in all sets listed below. Add new sets to increase building possibilities. The two larger sets include brightly enameled metal figures, 1 to 3 in. tall—pioneers, Indians, animals, in realistic action poses. 4-page Design and Instruction Book that shows all parts in full scale is included with each set

48 T 417—177-Pc. Set and 12 metal figures. Ship. wt. 8 lbs.	6.49
48 T 416—131-Pc. Set and 9 metal figures. Ship. wt. 5 lbs. 8 oz.	4.69
48 T 415—131-Pc. Set (no figures). Ship. wt. 4 lbs. 8 oz	3.69
48 T 414— 79-Pc. Set (no figures). Ship. wt. 2 lbs. 6 oz	1.79

G PEG BLOX (Ages 4 to 10). Child can build moving models of trucks, airplanes, locomotives, boats, bridges and many other structures with these colorful blocks of various shapes and sizes. Made of selected wood, finished in primary colors, they are accurately drilled with holes ⅜ in. apart on all surfaces, and can be rigidly assembled with pegs of various lengths, included. All blocks ⅞ in. thick. Instructions included. Made by manufacturer of Lincoln Logs.

48 T 663—Ship. wt. 2 lbs. 4 oz. 70-Pc. Set 2.59

48 T 662 Ship. wt. 1 lb. 4 oz. 35-Pc. Set 1.29

H AMERICAN BRICKS. Scale model interlocking wood blocks. Child 4 to 14 can develop architectural skill building structures in illustrated Model Book. Smooth pressed hardwood bricks painted red and yellow; 1¾ in. long—each represents 5 real bricks. Half pieces, angles incl. Scored edges; pegs fit into sockets for perfect alignment. Chipboard roofs, doors, windows

48 T 2413-600-Pc. Set. Ship. wt. 9 lbs 5.98

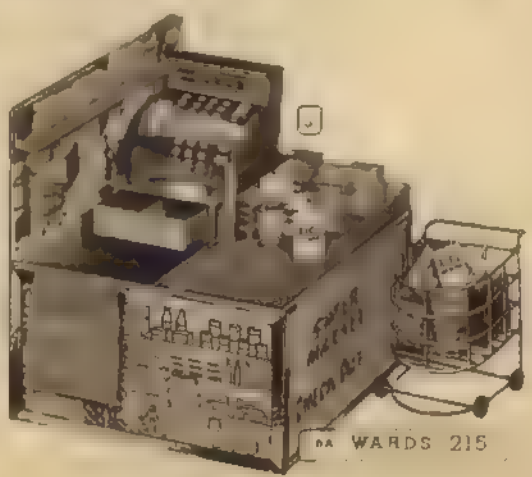
48 T 2412-400-Pc. Set. Ship. wt. 5 lbs 3.98

48 T 2411-200-Pc. Set. Ship. wt. 3 lbs 1.98

NEW . . . SUPER MARKET "CHECK-OUT" COUNTER . . . COMPLETELY EQUIPPED

J Children 3 to 9 will love the bright metal shopping cart, cash register, miniature grocery cartons, paper bags, metal play money. Red enameled check-out counter, 15x15x15¼ in. high to top of side panel, has lever that moves back and forth to gather in packages. Red enameled cash register, 7⅜ in. high, is heavy gauge steel—bell rings, drawer opens when bar is pushed. Red enameled shopping cart 7⅜ in. high, rolls easily on 4 black wheels. Side panel shows picture of super market in perspective—realistic setting for "playing store."

48 T 654 Ship. wt. 4 lbs. 4 oz. 6.29



Popular Sidewalk Bikes with Balancers

A 16-IN. HAWTHORNE BIKE WITH BALANCER (Ages 3 to 7). Same fine quality as big Hawthorne bikes. Rugged 1-in. tubular steel frame, 1½-in. ball bearing head, 2-pc. pedals, New Departure brake. Adjustable chrome plated handlebars, rubber grips; adj. waterproof vinyl saddle with double coil springs. Replaceable tangent spokes on 16-in. wheels; 1¾-in. semi-pneumatic, puncture-proof tires. Chainguard. Removable balancer has two 6½-in. wheels. Leg reach 18–24 in. Blue and red automotive enamel finish, white trim.

48 T 5827 R—Boy's Model. Ship. wt. 37 lbs....28.75

48 T 5828 R—Girl's Model. Ship. wt. 37 lbs....28.75

B 16-IN. DELUXE "JUNIOR" ROADMASTER BIKE with balancer (ages 4–7). Top bar removable for girls, boys while learning. 1¼-in. tubular frame, 1½-in. head. Adj. molded saddle, double coil springs. Adj. chrome plated handlebars. Chrysler Oilite bearings in wheels, crankcase. Diamond roller chain. 1¾-in. semi-pneumatic tires. Luggage carrier, knuckle-guards, streamers. Maroon enamel finish with white trim.

48 T 5380 R—Leg reach 20–24 in. Wt. 40 lbs.22.75

C WIRE BASKET for bikes, velocipedes, 10x7 in.

48 T 5391 L—Clamps, straps. Ship. wt. 1 lb..89c

D 5-IN. METAL HORN. Double tone, rubber bulb.

48 T 5309—For bikes, velocipedes. Wt. 8 oz..79c

E DELUXE 2-WHEEL SCOOTER. 39 in. long, 32 in. high. Has brake, parking stand. Strong steel frame, footboard. 10-in. wheels with 1¾-in. semi-pneumatic tires. Red enamel; white, black trim.

48 T 5413 M—Ship. wt. 14 lbs. 8 oz. *Mailable* ..4.95

F 3-WHEEL SCOOTER. 24 in. long, 24 in. high. Sturdy steel construction, 4¾-in. wheels, ½-in. rubber tires. Red enamel; white, blue trim.

48 T 5823 M—Ship. wt. 5 lbs. 12 oz. *Mailable* .2.49

G **H** "JUNIOR" DELUXE CONVERTIBLE BIKES with balancers. Nationally known quality. Removable cross bar for girls, boys while learning. Sturdy 1¼-in. tubular steel frame, 1½-in. head. Molded rubber saddle has double coil springs. Chrysler Oilite bearings in wheels, crankcase. Diamond roller chain. 1¾-in. semi pneumatic puncture-proof tires. Generously chromed. Bright red baked enamel finish, white trim.

(G) 16-IN. DELUXE (Ages 4–7). Leg reach 20–24 in.

48 W 5397 R—Ship. wt. 37 lbs.....17.45

(H) 14-IN. DELUXE (Ages 3–6). Leg reach 18–22 in.

48 T 5826 R—Ship. wt. 34 lbs.....15.45

J 12-IN. "MOTOR COP" BIKE with balancer, (ages 2 to 5, boys or girls). Plastic windshield; aerial, basket. 1¼-in. tubular steel frame; 2-in. head with bronze bushing. Adj. bucket-shaped steel saddle Adj. handlebars. 2-pc. rubber pedals, nylon bearing wheels. 1¾-in. semi-pneumatic tires. Blue with red, white trim. Leg reach 15 to 18 in.

48 W 5350 M—Ship. wt. 23 lbs. *Mailable*....14.95

K COLSON VELOCIPEDES. One of the best velocipedes you can buy—precision built for long service. all parts replaceable. Beautifully constructed—ball bearings in wheels and pedals for smooth riding. Nylon bearings in head for easy steering. Sturdy step-plate. 1½-in. tubular steel frame, 1¾-in. head. Adj. red Traxyl saddle with double springs, red plastic grips. Chromed adj. handlebars. Metallic maroon with white. *Mailable.*

Catalog No.	Wheel	Leg Reach	Wt. lbs.	Price
48 T 5822 M	20 in.	20–23 in.	30	$21.95
48 T 5821 M	16 in.	18–21 in.	27	19.95
48 T 5820 M	12 in.	16–19 in.	24	18.95

NOTE: Bikes (except (J), (K)) shipped by Freight Truck or Express. Partly assembled; instructions.

BLOCK CITY—REAL TOWN IN MINIATURE

- Make hundreds of buildings—fun for young and old
- Doors, windows, roofing materials, fences included

EASY TO-BUILD—fascinating hobby. Plastic blocks interlock to form sturdy structures. Clear plastic blocks used for windows are like glass bricks, give "town-of-tomorrow" look. White blocks, Red trim, Green roof pieces.

472 BLOCK SET 310 blocks, 65 half blocks, red doors and windows, roofing, fencing, gates, coping.
35 J 5156. 20 pg. Book of Plans. (4 lbs.) ..... Set 6.75

306-BLOCK SET 190 blocks, 40 half blocks, red trim doors and windows, fencing, gates, roofing, coping.
35 J 5181. 20-pg. Book of Plans. (3 lbs.) Set 4.39

152-BLOCK SET 96 blocks, 20 half blocks, red trim, doors and windows, fences, gates, roofing, coping.
35 J 5182. 20-pg. Book of Plans. (2 lbs.) Set 2.59

AMERICA'S PAST IN LINCOLN LOGS

- Build realistic log cabins, forts, frontier stockades
- Add sets—build a frontier settlement. Fun for all
- 4 pg. design book with instructions on how to build

Pioneer days live again, the "Old West" rises. Girls, boys, grown-ups—everyone enjoys this fascinating set! Selected wood logs are stained brown and waxed; measure ⅜ in. diameter. Gables and roof pieces brightly colored. Set includes 4 colorful wheels with axles, 9 multicolor metal miniatures: 3 Indians on foot, 4 pioneers, 2 dogs. 4-pg. design book included.

35 J 5192. With figures. (5 lbs. 4 oz.) 140 Pcs. 4.45
35 J 5193. Without figures. (4 lbs. 10 oz.) 131 Pcs. 3.59
35 J 5194. Without figures. (2 lbs. 11 oz.) 79 Pcs. 1.79

NEW! SPITZ JR. ELECTRIC PLANETARIUM

- Famous designer of planetariums brings the heavens into your home!

Young and old will thrill as some 300 stars ... about 40 constellations project over ceiling and walls in your home! Fascinating, educational! Youngsters, the whole family will develop a rich store of knowledge about the stars. Everyone may study the stars at home, entertain family, friends — by reading the 32-page guide written by Armand Spitz and sent with his planetarium. Just plug it in. A child can make the two easy adjustments that show the sky as it appears at the North Pole, the equator, anywhere in our hemisphere—and for any time of the year! Calibrated to show latitude, months, time of day. Globe 7 in. diam., base 8 in. square. (5 lbs.)
R35 J 5195. Unbreakable plastic. 15 in. high. 110-120 volts, AC 13.95

KIWI BUILDING KIT

- Make your own toys 1.79
- Develops creative talent

Horses, windmills, birds, chairs, airplanes—the toys a child can make are unlimited! Kiwi construction kit opens up a whole new world of creative fun. Eight photographs on container show finished toys. Set consists of 48 multi-color pieces: 40 wooden dowels from 2 in. up to approximately 14¾ in. fit into holes in 7 plastic spheres. Plus 4 trifoil sheets. All dowels ¼ in. in diameter. Plastic spheres double for bowling game. Fiber and metal cones can also used as base on which to build various models.
35 J 5197. (1 lb.) 1.79

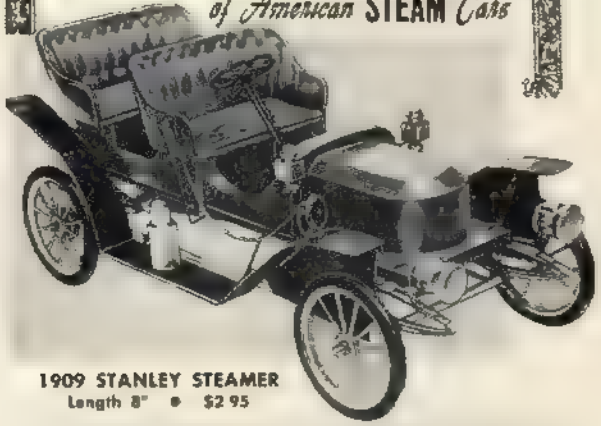
GUILLOW'S New JETFIRE GLIDER

A GUILLOW FIRST *Featuring* the sensational colored plastic canopy

- ★ Colorful authentic jet-markings and insignia
- ★ Smooth curved finished fuselage
- ★ Pre-formed wing with camber and dihedral
- ★ Large 12 inch wing spread
- ★ Individually packaged in transparent envelopes for your convenience
- ★ Packed 4 dozen to display box—Retail price 10¢

PAUL K. GUILLOW
WAKEFIELD, MASS.
Available at your jobber
Write for complete catalog

OLD TIMERS *presents the best known of American* **STEAM** *Cars*



1909 STANLEY STEAMER
Length 8" • $2.95

One of the fastest cars of its day. Steam was generated in boiler under the hood. Engine under rear seat was hooked directly to rear axle. Renowned in song and story, the celebrated Stanley Steamer has a sentimental appeal for every collector.

OLD TIMERS, America's first and finest antique auto kits, are the hobbyists' dreams come true! Each of the 19 OLD TIMERS replicas in miniature is assembled along authentic construction lines from explicit directions and diagrams included with the history of the prototype in an attractive ivory-colored box.

The completed model is a fascinating work of art, an actual museum piece . . . an elegant keepsake to be lovingly preserved through generations. Your serious hobby customers will be back time after time, buying again and again, as they work toward a complete OLD TIMERS collection!

HUDSON MINIATURES OLD TIMERS
329-331 ADAMS AVE., SCRANTON 10, PA.

..LIONEL TRAINS...

World's Largest Maker of Model Trains!

Real Smoke—Two-Tone Whistle

R. R. Remote Control Knuckle Couplers

"Trainmaster" Transformers

Exclusive Lionel **MAGNE-TRACTION**

The Lionel Corporation 15 E. 26th St., New York 10, N. Y.

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"Trainmaster" Transformers

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TRAINS...

The Lionel Corporation 15 E. 26th St., New York 10, N. Y

PLASTIC DOLLS

OUTSTANDING VALUES • POPULAR PRICES

MINIATURE DOLLS
5 inches to 12 inches

SLIM DOLLS
12 inches to 18 inches

WALKING DOLLS
14 inches to 18 inches

•

Miniature dolls with and without wigs, have stationary or movable eyes and head and movable arms and legs.

•

Slims and Walking dolls have movable heads, eyes, arms and legs.

•

Plastic doll heads in all sizes

NOTE: *We do not sell dressed dolls*

COMPOSITION NOVELTY CO.

(FRANK SCOPARINO)

476-498 JEFFERSON ST., BROOKLYN 37, N. Y.

SELF-SERVICE RACKS LIKE THESE SELL TOYS FAST!

TAKE A TOY HOME Parcel Entry 15¢ up

MODEL CA-8

EACH RACK CONTAINS HOLDER FOR SALES MESSAGE

Displays over 236 packages
Toy Fit Stand; Sturdy Constr
Depth Front to Rear 18"
Heigh 58" Width 25½"

6-25 Racks ... $8.25 ea
26-50 Racks. . 7.90 ea.
Over 50 Racks ... 7.75 ea

6 Rows of Prongs 10" Apart
Each Prong 9" Long Spaced 4¾" Apart

Basket 22x18x4" Deep.
Pkd. 1 per ctn., Wt. 25 lbs.

IMPULSE BUYING MAKES THESE RACKS A NATURAL FOR SALES IN SUPER MARKETS, DRUG STORES, ETC.

TOYS! TOYS! TOYS!

MODEL UST-1

DISPLAYS OVER 420 PACKAGES

6-25 Racks ..... $19.80 ea
26-50 Racks. ..... 19.60 ea
Over 50 Racks ..... 19.35 ea

Height 73" 10 Prongs per Tier
Revolving Upper Section 31" Dia
Revolving Basket 3" deep x 29½ Dia. Shipping Wt. 68 lbs.

TOYS for YOU!

COUNTER MODEL CA-7

DISPLAYS 64 PACKAGES

Height 33", Width 22"
Depth 10¼"

6-25 Racks..... $3.10 ea
26-50 Racks. . . . . 2.90 ea
Over 50 Racks . . 2.75 ea

Rubber suction cups—no tip —no scratch 4 Rows Prongs 7"apart Shipping Wt 7½ lbs.

STURDY YET EASY TO MOVE

ORDER TODAY—ALL PRICES FOB SHAWNEE, KANSAS
Write for our complete catalog of racks
Each rack packed in corrugated box

PIONEER METALCRAFT CO., Shawnee, Kansas

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World's Largest Maker of Model Trains!

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38 years of VISION for the doll industry

- Moving Eyes for soft vinyl dolls' heads
- Moving Eyes for all character dolls
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Margon

world's outstanding producer of realistic eyes for the doll industry.

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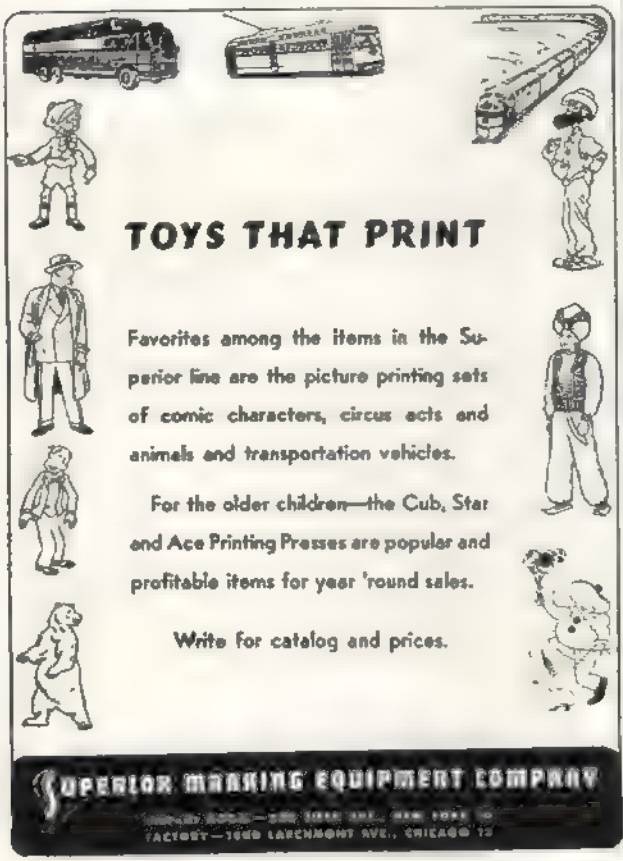


TOYS THAT PRINT

Favorites among the items in the Superior line are the picture printing sets of comic characters, circus acts and animals and transportation vehicles.

For the older children—the Cub, Star and Ace Printing Presses are popular and profitable items for year 'round sales.

Write for catalog and prices.

SUPERIOR MARKING EQUIPMENT COMPANY

FACTORY—1060 LAKEMONT AVE., CHICAGO 13

The Market for PARRIS

TRAINERIFLES IS BIG AS

ALL OUTDOORS!

Parris cork shooting TrainerRifles hit the bull's eye with boys every time—get youngsters out of doors using the Sporting Authentic reproductions of U. S. Army rifle made at seven hardwoods polished to a high finish

GUARANTEED For A Full Year

Improved manufacturing methods and new design strength shooting mechanism enable Parris to make this amazing offer

PARRIS

Portsmouth, Texas Home of the National Cornish Derby

HOT OFF THE DRAWING BOARD..

FROM THE MAKERS OF LITTLE CHEF STOVES

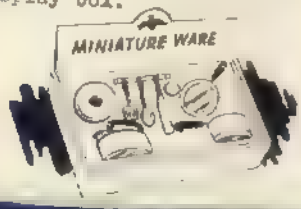
NEW!

LITTLE CHEF MINIATURE WARE

Little Chef

LITTLE CHEF does it again!

This beautiful 8 piece cooking set is a perfect miniature of the full sized utensils. Gleaming stainless steel with copper bottoms! Trigger-action teakettle with true-tone whistle! Jewel like precision in scale and manufacture. Complete set packed in attractive self-display box.



Little Chef

MINIATURE ELECTRIC STOVES

IT COOKS! Large cooking surface, cooks eggs, makes tea!
IT BAKES! Large oven actually bakes cookies and cakes. Ideal for new cake mix miniature packs!
IT'S SAFE! Completely Underwriters approved. Rounded corners, finished edges.

3 beautiful electric models
2 realistic gas play stoves

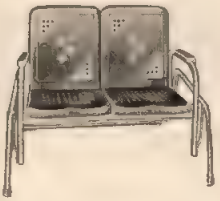
TACOMA METAL PRODUCTS CO
314 24th AVENUE
TACOMA WASHINGTON

Modern Furniture for Luxurious Outdoor Living

Designed for Year 'Round Use

LOGAN MATCHED METAL SUMMER FURNITURE (shown below)

- Styled for comfort in a modern design—ideal indoors or out!
- Simulated cushion backs—decorative stencilled flower trim!
- Both seat and back ventilated for cool, comfortable seating!
- Sturdy metal construction—bright weather-resistant finish!
- Fights scorching heat and summer showers—takes years of wear!
- All edges turned on seats and backs—closed tubular ends!
- Perforated seats and backs—rain water runs off fast!

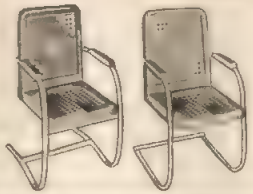


FOLDING TABLE-SEAT COMBINATION
For indoor and outdoor use! 33 x 29 in. table and 2 benches seat 4 people. Carries like luggage, folds into 33 x 14 x 4 in. carrying case—weighs only 32½ lbs. Tempered masonite seats and top. Heavy gauge steel frame built on truss bridge principle—black enamel finish Decorative yellow border—nickel trim. 60 in. overall open length—table 27 in. high.
68376W2360—Shpg. wt. 37 lbs.....Retail $34.95

LOGAN 3-SEAT METAL GLIDER
Use it year 'round—indoors or out! Glides smoothly and quietly. Modern styling—smooth curved surfaces. Ventilated seats and backs for comfort. 1-inch tubular legs rubber tipped. Seat 19 in. deep. Back 20 in high. Width between arms 54 in. Weather resistant white enameled frame with red, yellow or green seat and back Specify color. Shpg wt. 75 lbs. **F.O.B. Kentucky.**
67121F2395 .. . .. Retail $39.95

LOGAN 2-SEAT METAL GLIDER
Roomy and comfortable—glides smoothly and easily! Eye-catching flower and white enamel trim decorate paneled back—ventilated, contoured seat for relaxing comfort. Legs and frame 1-inch tubular steel, white enamel finish—legs with rubber tips. Comfortable arm rests. Seat 18 x 19½ x 36 in. long—17 in. high. Available in green only. Shpg wt. 45 lbs. **F.O.B. Kentucky.**
67124F1847.....Retail $29.95

ALUMINUM TUKAWAY FOLDING TABLE
Lightweight, easy to carry—seats 6 to 8 people Folds to only 24 x 30 x 4 in.—plastic suitcase type handle for carrying. Strong rustproof aluminum alloy legs and top—diamond pattern top won't show marks or scratches. Legs lock securely in place—folds easily. 24 x 60 x 29 in. high.
68334W1400—Shpg wt. 17 lbs.....Retail $21.95
As above, but larger size. 30 x 72 x 29 in. high
68335W1915—Shpg. wt. 21 lbs . .. Retail $28.95



LOGAN ALL-METAL CHAIRS
Beautifully styled—ruggedly constructed! 1-in. tubular frame—white enameled Seat 18 x 18 in. Back height 19½ in. Specify red, yellow or green. Shpg. wt. 20 lbs. **F.O.B. Kentucky.**
67123F593.....Retail $9.95

LOGAN SPRING STEEL CHAIR
Chair as above but with spring steel frame—provides smooth rocking Specify red, yellow or green **F.O.B. Kentucky.**
67122F875—Shpg wt. 31 lbs $14.95

E-Z FOLD BENCH AND TABLE UNIT
A bench of multi-purpose Back raises to form snack bar. Place two together and you have a full sized picnic table with a bench on each side—(see illustrations above). Ideal for lawns, porches—indoor recreation rooms, too. Perfect choice for churches, or convention halls. Unpainted pine construction—expertly crafted, takes hard wear. Smoothly sanded—ready to finish in the color you prefer. Collapsible—stores easily, packs into car trunk for picnics, etc. Measures 47½ in. long, 30 in.

HARRIS PINE PICNIC SET
Modern circular table and benches—ideal indoors or out! Crafted from select dried 1¼ in thick knotty western pine—smoothly sanded Weather-resistant plated hardware Nuts, bolts and instructions included. **F.O.B. nearest factory—Illinois, Virginia, Texas, Oregon.**
Round Table—50 in diameter Wt. 75 lbs.
67118F1554 .. .. .Retail $27.95
Curved Benches—12 x 40 x 18 in Two in carton. Wt. 38 lbs.
67119F874—Ctn. of 2.... . .Retail $15.90

HARRIS BARBECUE TABLE SET
Picnic table and two big benches for indoor and outdoor living. Designed from thoroughly dried select knotty Western pine—takes hard wear of outdoor use! Eye catching knotty pine wood grain—smoothly sanded natural finish Plated hardware won't rust, corrode Heavy bolts nuts, instructions included All parts predrilled. 30 x 60 in long. Shpg. wt. 100 lbs **F.O.B. nearest factory—Ill., Va., Texas, Ore.**
67116F1794—Set..... Retail $29.95

LOUIS MARX TOYS

G-MAN SPARKLING MACHINE GUN

Measures 21½" long, 1" wide, 5" high. Replica of the G-Man type riot gun which is used by our G Men. When trigger is pulled, harmless sparks are emitted from plastic muzzle accompanied by a rat-tat-tat sound.

No LMA-2316 ..... **doz. $36.00**

N NO LPCL PLASTIC DART PISTOL L

Measures 6⅞" long, 3½" high. Realistic plastic target gun. Well proportioned and detailed. Supplied with one plastic rubber tip suction cup dart which is inserted through muzzle of gun and propelled forward by depressing trigger.

No LPCL-82 ..... **doz $4.00**

NO LMC-1330 FRICTION SIREN HOOK AND LADDER TRUCK

Measures 15½" long overall, 3¾" wide, 4" high. FEATURES: Light pressure and push activates friction motor and propels the Fire Truck and also starts loud-sounding siren. Rubber tires and shiny hub caps. Swivel mounted aerial extension ladder extends 9" to 21" and hooks on sides of truck to which ladder may be attached.

No LMC-1330 ..... **doz $20.40**

A.M.P. 370—STEEL DUMP TRUCK
F.O.B. Piqua, Ohio

Body and chassis made of heavy gauge steel. Baked enamel finish. Cab made of lithographed metal.

A.M.P. No. 370 ..... **Doz $15.60**

A.M.P. No. 370 13" LONG

LMC-C-1334 SPARKLING CLIMBING TRACTOR

Diesel-type climbing caterpillar tractor with driver, rubber treads, bulldozer blades and sturdy trailer. A well detailed combination of lithographed steel and colorful plastic. The clock spring motor provides long running dependable power. Exhaust stack emits sparks.

doz. $16.20

A.M.P. 397—STEAM SHOVEL
F.O.B. Piqua, Ohio

Made of heavy gauge steel. Actually works—plenty of action. Realistically decorated. Completely assembled.

A.M.P. No. 397 **Doz. $32.00**

A.M.P. No. 397

21" LONG 6½" HIGH 5" WIDE

NO. LMC-2563 PET SHOP DELIVERY TRUCK WITH DOGS

Measures 11" long, 3½" wide, 4⅜" high. This attractive and latest novelty Pet Shop Delivery Truck is constructed of sturdy and detailed plastic. The body is partitioned off into six cubicles, and in each cubicle is found a plastic molded and scaled figure of a dog. The sides of the truck have overhead folding lift doors which are transparent and which can be raised or lowered. The truck has four free rolling wheels, and the words, "PET SHOP" are embossed on sides of the panel.

No. LMC-2563 ..... **doz. $14.40**

NO. LMC-2690 MECHANICAL SIREN FIRE ENGINE WITH FLASHING LIGHT

Measures 12¾" long, 4" wide, 3¾" high. FEATURES: Latest design, cab-over engine style—open cab, with transparent windshield. Durable "Fire Red" plastic construction, with steel reinforcing. Authentic embellishments enhance the realism. A single, long running completely enclosed clockspring motor activates the piercing siren and propels the truck, brake attached. A red light is mounted behind cab and flashes on and off when truck is in motion. (Battery not included.) Rubber tires, shiny hub caps. Front wheels are adjustable for straightaway or circle.

No. LMC-2690 ..... **doz. $30.00**

No LMC-2379 PLASTIC TELEPHONE TRUCK

Measures 11¼" long, 4" wide, 4⅝" high. Latest replica of emergency type Telephone repair Truck as seen on the roads. Spacious body has plenty of room to hold equipment. Equipped with two plastic ladder sections 7½" long which form extension ladder which hook on either side of the truck. Two 7" realistic telephone poles also furnished for additional play value. Truck has hook on rear also on sides of truck for ladders. Equipped with rubber tires.

No LMC-2378 ..... **doz $10.00**

NO LMC-2566 BAKERY TRUCK WITH CONTENTS

Measures 10" long, 4" wide, 5" high. An exact scale model of a "Bakery" Delivery Truck. These trucks are a familiar sight on the streets of metropolitan centers throughout the world.
FEATURES. Cab-over Engine style Delivery Truck with two doors in rear of body. Sturdy detailed plastic construction. Lower half of truck bright solid color. Upper half of body crystal clear transparent plastic.

No LMC-2566 ..... **doz $14.40**

LMC-C-2179 MECHANICAL LIGHTED SEDAN

No. LMC-C-2180 ..... **doz. $13.20**

NO LMC-0158 LARGE FRONTIER CLICK PISTOL

Measures 11⅜" long, 1⅜" wide, 5¼" high. Click pistol is a replica of the large frontier six shooter. Made of plastic colorful and in full detail and design. Handle is decorated. Gun is equipped with die cast trigger and hammer which produces a loud clicking sound. Assorted combinations of bright colors.

No. LMC-0158 ..... **doz. $8.00**

NO LMC-1536 SPARKLING FRICTION TANK

Measures 4⅝" long, 2" wide, 2⅛" high. Constructed of sturdy plastic in assorted colors. One gun protrudes from top turret of tank and harmless sparks are emitted as tank proceeds along. Has realistic flexible rubber radio aerial. Powered by a strong friction motor. By depressing and pushing the tank lightly, the friction motor propels it along the floor on concealed wheels.

No. LMC-1536 ..... **doz. $8.00**

NO LMC-1644 FRICTION AIRPLANE

Measures 5½" long, 4¼" wide, 2¼" wide, 2¼" high. Constructed of plastic in military design. Twin jet type fighter plane which is propelled by a strong friction motor. By depressing the plane lightly, the powerful friction motor propels it forward to run along the floor on its rubber wheels.

No LMC-1644 ..... **doz. o.00**

GIVE COMPLETE STOCK INITIALS AND NUMBER FOR EVERY ITEM

Soldiers, Farm Animals and Implements scale mode ls made of lead by Brittainware in England. Sold in assortments of $25.00, $50.00 and $75.00. Items to retail from 25c to $2.00 ea., or can be bought as individual items.

GB 11, Doz. $12.60

GB 77. Doz. $12.60

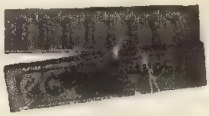
GB 1554. The Royal Canadian Mounted Police, Regulation Summer Dress, dismounted marching, with mounted Officer. 7 pieces. .....Doz. $12.60

GB 1349. The Royal Canadian Mounted Police, Regulation Summer Dress, mounted, galloping, with Officer. 5 pieces, Doz. $12.60

GB 202. Doz. $12.60

GB 272 Doz. $25.20

GB 329. Doz. $3.60



GB 312. Doz. $12.60

GB 128F Rubber Tired Model, with Driver, for light ground or road work. Finished in full Fordson colours. Measures 4" long. .....Doz. $12.60

GB 75. Doz. $12.60

FARM SERIES

GB 756. Wild Horse. Gross $15.60

GB 506. Doz. $2.00

GB 507. Doz. $1.05

GB 126F. Horse Drawn Farm Cart, rubber tired. Measures 5" long. .....Doz. $4.80

GB 8F. Measures 5½" long. Doz. $13.80

GB 5F. Measures 9" long Doz. $19.80

GB 6F. Measures 9½" long. Doz. $10.20

GB 4F. Measures 7" long. Doz. $10.20

GUNS

GB 1715. 2-Pounder (40 mm.) Light Anti-Aircraft Gun firing a Metal Shell with great accuracy. Doz. $4.00

GB 1263. Gun of Royal Artillery, with shells, to fire, with or without Amorce Cap. Doz. $3.00

GB 1292. Gun of Royal Artillery, with shells, to fire with or without Amorce Cap. Doz. $6.00

GB 2026. 25-Pounder Gun Howitzer, on rubber-tyred wheels, with 6 shells. Will fire with or without Amorce Cap. Doz. $3.60

LUPOR'S *New Spring Line for* '54

SPECIALIZING IN CARS FOR 25c RETAIL AND UP

No. 25 RACER ▶
ASSORTED
COLORS

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ASSORTMENT
- Bus
- Gasoline Truck
- Diesel Engine

◀ No. 30 ASSORTMENT
- F. B. I.
- Safety Patrol
- Fire Chief

No. 65 LINE ▶
ASSORTMENT
- Taxi
- Fire Chief
- Ambulance
- Stock Car
- Police Car

AT THE TOY FAIR
ROOMS 841-843
HOTEL McALPIN

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1178 East 180th St.
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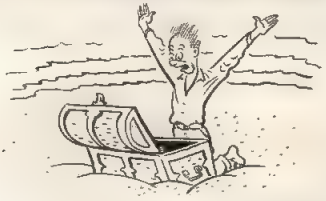
The HIDDEN ROOM Holds TREASURE



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- MODEL PLANES • SPORT CARS OF THE FUTURE

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ROOM 711
HOTEL McALPIN

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Sole Distributors for
COLCHESTER LEATHER SUPPLY COMPANY
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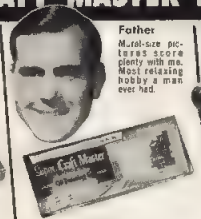
SILVER SALES

FIFTH AVENUE BUILDING — 200 FIFTH AVENUE — NEW YORK 10, N. Y.

LET A TYPICAL FAMILY TELL YOU WHY THEY PREFER CRAFT MASTER PAINT-BY-NUMBER SETS

Mother
Gives me the fine quality pictures I want to decorate my home. A value any woman appreciates

Deluxe Craft Master..... $3.50
3 mounted canvases. 40 oil colors. Resealable paint capsules. 12 subjects, 2 brushes, cleaner and instructions



Father
Model-size pictures score plenty with me. Most relaxing hobby a man ever had.

Super Craft Master.....$8.95
Wide panoramic 36" x 27" canvas, 90 paint colors. 5 subjects, 4 brushes, cleaner and instructions.

Daughter
So many fascinating pictures. I'm getting my happiest hours on canvas.

Standard Craft Master . .$2.50
3 matching canvases. 50 subjects. 27 oil colors, brush and instructions.

Son
1 2 3 is my speed. Mom says my pictures are super! Painting's wonderful fun!

1-2-3 Paint Set.....$1.00
2 matching canvases, palette, 12 oil colors, brush and instructions.

All prices shown are retail— West Coast prices slightly higher

Sell what your customers demand! The big complete
Craft Master line offers everything customers want in paint-by-numbers.
YOU SELL MORE WITH MORE TO SELL.

Write today

Palmer

PALMER PAINT SALES CO.
Woodward at Canfield • Detroit 1, Michigan
Showroom & Office:
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World's Largest, Most Complete Line of Paint Sets

OTHER CRAFT MASTER SETS FAMILIES WANT

TILE 'n FRAME
2 tiles and 2 wrought iron frames, paints, resealable capsules
$3.49

Tole ware
30 decorative subjects
Finest quality metalware
From $1.95 to $3.98

LUPOR'S *New Spring Line for* '54

SPECIALIZING IN CARS FOR 25c RETAIL AND UP

No. 25 RACER ▶
ASSORTED
COLORS

◀ No. 35 LINE
ASSORTMENT
- Bus
- Gasoline Truck
- Diesel Engine

◀ No. 30 ASSORTMENT
- F. B. I.
- Safety Patrol
- Fire Chief

No. 65 LINE ▶
ASSORTMENT
- Taxi
- Fire Chief
- Ambulance
- Stock Car
- Police Car

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1178 East 180th St.
Bronx 60, N. Y.

LYCEUM ACCORDIONS AND VIOLINS

Fully Guaranteed

Allow 10 days for shipment, F.O.B. New York City
Use separate order form for merchandize shipped direct from factory (YF stock numbers)

(A) LYCEUM ACCORDION

6190YF18900 Deluxe Accordion *$300.00*

Full 3 treble, 5 Bass Reed construction. Four treble shifts, permitting the player to select a wide variety of tonal color combinations, including violin, flute, organ, bass, concertina and tremolo. Also bass shift, permitting two tonal color combinations in the bass. Attractively styled. *Please specify finish desired:* Jet Black, Pearl Gray or White Pearl. Complete with Gladstone case, glazed brown simulated alligator covering with silk plush lining Shpg. wt. 34 lbs.

(B) LYCEUM ACCORDION

6191YF12600 Baby Grand Accordion *$225.00*

Lighter and smaller than any other 120 Bass accordion made. Weighs less than 15 lbs.—perfect for the younger or lady player. Treble key pads are staggered over an additional reed battery reducing keyboard size by one-third. Hand-made type reeds. 41 treble keys with 2 sets of reeds. 120 basses with 4 sets of reeds. Two-lever fully automatic treble switch. Simulated alligator covered, silk plush lined case. Shpg wt. 28 lbs.

(C) LYCEUM ACCORDION

6192YF11800 Full 120 Bass Accordion *$210.00*

Constructed exactly like higher priced models, with all the perfection of workmanship and material that are used in quality accordions. Medium size. 41 treble keys with 2 sets of reeds 120 basses with 4 sets of reeds. Two-lever fully automatic treble switch. Simulated alligator covered silk plush lined case. Shpg. wt. 31 lbs.

(D) LYCEUM PIANO ACCORDION

6193YF4200 Special Value *$75.00*

Perfectly finished, with as much attention to quality of material and fine workmanship as in a larger accordion. Excellent tone, easy playing, airtight, good volume. Hand type reeds, sturdy body of many veneers, lined bellows, removable reed blocks and warp-proof fingerboards of American walnut. 25 treble keys, 2 sets of reeds, 12 basses with 4 sets of reeds. *Please specify finish desired:* Jet Black, Pearl Gray or White Pearl. Shpg. wt. 19 lbs.

(E) LYCEUM ACCORDION

6194YF15000 Lightweight Accordion *$265.00*

Reduced in size so smaller player can easily encompass the full register. Has basic accordion 2 and 4 reeds, but with a complete range of treble and bass switches, 41 treble keys, 120 basses, 2 sets of treble reeds, one full bass switch. Streamlined design, full tone chambers. Weighs less than 16 lbs., fingerboard measures 16 in. across. *Please specify finish desired:* Black, Black Pearl or White Pearl. Simulated alligator covered, silk plush lined case. Shpg. wt. 20 lbs.

(F) COMPLETE VIOLIN OUTFIT

6195YF4100 Stradivarius Model Violin *$65.00*

Complete outfit featuring a full size Stradivarius model violin nicely finished in rich golden red amber Made of the best materials and workmanship. Trimmings of best quality ebony. Keratol covered plush lined case. Best Bausch Model Bow, high grade accessories Shpg. wt. 15 lbs.

(G) COLLIN-MEZIN VIOLIN

6196YF5100 Stradivarius Model *$90.00*

The renowned firm of Collin-Mezin has turned out masterpieces of violin making for over 100 years. They follow the methods, tradition and styling employed by Vuillaume, the greatest of French violin makers. Each is a faithful hand made reproduction of the model from which it is copied. This model is taken from one of Stradivarius' best periods. Tone is live, full and vibrant, responsive and of excellent quality. Finished in golden amber red, slightly shaded to imitate old. Two piece back of fine curly maple. Close grained spruce top. Finest ebony trim. Pegs of shaded rosewood. Shpg. wt. 13 lbs.

VIOLIN CASES (Not Illustrated)

6197YF1450 Simulated Alligator *$25.50*

3-ply veneer. Silk plush lined. Well padded. Nickle-plated hardware, post handle. Shpg. wt. 11 lbs.

(H) VIOLIN BOW

6198YF400 Brazilwood *$7.00*

Ebony frog, mother-of-pearl eye and slide. Nickel silver lined. Nickel silver cap or button Shpg. wt. 6 lbs.

LYCEUM INSTRUMENTS FOR BAND AND ORCHESTRA

If you wish further information about any of the instruments illustrated – please write. Other instruments are available – information on request. Be sure to specify exact type of instrument and price.

Use separate order form for merchandise shipped direct from factory (YF stock numbers)

LYCEUM IMPORTED SAXOPHONES

(A) 6164YF15200 Alto Saxophone E Flat — *$225.00*
Shpg. wt. 15 lbs.

(B) 6165YF16900 Tenor Saxophone B Flat — *250.00*
Shpg. wt. 19 lbs.

Fine quality imported instruments. Drawn tone holes, accurate pitch and tonal quality. Large bore bell and body. Hard bronze alloy keys, positive "bounceless" octave key mechanism, permanent bumper pads on body. Easy play, low-key mechanism. Modernistic design. Perma-lacquer finish.

(C) LYCEUM GENUINE EBONY CLARINET

6166YF13000 Professional Model, Articulated G Sharp Key — *$230.00*

Superlative clarinet by one of France's oldest and greatest manufacturers of Woodwinds. Finest quality ebony, seasoned and dried for years before using. Oil treated. Keys of pure nickel silver, hammered by hand and hardened for maximum strength and durability. Has seventh finger ring as well as the articulated G♯ key, which makes many difficult fingerings easy. Complete with gladstone style case. Shpg. wt. 12 lbs.

(D) LYCEUM WOOD CLARINET

6167YF7300 Boehm System, B Flat — *$130.00*

17 keys, 6 rings. Made throughout of thoroughly seasoned, finest quality Grenadilla Wood. Tempered solid nickel silver keys. Complete in plush lined gladstone case. Shpg. wt. 12 lbs.

(E) LYCEUM EBONITE CLARINET

6168YF7250 Boehm System, B Flat — *$129.50*

17 keys, 6 rings. Combines extreme durability with the tonal quality and perfection of intonation found only in very expensive clarinets. Made of hard rubber, closely resembling fine-grained Grenadilla Wood. Upper joint lined with a nickel-silver tube which prevents breakage and improves the playing quality and intonation of the instrument. Plush lined case. Shpg. wt. 12 lbs.

(F) CASES FOR SAXOPHONES

6169YF1800 Alto Sax Case — *$30.00*
Shpg. wt. 17 lbs.

6170YF1950 Tenor Sax Case — *32.50*
Shpg. wt. 23 lbs.

Luggage type case, keratol covered. Silk plush lining.

(G) LYCEUM FLUTE BOEHM SYSTEM

6171YF7000 Key of C. Closed G Sharp Key — *$125.00*

Finest nickel-silver, silver-plated and polished. Exceptional embouchure. Complete in fitted case of 3-ply veneer covered in black keratol and lined with plush. Shpg. wt. 5 lbs.

(H) LYCEUM PICCOLO

6172YF6500 Key of C, for Orchestra Use — *$115.00*

6173YF6500 Key of D Flat, for Band Use — *115.00*

Finest nickel-silver, silver-plated and polished. Exceptional embouchure. Complete in fitted case of 3-ply veneer covered in black keratol, plush lined. Shpg. wt. 4 lbs.

(K) LYCEUM METAL CLARINET

6174YF5900 Boehm System, B Flat — *$105.00*

17 keys, 6 rings. Exceptionally good intonation, perfect tonal quality, with every note in the scale remarkably true. Bright silver-plated finish. Complete with deluxe plush lined case. Shpg wt. 12 lbs.

LYCEUM MASTER SAXOPHONES

(L) 6175YF16500 Alto Saxophone E Flat — *$245.00*
Shpg. wt. 15 lbs.

(M) 6176YF19200 Tenor Saxophone B Flat — *285.00*
Shpg. wt. 19 lbs.

Fine American made brass instruments with drawn tone holes, accurate pitch and tonal quality. Large bore bell and body. Hard bronze alloy keys, positive "bounceless" octave key mechanism, permanent bumper pads on body. Easy-play, low key, mechanism, modernistic key design. Perma-lacquer finish.

F

QUALITY GUITARS

Allow 10 days for shipment, F.O.B. New York City
Use separate order form for merchandise shipped direct from factory (YF stock numbers)

(A) MASTER SIZED ARCHED GUITAR

6178YF3700 17-in. Body — *$65.00*

Rich tone, exceptional volume. Spruce top, curly maple back, sides and neck. Fully arched. Heavy shell celluloid binding. Rosewood fingerboard with nine position markers. Blonde finish. Nickel-plated patent heads, adjustable rosewood bridge. Professional quality. Shpg. wt. 15 lbs.

(B) SUPER GRAND ARCHED GUITAR

6179YF1900 Auditorium Size — *$33.50*

Spruce top, hardwood back and sides. White celluloid binding. Shaded violin brown finish with large sunburst on top and back. Curly maple back, sides and neck. Nickel-plated patent heads. Adjustable rosewood bridge. Guardplate. Shpg. wt. 15 lbs.

(C) MASTER SIZE ARCHED GUITAR

6180YF2800 17-in. Body — *$49.50*

Large body gives this model a rich tone, exceptional volume. Length 42 in. Spruce top, curly maple back and sides. Fully arched. Heavy white celluloid binding on top and back edges with celluloid inlay on top edge. Rosewood fingerboard with nine position markers. Patent heads with built-in covers. Adjustable rosewood bridge. Shaded dark walnut finish, hand rubbed and polished, with large golden sunburst on top and back. Shpg. wt. 15 lbs.

GUITAR CASES (Not Illustrated)

6181YF925 For Arched Guitars A to C — *$16.50*

(D) ELECTRIC GUITAR AMPLIFIER

6182YF4260 For (E) and (F) — *$61.50*

Top quality 3-tube amplifier. Full 8-in. speaker for fine reproduction. Attractive two-tone covering with contrasting grill. Leather handle. Two inputs, volume control, fuse and on-and-off switch. Designed to give long trouble-free service. Size 15¼ x 12 x 7¼ in. Shpg. wt. 20 lbs.

(E) SUPER GRAND ELECTRIC GUITAR

6183YF4175 Auditorium Size — *$60.00*

Powerful magnetic pick-up unit housed in rosewood holder with chrome cover. Built-in tone and volume controls. Fully arched Spruce top, maple back and sides. Steel reinforced neck. Celluloid binding. Oval rosewood fingerboard with nine position markers. Adjustable rosewood bridge. White celluloid guardplate. Hand rubbed and polished, shaded violin brown finish, with golden sunburst on top and back. Shpg. wt. 20 lbs. For amplifier see (D).

(F) SPANISH ELECTRIC GUITAR

6184YF3430 Compact Electric Guitar Shpg. wt. 10 lbs. — *$49.50*

6185YF420 Case for Above Guitar Shpg. wt. 5 lbs. — *6.00*

Small, compact, easy to play. Solid body. Full professional 25¾-in. scale, yet instrument is only 37 x 10½ in. Select hardwood body. Oval fingerboard with heavy frets and four position markers. High fidelity magnetic pick-up unit with built-in tone and volume controls plus Hi-Low selector switch that enables player to switch from rhythm bass to high solo treble tones instantaneously. Complete with neck cord and brackets. For amplifier see (D).

(G) STUDENT GUITAR

6186GF1250 Standard Size Guitar Shpg. wt. 15 lbs. — *$21.00*

6187GF600 Case for Above Guitar Shpg. wt. 16 lbs. — *10.00*

Body of northern hard birchwood, neck of seasoned warp proof poplar. Fingerboard precisely fretted. Constructed for ease in playing. All parts are durable and approved by leading American teachers.

(H) THE ISLANDER DELUXE

The Uke Arthur Godfrey Made Famous

6188GF420 Complete Islander Deluxe Uke Package — *$6.95*

Deluxe Islander plastic Uke of super workmanship — top quality. Deep, extended, concert size body, fingerboard, Nylon strings, patented pegs. Smooth sparkling rosewood grain and ivory finish. Full size. Complete with May Singlis Breens illustrated instruction and song book, all-weather polythene plastic cover, felt pick, key adjuster. Boxed. Shpg. wt. 6 lbs.

Ungar's Advertising Campaign

Ungar Electric Tools, Inc., oldest West Coast toy manufacturer, has announced a uniquely enterprising ad campaign to appear in *Parents* magazine—with copy scheduled not only for November and December, but also for January, after the season's close.

Sidney D. Ungar, president of the firm, with plant and offices at 4101 Redwood Avenue, in the Venice Industrial Tract adjoining Los Angeles, said that his company's bold post-seasonal advertising and promotional campaign was dictated by the increasingly year-round character of the growing market for its nationally-known Ungar wood-

burning pencil and other toy and hobby products.

A by-product of the forthcoming campaign, he explained, is the award to Ungar Electric Tools, Inc., of the coveted *Parents* magazine Commendation Seal.

It was indicated that other consumer publications are being studied for use in the campaign, which also will be stimulated by point-of-purchase displays, dealer and retailer tie-ins on local levels, and other special merchandising promotions.

From its original limited use as a wood-burning toy for marking picture placques, the Ungar pencil, in many adaptations, has been developed for highly diversified utility in literally hundreds of areas outside the toy, hobby and routine industrial fields.

AMERICAN TOY FAIR
March 7-16

SELLING MODEL AIRPLANES?

Earning profits — satisfied customers, What! on a toy counter? **CERTAINLY — READ THIS.**

You and I know that only modern engines built for modern merchandising is the key.

Thimble-Drome

1. Thimble-Drome engines are the only engines built that the average inexperienced boy can start quickly and easily even when they are new.
2. They are mass produced for price
3. Built to such close tolerances that each and every one starts and runs uniformly well.
4. Finished so smoothly they need no break in running
5. Fitted so perfectly they last much longer
6. And they have more than normal power.

TD-3
Equipped with Space Bug Jr Engine
$10.95

Regardless of what engine powered toy you intend to merchandise, insist it be equipped with
Thimble-Drome Engines

All engine manufacturers boast. Only the L. M. Cox Mfg. Co., Inc., can deliver the 6 listed requirements for successful hobby-toys.

L. M. COX
MANUFACTURING COMPANY
BOX 476, SANTA ANA, CALIF.

WINNER of the 1954 *Prestige Toy* AWARD
CHILDREN'S *"Indian"*
MOCCASIN KITS

Leather Craft
L. COLICO

Pieces ready-cut and punched . . . no tools to buy. Educational, practical, creative . . . a *terrific* item. ASK YOUR JOBBER . . . or write for full-color brochure to

$1.98 COMPLETE

Connecticut Leather Company
75 WINDSOR ST., HARTFORD 5, CONN.

Popular English Car
MG
THE NEW ACE MODEL KIT

Simplified Parts Anyone Can Assemble

One of 17 Famous ACE Kits

Most parts pre-shaped, easy to build. Each kit packed in colorful carton. Fast selling profit line—

ORDER FROM YOUR JOBBER
or write direct for illustrated catalog

ACE PRODUCTS
60 N San Gabriel Blvd.
Pasadena 8, California

KIT COMPLETE **$1**

Mention
TOYS and NOVELTIES
When
Writing to Advertisers

the model of *Performance*

Thimble-Drome TD-1

TD-1 is not another toy plane. It is not a mechanical puzzle. To handle and *sell* TD-1 you need not be an expert in the hobby or model field. TD-1 is the highest type of prestige merchandise. It offers the finest possible unit display value and biggest profit opportunities.

For every age in the Air Age, TD-1 is the *Model of Performance*, the symbol of flight, of play and of real profit to you as a toy dealer.

$19.95

Also available in 2 minute assembly kit—

$15.95

SALES APPEAL?

- *No parts to assemble; not one screw to put in; ready to be fueled and flown as it comes from the box*
- *Generous in size, its distinctive beauty features a bright, all-metal wing, and impact-resist colorful plastic body.*
- *Big, striking, full-color, deluxe gift box display-package.*

PRACTICAL?

- *TD-1 is the ONLY model airplane on the market with a tough, but light all-metal high-lift wing.*
- *Though high in quality, TD-1 was designed with the AVERAGE consumer in mind.*
- *In case of damage all TD-1 parts are immediately available from the factory.*
- *TD-1 is equipped with the finest Class ½A engine—Space Bug .049; requires no breakin, EASY TO START even when brand new.*

BE SURE TO SEE THE TD-3! ***Another high-performance profit-maker . . .***

ROOM 604 IN THE HOTEL NEW YORKER

L. M. COX MANUFACTURING CO., INC. Box 476, SANTA ANA, CALIF.

M & H NOVELTY CORP. Proudly Introduces

"SWINGIN' SUE"

THE BIGGEST WALKING DOLL

28" TALL

The LOWEST PRICE

$9.98 RETAIL

The Only Walking Doll that
SWINGS HER ARMS
As She Walks! . . .

A great big 28" doll with this last exclusive feature of true realism. Strolling with "mama," "Swingin' Sue" steps out smartly, turning her head from side to side . . . and swinging her arms in true walking rhythm. Washable latex body, plastic head, stylish Saran hair, choice of fashionable costumes.

See her at the TOY FAIR
HOTEL McALPIN—ROOM 1146
— and —
TELL SELL CORPORATION
ROOM 1116 — 200 FIFTH AVENUE, NEW YORK

M & H NOVELTY CORP.

Manufacturers
104 West 14th Street, New York 11, N. Y.

(Continued from page 116)

reproduced in more perfect form than originally sketched, due to the reduction.

"Min-a-Plex" can be used to create solid plastic replicas of favorite cartoon characters, original jewelry, monograms and signatures, statuettes . . . and hundreds of other plastic objects.

Promotion of Min-a-Plex will be on a national scale. Television is being used to demonstrate the new kit in many cities. Window banners, counter cards, newspaper mats, television films, catalog sheets and sample display boards are available.

The complete Min-a-Plex kit includes all the materials needed. Each kit contains 200 square inches of assorted Min-a-Plex plastic sheets, Min-a-Plex treated paddle, special metal screen, lamp reflector, 6 special Min-a-Plex coloring pencils, graduated rule, test cut-outs, pattern sheet, eraser, and complete illustrated instructions.

It is a product of Art Craft Sales Co., 17507 Van Dyke, Detroit 34, Michigan.

Last August, Ben Singer resigned from Palmer Paint, Inc., to become director of advertising and public relations for Art Craft Sales

■

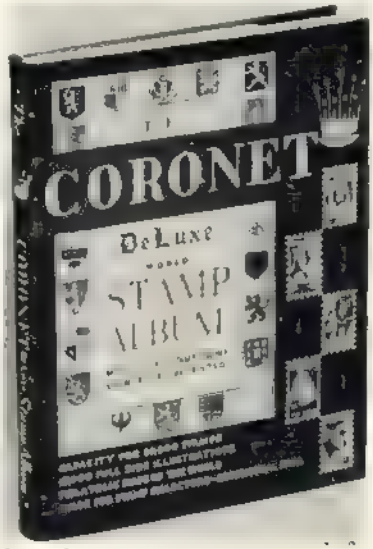
New Stamp Album By Simon & Schuster

Simon and Schuster has announced the distribution of a new stamp album for fall.

The publisher will handle the Coronet De Luxe Stamp Album, a 384-page book prepared by the Grossman Stamp Company. The book is representative of every country in the world, and includes historical and geographical information about each nation.

The Coronet measures 9½ x 12 inches and contains a capacity of 20,000 stamps. It has a page in color of flag stamps, and also a page in color of national coats-of-arms, plus 15,000 full-size illustrations of the stamps themselves. The book is indexed and contains philatelic maps of the world. The Coronet comes in two editions, hard bound . . . retail price $3.50, and spiral bound to retail at $4.50. The first printing is 25,000 copies.

The Coronet Stamp Album is the first book for postage stamps



that Simon and Schuster has ever distributed. Until this time, the publisher has successfully put out the Golden Stamp Books, a series of play books for children.

Robert L. Bernstein, sales manager, reports that Simon and Schuster will probably publish additional stamp albums, and hopes to create new, different and attractive books and packages for the postage stamp enthusiast.

■

Now, They Can "Paint A Player"

"Paint A Player" is a new paint by number set produced by M. & M. Enterprises, Inc., 115 W. Palisades Blvd., Palisades Park, N. J., to meet the demand of the millions of baseball fans for something of interest during the non-playing months, and the desires of hobby painters for living subjects of interest

Pictures of 135 major league players are available for painting them, resulting in real portraits for the living room, den, play room, hobby and sports nooks.

Each attractively boxed set includes pre-sketched artists' canvas for three different 9x12 portraits, oil paints, brushes and easily-followed instructions. The retail price is $2

Teams, not just a few players, win the games, so that customers will want more than one set. Promotional and display material is furnished without charge.

◆

Philadelphia Do-It-Yourself Show Scheduled

• A large Do-It-Yourself Show was scheduled to be held in Philadelphia, Pa., November 1 to 6. The Culver Mfg. Co., Inc., Erin, Tenn., advises that it cooperated with a group of Philadelphia and eastern Pennsylvania hobby dealers, through their association, in helping them to present *U-Mak-A-Moc* and U-Ma-Kit (moccasins) at the show. It was anticipated that about 100,000 people would attend, and many came from areas far removed from Philadelphia. This was an excellent opportunity for the manufacturers of hobby and craft items generally.

TOPIC TOYS' KATCHETT MODELED ON JAI-ALAI

Topic Toys, 420 North Orleans Street, Chicago will premiere their latest new action toy, Katchett, in Room 628, Hotel New Yorker, during the Toy Fair

Adapted from Jai-Alai, internationally known Latin-American sport, Katchett was designed for American play tastes by the

former Jai-Alai champion, Armando Ferrer. Thoroughly tested among all age groups, adults as well as children and teen-agers, the toy's fast, challenging action has reportedly met with enthusiastic acceptance. On the basis of the tests, Topic has geared production to top capacity and will back the item with strong promotion. Company officials Dave Trager and Cy Nelson state they expect Katchett to achieve a sales record fully as enviable as those set by Topic's Merry-Go-Slip, Moody Mutt, Busy Biddy and other Topic releases

Katchett play is said to be as easy as bouncing a ball and can be learned in a few seconds. Children have gained a passable degree of skill after short practice, Mr. Trager reports. Consisting of a frame and fabric basket patterned after the Jai-Alai "cesta," together with a rubber ball on a long rubber string, Katchett is ideal for play indoors or out. It may be played with a captive or free ball by individuals or by groups in competitive play similar to handball, tennis and the like

Katchett is colorfully sleeve-packaged to permit full display value The attractive instruction folder also tells the story of Jai Alai Retail price for Katchett is pegged at a popular 98.

APPLETON JUVENILE FURNITURE GENERAL OFFICES TO CHICAGO

In order to further facilitate serving Appleton Juvenile Furniture accounts, effective at once, the general offices are now located at 1750 North Lawndale Avenue, Chicago 47. This is the address of the Playskool Manufacturing Company and the General Office of Playskool's divisions Lincoln Logs and Kiddicraft Sensible Toys All Appleton orders will be received acknowledged and billed at the Chicago address All checks should be addressed to 1750 N Lawndale Avenue

All correspondence regarding the Appleton line of rockers, table and chair sets and Kindergarten chairs should be directed to Fred Riebe, sales manager, at the new address.

Maco Toys' Paratrooper Carbine Has Flexible Plastic Bayonet

Illustrated here is the Paratrooper Carbine, a product of Maco Toys, 276 Nostrand Avenue, Brooklyn, N. Y. Designed for safety, action and play value, the carbine is molded entirely of smooth Lustrex styrene plastic and comes with a harmless flexible plastic bayonet; a removable Lustrex cartridge clip; and lightweight plastic ammunition. The latter, harmless pellets, are shot from the gun with easy trigger action. An added sell-feature is the colorful durable box in which the carbine is contained. Suggested retail is $2.98.

New Angle in Hobby Tools— X-Acto's New Razor Saw Set

The latest addition to the X-acto line of hobby tools is a new Razor Saw Set—two razor saw blades (1 ¾" and 1" widths plus a #5 X-acto universal handle—to retail for $1.75

The razor saw represents an important new development in the hobby and home workshop field It has proven itself a most useful cutting tool for fine and accurate cross-cutting, trimming, and notching of metals, wood, and plastics; its narrow blade and fine teeth also reduce material wastage to a minimum.

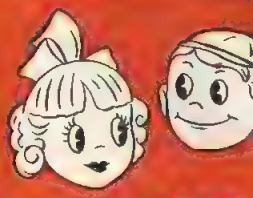
A novel and practical feature of the X-acto razer saw is the angle at which the blade is joined to the handle permitting closer work in corners, providing longer tool reach (over-all length of 9¾") and preventing the barking of knuckles so common in work with the usual straight back saws.

The new razor saw set incorporates the economical and convenient X-acto principle of replaceable blades, the #5 handle accommodates a total of 21 styles of X-acto blades, routers, gouges, and punches in addition to the razor saw blades.

Refill blades are available separately for replacement at 40c each for the ¾" width and 45c each for the 1" width

C. G. WOOD COMPANY

Just a few . . . of our extensive line of Modern Miss and Modern Boy Play Toys.

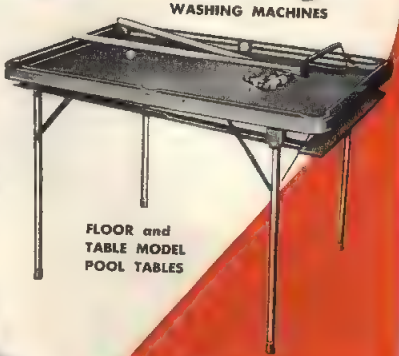


Modern MISS
Modern BOY
TOYS

LAUNDRY SETS

WASHING MACHINES

RANGES



FLOOR and TABLE MODEL POOL TABLES

IRONS

Sole Sales Representatives
HENRY KATZ INC.
ROOM 540
200 FIFTH AVENUE
NEW YORK 10, N. Y.

C. G. WOOD COMPANY GIRARD, PENNA.

PAPER DOLLS

T220 3101—Magic Mary Paper Doll Assortment. 4 titles each magnetized doll is over 10 inches tall, each has 15 different stylish and colorful cutout dresses, also concealed magnet which holds dresses in position without tabs or glue and metal stand. Blond, brunette and redhead, all dresses are interchangeable, colorful lithographed cover 10½ inches square
Per dozen $16.00

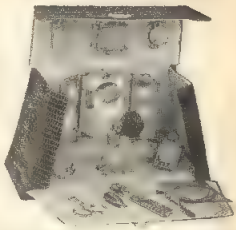
T220 3346—Doll Cut-Outs. 1 kind with hair Each box 6⅝x13⅞ inches. Contains 1 die-cut doll on heavy board with a separate standard, 2 cloth dresses and 2 ribbons Packed 1 dozen
Per dozen $4.00

STICKER KITS

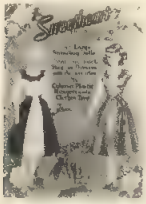
T220 3300—Sticker Kit. Is a fascinating toy for children 4 to 10 years old which sell again and again Its basic feature is a series of cutout colored gummed stickers in only eleven basic shapes which can be put together to make scores of colorful "paper pictures" A few of many captivating designs are shown here. The pictures are made on the black art paper in each, and with dozens of suggested designs, because there is almost no limit to the designs which can be made. Sticker kit helps develop creative talent in the child contains enough material to make twenty to thirty sticker pictures. **Per dozen $6.00**

T220/3301—Same as above, contains enough material to make **forty to sixty** sticker pictures. **Per dozen $9.00**

COSMETIC KITS



T220 3083—Travel Cosmetic Kit. A beautifully padded vinyl hexagator case size 9⅝x5¼x5½ inches. Contains a wealth of safe, pure and harmless cosmetics and vanity items. Each boxed. . . . **Each $4.00**



T220 3062 — Doll Cut-Outs. Box 11x15¾ inches contains two large die-cut dolls, 14" tall, 2 doll standards, 6 plastic hangers, 1 large die-cut clothestree, 4 costume sheets, 21¾x15 inches The dresses are front and back which can hang on hanger Packed 1 dozen . **Per dozen $15.60**

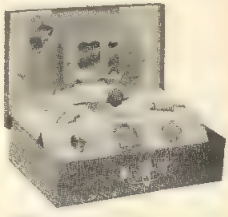
T220 3347—Doll Cut-Outs Darling dolls with wavy hair 1 red and 1 blonde. Box 11¼x11¼ inches. Contains two costume sheets 33⅜ inches by 12⅝ inches The box top features a window which display the doll. Packed 1 dozen **Per dozen $15.60**

T220/3064—Doll Cut-Outs. 2 kinds of movie stars. Box 11⅛x15 inches Contains 2 and 2 die-cut dolls plus 4 sheets of costumes and three standards. Packed 1 dozen
. **Per dozen $3.00**

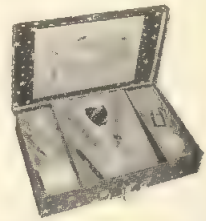
T220 3065—Debby Darling Dolls. Assorted contains one die cut heavy board doll with natural looking hair and six pages of doll costumes. Box size 5⅞x15 inches.
. .**Per dozen $8.00**

X-ACTO PLEXON

T220 3338—X-Acto Plexon Craft Strip—America's hottest hobby material for braiding, wrapping, lacing, weaving of many different projects Set has ten assorted craft strip hanks, metal windings instruction manual for six colorful projects Put up in a colorful box with platform display **Each $2.60**



T220 3082—Jr Miss Cosmetic Kit. A handsome, sturdy, vanity style case uniquely designed for attractive display and added play value Plastic hearts finished in brilliant Met-O-Lite Safe, pure harmless and stainless Luggage style. Size 5⅞x14⅛x2⅝ inches. Each boxed. . . . . **Each $2.60**



T220/3081—Jr. Miss Cosmetic Kit. A completely redesign for greater sales appeal and play value Featuring three-way vanity mirror Safe, pure and harmless cosmetic items. Size 12⅛x7¼x2⅝ inches, Each boxed.
. . . . . **Per dozen $15.60**

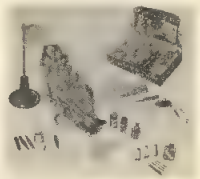
GROUCHO MARX QUIZ GAME

T220 3450 — Groucho TV Quiz Game. Five plastic Groucho figures A most exciting competitive game. Full colored game includes an attractive hinged cover displaying game spinner, and Groucho accessories. 5" high hand painted plastic figure of Groucho plays off by spinning magnetically to all the correct answers 12 beautiful lithographed quiz cards. Box size 13x18x1¼ inches
Each $4.00

VEDA QUIZ GAME

T220/3448 — "Veda, the Magic Answer Man." Fan mail champ of America. This popular edition of "Veda" features eight different multi-color quiz cards, packaged in a brand new multi-color lithograph labeled box. Size of box 18½x10½x1½ inches. . . . . **Each $2.00**

BETTY IN THE BEAUTY PARLOR



T248/7119 — Betty in the Beauty Parlor. Complete beauty shop with doll Beautiful 10" doll with saran wig that can be washed, combed and curled; shampoo, hairwave lotion, hair tonic, curlers comb and brush set, scissors, mirror for styling Betty's hair. Genuine functional beauty parlor chair that revolves, moves up and down and reclines for shampooing, hair dryer complete with towels and everything that is usually in a beauty parlor 4 color display box. . **Each $5.20**

CARTOON-A-GRAPH

T220 3439—Cartoon-O-Graph. Sketch board open up world of play and genuine training in skills of drawing and accurately reproduces any cartoon comic strip, mat. Size of box 14½x14½x19⅜ inches. **Each $2.60**

GARDENING COSTUME

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MARCIE DAILY DOLLY

A FULL 9" WALKING DOLL

A BRAND NEW TERRIFIC SELLER!

I was one of the new sensations of the Toy Fair: buyers came, looked, ooh'd, ah'd and ordered.

And no wonder . . . I'm 9 in. tall, made of unbreakable plastic; my eyes open and close and I can SIT AND WALK! What's more, my SARAN hair can be combed and curled, yet I retail for just $1.98!

And here's the best yet. I have 16 different costumes, all colorful for all daily occupations . . . individually packed in attractive transparent tray-box . . . each to retail for ONLY $1.00!

Everyone loves me . . . and you will, too, when you see how I make your DAILY sales JUMP!

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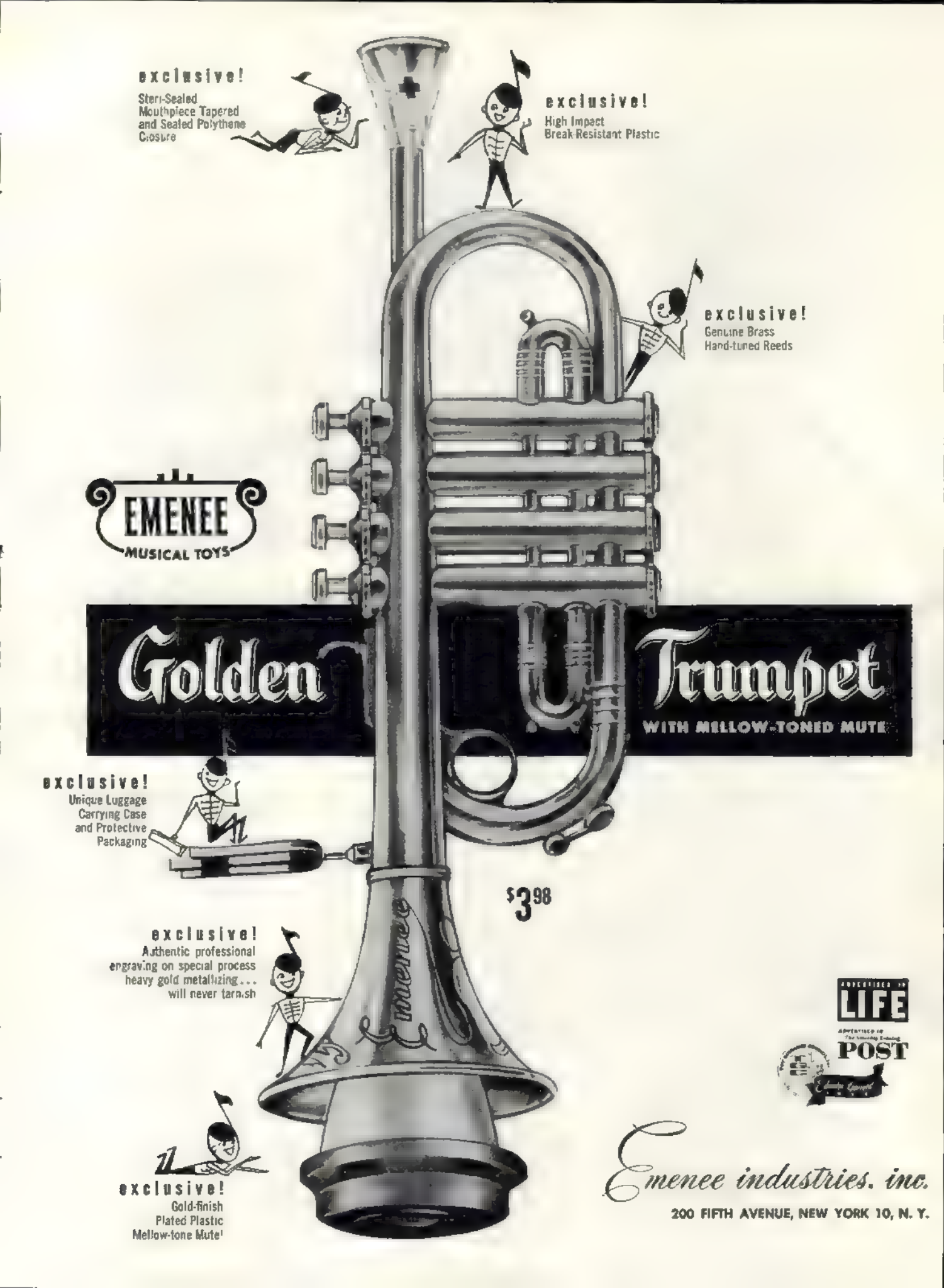
PLAYTIME COSTUME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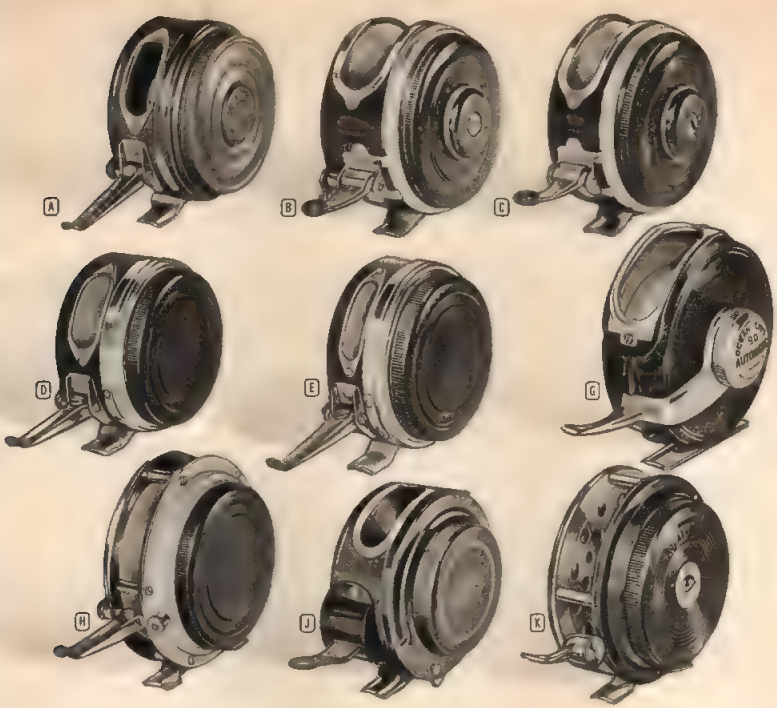


Nationally Known Upright Automatic Fly Reels

A MARTIN "83" BLUE CHIP REEL
Ruggedly designed for a lifetime of service. Lightweight and easy to handle. Has non-slip, silent wind, adjustable release lever. Audible click warns when line is stripped from reel. Spring release knob removes tension without revolving spool. Easy no-tool take-down for cleaning. Handsome brass exterior, heavily chromed for longer wear. Inside and all working parts hand-polished to extreme accuracy. Each reel complete with extra spool, spool case and leather reel bag. Capacity—80 yds. "G" level line. Weight 7.83 ozs.
45117A1500.....Retail $25.00

D MARTIN "48" FLY-WATE REEL
Ideal for the light tackle outfit. Lightweight and easy to handle. Features full free-stripping mechanism, non-slip silent wind. Easy takedown without tools allows quick, thorough cleaning, lubricating. Release lever can be adjusted to any angle for any rod. Constructed of durable, long wearing aluminum for green anodized finish, rustproof metal trim. Capacity—80 yds. "G" level line. Weight 7.83 ozs.
45120A630.....Retail $10.50

H MARTIN "23" REEL
The strongest, simplest automatic reel made. Open spool makes it unnecessary to remove line for drying. Equipped with adjustable release lever. Audible click warns when line is being stripped from reel. Full free stripping. Even when fully wound, line may be played without injuring mechanism. Maroon anodized finish, metal trim. Capacity—80 yds. "G" level

B SOUTH BEND "1140" OREN-O-MATIC
Light, silent, dependable. Easy to handle, fun to use. Picks up loose retrieved line automatically. Strips line from reel freely, easily. Perfect balance improves casting accuracy, prevents canting. Knurled head cap increases spring tension with just a quick turn. Fast, no-tool take-down for cleaning. Constructed of aluminum alloy with maroon anodized finish. Stainless steel rod clip, chromium plated line guard and trigger. Capacity—80 yds. "G" level line. Weight 9½ ozs.
45103A690.....Retail $11.50

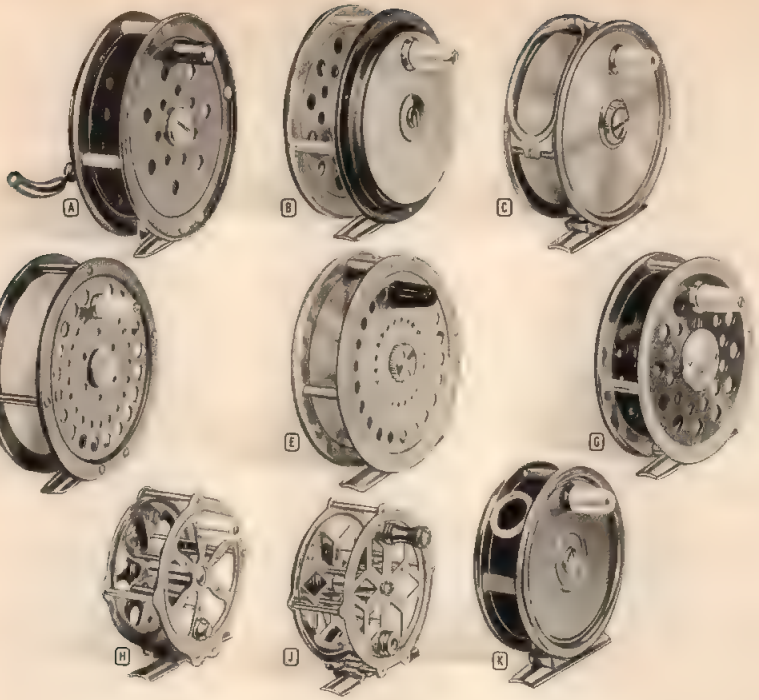
E MARTIN "47" FLY-WATE REEL
Ideal for light tackle outfit. Made largely of aluminum alloy light yet sturdy. Has green anodized finish with rustproof metal trim. Features include full free-stripping, silent winding mechanism which won't slip. Easy take-down—no tools necessary. Release lever can be adjusted to any angle for any rod. Capacity—50 yds. "G" level line. Weight 7.75 ozs.
45269A597.....Retail $9.95

J HORROCKS-IBBOTSON "7" FLY REEL
Easy to operate upright model—built for season after season of rugged fly fishing. Lightweight and easy to handle—balances well on any fly rod, allows fast, accurate casts. Completely automatic—with free-stripping and spring tension release. Needs no adjustment. New style line guides. Constructed of lightweight aluminum with blue anodized finish. Capacity 75 yds. "G"

C SOUTH BEND "1130" OREN-O-MATIC
Perfect balance permits all-day fishing without strain or fatigue—assures easier, more accurate casts. Reel automatically picks up loose, retrieved line, winds up to 25 yards of line at one time. Strips freely, even when spring is at full tension. Fits fly rod in natural balanced upright position. Lightweight, silent in operation, ruggedly built and completely trouble-free. Made of aluminum alloy with rich maroon anodized finish. Capacity—50 yds. "G" level line. Weight 8½ ozs.
45102A660.....Retail $11.00

G OCEAN CITY "90" AUTOMATIC
Combines features of automatic and single action fly reels. Quality steel spring gives it the smooth, quick line retrieve of expensive reels. Lightweight die-cast aluminum frame and large-arbor aluminum spool give it single action weight. Offset reel stand, 1-screw take-down, precision hobbed gears and comfortably positioned trigger. Capacity—80 yds. "G" level line. Weight 10 ozs.
45273A750.....Retail $12.50

K BRONSON "390" ROYAL-MATIC REEL
Fully automatic precision reel. Exclusive Bronson governor-controlled retrieve helps prevent rod tip breakage. New lightweight aluminum spool offers up to 50% more line capacity. Smooth silent wind, long wearing bronze bearings. Free-stripping, simplified cross-bolt construction permits quick take-apart and easy cleaning and lubrication. Finished in blue-green anodized aluminum. Capacity—30 yds. HCH line with 50 yds. 15 lbs. test backing.



Popular Priced Single Action Fly Reels

A FLY CHAMP AUTOMATIC REEL
Combines the convenience of an automatic with the best features of a single action model. Little finger governs trigger action take-up—giving fisherman complete control at all times. Adjustable tension drag remains constant for length of line. Easy take-apart feature permits fast cleaning. Aluminum and stainless steel construction. Cap. 80 yds. "G" level line. Wt. 5½ ozs.
45266A495....CLOSEOUT.... Retail **$8.95**
Extra spool for above Fly Champ Reel
45267A100....CLOSEOUT.....Retail $2.00

D SHAKESPEARE "1895" INTRINSIC
Light as a breeze—easy to handle' An all-time favorite with sporty light fly rod fishermen. Top performing single action fly reel in the popular price field. Perfectly balanced, smooth running spool of durable, lightweight aluminum. Hardened steel cadmium plated click. Frame constructed of aluminum alloy with baked enamel finish. Spool dia. 3 in. Capacity—100 yds. "G" level line. Wt. 5 ozs.
45160A330 . . . . . **Retail $5.50**

H OCEAN CITY "61" SKELETON REEL
A popular, inexpensive reel for beginners and veteran anglers who prefer skeleton reels. Has unusual rigidity and strength. Aluminum alloy frame. Equipped with counter-balanced eccentric crank with marbleized white plastic grip, on-off click drag. Open arbor and sides allow fast line drying. Fast one-screw take-down for cleaning. Spool dia. 2¾ in. Capacity—80

B BRONSON "280" MULTI-ROYAL
Only fly reel with 2½ to 1 gear ratio for a really fast retrieve! New Bronson multiple-action reel assures smoothness, speed and accuracy with every cast. Adjustable click-type drag operates only when stripping line—no drag on retrieve. Simple cross-bolt takedown for cleaning. No tools needed. Easily reversible for left hand use. Maroon anodized aluminum frame with bronze spool bearings. Capacity 50 yds "D" level line. Wt. 6 ozs.
45169A477. . . . . **Retail $7.95**

E H-I "100" SPORTCRAFT
A new single action reel for the angler who desires larger line capacity. Precision constructed of the finest, most durable materials for years of dependable wear. Reversible steel hardened click and hard brass spool staff assure double-duty service. Frame and spool are constructed of non-corroding aluminum alloy with a durable lacquer finish. Capacity—100 yds "G" level line. Wt. 5 ozs.
45287A293.....**Retail $4.89**

J BRONSON "1600S" FLY REEL
One of the most popular inexpensive fly reels on the market! A single action favorite for both stream and lake fishing—features Bronson's adjustable click and attractive ball burnished nickel finish. Perforated plates for rapid drying. Lightweight, free-running action. Spool dia. 2½ in. Capacity—80 yds. "G" level line.

C OCEAN CITY "PLYMOUTH" REELS
Durable, easy-to-use single action fly reel. Features popular duo-drag—with adjustment knob on right sideplate for silent drag, button on left sideplate to provide on-off click drag. Converts easily to right or left hand use by relocating line guide. No tool take-down. Spool dia. 2 21/32 in. Capacity—60 yds "G" level line. Wt. 5 ozs.
Model No. 76
45116A357.....**Retail $5.95**
Model No. 77—Same reel as above but 100 yd line capacity. Spool diameter 2¾ in.
45115A450.....**Retail $7.50**

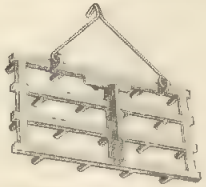
G BRONSON "370" ROYALIST
Strong enough to withstand years of rugged use, yet amazingly light in weight. Bronson retrieve mechanism is accurately controlled to prevent rod tip breakage. Equipped with adjustable click-type drag, lightweight perforated spool. Single action model with simplified cross-bolt construction for quick takedown, easy cleaning. Long-wearing maroon anodized aluminum frame with durable oilite bearings. Capacity—40 yds. "D" level line. Wt. 4¼ ozs.
45170A357.....**Retail $5.95**

K OCEAN CITY "35" WANITA REEL
Popular single action fly reel. One-piece spool provides smooth-turning action, enables quick no-tool takedown for cleaning. Fitted with exclusive duo drag with silent drag adjustment knob and sliding click button for removable click drag. Built of aluminum alloy with smart dull black finish. Spool dia. 2 21/32 in. Capacity—60 yds.

LANSING "SLIK-TOY" METAL FARM TOYS

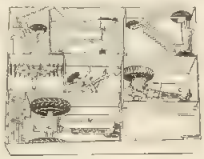
T248 7425—Slik-Toy Made No 77 Tractor. Heavy metal. It is 9" long 4⅝" wide, 5⅛" high Colored in regular colors and decals Steering wheel actually steers the tractor. Wheels ... break off Each boxed. . . . . Each $3.30

T248/7426—Slik-Toy Side Delver Rake This model is really an authentic reproduction of the real thing Made of stamped steel Its working action is a wonder to watch. Length 11¼", width 6½", height 2¾" Correct colors and form Each boxed Each $2.68



T248 7421—5 k-Toy, Assorted Farm Tools ... inches in length. Consisting of mower, drag, plow, corn planter, disc ... red and aluminum, black rubber wheels. Packed 1 dozen assorted Per dozen $4.80

T248 7427—Slik-Toy Scale Model of Famous Make Combine. Actual true movement as pulled behind tractor Made of diecast aluminum and stamped steel Colored in correct color combinations. Length 13", width 5¼", height 3½" Each in box. . . . . Each $3.30

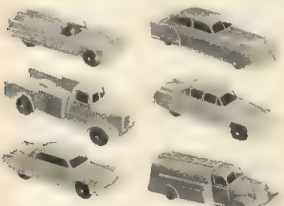


T248 7422—Slik-Toy 9 Pc. Super Farm Set. Consisting of drag disc, mower, hay loader, side delivery rake, plow, tractor and trailer, large tractor All packed in partition cut out display box Each $6.60

T248/7423—Slik-Toy Plow. Model of the famous make two bottom plow All steel on rubber wheels Lever lowers plow shares into actual plowing position 8½" long, 3" wide, 4" high. True colors Each in box. . . . . Each $2.68

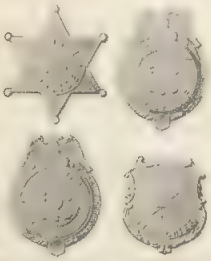
T248/7424 — Slik-Toy Tandem Disc. All steel model of famous "Power Angling Disc Harrow" The various disc sections are adjustable to different angles. 8½" long, 6¼" wide, 1¼" high Painted in true colors Each in carton. . Each $2.20

TOOTSIE DIE CAST METAL TOYS



T248, 304—Jumbo Assortment 6 inches long, 1½ inches wide, 1¼ inches high, latest design assorted brilliant colors, "rol-ezy" construction, rubber wheels, 3 each 4 kinds to dozen. . . Per dozen $4.80

T248 303—Tootsie Toy Auto and Truck Assortment, 6 kinds, 4 inches long, rubber wheels, assorted brilliant colors, packed 1 dozen, 3 kinds. . . . . Per dozen $2.88



T248, 309—Tootsie Toy Badge Assortment Display box ... Sheriff, 3 each Deputy Sheriff, Police Man, Special Police Packed 1 dozen assorted cards 3 cards to box Per dozen $1.60

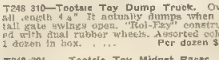
T248/307—New Auto Transport, double deck auto carrier hauling 4 Tootsie Toys, ready to unload and drive away, "rol-ezy" construction rubber wheels attractive colors. Each in colorful box . . . Per dozen $14.40

T248/311—Tootsie Toy Tow Truck. Overall length including swivel tow hook, 5¼ inches "Rol-Ezy" constructed with dual rubber wheels Packed 1 dozen. ... Per dozen $6.20

T248 305—Tootsie Toy Army Jeep. A fine reproduction; 5" long "roll ezy" rubber wheels Finished in regulation army green and helmet red. Packed 1 dozen, 2 colors, ... Per dozen $5.40

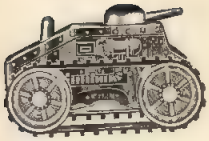
T248/8740—Hy-Way Set. A superb set of 4 different kinds, greyhound bus, stake body truck, Kaiser sedan, rocket roadster, attractive colors rubber wheels, "rol-ezy" construction Packed 4 pieces to box Per dozen boxes $21.60

T248 310—Tootsie Toy Dump Truck. Overall length 4¾" It actually dumps when the tail gate swings open. "Rol-Ezy" constructed with dual rubber wheels. Assorted colors 1 dozen in box. . ... Per dozen $6.40

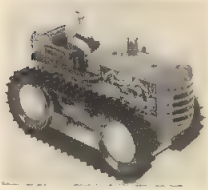


T248/301 — Tootsie Toy Midget Racer. 3¼" long "Rol-Ezy" rubber wheel speed. Assorted colors. Packed 1 dozen ... Per dozen $2.40

T248/302 — Tootsie Toy Aeroplane Assortment, 4 styles. Come in assorted bright colors. Approximately 3½" long with 4½" wing spread. Packed 1 dozen 4 kinds. .... Per dozen $2.88



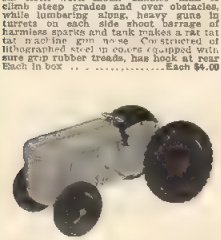
T243, 6926—Marx Climbing Sparkling Tank measures 8½ inches long, 5¼ inches high, powerful climbing, sparkling tank, powerful clock work motor enables tank to climb steep grades and over obstacles, while lumbering along, heavy guns in turrets on each side shoot barrage of harmless sparks and tank makes a rat tat tat machine gun noise. Constructed of lithographed steel in colors equipped with sure grip rubber treads, has hook at rear. Each in box . . . . . Each $4.00



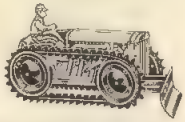
T248 6925—Mechanical Climbing Tractor with sparks, new design high type Caterpillar diesel, made of steel, an authentic lithographed diesel equipped with wide sure grip rubber treads which enables tractor to climb grades and pull loads. Powered by strong clock spring motor with hook hook at rear, driver in seat, road scraper supplied, is easily attached and detached. Measures 10¾ inches long overall, 5⅝ inches high. Each in box. . . . . Each $4.00

T248, 6923—Marx Climbing Tractor, Measures 5½ inches long, 4⅛ inches wide. Diesel type tractor equipped with rubber treads; sturdily constructed of bright plastic in combination with lithographed steel. Clock spring motor, brake; has driver in seat. Each in box.
Per dozen $16.00

T248/6731—Hubley Die Cast Metal Tractor. Length 7 inches. Red chassis with realistic die cast engine details visible from both sides. Bright aluminum trimming, radiator grille and die cast steering wheel. Yellow wheels black rubber tires. Note rear tires are treaded front tires are grooved in true-to-life detail. Each in a box . . . . . Per dozen $16.00

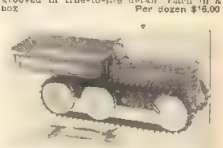


T248 6838—Hubley Tractor—Plastic; red, green and orange with aluminum finished steering wheel, realistic detailing of engine, chassis, hood and seat; black rubber wheels treaded on rear, grooved on front like the tractor. Length 5¾. Packed 1 dozen to box. . . . . Per dozen $7.20



T248, 6924—Climbing Sparkling Tractor with scraper made of lithographed steel equipped with sure grip rubber treads, driver in seat hook at rear brake, a heavy duty clock spring motor furnishes the power to climb steep grades and pull heavy loads. Length 8¾. Packed 1 dozen to box. . . . . Each $2.68

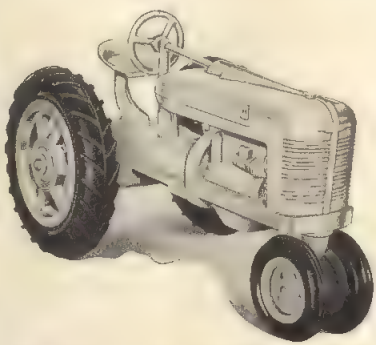
T248 6837 Hubley Tractor — Plastic, green and orange with aluminum trimming Length 4¾. Rubber wheels Packed 1 dozen to box. . . . . Per dozen $4.50



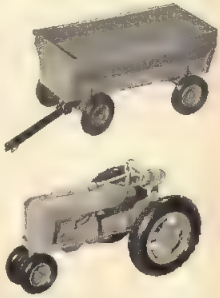
T248 6927 Marx Six Wheel Reversible Tractor with Implements Measures 14" long 7" high to top of driver. Equipped with sure-grip rubber tractor treads and long-running clock spring motor which enables it to climb steep inclines, has brake for stopping and also reversing lever which enables tractor to operate forward and in reverse. Tractor is equipped with large steel body filled with miniature farm implements. Has sturdy construction of steel, finished in attractive colors. Lithographed driver in seat. Key attached. Each in box . . . . Each $5.39

T248/6737—Hubley's 5 Pc. Die Cast Farm Set. All metal and plastic. Consisting of a tractor, manure spreader, plow, flat bed wagon and cultipacker. Each set boxed . . . . Each $4.00

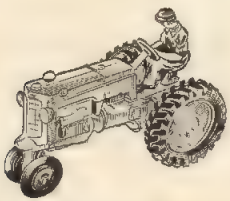
T248/6941—Hubley Farm Set. Consisting of Tractor Cultipacker and plastic Farm Wagon. Wagon has metal hitch for strength. Bright colors 1 dozen in lithographed display carton. . . . . Per dozen $16.00



T248 7386—Plastic Farmall Tractor. Has flexible rubber tires, steering wheel turns; engine detail is made to scale from the manufacturers original blueprints. 8" long; 4½" high. Made of toughest high impact plastic, finished in red. Each in a box . . . . Each $2.60



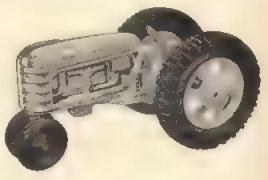
T248/7287—Farm-all Tractor and Wagon. Tractor has flexible rubber tires; steering wheel turns; engine detail is made to scale from the manufacturers original blueprints. Wagon has steering mechanism securely hitched to tractor drawbar. Made of toughest high impact plastic. Tractor is 8" long. Wagon is 7" long. Complete in a carton . . . Each $4.00



T248 6756—Large M-M Tractor. 7¾" long 5" high 3⅝" wide. Made of rubber. Red bodied silver engine with blue decoration and silver trim decoration. Decorated wheel hubs. Operator realistically decorated. Packed each in box. . . . . Per dozen $14.40

T248 6755—Auburn Rubber J. D. Tractor 5" long; 3⅝" high. All-red tractor with contrasting silver motor. Hands, face and shirt of operator realistically decorated; rear wheel hubs decorated silver. Packed 1 dozen in box . . . Per dozen $3.28

T248 6754—Small Tractor. Measures 4 . . . 3" high. Made of flexible vinyl. Colors assorted 3 red 3 green to the dozen. Packed 3 dozen in carton. . . . . Per dozen $3.20



T248/6736—Hubley Tractor. Length 3½", die cast metal; red with aluminum trimming; realistic engine details visible on both sides; spring action driver seat, front wheels operated by steering wheel, all metal wheels with black treaded rubber tires. Each in box . . . . . Each $2.60

MARX ELECTRIC TRAINS

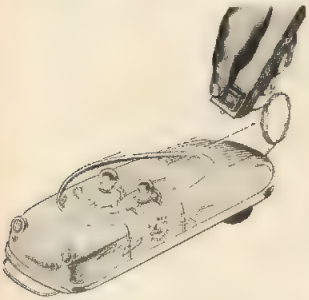
T248/6945—Marx 4 Unit Streamlined Electric Diesel Passenger Train. Two coaches and observation coach. Locomotive is equipped with oilless bronze bearings and the entire set is made of steel. Lithographed in approved Union Pacific Streamliner design. Approved transformer. 8 sections of curved track. Track measures 27 inches in circle. Circumference of track 84 inches oval. Train measures 24¼ inches long. **Each $10.80**

T248/5946—8-Unit Steam-Type Freight Set. Steam-type locomotive equipped with remote control. Has oil-less bronze bearings; bright headlight and diecast wheels. Assortment of freight cars of brightly lithographed steel. 8 sections of electric track. Underwriter's approval of transformer. All necessary wire and track connectors. Train measures 33½" long overall. Circumference of track 84" circle. Each in box . . . . . **Each $13.34**

T248 6947—Marx 5-Unit Automatic Coupler Electric Freight Train Set. 8 sections of curved track, 8 sections of straight track, 1 uncoupling ramp with sign, 1 underwriters approved transformer. Train measures 40¾" long overall. Track circumference 120" overall. Each in box . . . . . **Each $20.00**

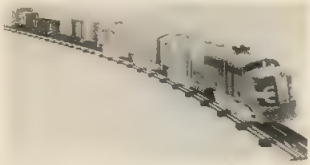
T248 6949—Marx 5 Unit Twin Diesel Lighted Passenger Train Set. Is a replica of the famous General Motors Twin Diesel and is in the Santa Fe design. Equipped with a heavy duty, speedy electric remote control engine. Has oilless bearings, die cast wheels, powerful headlight, miniature dummy air horn. Each car equipped with automatic coupler. Approved transformer. 8 sections of straight track, 8 sections of curved track. Wide radius. Track measures 34x56¾ inches. Circumference of track 162 inches oval. Train measures 58 inches long overall. . . . . **Each $30.00**

PLASTIC REMOTE CONTROL CARS

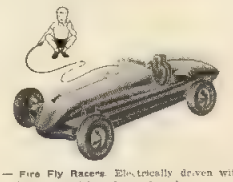


T248 7883—Remote Control Automobile. Electric motor, free wheel steering, forward and reverse gear drive. Operates with batteries (not supplied). Plastic body, transparent plastic top closed in metal bottom, rubber wheels. Length 7⅜ inches. Assorted colors. Each in box . . . . . **Each $4.00**

T248/7385—Electrically Driven Bus. Remote control steering by pushing or pulling plunger rod at rear of hand controlled unit. Bus can be steered in any direction. Operates with batteries (not supplied). Body made of high impact plastic colorfully decorated, closed in metal bottom, rubber wheels. Length 12½ inches. Each in box. **Each $7.80**



T248 6948—Marx Twin Diesel 5 Unit Electric Freight Set. Replica of the famous General Motors Famous Diesel. Has all over design of the Santa Fe Railroad. Complete in detail and high lighted. Equipped with heavy duty electric remote control motor. Oilless bronze bearings, die cast wheels, bright headlight. Also has remote control mechanism which is operated from the transformer. Cars are equipped with automatic unhook couplers, approved transformer, 3 sections of straight track, 8 sections of curved track, large radius. Track measures 34x56⅝ inches. Circumference of track 162 inches oval. Train measures 49¾ inches long overall. . . . . **Each $26.68**



T248 7384 — Fire Fly Racers. Electrically driven with remote control steering. Gear drive, forward and reverse action by pushing or pulling plunger rod at rear of hand controlled unit, the Fire Flys can be steered in any direction. Made of high impact plastic in attractive two tone colors. Length 10 inches. All models equipped with patented wheel cap which prevents wheel from ever coming off. Operates on batteries (not supplied). **Each $7.50**

MECHANICAL TRAINS

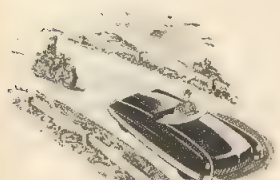
T248 6940—Marx 4-Unit Mechanical Freight Set. Locomotive has long running push-out spring motor. Bell ringing; 8 sections of curved track. Constructed of steel; lithographed in bright detailed design. Circumference of track, 84" circle. Each in box. **Each $4.00**

T248 6941 — Marx 5 Pc. Mechanical Freight Set. Streamlined, City of Denver Diesel type heavy duty locomotive. All steel. Long running clock spring motor equipped with a brake. Track measures 27 by 84 inches. Circumference of track 102 inches oval. Train measures 24¼ inches long overall. Has two sections of straight and two sections of curved track. **Each $5.34**

T248 6942—Marx Mechanical Freight Set. A 5-unit set. Long-running clock-spring motor. Locomotive emits smoke from stack. All steel. Lithographed in bright detailed design. 4 sections of straight track, 8 sections of curved track. 1 smoke refill. Circumference of track 120". Each in box . . . . . **Each $6.68**

T248 6943—5-Unit Mechanical Freight Set. Locomotive has long-running motor which emits harmless sparks. Has a built-in governor to regulate the speed of the train. Plastic locomotive and tender; steel gondola, coal car, caboose. 14 sections of track; pair of manual switches. Circumference 187". Each set in box. . . . . **Each set $8.00**

Automatics COP 'N CAR



T248/6015—Motorcycle Cop and Speedcar. Automatically powered with precision wind-up futurematic motor. Made of high impact plastic; two-tone body; loud siren; size of car 8½x4". Motorcycle 4x4". The speeding car, the cop chases the speedster and catches him, both automatically stop. Each in box. **Each $2.68**

PLASTIC TRUCKS

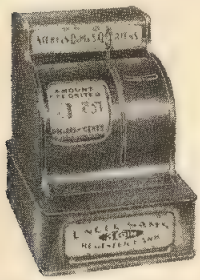
T248 8534—Mechanical Plastic Friction Motor Truck Assortment. All trucks measure 3½ inches long. Consists of four styles. Moving Van, Oil Truck, Lumber Truck and Coal Truck. Long running friction motor. Rubber back wheels. Packed 2 dozen assorted. D.B. **Per dozen $4.80**

BANKS

T248 6960—Unbreakable Lite-Time Banks. 2 styles, elephant and pig. Approximately 11 inches tall. Red and yellow. A money saving toy with beautiful embossed features, decorated eyes and lock in back to remove money. Each in box.
Per dozen $20.00

T248 6974—Knickerbacker Jumbo Pig Bank. Stands a full 8 inches high. Made of durable plastic with gaily hand painted features with a truly enormous capacity. Complete with key for lock in base. Each in a carton.
Per dozen $16.00

T248 6961—Globe Bank. All metal lithographed in colors and map of the world. 4⅝ inches high. 1 dozen in a box.
Per dozen $3.50

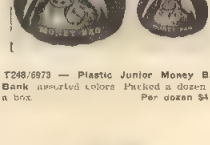


T248 6958—Uncle Sam's Three Coin Register Bank. All steel with a 6 coin feature, rings, registers automatically, adds nickels, dimes, and quarters, takes pennies, half dollars and bills in special openings. Holds fifty dollars, locks automatically at twenty five cents, opens at every ten dollars. There is a lot of fun listening to the bell as it records each deposit. Beautifully enameled in black, red and blue. Size 6¾x4½x5¾ inches. Each in box.
Each $5.34

T248/6962 — Monkey Bank. Made of lithographed steel. Height 5 inches. 1 dozen in box.
Per dozen $3.50

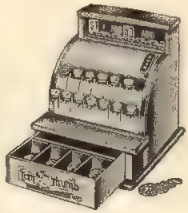
T248 6963—Cash Register Bank. Size 2¼ inches, made of steel, attractively lithographed. Packed each in a box.
Per dozen $4.00

T248 6964—Disney Land Bank. All steel. Attractively lithographed in authentic colors 6½ long, 3½ high. Bulk packing.
Per dozen $6.00



T248/6973 — Plastic Junior Money Bag Bank assorted colors. Packed a dozen in a box.
Per dozen $4.80

T248/6965—Cash Register. All metal constructed of heavy gauge steel, attractively finished in baked enamel, red and black crackled finish, press the key and ring up the sales, the drawer pops out and up comes the amount of the sale, drawer has 6 compartments, generous supply of play money is included. 7⅛" high, 8½" wide, 7⅛" deep. Each in box.
Each $4.00



T248/6966 — Tom Thumb Cash Register. Deluxe Chrome plated front, sides and trim attractively painted in wrinkle paint. Unbreakable plastic window. Protective rubber feet, metal play money. Size 7½" deep 7⅛" high. Each in carton.
Each $5.20

T248 7070—Plastic Coins and Toy Bills. Extremely attractive, counter display package teaches child to identify values, count and make change. Contains a pack of 30 toy money bills in various denominations with printed band over the center. A cellophane window box of assorted silver and copper plastic coins, beautifully sculptured, hand engraved front and back. Box of coins and bills backed up by a heavy cardboard and completely wrapped for effective counter appeal in cellophane.
Per dozen $4.00

T248/6998—Howdy Doody, Press action toy, made of wood, wax finish and highly colored. Approximate height 6 inches. Push button puppets spring to life at your command just by pressing button under base. Each boxed.
Per dozen $16.00

WOOD ACTION TOYS

T248/6997—Mickey Mouse Push Button Puppets. Made of wood; wax finished and highly colored. Approximate height 5" Puppets spring to life at your command just by pressing button under base. Each boxed.
Per dozen $16.00

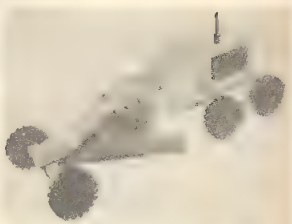
T248 6998 — Donald Duck Push Button Puppets. Made of wood, waxed finished and highly colored. Approximate height 5 inches. Puppets spring to life at your command just by pressing a button under base. Each in box.
Per dozen $16.00

T248 6939—Pluto. Press action toy, made of wood, wax finish, attractively colored. By pressing button under base action commences. Height 5 inches. Each boxed.
Per dozen $16.00

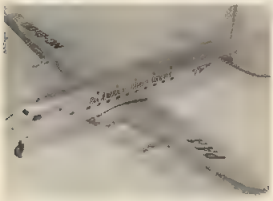
MARX HEAVY GAUGE STEEL PULL TOYS

B248 72—Marx Stake and Dump Truck Assortment. Deluxe truck measures 11½ inches long, dump truck measures 13 inches long; combination of metal body unit cleverly with metal wheels and steel lithographed body. Each in box. One dozen to shipping carton. Weight 15 pounds. **Per dozen $16.00**

B248,724—Marx Load and Dump Truck. Measures 21½ inches long; heavy gauge steel, baked enamel finish; spun, [illegible] free swinging tail gate. Each in carton. Weight 5½ lbs. **Each $4.00**



T248 6809—Marx Road Grader. Measures 17" long, 5½" wide. Heavy gauge steel construction throughout. Six huge rubber wheels. Bright baked enamel colors. [illegible] scraper can be tilted, turned and lifted. Each in box. **Each $4.00**



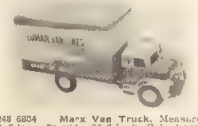
T248 5797—Marx Pan American Clipper Plane. 21½ inches long, wing spread 27½ inches, strongly constructed of steel, finished in baked enamel, free spinning propellers, tricycle landing gear; dual wheels. Packed each. **Each $4.00**

T248 6807—Marx Rocker Dump Truck. Measures 17½ long, 5¾" wide. Heavy gauge steel, heavy duty two wheel diesel type hauler, spacious rocker dumping style body which is raised by means of crank behind driver's seat. Finished in attractive baked enamel colors. Equipped with huge solid rubber tires. Each in box. **Each $4.00**

T248 6808—Marx Earth Hauler Truck. Measures 18¾" long, 5¾" wide. [illegible] trip lever. Huge solid rubber heavy duty tires. Each in box. **Each $4.00**

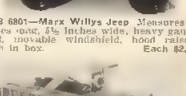
T248 6805—Marx Hauler with Livestock Trailer and Animals. [illegible] Cab over engine construction. Hauler has large enclosed van livestock trailer. Equipped with large drop tail gate and air horns. It is designed to act as a loading [illegible] assorted flexible vinyl livestock figures. Each in box. **Each $3.50**

B248 746—Marx Hauler and Trailer Assortment. Three highway semi-trailer sets. Latest designs. Assortment consists of 4 cabs, 3 flat bodies, tanker and open van, hauler and open stake trailer hauler and closed van. Made of attractive lithographed steel, attractive colors, length 14½". Packed each in box. 1 dozen to shipping carton. D Ft. Weight 13 lbs. **Per dozen $18.00**

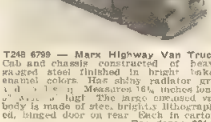


T248 6804—Marx Van Truck. Measures 17¾" long, 7" wide, 8¾" high. Cab chassis and body are made of steel throughout in bright lithographed colors, all over design. Equipped with large solid rugged rubber wheels. Shows bright radiators, dummy headlights, stripped and grill. Each in carton. **Each $4.00**

T248 6794—Marx Steel Two Car Auto Transport. Measures 13¾" long, 3" wide, 5⅝ inches high. Sturdily constructed of heavy gauge steel finished in bright contrasting baked enamel colors with bright shining radiator grill, bumper and dummy headlights. Trailer has double deck arrangement which enables trailer to transport 4 cars. 2 metal loading rails. Each in box. **Per dozen $24.00**

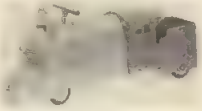


B248 748—Marx Ride 'er Power Truck with Bell. Measures 31¾" long, 7¾" wide, 13½" high. Massive heavy gauge with seat mounted on body of truck. Steering wheel with two 19¾" ladders, 2" bell is mounted on the hood of the truck. Wheels have rubber tires. Packed each in shipping carton. Weight 13¾ lbs. **Each $11.00**



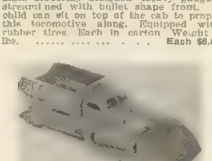
T248 6801—Marx Willys Jeep. Measures 11 inches long, 4½ inches wide, heavy gauge steel, movable windshield, hood raises. Each in box. **Each $2.40**

T248/6810—Coca Cola Truck. Made of heavy gauge steel, attractively finished in bright yellow baked enamel, authentic Coca-Cola decalcomania, measures 20½ inches long, 6¾ inches high. Each in carton. **Each $2.40**



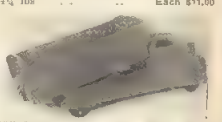
B248 747—Marx Deluxe Ride Em Locomotive. Measures 27" long, 6½ wide, [illegible] high. Modernly designed. Heavy gauged, streamlined with bullet shape front. A child can sit on top of the cab to propel this locomotive along. Equipped with rubber tires. Each in carton. Weight 9 lbs. **Each $6.65**

T248/6805—Marx All Steel Fix-All Wrecker Truck. Measures 21" long overall, 6" wide. Body is large and spacious, open ended, equipped with a powerful [illegible] Large tool box when [illegible] Large [illegible] rear wheels. Rear bumper is removable. Has spare wheel. Each in box. **Each $5.34**



T248 6800 — Marx Four-Way Load and Dump Truck. Measures 17½ inches long, [illegible] wide, [illegible] high. Has [illegible] design and [illegible] dump body. Heavy gauge Hi-Mit scoop loader [illegible] Each in [illegible]. **Per dozen $25.20**

B248 6806—Heavy Gauge Tractor and Bulldozer. Measures 13½ inches long, 5 inches wide, 7 inches high. Constructed of heavy gauge steel, [illegible] of latest design farm tractor, [illegible] type with corrugated rear wheels and narrow [illegible] front wheels, scraper accessories. Complete in box. **Each $4.00**



T248 6802—Marx Heavy Gauge Steel Dump Truck. Side [illegible] dump, [illegible] swing, tail gate, [illegible] steel wheels 14" long, 6" wide. Each in box. **Each $2.68**

ALL METAL (*WYANDOTTE*) STEEL PULL TOYS

T248 6828 — Wyandotte All Steel Transport. Complete in every detail including miniature cars for transport. Trailer made of colorful lithographed steel and cab of lithographed metal in attractive colors. Rubber wheels. Each boxed. . . . . Per dozen $9.00

T248/6833 — Wyandotte Farm Tractor and Trailer. Tractor made of heavy durable pressed steel. Farm type trailer made of heavy gauged metal with solid rubber wheels. Full length 12". Each in carton. Per dozen $15.60

T248 6858 — Wyandotte All Steel Dump Truck. Heavy gauged steel. Baked enamel finish. Cab made of heavy lithographed steel. Heavy gauged steel bumper. Unique dumping arrangement. Back opens automatically when body is lifted. Heavy duty rubber tires, 6 wheels. Length 21", 7" wide. Each in carton. . . Each $4.00

B248 720 — All Steel Winch-Truck with Steam Shovel. Baked enamel finish. Complete with steam shovel. Has skid which lowers for loading steam shovel on truck. Hand winch on trailer for pulling it on to truck. Removable rubber wheels. Very realistic. Lots of play value. 23¼" long. Each in carton. Weight 5 lbs. Each $5.34

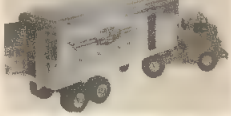
T248 6857 — Wyandotte All Steel Semi-Trailer Fire Truck. Cab made of lithographed metal. Tool box with complete set of tools, miniature jack that actually works, tire wrench for removing tires from truck. Chassis made of heavy gauged steel. Baked enamel finish. 6 rubber wheels. Mechanical crank operated ladder, makes noise. 22¾" long, 4½" high. Each $4.00

T248 6830 — Wyandotte Dump Truck with Front Loader. Made of heavy gauged steel. Scraper typed front scoop elevates and deposits load in dump body. 12½" long. Each boxed. . . . . Per dozen $15.00

T248 6855 — Wyandotte All Steel Semi-Trailer Dump Truck. Heavy gauged steel construction with 8 rubber wheels and side action dump arrangement. Modern decorated cab with simulated head lights and grill. Full length 18½". one. Each in carton. . . . . Each $2.68

B248/728 — Wyandotte All Steel Semi-Trailer Express Truck. Heavy duty six wheel truck. Chassis and body made of heavy gauge steel. Cab of heavy lithographed steel, baked enamel finish. Heavy gauge steel bumper. Spare tire and wheel attached to rear of truck. Truck decorated with reflectors. Tool box with lid on back of cab with complete set of tools—including miniature jack that actually works, tire iron, screw driver hammer and tire wrench for removing rubber tires from truck. Each in carton . . . . . Each $5.34

T248 6831 — Wyandotte All Steel Semi-Trailer Auto Transport. Lithographed details. 6 rubber wheels. 12½" long. Each in carton . . . . . Per dozen $16.00



B248 732 — Deluxe Scale Model Gray Van Truck 24½" long 9" high 6" wide. Authentically designed to the finest details. Die cast cab with realistic details such as six mas lights and head lights. Extra heavy gauge steel chassis reinforced and welded construction. All aluminum van body. Double rear doors, single side door opens. Heavy duty type treaded rubber tires with die cast wheels. Detachable cab. Each in carton. Weight 8 lbs. . . . . Each $15.00

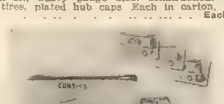
B248 733 — Scale Model Earth Mover. Size 20½" long. Made of extra heavy gauge steel reinforced construction. Realistic heavy duty rubber tires with steel inserts. Front loader and action dump body imitation engine and realistic exhaust. Each in carton. Weight 7 pounds. . . . . Each $6.68

T248/6811—Buddy "L" Hi-Lift Scoop-N-Dump. Dimensions. 16 inch body down, 17⅝ inch body lifted, width 5¾ inches, height 7¾ inches with scoop down and 7 inches with scoop up. Front scoop picks up load and transfers it to extra large dump body. Hi-lift action dumps load through full tail-gate. Rugged, all heavy gauge steel construction. Heavy duty rubber tired. Metal hub caps. Each in carton. . . . . Each $2.68

T248 6856—Wyandotte All Steel Auto Transport. Heavy gauged baked enamel finished. Cab of lithographed metal. Semi-trailer type. Tool box with complete set of tools including jack that actually works, tire wrench for removing rubber wheels from truck. Includes four 2½" plastic cars. Skid rails attached to upper and lower deck to let cars roll down. Tail gate forms unloading ramp for lower deck. 23" long, 4½" high. Each in carton. Each $4.00

"BUDDY L" STEEL PULL TOYS

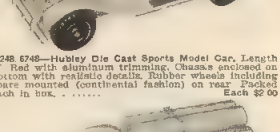
B248 678—"Buddy L" Hydraulic Hi-Lift Dumper with Large Shovel. Length 24", width 7½". Mammoth size dump truck with self-energising hydraulic piston and special knuckle linglge to raise dump body extra high. Load slides out through chute door in rear. Large shovel included. All heavy gauge steel construction. Rugged rubber tires, plated hub caps. Each in carton. Weight 9¼ lbs. . . . . Each $13.20



B248 678—Buddy "L" Trailer Van with Automatic Tail Gate Loader. Length 32" width 9". Big all heavy gauge steel van has most unusual rear loading feature, with 1 continuous turning action of hand crank tail gate will lower to ground pick up load and empty into rear truck. Rugged rubber tires, plated hub caps. Each in carton. Weight 12 lbs. . . . . Each $12.00

HUBLEY DIE CAST TOYS

T248 6734—Hubley Diesel Road Scraper. Die cast metal length 10¾ inches; yellow with bright scraper and trimming. Front wheels operated by steering wheel. Black rubber wheels. The rear wheels are mounted independently to roll over stones or obstacles. Spring and notch construction holds scraper firmly in place, also permits adjustment over a 90 degree angle. Each in a box. . . . . Each $2.00

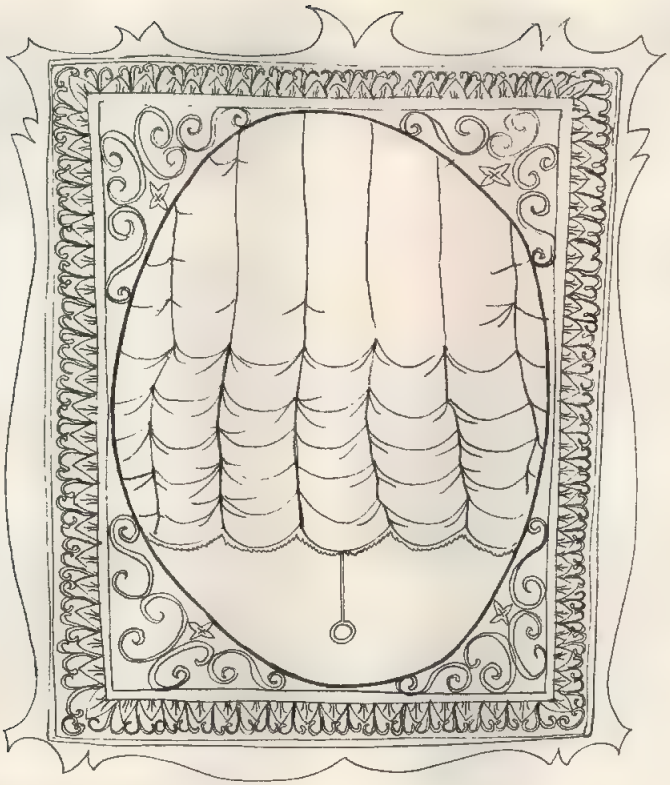


T248 6748—Hubley Die Cast Sports Model Car. Length 9". Red with aluminum trimming. Chassis enclosed on bottom with realistic details. Rubber wheels including spare mounted (continental fashion) on rear. Packed each in box. . . . . Each $2.00

T248/6729 — Hubley Lumber Truck. Length 10". die cast metal; orange with aluminum trimming. 5 removable logs with chain to hold them in place, rubber wheels. Each in box . . . . . Per dozen $16.00

B248 677—Buddy "L" Railway Express Truck and Accessories. Length 20¾". Accurate copy has specially bouchened high-impact plastic cab in authentic design. Ruggedly built all heavy gauged steel box and chassis wrap around bumper. Steel hand truck and package skid included. Rugged rubber tires, plated hub caps. Each in carton. Weight 9½ lbs. . . . . Each $6.60

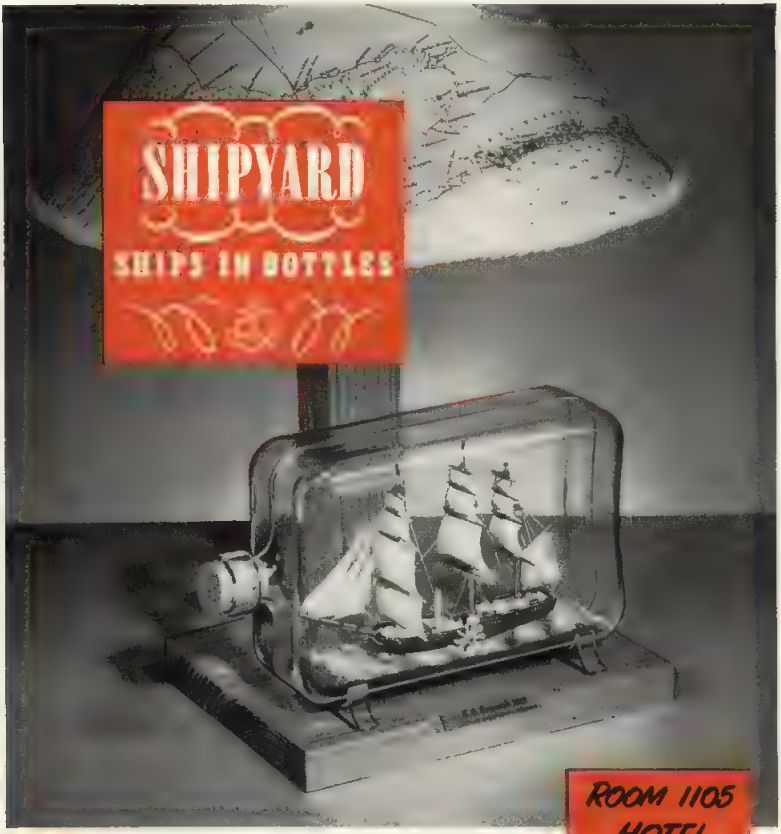
T248/6730—Hubley Dump Truck. Length 9½", die cast metal; green chassis, red movable dump, aluminum trimming, rubber wheels length 3½". Each in box. . . . Per dozen $16.00



Mary Jane®

A Doll And Fashion Masterpiece

manufactured by Togs and Dolls Corp., 1359 Broadway N.Y. 18

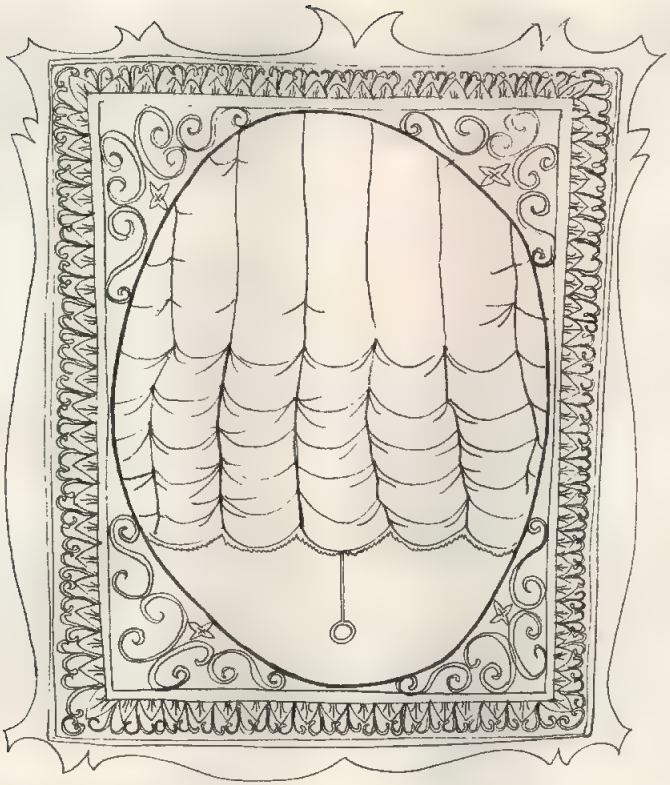


SEE all the latest models in the Shipyard line — and don't miss the many new items of toys, novelties and construction kits on show to the trade for the first time.

ROOM 1105
HOTEL
NEW YORKER

GOWLAND CREATIONS

BOX 1239, KELLOGG AVENUE • • SANTA BARBARA, CALIFORNIA



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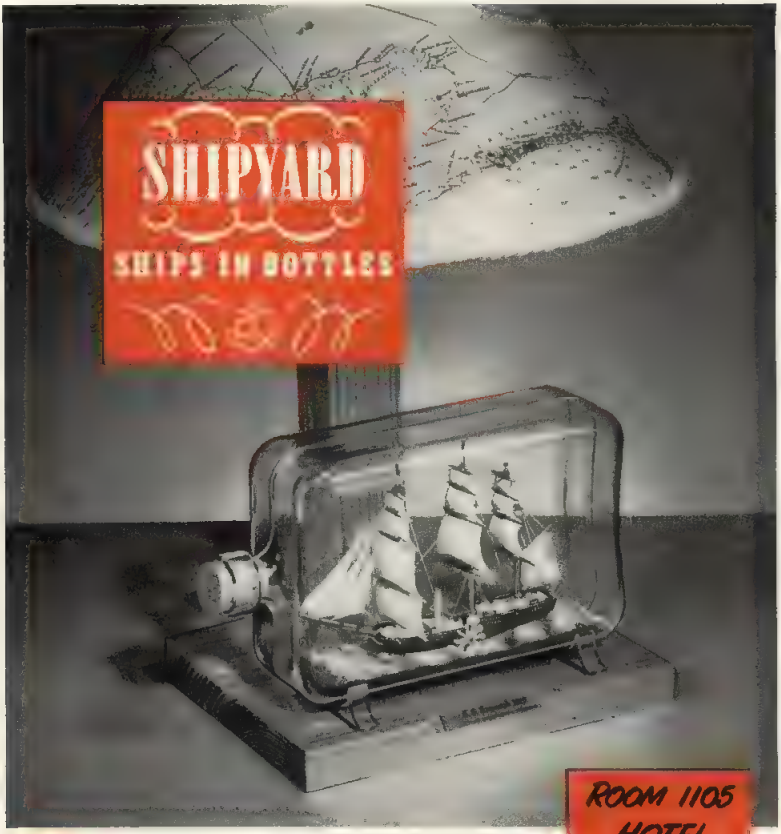

SEE all the latest models in the Shipyard line — and don't miss the many new items of toys, novelties and construction kits on show to the trade for the first time.

ROOM 1105
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GOWLAND CREATIONS

BOX 1239, KELLOGG AVENUE • • SANTA BARBARA, CALIFORNIA

Decorative and Novelty Clocks . . . All "Home Beautifiers" . . .

HOME SWEET HOME CLOCK—Hansen synchron self-starting electric motor and movement. Little old lady rocks continuously and fireplace flickers. Three dimension scene with natural coloring. Dial and scene illuminated by indirect lighting which acts as night light. Walnut or antique ivory finished case 12" wide, 7½" high, 3¼" deep. 110 volt, 60 cycle, AC only.

5576AU1017
5576AUK954—6 or more ..... **Retail $17.95**

DECORATIVE TOLE WALL CLOCK—An exact copy of the French tole clocks seen only in antique shops. Hand painted metal wall clock is available in black with gold leaf design. Hand painted floral design. 14 in. diameter. Decorative brass hanger. Complete with guaranteed Sessions, electric self-starting movement famed for its accuracy. 110 volts A C, U L approved. Makes a handsome addition to any room. Wonderful as a gift.

5571AU775 .. **Retail $11.95**

MASTERPIECE SWINGING CLOCKS

MERRY-GO-ROUND CLOCK—Merry go-round, continually revolves while clock is running . . . horses, tigers, and giraffes revolve in real life motion. Ever-changing colors reflect from mirror background and transparent plastic canopy. Self starting electric movement. Plastic case. Walnut finish. Height 10¼ in., width 7½ in., depth 4¾ in.

5503AU937 ..... **Retail $15.95**

SWINGING PLAYMATES ACTION CLOCK—Boy and girl swing alternately back and forth in continuous motion. Pin switch control illuminates beautiful garden scene in full colors. Plastic case in walnut or onyx finish. Precision self starting electric movement. Height 10½ in., width 7½ in., depth 4¾ in.

5580AU957 ..... **Retail $15.95**

SWINGING BIRD CLOCK — The jolly bird swings to and fro with life-like motion while clock is running. Self-starting electric movement. Plastic case in walnut finish. Indirect light illuminates full color woodland scene, pin switch control. Height 10½ in., width 7½ in., depth 4¾ in.

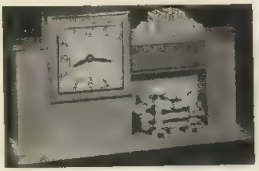
5588AU897 ..... **Retail $14.95**

CANARY WALL CLOCK Beautifully detailed cottage clock with action canaries in window. Two-tone, contrasting color finishes. Makes a welcome addition to any home. Electric self starting movement.

5532AU450..... **Retail $7.50**

"SWINGING GIRL"—The figurine of a beautiful child actually swings "to and fro" in an electrically illuminated rustic garden setting of beautiful natural colors. The indirect garden illumination is controlled by an electric pin switch in back of clock. Beautifully detailed tenite plastic case in walnut finish. Height, 10¾ in. Width 7¾ in. Depth 3 in. Weight 4 lbs.

5595AU897
Retail **$14.95**



FIREPLACE CLOCK Realistic log fire controlled by hidden switch. Square faced clock in polished hardwood frame. Book shelf with baby shoes book ends. Self starting United Electric clock. Length 13½ in. Width 3 in. Ht. 7½ in.

5529AU610 .....**Retail $9.95**

YANKEE CLIPPER CLOCK—This picturesque model has already gained wide-spread popularity. Sails and metal trimmings in gleaming chrome finish. Ship is of solid walnut with hand rubbed finish. Sessions self starting electric movement. 110 volts A C. Height 16½". Width 18¾".

55012AU1293 .. . **Retail $21.55**

Add 20% Federal Excise Tax If Not for Resale

JEFFERSON ELECTRIC CLOCK—

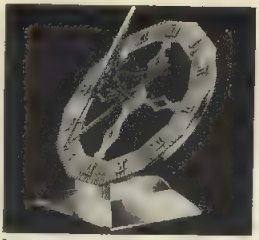
Seems to Have No Moving Parts, Yet Keeps Perfect Time!

Designed with classic simplicity to give split second accuracy. Unique see-thru crystal dial set in circlet and base with satiny 24-karat gold plated finish. Trim modern hands and Arabic numerals treated with radium for easy reading day or night. Non-scratching plastic base. Height 8⅛", diam 7⅛". **HERE'S HOW IT WORKS** The crystal moves driven by an electric motor in the clock base. The minute hand is attached to the moving crystal. It in turn actuates the hour hand through a train of gears. Simple, yet fascinating to all who see it

55044AU1984
5504AUK1350—3 or more ..... **Retail $22.50**

PENDULUM CLOCK—Walnut finish case with gold finish trim and ornaments. Sunburst design pendulum swings gracefully. Silent, precision, self starting electric movement. 1 year guarantee. Ht 12", width 8", depth 3⅜". Ship. wt. 4 lbs.

55137AU1350 ..... **Retail $22.50**



SUNDIAL TIME—A bit of the primitive beauty of design has been lost in this original adaptation of the ancient sun dial. One hand action of the ornate indicator revolves freely on its axis. Hammered metal dial with raised numerals and open work design. Complete clock finished in ancient gold effect. Size 8¼" high, 8¾" wide, 6" deep. Operates on 110 volts. A.C. only.

55129AU1197 ..... **Retail $19.95**

LA MODERNE PENDULUM CLOCK—Genuine mahogany woodcase with hand rubbed finish. Metal etched dial with black hands. Pendulum swings in front of metallic embossed designed center background. Self-starting electric movement. 16" high, 6¼" wide. 2¾" deep

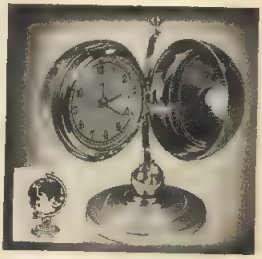
55133AU1677—Blonde
55134AU1677—Grey ..... **Retail $27.95**

8-DAY STRIKING CLOCK—Precision 8 day pendulum movement in hand rubbed mahogany veneer wood case. Strikes once on the half hour, strikes the full hour on a cathedral spiral gong. 7½" high, 8" wide, 4½" deep. 4½" dial with raised numerals

55132AU1497.....**Retail $24.95**

CAMPANELLA CLOCK—Here's a clock that will make a wonderful gift because of its unique design and usefulness. 7-jewel desk alarm windup clock in solid brass satin finish case topped with brightly polished bell. 3½" high by 2½" wide.

56051CU1021.....**Retail $15.95**



GLOBE CLOCK. New and different! An excellent gift item for the "man who has everything." 7-jewel desk alarm windup clock representing the world globe when closed. Silver satin finish with continents contrasting in brightly polished gold color finish. 4" high with 2½" base.

56050CU1257.....**Retail $19.95**

Add 20% Federal Excise Tax If Not for Resale

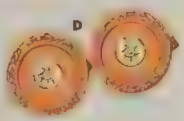
Masterpiece

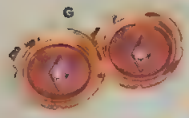
SOLID GOLD CUFF LINKS

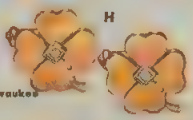
The newest styles in men's shirts call for cuff links! MASTERPIECE answers this call with heavy SOLID GOLD links . . . designed for the future . . . modern, yet elegant

Choose MASTERPIECE Cuff Links for that gift of a lifetime . . . a gift that commands attention!

MASTERPIECE . . . your guarantee of fine quality DIAMONDS and fine quality finish All Cuff Links have safety swivel backs that slip into position easily . . . and stay put







A. EXETER. Magnificent simplicity. Heavy, grooved 10K yellow gold, with 2 genuine DIAMONDS ablaze in contrasting white gold setting.
220-18DU-4125—2 Diamonds .03 ct. each — Retail $82.50
220-19DU-5850—2 Diamonds .05 ct. each — Retail $117.00

Matching 10K yellow gold Tie Bar with extra tension for non-slip grip.
220-20DU-1950 — Retail $39.00

B. DARTMOOR. Dramatic as a Crusader's shield! Massive 10K yellow gold with raised white gold centers . . . 2 genuine DIAMONDS of fiery brilliance.
220-21DU-4800 — Retail $96.00

Matching 10K yellow gold Tie Pin with raised white gold center containing a brilliant genuine DIAMOND
220-22DU-2250 — Retail $45.00

C. SHROPSHIRE. Majestically oval. 10K yellow gold with genuine onyx and 2 genuine DIAMONDS in glistening white gold settings.
220-23DU-4125 — Retail $82.50

D CORNWALL. Traditional round shape in the mood of grandeur. Equally at home with tweeds or tails. 10K yellow gold with hand engraved edge, 2 genuine DIAMONDS in raised white gold settings.
220-24DU-4125 — Retail $82.50

E. SOMERSET. Emphatically modern. Big, blocky 10K yellow gold cuff links set with 14 round, faceted, synthetic blue sapphires.
220-25DU-3450 — Retail $69.00

F. WARWICK. Very personally HIS. Self-assured cuff links of 10K yellow gold with two-letter hand engraved monogram. Specify initials. Allow one week for delivery.
220-26DU-2025 — Retail $40.50

G. YORK. Oval suaveness in 10K yellow gold, accented with blood-red synthetic rubies and 2 genuine DIAMONDS in contrasting white gold settings.
220-28DU-4650 — Retail $93.00

H. NORFOLK. Fabulous four-leaf clovers for the man who prefers the definitely different Fashioned from 10K yellow gold with 2 genuine DIAMONDS in white gold settings.
220-27DU-3225 — Retail $64.50

Handsome gift box is furnished with each pair of MASTERPIECE Cuff Links

Decorative Clocks Combining

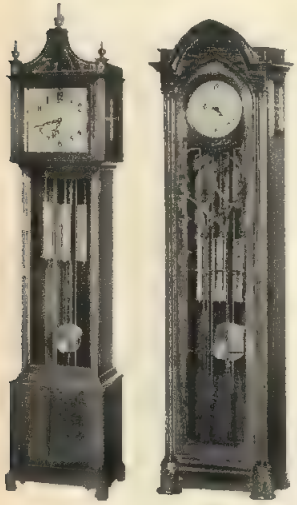
FANTASY CLOCK–

New and Different—

You Can't See What Makes It Run!

Modern styling featuring simplicity of design, plus the mystery of its operation will make this exciting clock a "conversation piece" in any room! The hour and minute hands are affixed to clear crystal glass and give the effect of being suspended in mid-air. Self-starting electric movement is accurate and silent. Sparkling gold plated metal case enhances any decorating scheme. One year guarantee U.L. approved. Height 8½", depth 4½", width 8¼". Ship. wt. 5 lbs.

55135AU1497 . . . . . **Retail $24.95**



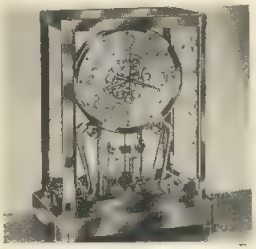
(A) (B)

(A) GRANDFATHERS CHIME CLOCK — Genuine mahogany with genuine inlaid marquetry on front, both on top and base. 8-day, 3 weight actuated, rod chime movement strikes the Westminster Chime on 4 musically tuned rods. Etched bronze dial with numbers impressed on silver spun ring. Strikes the quarter hour and hour. Height 75", width 17", depth 11½". Ship. wt. 150 lbs. F.O.B. Ill.

69-12D30150 . . . . . **Retail $469.00**

(B) GRANDFATHERS CHIME CLOCK - Gothic design with genuine mahogany case. 8-day, 3 weight actuated, rod chime movement strikes the Westminster Chime on 4 musically tuned rods. Etched bronze dial with numbers impressed on silver spun ring. Strikes the quarter hour and hour. Height 75", width 17", depth 11½". Ship. wt. 153 lbs. F.O.B. Ill.

69-11D28800 . . . . . **Retail $449.00**

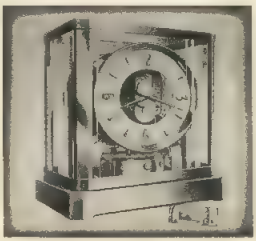


MASTER PENDULUM CLOCK — Elegant traditional design. Sparkling metal case and trimmings gold plated. Clear glass enclosure, sides decorated in scroll design. Self-compensating pendulum. Self starting electric movement. Height 11", width 8⅜", depth 6⅝".

55136AU2097 . . . . . **Retail $34.95**

THE ESTATE CLOCK—Popular traditional design with clear glass front and sides, glistening mirror back. Metal case finished in high-polished gold plate. All-electric self-starting precision movement with sweep second hand. Height 8¼", width 9", depth 2½". Ship. wt. 4¼ lbs.

5656AU1497 . . . . . **Retail $24.95**



MASTERTIME CLOCK — Instantly impressive beauty in a clock with clear glass top and sides, soft tone raised numeral dial, high polish gold-finished metal. Silent, accurate self-starting electric movement. Pendant disc above base rotates continually. Height 9¼", width 8¼", depth 6¼". Ship. wt. 8½ lbs.

5640AU2397 . . . . . **Retail $39.95**

ANNIVERSARY CLOCK—Highly polished gold finish clock completely enclosed under removable glass dome. 4-point ball pendulum rotates continuously. Ivory-tone dial with dainty floral motif. Precision electric movement with no winding. Height 12", diam. 8". Ship. wt. 6¼ lbs.

5660AU1617 . . . . . **Retail $26.95**

Add 20% Federal Excise Tax If Not for Resale

(A)

(B)

(C)

"Gentle Awakening" WIND UP ALARM CLOCKS

(A) FIREBALL ALARM CLOCK—Full radium dial. 30 hour alarm. Distinctive square case. Luminous dial and hands. Ivory or black finish. 4" convex glass.

5502AU265 ..... **Retail $3.95**

(B) FAIRVIEW ALARM—Fairview's colorful country scene has strong appeal. Wine red case, top-alarm shut-off. Clock size 4¼" x 5" x 2⅝". 48 hour movement

55144AU222 ..... **Retail $3.50**

(C) LUX HARVESTER ALARM—New slim case with 48-hour "Thin" movement and quieter "tick." Exclusive Lux lustrous "hammered" gray, scratch-resistant finish with white dial, or ivory case with cream dial. Has popular top-of-case alarm shut off.

5506AU197 ..... **Retail $3.15**

(D) LUXETTE America's smallest hand-wound alarm! In addition to its beauty, accuracy and petite size, the Luxette is the lowest priced miniature jewelled alarm clock on the market! Beautiful Maroon all-metal case; plain dial. Thin 2-jewel movement with single key wind and center alarm set. 2⅞" high.

55145AU385 ..... **Retail $5.95**

(E) SALUTE ALARM Metal case finished in ivory with gold bezel. 30-hour improved alarm movement Easy-to-read gold numerals and dial. Size 4 x 4½"

5500AU190 ..... **Retail $2.25**

(F) NITE N' DAY ALARM—Radium dial, 30-hour alarm clock. Luminous dial and hands. Black finish 4" convex glass

5553AU235 ..... **Retail $3.89**

(G) LUX PETITE ALARM Smallest alarm clock made in the U.S.A. Quiet, guaranteed, precision movement Striking black and white dial with smart ivory case. Only 3⅛" high

5310AU330 ..... **Retail $4.95**

5511AU387 Same as above, except with luminous dial ..... **Retail $5.95**

(H) SHADOW BOX ELECTRIC CLOCK SET 5⅜" square molded case. Square aluminum dial with blue panel. Numerals in ivy green. Molded recess in back of clock case for holding slack in electric cord Complete with two shadow boxes in pure white plastic (less paints or decorations). Self starting electric movement

5527AU425 ..... **Retail $6.95**

(J) LUX MINUTE-MINDER An excellent timer for dozens of daily household chores. Apron-pocket size! Can be set from 1 to 60 minutes. Sounds a single "ding". White plastic case with red numerals. 3⅜ x 3 x 2½".

5567A260 ..... **Retail $3.95**

(K) LUX LONG-RING MINUTE-MINDER Long, insistent signal up to 18 seconds duration. Slanted face. White plastic case 2⅞ x 3⅛ x 4¼"

55146A325 ..... **Retail $4.95**

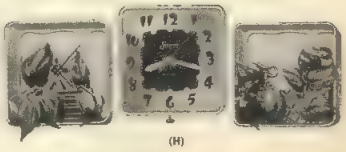
(D)

(E)

(F)

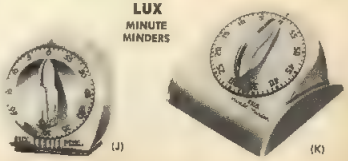
(G)

SHADOW BOX CLOCK SET



(H)

LUX MINUTE MINDERS



(J) (K)

McCormick No. 45, largest selling pto-operated baler, is quality-built throughout to work non-stop in toughest conditions season after haying season.

For only 2 days' baling a year...

it will pay you to own a McCormick® No. 45 Baler

New McCormick No. 55 engine-driven balers have rugged strength and 10-ton-an-hour capacity needed by custom operators and commercial hay growers. Big 15 x 19-inch bales, as heavy as 125 pounds, are easy to stack. Your choice of wire or twine tie.

Make your own cost comparison between do-it-yourself and hire-it-done baling. Write today for baling cost chart that makes this comparison easy and accurate. Ask your IH dealer for all the facts about McCormick balers.

INTERNATIONAL HARVESTER

International Harvester products pay for themselves in use—McCormick Farm Equipment and Farmall Tractors . . . Motor Trucks . Crawler Tractors and Power Units . . Refrigerators and Freezers—General Office, Chicago 1, Illinois.

You can easily bale 75 tons of hay or straw in two days with a McCormick pto-driven baler! Hiring it done, for as little as 15 cents a bale, this tonnage would cost you over $320. Now, figure *all* the costs of using your tractor and a low-cost McCormick No. 45 baler, and you'll find *you can bale it yourself for less!** Even more important, you can bale the minute your crop is ready to store. You avoid weather damage and excessive leaf loss, keep more feed value in your hay.

You turn out 60-pound, pre-sliced, rectangular bales at rates up to 6 tons an hour with the No. 45. Simplified McCormick knotters make firm ties that stay tied! The light-running No. 45 is easily operated from the power take-off of a Farmall® Super C or other 2-plow tractor.

**Thus comparison includes the cost of twine, labor, tractor fuel, and all other operating expenses as well as annual depreciation and maintenance.*

Send for FREE information

International Harvester Company
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Tell me more about McCormick balers and the way they can lower my baling costs. Please send following:

☐ No. 45 baler catalog ☐ No. 55 baler catalog ☐ Baling cost comparison chart

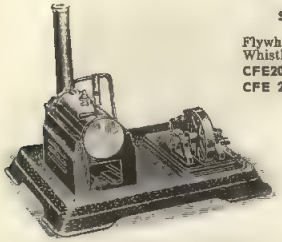
Name _____

Address _____

I farm _____ acres

My IH dealer is _____

A NEW SHIPMENT JUST ARRIVED FROM EUROPE OF MEHANICAL TOYS. BUY NOW AS THIS MERCHANDISE MAY BE IN SHORT SUPPLY.



STEAM ENGINES

Flywheel on boiler, without Whistle.
CFE201—9x7⅞x7⅞ ea. **$5.50**
CFE 202—4½x6½x6¾ ea. **$3.75**

CGE 37 $27.00 doz.
Also CGE 66 $3.75 ea.

This set is contained in a strong hand fitted wood partitioned box and comprises a complete printing outfit of 300 letters, signs and figures, twelve large size picture stamps and five large wax crayons. Complete with illustrated instructions for use. Four type holders, special tweezers and two packs of printing cards

CFE 231 PLANE $10.00 doz.

GT. 505 $18.60 doz.

CFE 267— **CFE 266—**

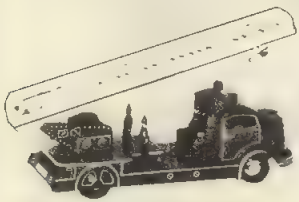
CFE 266—Small embroidery set in attractive small suit case. Everything a young girl needs to make pretty things Doz **$15.00**

CFE 267 Large embroidery set in attractive suit case. A complete starting set for a young girl. Doz **$24.00**

CFE 243 — Mechanical metal motorcycle and sidecar, plastic shields on both. Adjustable steering. Doz **$16.20**

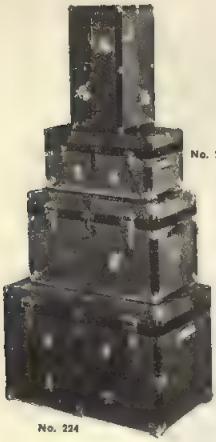
No. 18
Outfit No. 18 (illustrated) $10.80 doz.
Box size 8½ x 6½ x 1 in. (21¼ x 16¼ x 2½ cm.).
Weight 6 lb. (kg. 2.720) doz.
One large ink pad, three type-holders, one pair tweezers, 306 rubber letters, signs and finures, and full instructions for use.
Also CGE — 11S at $11.40 doz.

No. 4
Outfit No. 4 (illustrated) $4.00 doz.
Box size 5 x 4 x ½ in. (12½ x 10 x 1¼ cm.).
Weight 1½ lb. (kg. 0.680) doz.
One ink pad, two-line type-holder, one pair tweezers, 63 capital letters, signs, figures, and instructions for use.
ALSO
CGE 8 at $6.00 doz.
CGE 12 at $8.00 doz.



CFE 273 — Mechanical fire truck with four firemen. Adjustable extension ladder that reaches 30" high on swivel base. Doz. **$30.00**

CFE 386 — Mechanical remote control helicopter. Can be landed and taken off with plane propeller in action Doz. **$16.20**



No. 217

No. 224

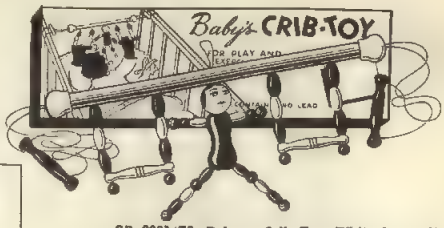
Canada's largest-selling line of doll trunks. Very strong basswood construction covered with heavy gauge metal. Bound with the Universal Patented Safety-edge Steel Bindings. Brassed steel corners and clamps, lock and catches. Heavy duty safety hinges keeps cover in fixed position. Solid leather handles varnished wood bottom slats. Finished with non-chipping baked enamel. Bright red with blue trimmings. Kiddy-design decorations. Handy strong tray in models No. 220 and 224.

No. UT & L 218 — Doll Wardrobe. 17" x 8" x 9". . . . . Each **$6.00**

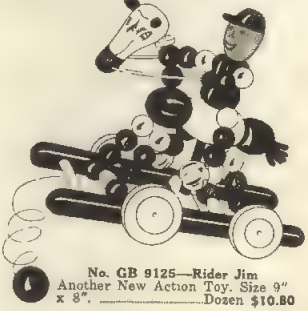
No. UT & L LV16W — Toy Trunk . . . . . Each **$2.70**

No. SLC TF 80 — Doll Trunk . . . . . Each **$5.00**

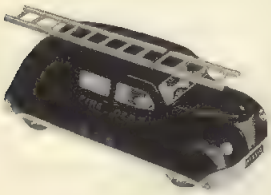
No. UT & L 224 — Jumbo Toy Trunk. 24" x 13" x 14". Each **$9.00**



GB 9201/F3. DeLuxe Crib Toy. White bar 13¾ inches long with hanging bead toys in assorted blue and pink colors, bead roller centre piece, bead "trapeze" with rings and grips, nicely finished enamelled wood, strong silk cord, each in box 14¼ x 7⅞ x 2¼ inches. . . . . Dozen **$16.00**

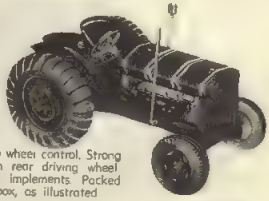


No. GB 9125—Rider Jim
Another New Action Toy. Size 9" x 8". . . . . Dozen **$10.80**



TS 20621

doz $8.00

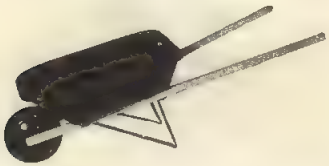


M.C.L 3264/1

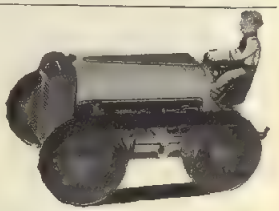
doz. $24.00

Heavy Tractor. Steering wheel control. Strong clockwork contained in rear driving wheel. Designed to pull farm implements. Packed each in a decorated box, as illustrated

Children's Wheelbarrow



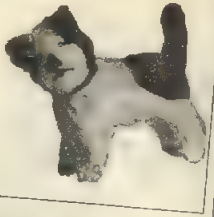
SMC. Child's Wheelbarrow. Strong metal bright red body 11 x 11½ x 2¼ inches. 6-inch diameter metal disc wheel, metal legs, stained wood handles, entire length 29 inches. . . . . Dozen **$13.80**



LME 466

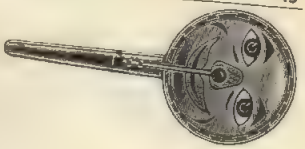
doz. $9.60

Tractor, Caterpillar-drive. Powerful motor, brake and towing hook. Packed each in attractive box
5" x 3" x 3½" 5¼ ozs
125 x 75 x 90 mm 150 gms



CFE 289 $13.20 doz.

NOISEMAKER
CFE 292 ..... $1.20 doz. $13.20 gr.



NOISEMAKER
CFE 291 ..... $1.20 doz. $13.20 gr.

CFE 203 — Mechanical car 8" long with special steering apparatus. Just set the steering in the direction desired and start the car Doz. **$27.00**

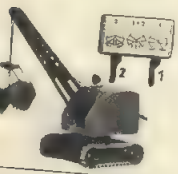
GT 281 — Metal crane on mobile swivel base. Scoop releases as soon as it hits ground. .. ....Doz. **$18.00**

CFE 203 Telesteering Car. works by remote control and will go forwards or backwards and turn. 11" long. .. Doz. **$27.00**

FE 28 Mechanical Clock-ork Boatswing. Doz. **$14.40**

CFE 244. The most realistic type of jeep that is on the market today. 7" long and goes at 3 speeds with gear shift. Doz. **$24.00**

CFE 254—Complete mechanical crane, moves right or left, scoop moves up and down simply by working one lever. Each **$4.00**



0 — Plastic and metal on mobile rubber track. , shovel, cab all separate-rated. Doz. $24.00

— Metal crane with ding shovel. Crane e track base. Crane ovel release all sep-erated. Doz. $18.00

SPARK STOVE
G.K.G 345/201
$18.00 doz

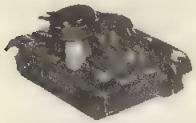
MAGNET CRANE
$2.50 ea.
GT 282

CFE 63 The most perfect tank ever made in the world. Scale ... CANCEL 1954 ... shoots sparks ... guns when moving. ... Doz. **$48.00**

CFE 64 Tank, exactly as above only smaller. ... Doz. **$33.00**

CFE ... same as above CANCEL 1954 ... Doz. **$14.40**

Also CFE 62 Tank. Same as above only smaller Doz. **$8.00**



MFG 1937/30 Doz. **$24.00**

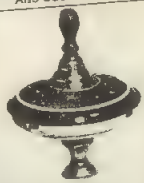
MFG 585/210 ... Doz **$13.20**

CFE 69 Mechanical Elephant. Rolls the ball up the pole that he moves. ... Doz. **$9.00**

CFE 334 ... Doz. **$4.80**

MFG 475/373 4½" ... Doz. **$4.00**
Also **553** ... Doz. **$8.00**

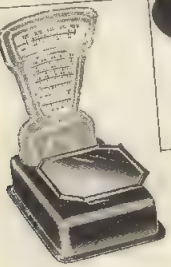
MFG 585-01 7– ... Doz. **$8**
Also **254** ... Doz. **$12**



MFG 1000 – Musical sparkling top Spins on stationary base. Doz. **$13.20**

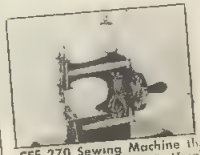
CFE 624 — Metal musical Plays beautiful tunes as it This top contain a famous music box Each

GT 54 — Mechanical gramaphone 3 speeds Doz **$25.80**

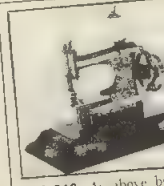


CFE 265—4⅛" x 3" x 4⅞" model metal scale ... rates just like a real ... with ... tray ... and marked weight gauge which can be seen from front and back. Doz **$4.00**

CFE 264—Model metal scale with removable side tray operates just like real one Marked on ... ds can be seen from both sides. Doz **$6.00**



CFE 270 Sewing Machine that really sews Length 5" Height 8" Each **$4 25**



CFE 268 As above b smaller Lengt 4¾" 5¼" Doz

It's Just Good Business to Feature

METAL MOSS TOYS—GAMES

TABLE TENNIS EQUIPMENT

STIMULATE YOUR SLACK SEASON SALES WITH THESE YEAR-ROUND BEST SELLERS

ASK ABOUT OUR SURE-FIRE XMAS DEMONSTRATION DEAL

No. 701 . . .

The "CARTOON-O-GRAPH" Sketch Board opens up worlds of play and genuine training in the skill of drawing and accurately reproduces any cartoon, comic strip, photograph, map, etc., tripled in size. This sturdy metal drawing device insures hours of absorbing, quiet enjoyment. Easy operation makes it a wonderful gift for a wide range of ages. Box cover lithographed in four-color display. Accessories included: coloring set, WARNER BROS. cartoons, drawing paper.

Size of box 14½ x 1¼ x 19¾.

Stock No. 701.

Packed one dozen to a carton.

Weight per carton of one dozen—31 lbs.

Suggested retail price—$2.00.

Stock Extra Drawing Paper

With every Cartoon-O-Graph Sketch Board sell an additional pad of Drawing Paper. Each pad packed in a manila envelope—6 dozen packages in a carton.

Shipping weight 27 lbs.
Suggested retail selling price—25c per pad.

TOY FAIR
MAR. 8 TO 17
SEE US IN
ROOM 894
HOTEL McALPIN

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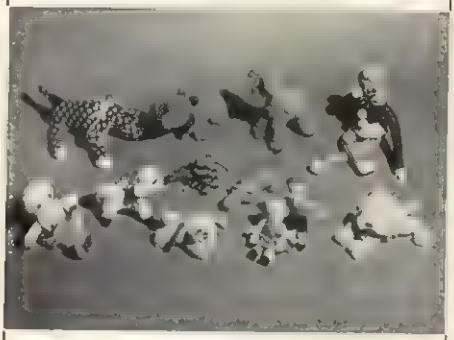
2215 S. Michigan Ave. **Chicago 16, Illinois**

SPRINGTIME
SUMMER TIME
ANY TIME
IS "TUBBY TIME"



ALL "FOAM RUBBER" FILLED FOR
BOUNCING PROFITS
TOY HEADQUARTERS FOR IMPULSE SALES

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Chicago, Ill.

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FOR 1954
CATALOGUE

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Helen Penrose
Room 803, 1350 Broadway

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CONLEY, GA.

RIEMANN, SEABREY
COMPANY
INCORPORATED

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46 YEARS OF SERVICE
AND STILL

Your Dependable Source
of Supply for Toys

★ ★

DIRECT FACTORY SALESMEN
1107 BROADWAY (At 24th St.)
NEW YORK CITY

"SEE 'EM POP"

ELECTRIC CORN
POPPER and VENDOR
. . . A Sensational
Year 'Round Seller—
For Boys And Girls!

Complete with 4 Colored Plastic Bowls and Supply of Popcorn.

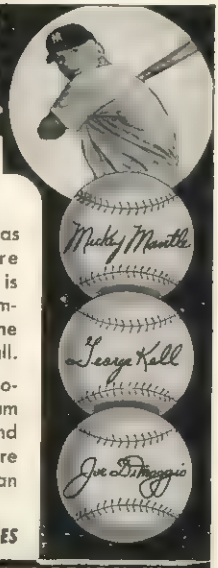
$9.95
Retail

Youngsters get a great "bang" out of this EMPIRE Electric "See-'Em Pop" Toy Vendor that pops real corn and serves it piping hot—ready to eat. Just the thing for refreshments on television evenings! There's *no limit* to your live prospects for this really clever electric Popper and Vendor. Most sensational action toy of the hour!

Write for Complete Catalog

THE METAL WARE CORPORATION
NEW YORK — Two Rivers, Wisconsin — CHICAGO

MICKEY MANTLE
For NEW SALES



BIG NAMES! BIG
VALUES! BIG SALES!

Year after year Barr has sold more and more sponge baseballs. This is the natural result of combining top quality with the biggest names in baseball.

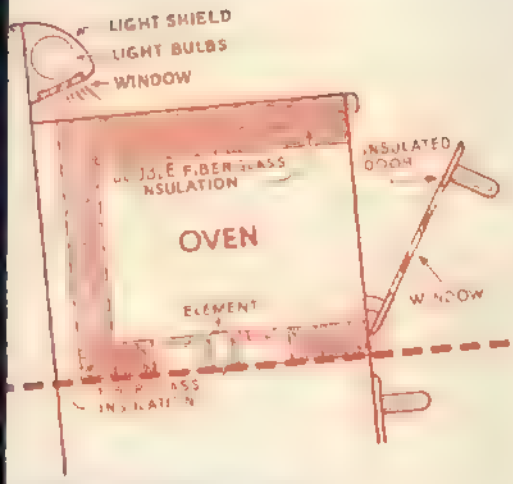
Feature the Barr autograph line ***early.*** Team up with Mantle, Kell, and DiMaggio to sell more sponge balls in '54 than ever before.

WRITE TODAY FOR PRICES

The BARR RUBBER PRODUCTS CO.
SANDUSKY, OHIO, U.S.A.
NEW YORK OFFICE: 200 FIFTH AVE., NEW YORK 10, N.Y.

Another FIRST for "Little Lady"

"FIBERGLASS" INSULATED OVEN



SENSATIONAL! . . . Perfect for baking Pre-Mixes — Cakes . . . Pies . . . Cookies . . . Biscuits . . . Etc.

"Little Lady"

No. 245
To Retail At **$12.95**

Highly Realistic Toy Electric Range . . . So Beautiful . . . It Sells on Sight!

SEE a wide selection of "Little Lady" Ranges — and the ENTIRELY NEW specially designed Toy for baking Pre-Mixes . . . At The TOY FAIR, March 8 to 17 . . . New York Office, Room 415, 200 Fifth Ave. . . . Hotel McAlpin, Room 954.

As Advertised In LIFE Magazine

- **"FIBERGLASS" INSULATED OVEN** — Ideal for baking prepared mixes — pies, cakes, cupcakes, and other mixes used regularly by Mothers . . . Assures higher oven heat, better baking, and cooler range body.
- **STOVE TOP ILLUMINATED** with Two Lights.
- **TWO "OFF" AND "ON" SWITCHES** — one for burners and one for oven.
- **ASSORTMENT OF 12 UTENSILS** and Cook Book

A really large-size range that measures 15" x 12¾" x 7¾".

The METAL WARE Corporation

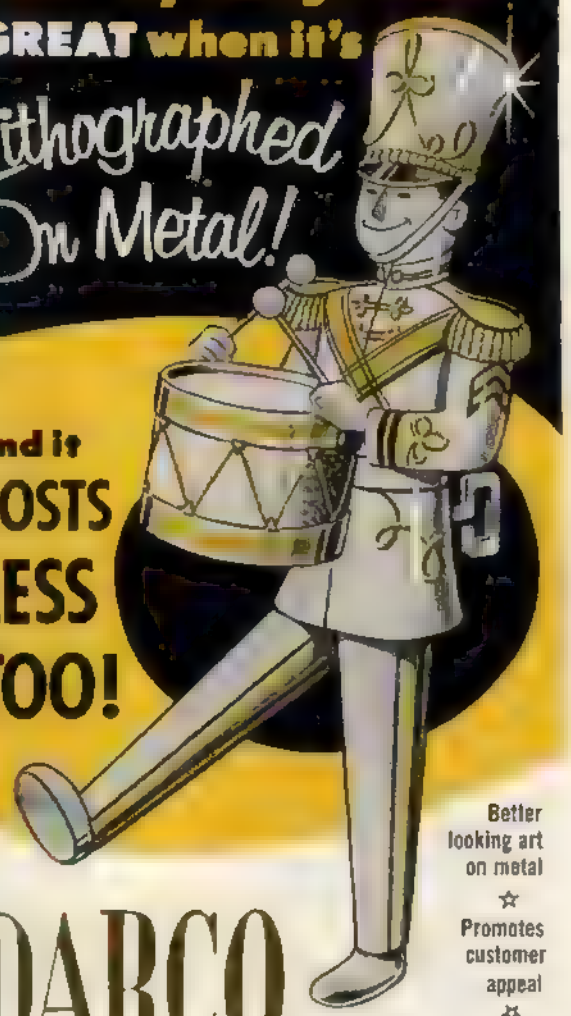
Litho Plate
EDUCATIONAL
BLACKBOARDS

A Quality Line of Easel and Wall Blackboards featuring copyrighted Educational Charts and special processed, unbreakable writing surface. A complete Line of Blackboards that appeals to parents, attracts children. Their past record of sales guarantees a profitable year 'round sales volume. Available for prompt shipment.

ON PERMANENT DISPLAY
200 FIFTH AVE. • ROOM 408
NEW YORK CITY

RICHMOND
SCHOOL FURNITURE
MUNCIE INDIANA

your toy design looks
GREAT when it's
Lithographed On Metal!



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COSTS
LESS
TOO!

DARCO

Lithographing on metal brings new life to your product! The rich, vibrant Darco colors on metal give *new* vitality to the product design . . . and it actually *costs you less!* So, if you are seeking added sales punch—call on Darco's complete facilities to assist your production department.

Better looking art on metal
☆
Promotes customer appeal
☆
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Quick delivery and full facilities to assist in designing the product
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Lithographic and lead-free non-toxic inks protected with Vinylite finish
☆
Safe and harmless for children

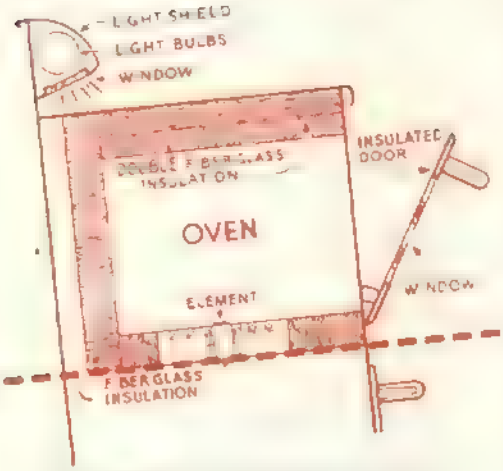
Your KEY To Increasing Sales and Profits!

DARCO

WRITE TODAY!
metal litho co.
3620 W. 38th St. Chicago 32, Ill.

Another FIRST for "Little Lady"

"FIBERGLASS" INSULATED OVEN



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- **STOVE TOP ILLUMINATED** with Two Lights.
- **TWO "OFF" AND "ON" SWITCHES** — one for burners and one for oven.
- **ASSORTMENT OF 12 UTENSILS** and Cook Book

A really large-size range that measures 15" x 12¾" x 7¾".

The METAL WARE Corporation

Coming back into the administrative offices of the firm, we were shown a few of the original toys manufactured by Hubley, including the heavy, cast-iron circus wagons, old-fashioned toy coal ranges, mechanical banks, and still later one of the early airplanes and motor bicycles. Mr Breneman mentioned here that Hubley has been offered large sums for these toys, since they are now all collectors' items. He also told us that the reason why the firm stopped making the cast-iron toys was because of the cost of production, and the enormous cost of handling and shipping (the weight was the big factor here).

Went Into War Work

The only hiatus in the firm's long and respected history of toymaking came during the second World War, when it went into war work and turned out more than 5,000 000 M-74 bomb fuses which the Hubley engineers played a large part in developing. In addition, the company also produced other items essential to the war effort.

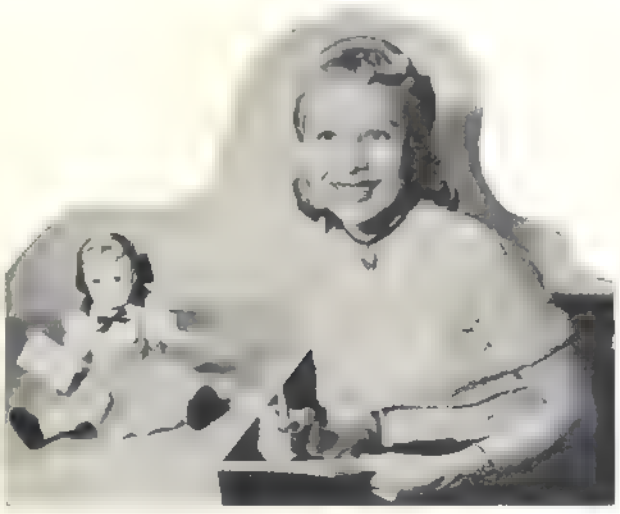
As we sat and rested our feet after the tour, Mr. Kilgour outlined the sales organization for us. He said that it consists of a New York office, and showrooms in Boston, Seattle, San Francisco, and Los Angeles. The distribution is based upon the price range, which provides the firm with distribution through many channels, which in turn yields the volume required for the size of the business. Hubley not only sells through the jobber trade throughout the United States, as well as outside the continental limits of the country, but also through all of the major and minor chains, department stores, hardware firms, automotive chains, etc. They also have a growing export business, which is handled through a large export firm in New York.

Two final points made by Mr Breneman were that Hubley only brings out new items at the annual Toy Fair in New York, and not at any other time of the year, and that it prides itself on its outstanding catalog. The catalog is really two—one for the toys and the other for the guns and pistols. They are both printed on fine paper and are enhanced by excellent art work and color.

Though it is an old firm as far as the toy field is concerned Hubley is also one of the most progressive. It is a respected and contributing member of its community, and looks to the future with confidence built on steady expansion consistent with sales and production

♦

• A business name has been filed in the Erie County clerk's office, Buffalo, N. Y., for *Grossman's Babyworld*, 1096 Broadway, by Jacob Grossman.



MILTON BERLE'S TV SECRETARY, "MAX-ine." Roberta Doll Co., Inc., announces the selection of a walking doll by the Milton Berle TV show. It was designed, and is made exclusively, by the Roberta Doll Co.

This lovable cutie is now being shown to the trade, and its success is assured by orders being booked.

"Max" is available in 14, 16, 19 and 22-inch sizes; her entire wardrobe has been styled by Maxine herself, and is a facsimile of her TV appearance.

Outstanding accessories furnished with each doll consist of stenographic book and pencil, and two hair ribbon bows with comb attached, that can be used for the child itself, or for the doll.

Pictured above is a window display of Hoseley Party Dolls, introduced to the market very recently by Mrs. Searl Hoseley of McGregor, Iowa. The dolls, dressed in party formals of 56 different styles, were shown at Iowa State Gift Show and Merchandise Fair in Hotel Fort Des Moines for first time. Gown styles are all different; some are of Mrs. Hoseley's design and some are copies of grown-up models. Each sample doll has a name. Names were picked by fourth grade school girls at the request of the manufacturer. The dolls are 15 inches tall and are equipped to stand. There are blondes, brunettes and red heads, with hair styled according to type of gown. Arms and heads are movable. Dolls have always been a hobby with Mrs. Hoseley, and they grew into a business when she began making the Ruth Hoseley dolls for friends. One day a salesman saw some of her bridal dolls in a fashion shop and took several samples with him, and the wholesaling of Hoseley Party Dolls resulted.

COMET's All-Star ASSORTMENTS

THE MODERN EASY WAY

. . . to stock, sell and ship model airplanes and supplies—Comet Assortments! You order by assortment, sell by assortment; each case consists of 4 complete assortments ready to re-ship to your customers. You can sell more Comet kits because (1) you have more models to sell; (2) Comet is nationally advertised; (3) Comet can—and does—give model builders more for their money!

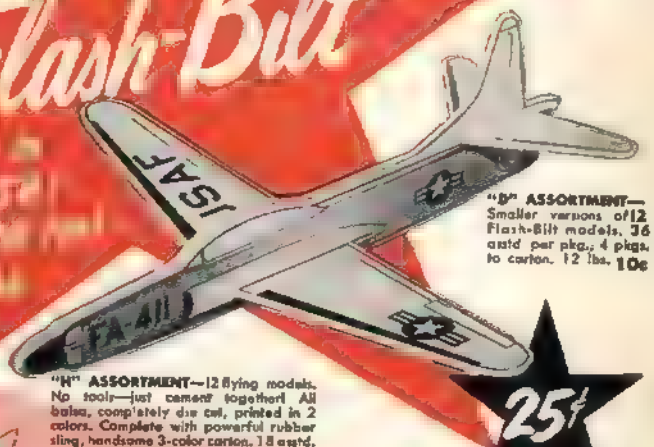
WRITE for FREE ILLUSTRATED CATALOG

COMET HEADQUARTERS
During the Toy Fair
Room 1131—
HOTEL NEW YORKER

COMET'S Flash-Bilt

SLING LAUNCHED FLYING JETS and FIGHTERS

SLING-LAUNCHED or may be thrown as glider



"D" ASSORTMENT—Smaller versions of 12 Flash-Bilt models. 36 asstd per pkg., 4 pkgs. to carton. 12 lbs. **10c**

"H" ASSORTMENT—12 flying models. No tools—just cement together! All balsa, completely die cut, printed in 2 colors. Complete with powerful rubber sling, handsome 3-color carton. 18 asstd. per pkg.; 4 pkgs. to carton. 12 lbs.

25¢

10¢

B C

"B" ASSORTMENT—9 Solid Models. 36 asstd per pkg., 4 pkgs to carton. 13 lbs.
"C" ASSORTMENT—12 E-Z-to-Build Flying Scale Pre-fab Struct-O-Speed Models. 36 asstd. per pkg., 4 pkgs. to carton. 14 lbs.

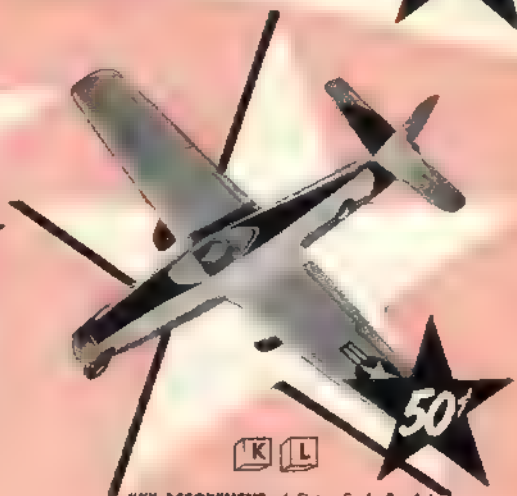
25¢

E F S

"E" ASSORTMENT—14 Flying and Flying Scale Models. 18 asstd. per pkg., 4 pkgs. to carton. 17 lbs.

"F" ASSORTMENT—14 Flying Scale Pre-fab Struct-O-Speed Models. 18 asstd. per pkg.; 4 pkgs. to carton. 14 lbs.

"S" ASSORTMENT—12 Solid Scale Models. 12 asstd. per pkg.; 4 pkgs. to carton. 12 lbs.



50¢

K L

"K" ASSORTMENT—6 Flying Scale Pre-fab Struct-O-Speed Models. 12 asstd. per pkg., 4 pkgs. to carton. 14 lbs.

"L" ASSORTMENT—12 Flying & Flying Scale Models. 12 asstd. per pkg., 4 pkgs. to carton. 16 lbs.

10¢

COMET HY-GLOSS PAINT FOR PLASTICS

Dries to the touch in 5 minutes, thoroughly dry in 20 minutes. For plastic toys, household articles, wood, metal, ceramics, autos, refrigerators, bikes, etc. 14 sparkling colors; generous-sized jars.....10c each
Also in a "Set-of-Seven" in handy container 69c

COMET DOPE—10c

$1.00

M P

"M" ASSORTMENT—9 Flying Scale E-Z-to-Build Struct-O-Speed Models—every part completely pre-fab. 6 asstd. per pkg., 4 pkgs. to carton. 17 lbs.

"P" ASSORTMENT—12 Flying & Flying Scale Models. 6 asstd. per pkg.; 4 pkgs. to carton. 19 lbs.

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COMET CEMENT

One for every purpose: Regular, Extra-Fast Drying and Cement for Plastics. Big values—top quality!

THE WORLD'S LARGEST MANUFACTURER OF MODEL AIRPLANE KITS offers the World's Biggest Line—Over 122 Models

COMET MODEL HOBBYCRAFT, INC.
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CARROM

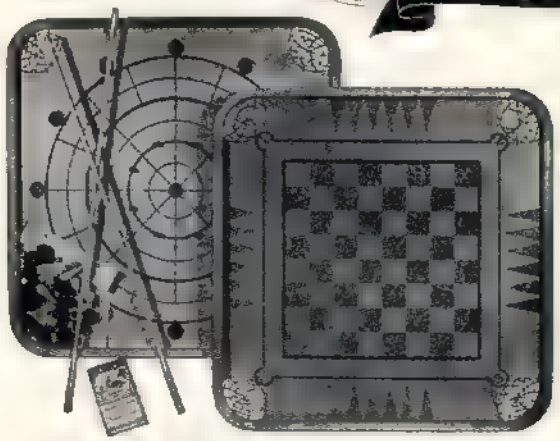
Toys and Games

Only games of outstanding play value can win and hold public interest and acceptance, generation after generation. Carrom-Crokinole Game Boards, introduced in 1889, are still leaders in the Carrom line . . . going stronger than ever! No other games, even today, offer so much in diversified entertainment for all age groups.

But popular demand also calls for constantly new, ingenious toys and games . . . well represented in the always expanding Carrom line. For high *Play Value* and high *Pay Value*, in terms of turnover and profit per sale, CARROM should rate "No. 1" in your Toy and Game Department.

If you do not have a copy of our latest catalog, write for it . . . and keep a representative assortment of Carrom Toys and Games on hand the year 'round.

Awarded the Toy Guidance Council's "Prestige Toy" Seal by four panels of experts, as an "Educator-Approved" Game and to be included in the Council's national advertising.



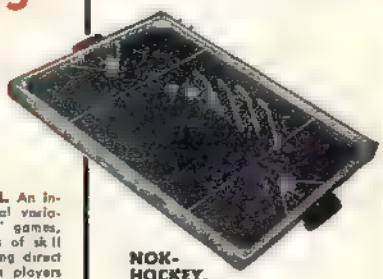
NO. 85 CARROM BOARD. This reversible board plays 85 different games. Official 28½" size. Wood frame construction with plywood center panel, round corners, reversible net pockets and green felt cushions on Carrom side. Other types and sizes also available.

COMPETITIVE SKILL GAMES for ALL AGE GROUPS

RIFFA GAME. A new and unique skill game for any number of players. Combines features of bowling, curling and billiards. Employs 3-way scoring. Size 12" x 40". Hinged in middle for convenient storing.

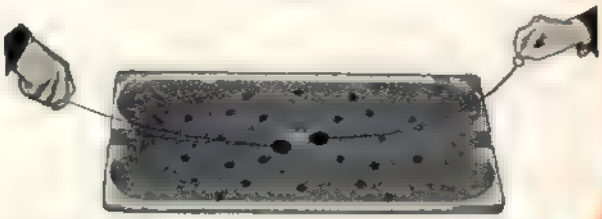
CARROM TILT-BALL. An interesting and unusual variation of "pin ball" games, with new elements of skill and chance, providing direct competition between players at opposite goals. Size 11½ x 27½"

CARROM BOWL-BALL. An exciting action game for all age groups, with plenty of play variation. Furnished with 2 balls. Strongly-built. Size: 28" wide, 30" long, 10" high.



NOK-HOCKEY. A very realistic table hockey game for 2 to 4 players. Size: 34" x 46". Hardwood frame; hardwood playing surface.

DART BOARDS. Two distinctive, original-design reversible boards . . . a different dart game on each side. Games include: Triple Ring, Splasho, 20-Point and Dart Baseball.



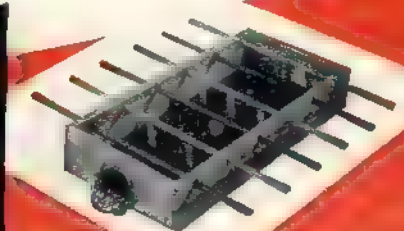
SHUFFLE HOCKEY. One of the newest Carrom games. Combines principles of ice hockey and shuffle-board. Size: 15½" x 30". Sturdy construction.

Carrom Industries, Inc.

LUDINGTON *Established 1889* MICHIGAN

Largest Makers of Game Boards in the World

NEW YORK SHOWROOM: 19 West 44th St. (near 5th Ave.) Room 415, Berkley Building



KIKIT. A fast, action skill game for 2 to 8 players. Combines teamwork and individual skill. Two sizes.

A 7507--1PBC

Indiana Hobby and Gift Show

Last year, 65,000 people with money to spend visited the Indiana Hobby and Gift Show, sponsored by the Indianapolis *Star* and conducted by Hobby Show, Inc., P. O. Box 6089, Indianapolis 20, Ind.

It is reported that the average income per family in the Indianapolis market is $6,593, which is above the national average, and that is why, perhaps, this show is so successful. The show features hobby, gift and "do-it-yourself" merchandise, and will be held in the Manufacturers' Building, Indiana State Fairgrounds, November 13-21, 1954. There will be 82,200 square feet of floor space and plenty of free parking. The building will be completely decorated. 93 per cent of last year's exhibitors have renewed for 1954.

New Hobby Store to Sell Toys

• *Lyn-Ayr* is the name of a new hobby and toy store, opened August 1 at 215 S. Los Angeles St., Anaheim, Calif. It will carry models, handicrafts, gifts and games, in addition to toys. Owner is G. D. Gruber. The store will be closed Mondays, but will be open from noon to 9:00 p.m. on all other days, including Sundays.

• The All-Nation Hobby Shop, 182 N. LaSalle St., Chicago 1, is showing a very attractive diesel in "O" gauge, known as the EMD F-7 Dual Road Diesel, built from real railroad blueprints, engineered for realism, fully detailed new castings, and new drawings and instructions. The engine has two units.

• It is reported that Len Fox, former publisher of *Model & Hobby Industry*, after selling his publishing business recently, is now a factory representative, handling hobbies and crafts in the New York-New England territory.

SELLING MODEL AIRPLANES?

Earning profits — satisfied customers. What! on a toy counter? CERTAINLY — READ THIS.

You and I know that only modern engines built for modern merchandising is the key.

Thimble-Drome

1. Thimble-Drome engines are the only ones not built that the average inexperienced boy can start quickly and easily even when they are new.
2. They are mass produced for price
3. Built to such close tolerances that each and every one starts and runs uniformly well.
4. Finished so smoothly they need no break-in running
5. Fitted so perfectly they last much longer
6. And they have more than normal power.

All engine manufacturers boast. Only the L. M. Cox Mfg. Co., Inc., can deliver the 6 listed requirements for successful hobby-toys.

TD-3

Equipped with Space Bug Jr Engine

$10.95

Regardless of what engine powered toy you intend to merchandise, insist it be equipped with

Thimble-Drome Engines

L. M. COX

MANUFACTURING COMPANY

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"Let us carry the stock and deliver to you when and as you need it. You will save time, trouble and shipping costs. Come to us for Toys, Hobbies and Crafts—'service with a smile.'"

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EASY TO BUILD

ACE CLUB COUPE

OR CONVERTIBLE — EITHER STYLING

Designed for powering with SUPERMITE Electric Motor

One of 16 Famous ACE Kits

Simplified • Anyone can Assemble

Most parts pre-shaped, easy to build. Each kit packed in colorful carton. Fast selling profit line—

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Display Themselves
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EACH IN CLEAR CELLOPHANE BAG
12" WING SPAN
ALL BALSA STUNT GLIDER
TIGER SHARK 18" WING SPAN
Catapult Launched
Individually Boxed
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5¢ gliders—model cements—color dopes
LERCON HOBBY PRODUCTS
1185 RANDALL AVENUE, BRONX 59, N. Y.

THE PAINT THAT COMPLETES EVERY HOBBY KIT SALE!
'NAMEL COLOR KIT #69
FOR ALL PLASTIC HOBBY KITS
PACTRA Chemical Co. 1213 N. Highland Ave. Los Angeles 38, Calif

New Paints for Model Railroads

MODEL railroad paints precisely engineered for every miniature railroad need are the latest product news from the expanding Pactra Chemical Co., according to an announcement by president Al Davenport.

"In order to help reduce shelf inventories of jobbers and dealers, and still give customers plenty of paint, Pactra's new *High Ball Railroad Paint* is packaged in a handy eight-bottle kit, as well as in larger individual jars, and in the popular new spray cans," he explains.

Success of the Pactra 69-cent and 98-cent *'Namel Color* Kits of paints for plastics convinced Davenport that the majority of hobbyists prefer a complete set of colors in one unit, to buying single jars. Another advantage, Davenport points out, is that the small bottles hold just the right amount of color for "touch-ups," which is usually all the railroad

hobbyist requires. Train kits are almost always small and prepainted. The fast-drying, flat finish paint, neither a lacquer nor a vinyl, has a plastic base formula, guaranteeing perfect adhesion to metal or wood, yet never obscuring detail. Authentic railroad colors in the High Ball kit are tuscan red, boxcar red, caboose red, reefer yellow, reefer orange, engine black (double portion) and thinner cleaner. A good quality brush, and instructions for expert one-coat application are included with the kit, which retails at 89 cents.

The bright yellow, red, green and blue self-display carton is patterned after the 'Namel car-

"U-MAK-A-MOC"
*PAT. PEND NG
• Adjustable Sizes*
• Airfoam Insoles
• Cushioned Arch
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A KIT FOR MAKING MOCCASINS
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CULVER MFG. CO. INC.
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The FIRST Kits Designed for the Toy Trade
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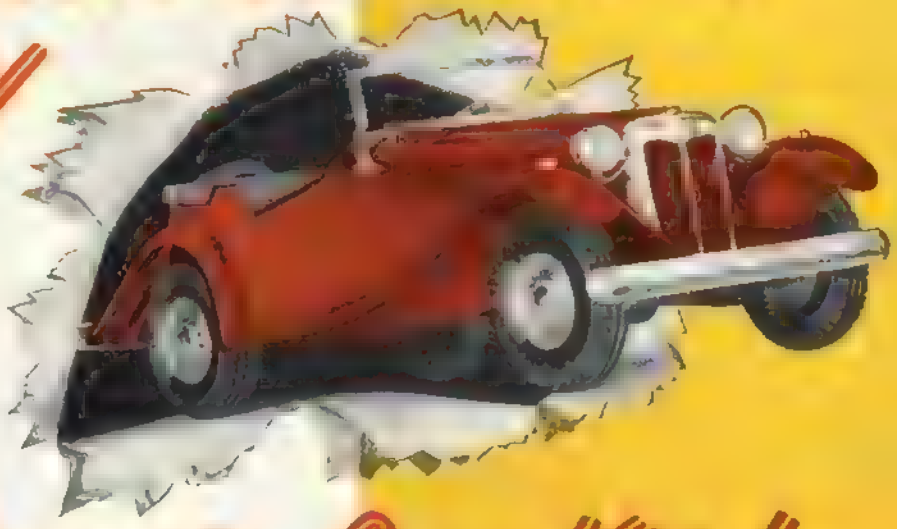
HOBBYCRAFT SETS
X-acto Hobby Tools and Craft Kits have been long time favorites with both children and their parents. Retail from 60¢ to $30. Send for free, 28 page catalog.
X-ACTO, INC.—48-41 Van Dam St., Long Island City 1, N. Y.

A KNOCKOUT AND A BEAUTY

. . . the racy, rugged

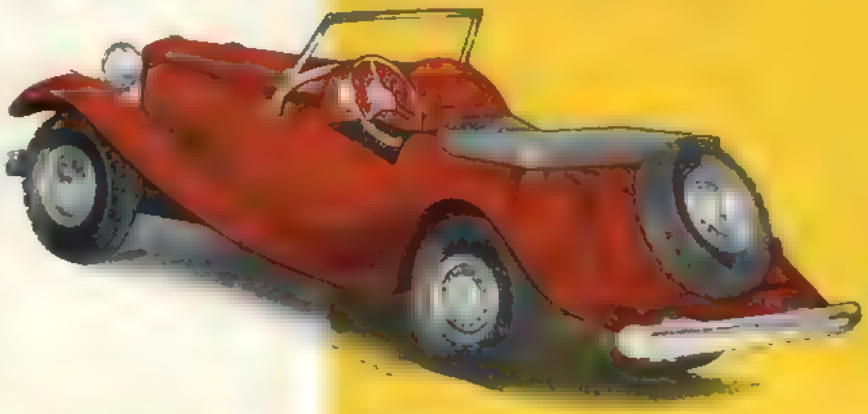
new Model MT Sports Car Kit!



Here's the *finest*, most *completely different* kit model ever produced. It's rugged, realistic and styled after the famous MG sports car—packed with customer appeal and profit potential.

Chrome-plate trim. Body finished in prime coat, permitting kit builders to apply own color schemes. Length, 15"; weight, 5 lbs. Price, $10.95. ($11.75 in 11 Western States).

Unlike cheaper, flimsily constructed kits, the Model "MT" is *more* than just something to *look at*. With over 50 precision-fitted parts, including semi elliptical rear springs, it's an absorbing "father-and-son" project, requiring only a screw-driver for assembly. And when put together, it's a fascinating push-pull toy with steerable front wheels—a toy that *would cost much more* if factory assembled.



The Model "MT" has *wider sales scope* than any other kit model ever devised. In addition to its "boy-and-dad" appeal, it's a "natural" for sports car lovers and hobbyists—an irresistible challenge to power enthusiasts—a unique collector's item.

SUPERB STRUCTURAL QUALITY!

The Model "MT" is built to the same high standards of world-famous Model Toys. Body is durable die cast construction, chassis is heavy gauge steel. All parts are metal, except the seats and real rubber tires.

The "MT" Will Be Featured In Model Toys National Advertising, and *will be in great demand.*

PACKAGED FOR DISPLAY!

Colorful, self-merchandising box displays all parts—attracts shoppers, stimulates impulse buying. Packed 6 to the carton. Shipping weight, 36 lbs.

BE SURE TO SEE IT AT THE TOY FAIR!
Rooms 510-512 at 200 5th Ave., and Room 611 at Hotel New Yorker.

ANOTHER TRIUMPH
by the makers of world famous

DOEPKE Model TOYS

THE CHAS. WM. DOEPKE MANUFACTURING CO., Inc.
ROSSMOYNE, OHIO

Preview Snap-shots of the new . . .

New Monarch Line

NO. 3212

Deluxe

MONCO POWER TRACTOR

. . . features plus in this new all-steel Tractor with its 3 dimensional motor construction . . .

- Easily supports up to 200 lb. man
- 4 dummy wire connected spark plugs
- Actual shift lever produces motor sounds
- Heavy duty grip-tread 1.75 rubber tires
- Brilliantly finished with baked-on enamels

NO. 3213 DELUXE

NO. 3197

MONCO CHRISTMAS TREE HOLDERS

Extremely rugged construction and handsome appearance . . .

- Wide spread legs practically eliminate tipping
- Large capacity water pan keeps tree green and safe from fire hazard
- Easy assembly, no tools required
- Brilliantly finished baked-on enamels

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NEW MONARCH MACHINE & STAMPING CO.

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ROOM 540

200 FIFTH AVENUE

NEW YORK 10, N. Y.

Preview Snap-shots of the new . . .

New Monarch Line

NO. 3212

Deluxe

MONCO POWER TRACTOR

It's features plus in this new all-steel Tractor with its 3 dimensional motor construction

- Easily supports up to 200 lb. man
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Extremely rugged construction and [illegible] same appearance

- Wide spread legs prevent [illegible] tipping
- Large capacity water pan [illegible] and safe from fire hazard
- Easy assembly, no tools required
- Brilliantly finished baked-on [illegible]

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Gun Cabinet

Handsome Knotty Pine With Matching Storage Cabinet

Natural finish knotty pine gun case--a real piece of furniture. Lends itself to a variety of arrangements in your home, cottage or camp.

8-gun display case with glass door frames (glass not included) . . measures 24" wide, 60" high, 8" deep. Use it as part of the unit or hang it alone, to display fire-arms, dishes or knick knacks. Display-storage combination measures 60" high, base is 29" wide. Both pieces with ornamental hinges and locking doors. Shipping weight 97 lbs. From Michigan.

806-109 D3550 Combination . $49.50

Knotty Pine Storage Cabinet

Not just an ordinary piece of furniture -- this cabinet can double as a lamp stand, handy smoking or magazine stand in your den or the living room of your cottage. 29" wide, 26" high, 16" deep, with ample shelf space inside. Doors lock. Ornamental Colonial-type hinges. 42 lbs. From Mich.

806-117 D2350 Storage Cabinet $34.50

4-Gun Rack in Knotty Pine or Walnut Finish

Mossberg 20-Power "Spotshot" Spotting Scope on Tripod. Field of view 7½ ft. at 100 yds. Hard coated 38MM lens and 10MM eyepiece lens with micrometer focusing adjustment and protective metal caps. Extends to 17", closes to 12¾". Tripod; easy height adjustment. Free-swing from right to left. Folds to 10x3¼x3".

294-686 A2995 20-Power Scope and Tripod Stand $40.85

Four-Gun Racks . . screw to wall. Handsome addition to any game room or den. Polished Walnut or Natural Knotty Pine racks hold four guns in correct position. 26" high, 26" wide when assembled. Shelf is 2½" deep. Screws included.

806-133 B710 Walnut Finish $9.95
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Mossberg 4-Power Telescopic Gun Sight. With patented internal adjustment. For high or low mounting. Hard-coated lenses assure clear images, eliminates reflections. Micrometer clock for windage and elevation. Cross hair reticule in tube. Click screw on outside. 20-ft. field at 100 yds. 14 1/8" long.

294-504 A795 Fits rifles up to 25-20 Caliber. Wt. 1 lb. . . $9.95
294-512 A795 Special Model for Mossberg Rifles. Wt. 1 lb. 9.95

Air Rifles and Pistols

Daisy Pump Gun -- King of all Air Rifles! 50-shot forced feed repeater pump gun, 1-bolt take-down construction. Adjustable sight; pistol-grip stock.

293-001 A570 50-Shot Pump Gun $8.00
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Daisy "Defender" Air Rifle. Latest model, full length, lever action repeater. Has an adjustable sling and full oval stock . . . adjustable combination peep-sight and notch sight. With handy secret pocket in stock.

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"Blue Streak" Bolt Action, Single Shot Air Rifle. Blade-type front, open rear sight. 20-cal. Automatic safety. Walnut stock.

294-538 A1796 Sheridan "Blue Streak". 37" long. 5 lbs. . $23.95
294-546 A355 1000 "Bantam 5" pellets 4.70

Crosman Pneumatic Single Shot .22 Caliber Rifle. Precision built. Adjustable V-type rear sight, white bead on blade type front sight. Bolt action with locking knob. Military style walnut finish stock. Rifle barrel 19½" long. 3 to 5 pumps for average shot.

294-553 A1085 Crosman Rifle, 35½" overall, 4 lbs. 10 oz. $13.50
294-561 A295 1000 Super Pells, .22 caliber 4.30

To re-charge, screw nozzle of CO_2 cylinder into gas chamber and turn valve

Crosman .22 Caliber CO_2 Pistol . . . Uses Carbon Dioxide Gas. Positive safety . . power for long or short range. Eliminates hand pumping. No recoil, noise, odor, cleaning or expensive ammunition. Rifled barrel is 8" long. Overall length 12". CO_2 refillable cylinder gives 800 to 2000 shots depending on power applied.

294-488 A1450 Crosman CO_2 Pistol with cylinder of CO_2 $19.95
294-496 A345 Extra Cylinder of CO_2 (refillable) 4.75

"Marksman" Air Pistol. Real-looking, all-metal air Pistol. Easy to load and to shoot. Accurate and high powered . . ideal for early training of a future hunter. Teaches marksmanship.

294-578 A445 Marksman Air Pistol $5.95
293-019 A365 Bull's-Eye BB Shot. 100 lb. case (16,500 BB's) 5.00

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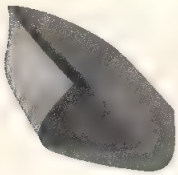
FOR BETTER BOATS

MOLDED PLYWOOD HULLS

Boat Builders know the many advantages of using United States Molded Hulls. A molded boat is lighter in weight, yet stronger, practically seamless, always a dry boat, inexpensive to keep up. We use from 4 to 6 layers of laminated strips of veneer bonded together under heat and pressure. Special models built to your specifications.



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"THE ALBATROSS 20" molded hull and cabin are products of U. S. Molded Shapes.

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Aquaplanes, Water Skis and a complete line of quality Marine Hardware. In fact everything for small craft for inland or salt water use. Complete accessories for every boating need. Send now for our New Hardware and Boat Supplies Catalog and Prices.

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HARDWARE DIVISION — 362 MARKET ST., GRAND RAPIDS, MICHIGAN

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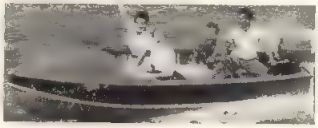
THE NEW "SEAFARER" America's most luxurious outboard for the discriminating boat owner. Particularly well balanced for use with 25 h.p. motors. Color keyed styling—foam rubber cushioning—windshields and many other extras.



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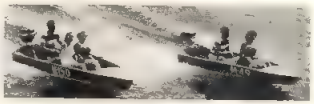

Molded Plywood Hurricane Racers for Top Speeds

SEE WOLVERINE BOATS AT THE NEW YORK AND CHICAGO BOAT SHOWS

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WAGEMAKER COMPANY

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for All Year Round!

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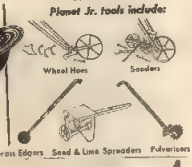
Super TUFFY
The Outdoor Power Appliance

No fair-weather friend is Super Tuffy . . . it does your heavy chores all around the calendar—mows lawns, hauls trash and leaves, plants the garden, shovels snow, cultivates, plows, spreads lime, and scores of other jobs. And it's so easy to handle, the entire family will want to use it! See the amazing 1½ h.p. Super Tuffy, or other models including 1 h.p. Tuffy, 2 h.p.—BP-1, 2¼ h.p.—B8 at your nearest Planet Jr. dealer, or write for free illustrated folder.

S. L. ALLEN & CO., Inc., 3437 N. 5th St., Phila. 40, Pa.

Other labor-saving Planet Jr. tools include:



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America's best tractor value. More usable power . . . pulling, plowing, driving. 1½ H.P. Puts to use plow, saw, drive belt, etc. 5&S engine. Four-speed Trans., Clutch, Roller Bearings, Ball Thrust Bearings. Has implements for satisfaction guaranteed. Write for FREE CATALOG.
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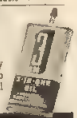
PREVENTS RUST!
3-IN-ONE, unlike most ordinary oils, actually prevents rust. No wonder 3-IN-ONE outsells all other home lubricants!



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are just minutes away when you own a
HARLEY-DAVIDSON
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CUT country miles down to size on the Harley-Davidson "Golden Anniversary" 74. Unlimited power in its overhead valve V-engine. The world's finest—it's the one motorcycle every rider wants to own. Swing into the saddle and test ride this beauty at your dealer's today. Ask about his easy payment plans. For your copy of the action-packed ENTHUSIAST Magazine and illustrated literature—send 10¢ to HARLEY-DAVIDSON MOTOR COMPANY, Dept. FJ, Milwaukee 1, Wis.

3,000 miles

(Continued from page 92)

Near Gillette you meet Seward Sharp, a wheat farmer. He doesn't need help, but he tells you how he and three other boys took a similar trip back in the 30's when jobs were *really* scarce. But even then, Sharp tells you, he saw the country and made expenses and little more.

You move on into South Dakota, and your luck picks up. Two days of shocking oats nets you $17.50 apiece, stiff backs, and blistered fingers.

In eastern South Dakota, you suddenly run out of the dry land into green. Boy! It feels good when you run past several pretty lakes.

But as you move into Minnesota, it starts to rain—so no work. Wisconsin—again too much rain.

You pause in Chicago to see the Stockyards and the meat-packing plants. You also visit some of the great museums, and drive "Old Faithful" proudly up swanky Lake Shore Drive.

But enough of Chicago—the urge is strong now to get back home. You add up the money in your pockets, and match it against the miles back to New York state. You're okay.

So you roll along through the warm, sunny Indiana farmlands, into the gentle hills of Ohio. Before you know it you run into the sharper hills and valleys of New York state—and it begins to feel like home.

You chug into the yard in late afternoon, and the folks come streaming out to greet you.

"How did you like it?" "Is California as good as they say it is?" "Which part of the country did you like best?"

After you're home awhile, you begin to look back over your summer. You realize that you've collected a fine set of memories—that you really *did* see America at its best, and it didn't cost much, either.

A little more work at the right time, or a little shorter route, and you could have even made a little money.

As it was, you covered more than 8,500 miles in about eight weeks, and you spent only about two weeks in actual working.

Everywhere you went, people were friendly and good to you. Farm folks, County Agents, gas station men, employment office people—they all seemed interested in your trip, and tried to help you get work whenever you needed it.

Then you find that you've become a local authority on travel. So you tell the fellows to go ahead and try it.

You warn them to earn enough money each time to take them on to the next place they expect work, suggest that they take lots of pictures, and then wish them luck!

★★★

LAST-MINUTE REPORT

(Continued from page 23)

the new program a chance and see how it works." They were also heartened by the Secretary's surprise announcement that an advisory conservation commission to the administration is in the wind.

This was such a surprise that even top-level USDA officials back in Washington were wondering just what the Secretary had said in New Orleans.

Gas Piped Right to Farms

A rural natural-gas pipe-line network is going up in an 80- by 40 mile area in central Nebraska.

Farmers, business men, and a gas company, are behind it. To hold down costs, crewmen are laying the small (mostly two-inch) pipe on top of the ground along fence rows; only at crossings do they bury it.

Farmers will use the natural gas to run their irrigation pump engines. They'll save about $400 a season, and fuel will be so cheap that almost all will want to irrigate. They'll also get gas for stoves, automatic furnaces, crop dryers, tank and water heaters, brooders, and clothes dryers.

Business men and families in communities too small to justify a pipe-line plan to tap into the farm lines. With irrigation, they hope to see an end of the slump that sets in when drought hits. Irrigation also means more intensive farming—smaller farms with more families in the trading area.

This also promises a summer market for the Kansas-Nebraska Natural Gas Co. of Hastings. A pump engine chugging away on every quarter-section will take up some of the summer slack. The 171 towns along the company's 3,400 miles of line average less than 1,000 population, and gas sales usually limp along at about half their winter volume.

To bring in the natural gas, more than 40 districts are organizing. Farmers buy shares in the district, and agree to furnish the right of way.

Total line costs are running from about $2,000 in the smallest district to more than $40,000 in one big district. Shares vary, but most run between $1,100 and $1,300. Farmers who plan to irrigate buy a full share, while families who just want the gas for domestic use pay for one-third of a share.

Fuel savings will pay off the cost of the shares in from two to four years, estimates the Company's division superintendent, A. J. Sigel.

TAKE THE GAMBLE OUT OF HAYMAKING

The John Bean Haymaker can cut your field drying time in half. On good days, you can make hay in one day. The Haymaker cuts a 7-foot swath and then crushes the stems to speed curing time without losing the nutritious juices. Many Haymaker users get an extra cutting by curing nutritious early cut hay in a hurry. Tests by agricultural authorities have proved that cattle thrive on Haymaker hay — gain more weight and produce more milk.

John BEAN EQUIPMENT PAYS FOR ITSELF; ask any dealer for On-Your-Farm-Proof

HIGH-PRESSURE SPRAYING PROTECTS LIVESTOCK LONGER, BETTER, ECONOMICALLY

John Bean High-Pressure Sprayers have the drive to penetrate the matted hair and deposit spray materials next to the hide where it does the most good. Pest-free animals gain more weight, give more milk, and bring top market prices. There's a John Bean Sprayer to fit any size herd — from the Royalette for the small rancher or farmer up to the Ranger for the big cattleman.

CLEAN YOUR POULTRY HOUSE FASTER WITH JOHN BEAN POWER SPRAYERS

You get better sanitation, healthier flocks and more profits as John Bean Power Sprayers blast dirt, disease, and pests. The John Bean Spartan and Spray-Pal are especially designed for poultry farmer use — and like all John Bean sprayers, they serve as an all-purpose sprayer on the farm or ranch.

MORE PROFITS FROM LESS ACREAGE WITH JOHN BEAN FARM SPRAYERS

John Bean Farm Sprayers come in a variety of sizes and models to allow you to fit the spray pattern to your crop. You get quick positive control of weeds, blights and insects the easy modern way. You have a farm sprayer that's always ready to go on any spraying job — saves you time and money, protects your profits.

fmc — Food Machinery and Chemical Corporation

John BEAN LANSING 4, MICHIGAN · SAN JOSE, CALIFORNIA

Division of Food Machinery and Chemical Corporation

Sirs: *Send me more information on the following John Bean equipment*

All-Purpose Farm Sprayers	Power Home & Garden Sprayers	High Clearance Corn Sprayers
Orchard Sprayers	Haymaker	Custom Spraying
Livestock Sprayers	Row Crop Sprayers	Potato Harvester

Name .....

Address .....

City ... State ...

COMMENDED PARENTS

Four quality lines in the 26" size, two each in 24" and 20"

This sensational, new item is the sales leader of the year.

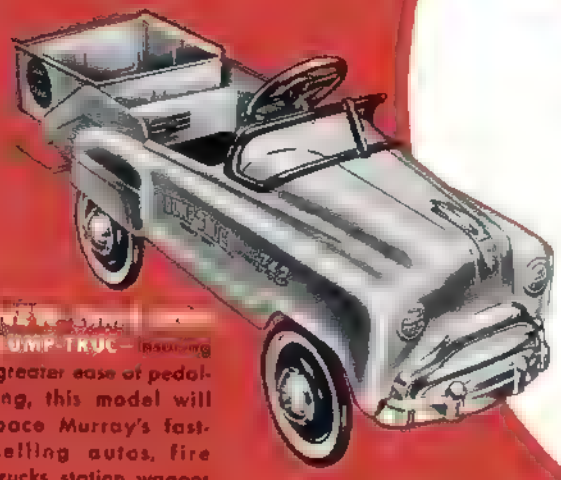
greater than ever..

MURRAY

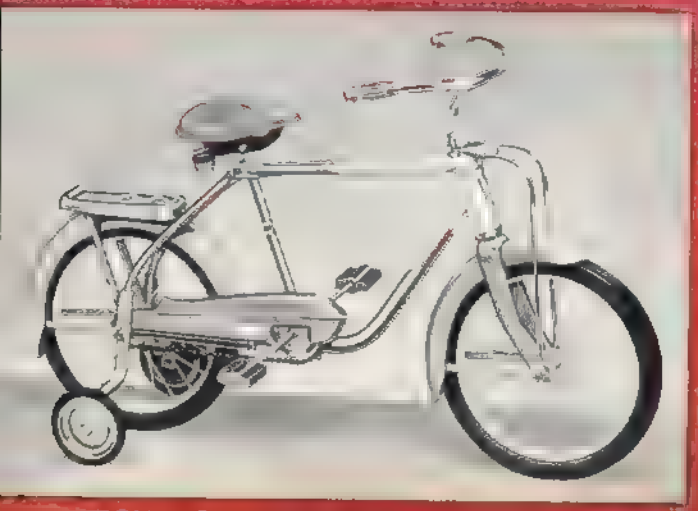
WHEEL GOODS and BICYCLES

Yes, the '54 line of Murray wheels is even broader than before, with several outstanding new items—plus a greater price range on many products . . . Every model is superbly styled and built to Murray standards of quality that have been famous for over 30 years . . . Murray nationally advertises its entire line in full color to make your selling easier . . . So for greater profit opportunities, stock and feature MURRAY—*America's most complete line of wheels!*

THE MURRAY OHIO MFG. CO.
CLEVELAND 10, OHIO



UMP-TRUC— Assuring greater ease of pedaling, this model will pace Murray's fast-selling autos, fire trucks, station wagons and tractors.



Nine models, 10", 14" 16" and 20" sizes, several with coaster brakes

Seven different models, in many sizes, to meet all needs

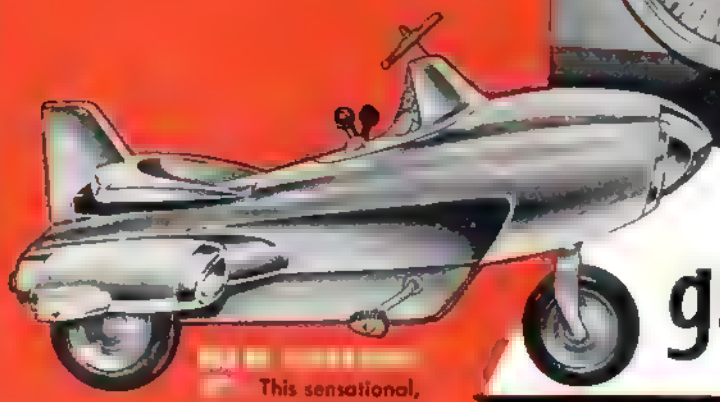
There is Beauty in a Doll

BY Madame Alexander

ALEXANDER DOLL CO., INC.

SHOWROOM: 200 FIFTH AVE., NEW YORK 10, N. Y.
OFFICE: 153 EAST 24th STREET, NEW YORK 10, N. Y.

Four quality lines in the 26" size, two each in 24" and 20"

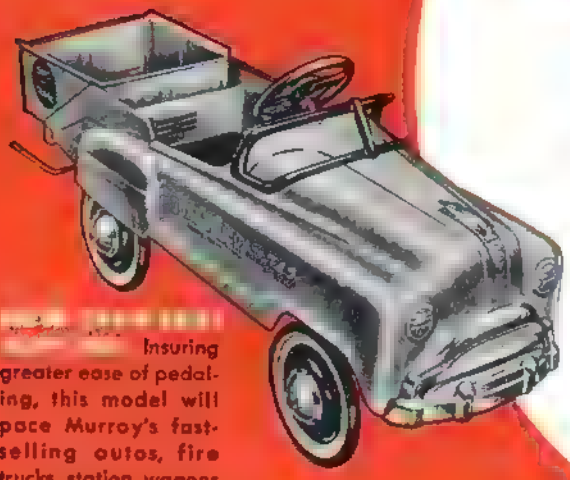


This sensational, new item is the sales leader of the year.

greater than ever..

MURRAY

WHEEL GOODS and BICYCLES



Insuring greater ease of pedaling, this model will pace Murray's fast-selling autos, fire trucks, station wagons and tractors.

Yes, the '54 line of Murray wheels is even broader than before, with several outstanding new items—plus a greater price range on many products . . . Every model is superbly styled and built to Murray standards of quality that have been famous for over 30 years . . . Murray nationally advertises its entire line in full color to make your selling easier . . . So for greater profit opportunities, stock and feature MURRAY—*America's most complete line of wheels!*

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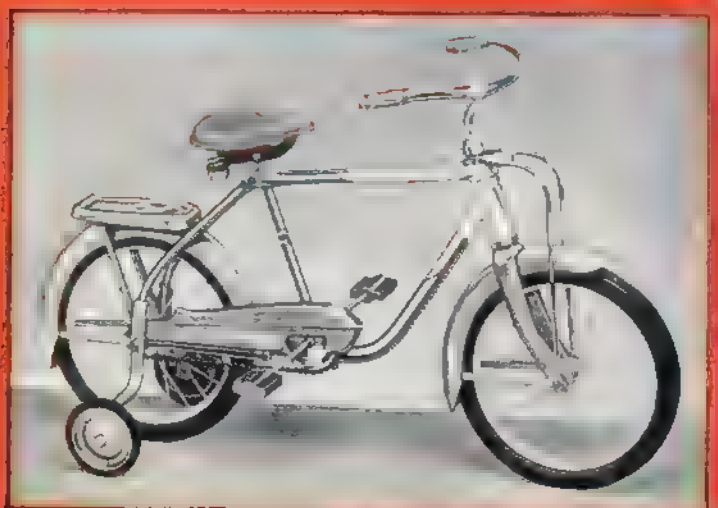


Nine models, 10", 14", 16" and 20" sizes, several with coaster brakes.

Seven different models, in many sizes, to meet all needs.

BASEBALL EQUIPMENT Wilson GLOVES, BALLS, BATS

FIELDERS GLOVES

Professional Model

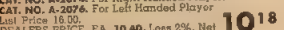
Popular large size 5-finger model made of selected tan cowhide, bound with roll leather and has wool felt pad with hand formed heel, grease-set palm, **leather laced crotch and wrist, full cowhide lining,** finger-tip lacing. Not oiled.

EARLY WYNN PROFESSIONAL MODEL
CAT. NO. A-2074. For Right Handed Player.
CAT. NO. A-2076. For Left Handed Player
List Price 16.00.
DEALERS PRICE, EA. **10.40,** Less 2%, Net **10.18**

TED WILLIAMS FIELDMASTER MODEL
CAT. NO. A-2934. For Right Handed Player
CAT. NO. A-2936. For Left Handed Player
List Price 11.00.
DEALERS PRICE, EA. **7.20,** Less 2%, Net..... **7.06**

JIM GREENGRASS BALL HAWK GLOVE
4-finger Ball Hawk Tan Cowhide glove with leather palm and thumb lining. Fully oiled, Grip-Tite pocket. For Right Hander
CAT. NO. A-2954. List Price 6.45.
DEALERS PRICE, EA. **4.00,** Less 2%, Net..... **3.92**

BASEBALL BATS



CAT. NO. A-1300. Nat. white Ash. List 3.70.
DEALERS EA **2.53,** Less 2%, Net..... **2.48**
CAT. NO. A-1340. Natural fin. Ash. List 2.35
DEALERS, EA **1.47,** Less 2%, Net..... **1.44**

SOFTBALL BAT — OFFICIAL MODEL
CAT. NO. A-9430. Official, Hickory, brown finish.
List Price 1.70
DEALERS, EA. **1.14,** Less 2%, Net..... **1.12**

WILSON CATCHERS' MITTS

JOE GARAGIOLA Professional Type

Full professional size mitt made of specially tanned high grade cowhide leather. Firmly packed with good felt padding **Deep-grease-set pocket, with snap-action lacing.** Has leather "trap" divider and leather-laced wool shearling wrist pad.
CAT. NO. A-2542. List Price 12.50.
DEALERS PRICE, EA. **8.00,** Less 2%, Net **7.84**

WILSON OFFICIAL BASEBALLS

The OFFICIAL Ball

Built to exact major league specifications. Has patented cushion cork center wound with blue-gray and white wool yarn **Non-scuff, water-repellent, white alum-tanned horsehide cover.**
CAT. NO. 10A10. List Price 3.25.
DEALERS PRICE, EACH **2.40,** Less 2%, Net... **2.35**

TED WILLIAMS AUTOGRAPH LEAGUE BASEBALL
Top quality ball has rubber center, high grade yarn windings White alum-tanned horsehide cover.
CAT. NO. A-1090. List Price 1.95.
DEALERS PRICE, EACH **1.20,** Less 2%, Net... **1.18**

12 IN. SOFTBALL TOPNOTCH OFFICIAL
CAT. NO. A-9100. OFFICIAL. List Price 3.45
DEALERS PRICE, EACH **2.17,** Less 2%, Net . **2.13**
CAT. NO. A-9130. TOURNAMENT. List 2.50
DEALERS PRICE, EACH **1.67,** Less 2%, Net.... **1.64**

BASEMENS MITTS

TRAPPER MODEL

Allows more action with all fingers; whole mitt closes on ball at impact. **Made of special quality cowhide, fully oiled;** with hand-formed felt pad; fibre reinforced thumb and finger section, **grease set pocket, adjustable wrist strap.**
CAT. NO. A-2660. For Right Handed Player.
CAT. NO. A-2662. For Left Handed Player
List 16.95, DLRS., EA. **11.20,** Less 2%, Net. **10.97**

BOY'S TRAPPER. Same glove as above, but smaller
CAT. NO. A-2690. For Right Handed Player.
CAT. NO. A-2692. For Left Handed Player.
List 7.50, DLRS , EA. **4.80,** Less 2%, Net..... **4.69**

WILSON FAMOUS BASEBALL SHOES

Sprint Type

Riteweight

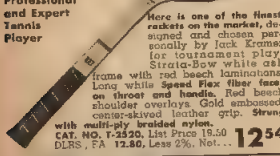
Feather light, yet supports the foot perfectly for solid comfort. Permits quicker starting, too Made of blue-back, specially tanned athletic leather. Lockstitched construction Oak tanned top and heel. **Good quality steel spikes; spring steel inner sole plates.** Sizes 6 to 12 including half sizes, D width only **SPECIFY SIZE** when ordering
CAT NO. A-6044. List Price, pair 8.50
DEALERS, PAIR **5.60.** Less 2%, Net.. .. **5.49**

Wilson FAMOUS-PLAYER QUALITY LINE TENNIS RACKETS

JACK KRAMER AUTOGRAPH

Personally Endorsed by Jack Kramer himself

A Racket for the Professional and Expert Tennis Player



Here is one of the finest rackets on the market, designed and chosen personally by Jack Kramer for tournament play. Strata-Bow white ash frame with red beech laminations. Long white **Speed Flex fiber faces on throat and handle.** Red beech shoulder overlays. Gold embossed, center-skived leather grip. **Strung with multi-ply braided nylon.**
CAT. NO. T-2520. List Price 19.50
DLRS , FA **12.80,** Less 2%, Net... **12.54**

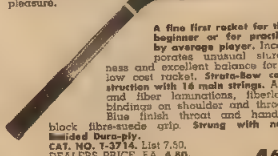
JACK KRAMER MATCH PLAY

FAMOUS PLAYER RACKET

For the average player who wants a professional type fast-play racket at moderate price.

Built in accordance with Jack Kramer's ideas for a professional type racket at popular price. Strata-Bow construction with **two fibers in the bow. Center ash shoulder overlay** stained light mahogany. Painted white from **red leather grip handle** to top of shoulder **Strung with Multi-ply braided genuine Nylon strings.**
CAT. NO. T-3624. List 11.75
DEALERS EA **7.20,** Less 2%, Net. . **7.06**

WILSON FLIGHT TENNIS RACKET



Provides real tennis enjoyment at low cost. Designed as the ideal racket for beginners or amateurs who play for pleasure.

A fine first racket for the beginner or for practice by average player. Incorporates unusual sturdiness and excellent balance for a low cost racket. **Strata-Bow construction with 16 main strings.** Ash and fiber laminations, fiberloid bindings on shoulder and throat. Blue finish throat and handle, black fibre-suede grip **Strung with new Braided Duro-ply.**
CAT. NO. T-3714. List 7.50,
DEALERS PRICE, EA. **4.80,**
Less 2%, Net. **4.69**

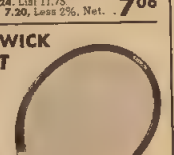
WILSON TENNIS BALLS

100% Pure RUBBER

SET OF 3 Sealed in Can

Wilson Championship—officially approved by U.S.T.L.A. Long-play endurance insured by tough felt cover; 100% natural rubber balls. **No floating, drifting. Hermetically sealed, 3 in can.**
CAT. NO. T-1010. List 2.50 per can.
DEALERS, PER CAN **2.00,** Less 2%, Net **1.96**

MARY HARDWICK TITLEIST LADIES RACKET



Here's a smart new racket for the young woman player, built on ideas **suggested by the noted star Mary Hardwick herself.** Unusual quality features at low cost

A WILSON Famous-Player Racket for Ladies

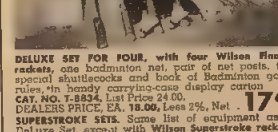
This new addition to the Wilson line of rackets will be the quick choice of women players. Constructed for fast youthful play plus rugged service, **Strata-bow frame with 2 fiber laminations,** light walnut stained head, white from grip to shoulders Grip of red leather. **Strung with multi-ply braided nylon.**
CAT. NO. T3720. List Price 10.50.
DEALERS EA **5.40,** Less 2%, Net.... **5.29**

WILSON QUALITY TENNIS ACCESSORIES

Wilson's quality materials and high grade workmanship make these accessories tops in value

CAT. NO.	ITEM	LIST	DLRS. EA.	LESS 2%
T-4906	Racket Press	1.20	**.90**	**.88**
T-4930	Racket Cover	1.80	**1.40**	**1.37**
T-1234	Tennis Net	28.50	**21.60**	**21.17**
E-8520	Court Marker	3.80	**2.85**	**2.79**

BADMINTON SETS



DELUXE SET FOR FOUR, with **four Wilson Finalist rackets,** one badminton net, pair of net posts, two special shuttlecocks and book of Badminton game rules, in handy carrying-case display carton
CAT. NO. T-8834. List Price 24.00.
DEALERS PRICE, EA. **18.00,** Less 2%, Net . **17.64**
SUPERSTROKE SETS. Same list of equipment as in Deluxe Set, except with **Wilson Superstroke rackets,**
CAT. NO. T-8840. 4 racket set. List 18.00.
DEALERS EACH **13.50,** Less 2%, Net . . **13.23**
CAT. NO. T-8844. 2 racket set. List 10.00
DEALERS PRICE, EACH **7.50,** Less 2%, Net... **7.35**

For Healthy Outdoor Exercise and Fun

BOYS' AND GIRLS' MURRAY BICYCLES

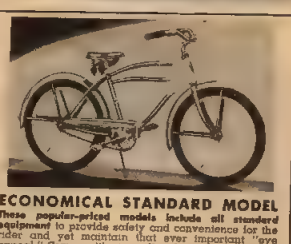
Superior Quality Built

DELUXE PARK CYCLE FOR BOYS OR GIRLS

The perfect bicycle to teach the young child balance and to build confidence in cycling. Bike is easily converted to boy's or girl's model in a few minutes by removing top double crossbar. Built to exact scale—just like grown-ups bicycle **Super-sturdy Murray construction insures years of rugged use.** Comes with removable training wheels for use while child learns to balance. Accessories include chrome plated headlight, streamline chain guards, luggage carrier. Frame of 1¼ in. heavy gauge tubing. One-piece enameled fork. 1¾ in. semi-pneumatic molded rubber tires. **Red** plastic grips. Baked enamel finish in Blue and White with Red trim

CAT. NO. J-506. 16 in. wheels.
Tan leather covered saddle
DEALERS EACH **23.95**, Less 2%, Net..... **23.47**

Same Model for Boy or Girl
Removable twin-tube crossbar converts Park Cycle to Boy's or Girl's model.



ECONOMICAL STANDARD MODEL

These popular-priced models include all standard equipment to provide safety and convenience for the rider and yet maintain that ever important "eye appeal." Comes with streamline design chain guard, Kick-up type side parking stand. Reflector on rear fender. Musselman Coaster Brake. Coil spring saddle. Black balloon tires.

26-INCH WHEEL MODEL
CAT. NO. J-20. Boy's 26 in. Black with Red-and-White.
CAT. NO. J-21. Girl's 26 in. Blue & White.
DEALERS, EACH **44.87**, Less 2%..... **43.97**

20-INCH WHEEL MODEL
CAT. NO. J-40. Boy's 20 in. Red and White
CAT. NO. J-41. Girl's 20 in. Blue & White.
DEALERS, EACH **41.81**, Less 2%..... **40.97**

ATTACHABLE TRAINER-WHEELS FOR 20 IN.
Teaches youngsters to ride 20 in. bikes. Adjustable. Illus. with Park Cycle. 5½-in rubber tired wheels.
CAT. NO. J-200 Bike Trainer
DEALERS EACH **2.01**, Less 2%, Net. **1.97**

DELUXE EQUIPPED BICYCLE

IN 3 SIZES FOR 6 TO 14 YEAR OLDS

Fully equipped from front headlight to rear reflector, these deluxe bicycles will prove to be your most popular sellers. All the famous Murray construction features insuring years of durability and pleasure filled cycling are included **Conventional one-piece drop forged fork,** sturdy reinforced frame, positive stop Musselman Coaster Brakes. Chrome plated adjustable handlebars with plastic grips. **Comfortable, vinyl covered waterproof saddle with compound springs.** Accessories include Delta Torpedo headlight, motorcycle-type tank, kick-up parking stand, deluxe luggage carrier. Jet-design chain guard. Balloon tires. Enameled, Gothic design fenders. Rear reflector.

26-INCH WHEEL MODEL
CAT. NO. J-22. Boy's 26 in. Red and White.
CAT. NO. J-23. Girl's 26 in. Green & White.
DEALERS, EACH **50.99**, Less 2%..... **49.97**

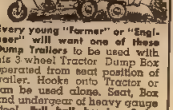
24-INCH WHEEL MODEL
CAT. NO. J-36. Boy's 24 in. Red and White.
CAT. NO. J-37. Girl's 24 in. Blue and White.
DEALERS, EACH **50.99**, Less 2%..... **49.97**

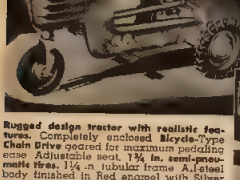
20-INCH WHEEL MODEL
CAT. NO. J-42. Boy's 20 in. Red and White.
CAT. NO. J-43. Girl's 20 in. Green & White.
DEALERS, EACH **46.40**, Less 2%..... **45.47**

TOTS' TRACTOR AND TRAILER

Bicycle Chain-drive Tractor —also Hitch-on Dump Cart

Fun for Two

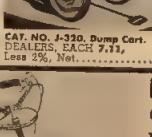




Every young "Farmer" or "Engineer" will want one of these Dump Trailers to be used with his 3 wheel Tractor Dump Box operated from seat position of trailer. Hooks onto Tractor or can be used alone. Seat, Box and undergear of heavy gauge steel. **Roll ball bearing 8 in. wheels. Solid rubber ⅝ in. tires.** Red baked enamel finish. **33 in. long, 13½ in. wide.**

Rugged design tractor with realistic features. Completely enclosed **Bicycle-Type Chain Drive** geared for maximum pedaling ease. Adjustable seat. **1¾ in. semi-pneumatic tires.** 1¼ in tubular frame. All steel body finished in Red enamel with Silver trim. 38½ in. long, 27½ in. high. **Matching Dump Cart available at extra cost.**

CAT. NO. J-300. Tractor.
DEALERS EACH **30.89**, Less 2%, Net..... **20.47**



CAT. NO. J-320. Dump Cart.
DEALERS, EACH **7.11**, Less 2%, Net..... **6.97**

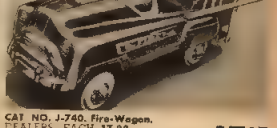
TOTS' VELOCIPEDE

Super-deluxe tricycles in sizes for every little boy or girl. With big, 1¾ in **semi-pneumatic tires on ball-bearing wheels.** Chrome plated adjustable handle bars with comfort grips. Red vinyl covered **adjustable saddle** has chrome springs. 1¼ in. sturdy steel tubular frame in **Maroon with White trim.** Chrome plated hub caps. Double-block pedals.

CAT NO	FRONT WHEEL	REAR WHEEL	DLRS EACH	LESS 2% NET
J-442	20 in.	12 in.	16.32	15.97
J-441	16 in.	10 in.	14.77	14.47
J-440	12 in.	8 in.	13.24	12.97
J-439	10 in.	8 in	12.22	11.97

FIRE-WAGON AUTOMOBILE

The boys' favorite—a realistic fire engine that will ride TWO tots. Has rear deck and step with tubular hand rails. Bright plated **Fire Chief Bell, 3 strong wooden ladders** that hook-on sides of truck. All steel body finished in **bright Red with White trim.** Silver enameled front bumper. 8 in ball-bearing wheels with ⅜ in solid rubber tires. Bright-plated hub caps. White enameled wheels. **"Jet Flow" drive for easier pedaling,** and Free Steering to permit turning in small spaces. 47 in long. 17 in. wide



CAT NO. J-740. Fire-Wagon.
DEALERS EACH **17.82**, Less 2%, Net..... **17.47**

ENGLISH MADE "PARLIAMENT"

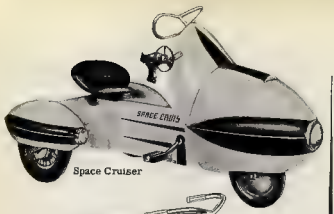
ONLY Bicycle with GEARSHIFT—3 Speed Wheeling

These English-built lightweights are made especially for the cyclist who wants speed, effortless distance cycling and that extra "hill power" **built by expert craftsmen,** long known as one of the foremost makers of the world's finest lightweight bicycles, these "tri-ring cycles" incorporate every deluxe, quality feature. **Comes equipped with Sturmey-Archer 3-speed gear shift control mounted on handlebar.** Changes speed from LOW to SECOND, then to HIGH with a flick of the finger. Front and rear caliper brakes operated by chromed handlebar levers. Sturdy frame made of light alloy tubing. **Has Dunlop Roadster tires 26x1⅜ in. with cushion tubes.** Chrome plated rims have rustproof steel spokes. "R" pattern fork. **All leather double spring saddle.** Accessories include chain guard, parking stand all-metal air pump and large, leatherette "tourist" bag. Bright metal parts triple chrome plated. Men's and Ladies models. Long-lasting bonderized finish in choice Black, Maroon, Dark Blue and Green. **SPECIFY COLOR** when ordering.

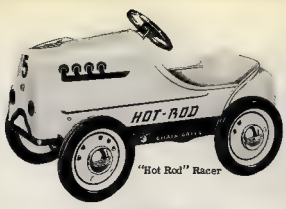
MEN'S PARLIAMENT BICYCLE.
25 in. model. SPECIFY FINISH.
CAT. NO. P-M26.
DEALERS, EACH **45.89**, Less 2%, Net..... **44.97**

LADIES' PARLIAMENT BICYCLE.
25 in. model. SPECIFY FINISH.
CAT. NO. P-L260.
DEALERS, EACH **45.89**, Less 2%, Net..... **44.97**

PLEASE DO NOT DEDUCT 2% CASH DISCOUNT ON NET PRICES



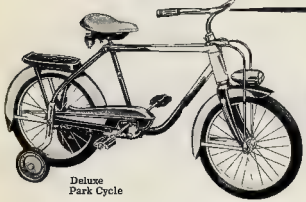
Space Cruiser



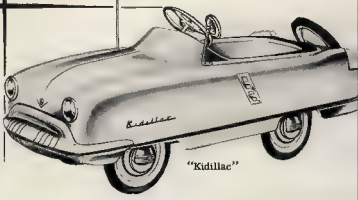
"Hot Rod" Racer

Sidewalk Bike

Red Hook & Ladder



Deluxe
Park Cycle



"Kidillac"

Put 'Em on Wheels for Fun and Health

Atomic Age SPACE CRUISER . . . for fast trips to the MOON

Sturdy cruiser, with easy-to-operate chain drive. Ball bearing wheels, big semi-pneumatic tires assure a smooth ride. Adjustable safety type saddle, for wider age range. White with Red and Yellow trim. 48" long, 27" wide.

815-001 D2450 Space Cruiser. 50 lbs. From Wis. $32.50

SIDEWALK BIKE with REMOVABLE TRAINER WHEELS

Speedy 2 wheel bike for "big bike" fun. 1½" tubular steel frame; Red with White trim. Ball bearing front and rear wheels. 12½" semi-pneumatic tires. Chrome plated handle bar. From Ind.

815-068 D2225 Sidewalk Bike, 18" wheels. Wt. 35 lbs. . . $29.50
815-076 D1995 Sidewalk Bike, 14" wheels. Wt. 35 lbs. . . 26.50
815-084 D1395 Sidewalk Bike, 10" wheels. Wt. 33 lbs. . . . 18.50

DELUXE PARK CYCLE . . . with conversion wheels

A real beauty! Converts to deluxe two wheeler. Ball bearings throughout. Chromium plated truss rods, headlight, adjustable handle bar. Multi-spoke wheels, 12½" semi-pneumatic tires. Twin cross bar removes—converts to boys' or girls' model. Dark Blue; Red and White trim. From Illinois.

815-233 D2750 Deluxe Park Cycle, 16" wheel. 40 lbs. . . $37.50
815-241 D2595 Deluxe Park Cycle, 14" wheel. 40 lbs. . . 34.50
815-258 D2250 Deluxe Park Cycle, 10" wheel. 37 lbs. . . . 29.95

"HOT ROD" RACER . . . speedy, easy-to-operate chain drive

Flashiest job on the block! Simulated cut-out for authentic engine noise. Two-piece pedals. Ball bearing rear axle, pedal crank. 10" artillery wheels; 1.75" semi-pneumatic tires. Heavy gauge steel; Orange with Black and White trim. Length 35".

815-019 D1750 "Hot Rod" Racer. 42 lbs. From Wis. . . . $23.50

RED HOOK and LADDER FIRE-ENGINE . . . CHAIN DRIVE

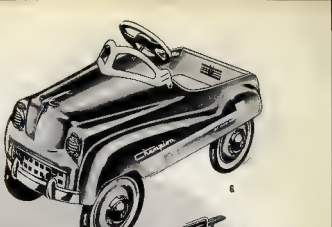
Ding-dinging Chrome bell, 2 sturdy detachable wooden ladders. Second "fireman" can ride on back step. Efficient, bal.-bearing, chain drive, adjustable for child from 3 to 8 years. Built of heavy steel; bright Red baked-on enamel, White trim. Tubular steel handrails. Ball bearing wheels; 1½" semi-pneumatic tires.

815-175 D2695 Fire engine, 46 lbs. From New York . . . $38.50

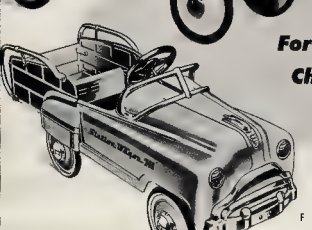
DELUXE "KIDILLAC" AUTO . . . ask the boy who owns one!

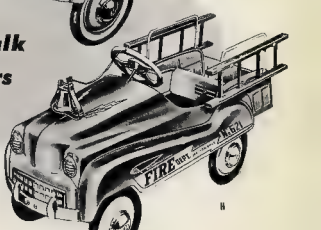
Sure to be the pride and joy of the lucky little boy or girl who can say "It's Mine"! Perfect ride-in car for the child 3 to 8 years. Easy to operate, with chain-drive, two-piece pedals. One-piece steel; no seams to snag or come apart. Ball bearing rear axle, 8-inch disc wheels, make it really go! Large 1½" rubber tires assure a smooth ride. Blue with White trim. 46x20½x13" high. Shipping weight 49 lbs. From Wisconsin.

815-027 D2695 "Kidillac" Auto $38.50



For Sidewalk Chauffeurs





(E) POLICE CAR -- Junior Size

With siren screaming, spotlight flashing, the junior cop is on his way -- he's there in a flash in this streamlined police car! Black and White enameled all steel body (33'' long), has a radio aerial, spotlight (uses flashlight batteries) and working siren. 8'' disc wheels have solid 5/8'' rubber tires. Foot pedals adjust.

815-035 D1095 Police Car. Wt. 23 lbs. From Wis. **$14.50**

(F) STATION WAGON . . . a beauty in Maroon and "Gold"!

He'll tote packages -- give his pup a ride -- in this sporty station wagon! Baked-on enamel finish, heavy gauge steel body -- overall size 47x17''. New undergear allows more leg room, easier pedaling; improved steering mechanism means easier handling, turning in smaller circles. 8'' wheels with smooth ball bearing action, 5/8'' rubber tires.

815-282 D1850 Station Wagon. Wt. 40 lbs. From Illinois . **$24.50**

(G) CHAMPION JUVENILE AUTO

Full ball bearing construction! Heavy gauge steel body and undergear. New improved steering mechanism allows turning in small circles. Smooth-rolling 8'' double disc wheels with 5/8'' solid rubber tires. More leg room, easy-to-pedal, new undergear design. 36'' long, 17'' wide. Lt. blue and white enamel, silvered grille.

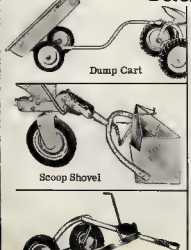
815-274 D1125 Wt. 40 lbs. From Illinois **$14.95**

(H) REALISTIC HOOK 'N' LADDER

New "jet-flow-drive" fire truck for junior firemen! They're off in a flash--big plated fire-chief bell clears the way! Red and White baked enamel finish on heavy gauge steel body (43x17''). New, improved mechanism for easier handling and turning -- more leg room. 8'' ball bearing action wheels with solid rubber tires. 2 wood ladders included.

815-266 D1625 Hook 'n' Ladder. Wt. 32 lbs. From Ill. . . **$21.50**

Deluxe Chain Drive Tractor and Attachments

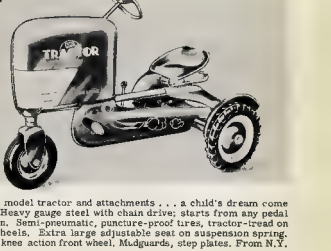


Boy-size model tractor. Both fun and tractor last for years!

Dump Cart--hauls up to 100 pounds

Scoop Shovel--has pull cord release

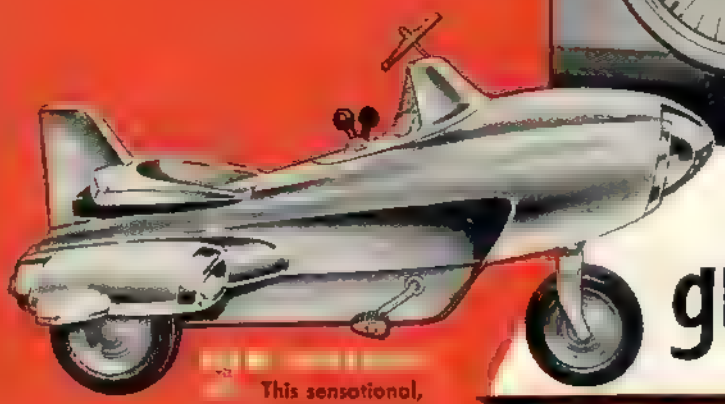
Grader-Leveler -- Jr. size with 12-inch blade



Deluxe model tractor and attachments . . . a child's dream come true! Heavy gauge steel with chain drive; starts from any pedal position. Semi-pneumatic, puncture-proof tires, tractor-tread on rear wheels. Extra large adjustable seat on suspension spring. Spring knee action front wheel. Mudguards, step plates. From N.Y.

815-183 D2195 Deluxe Tractor. 28x21x40'' long. 34 lbs. **$29.95**
815-191 D825 Dump Cart. Handle raises body. 15 lbs. . . **11.50**
815-209 D750 Scoop Shovel. Hand lever operation. 8 lbs. . **10.95**
815-217 D710 Grader. Steel handle operation. 11 lbs. . . . **9.95**

Four quality lines in the 26" size, two each in 24" and 20"



This sensational, new item is the sales leader of the year.

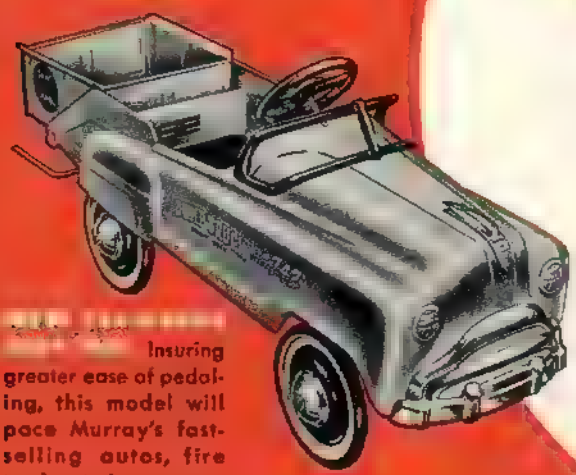
greater than ever..

MURRAY

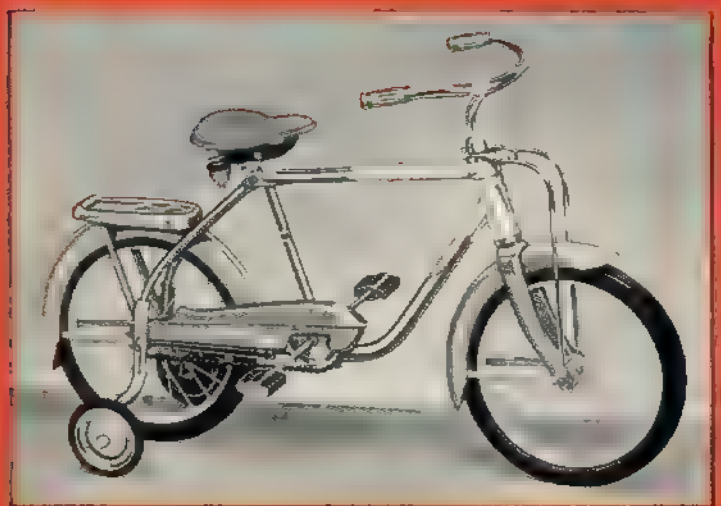
WHEEL GOODS and BICYCLES

Yes, the '54 line of Murray wheels is even broader than before, with several outstanding new items—plus a greater price range on many products . . . Every model is superbly styled and built to Murray standards of quality that have been famous for over 30 years . . . Murray nationally advertises its entire line in full color to make your selling easier . . . So for greater profit opportunities, stock and feature MURRAY—*America's most complete line of wheels!*

THE MURRAY OHIO MFG. CO.
CLEVELAND 18, OHIO



Insuring greater ease of pedaling, this model will pace Murray's fast-selling autos, fire trucks, station wagons and tractors.



Nine models, 10", 14", 16" and 20" sizes, several with coaster brakes.

Seven different models, in many sizes, to meet all needs.

COMMENDED BY PARENTS

Four quality lines in the 26" size, two each in 24" and 20"

This sensational, new item is the sales leader of the year

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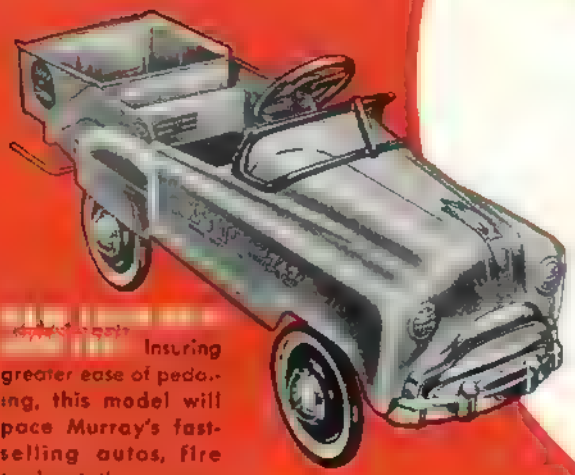
Yes, the '54 line of Murray wheels is even broader than before, with several outstanding new items—plus a greater price range on many products . . . Every model is superbly styled and built to Murray standards of quality that have been famous for over 30 years . . . Murray nationally advertises its entire line in full color to make your selling easier . . . So for greater profit opportunities, stock and feature MURRAY—*America's most complete line of wheels!*

THE MURRAY OHIO MFG. CO.
CLEVELAND 10, OHIO



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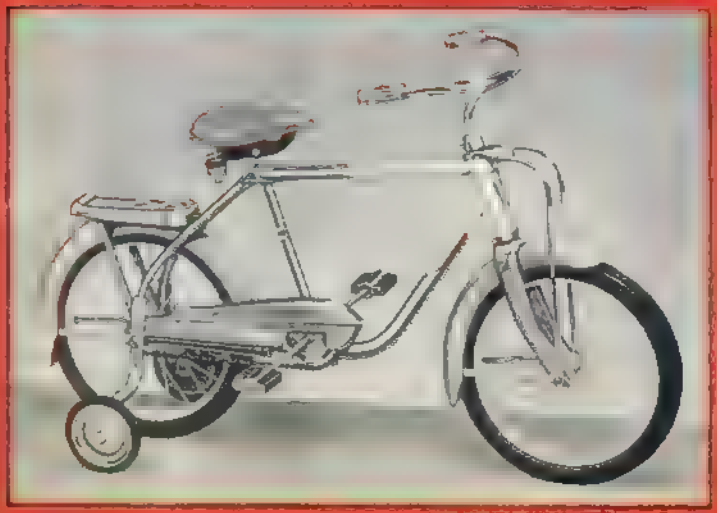


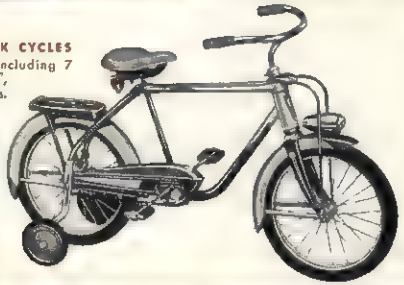
Nine models, 10", 14", 16" and 20" sizes, several with coaster brakes.

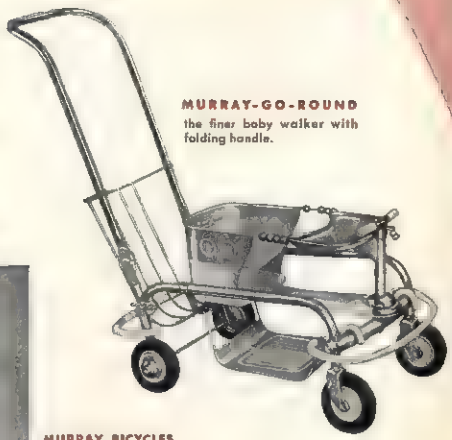
Seven different models, in many sizes, to meet all needs.

Sell More...Sell MURRAY!

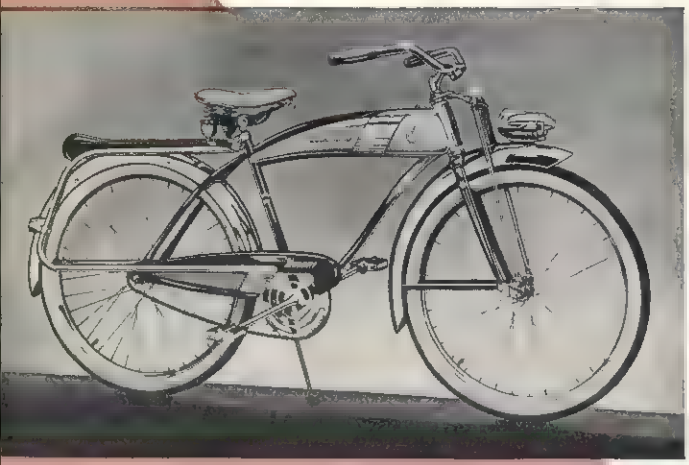
...the most complete line of "wheels"

MURRAY PARK CYCLES
a l new line, including 7 models; 10", 12", 14" and 16" sizes.

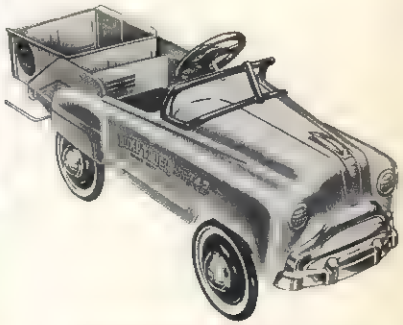




MURRAY-GO-ROUND
the finer baby walker with folding handle.



MURRAY BICYCLES
new Slip Stream styling, 18 models, sizes 16" through 26".



Start selling Murray with the famous Murray-Go-Round walker-stroller for babies. Continue on up through big bicycles for teen agers . . . Many models available in several price ranges . . . Superbly styled and built to Murray standards of quality that have been famous for over a quarter century . . . Nationally advertised in full color . . . Pep up your wheel goods profits by featuring MURRAY—truly America's *most complete* line.

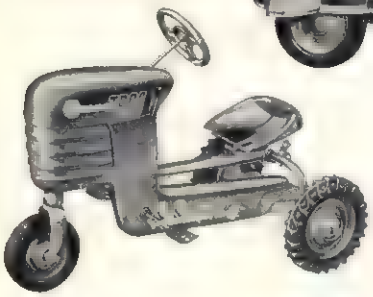
MURRAY WHEEL GOODS—includes a full range of velocipedes, autos, fire trucks, station wagons, tractors, chain drive tricycles.

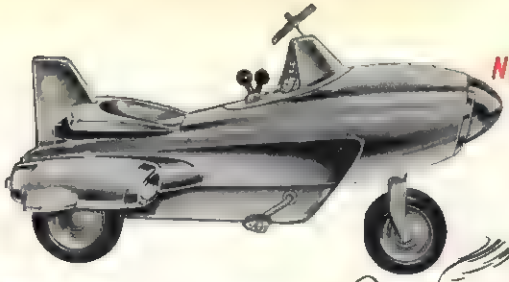
COMMENDED BY PARENTS MAGAZINE

THE MURRAY OHIO MFG. CO. • CLEVELAND 10, OHIO

NEW SUPERSONIC JET
This sensational, new item is the sales leader of the year.

MURRAY TRAC
Imitated but never equalled. Both chain and pedal-drive models.





every child is a prospect when you sell...

MURRAY "WHEELS"

Your market is *unlimited* when you sell the Murray line. For it includes items for every age—tots to teenagers. Start selling the younger set Murray-Go-Round Baby Walkers. Next they graduate to Murray velocipedes, juvenile autos and wagons. When they reach the two-wheeler stage, they want Murray park cycles and bicycles . . . There is a wide range of sizes and models priced for every pocketbook . . . Feature this famous and *truly complete* line right now! Sell more in '54 . . . Sell Murray!

MURRAY BICYCLES—Four quality lines in the 26" size two each in 24" and 20".

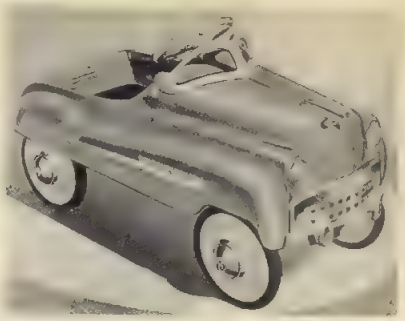
THE MURRAY OHIO MFG. CO.
CLEVELAND 10, OHIO

MURRAY VELOCIPEDES
Seven different models, in many sizes, to meet all needs.

MURRAY PARK CYCLES
Nine models, 10", 14", 16" and 20" sizes, several with coaster brakes.

MURRAY-GO-ROUND
The finer baby walker with a folding handle.

CARS MADE BY MURRAY OHIO



MO #H-301 Tractor. Specifications. Construction—Dimensions: Length 38½", width 20½", height 27½"; Frame: 1¼" tubular, heavy gauge steel, hydrogen brazed, Hood Heavy gauge steel, tractor type, with gear shift lever; Seat All steel, spring type, adjustable, Wheels. 8" ball bearing front, 10" ball bearing rear, Driving Mechanism: Ball bearing pull straps, ball bearing rear axle supports, Steering Mechanism: Universal joint allowing 360° turning, Tires: 1¾" semi pneumatic, front and rear. Rear tires have tractor tread. Finish—Body in vermilion baked enamel with white trim. Packing—One per carton. Shipping weight 29 lbs . . . . **$21.00 ea.**

MO #H610. Specifications: Construction—Dimensions. Length 36", width 17"; Materials Heavy gauge steel used in body and undergear, Wheels: 8", double disc; Driving Mechanism: Ball bearing pull straps, ball bearing rear axle hangers, Undergear: New improved design for easier pedaling and more leg room; Steering Mechanism: New improved design, permitting turning in smaller circles; Radiator Ornament Bright plated; Windshield: White enameled, Seat Pad. Fabric type, Pedals: Rubber black; Tires ⅝" solid rubber Finish—Body in light blue enamel with white trim and silver enameled grille. Packing —One, per carton. Shipping wt. 29 lbs. **$15.00 ea.**

MO 740

MO 741

MO 740 Steelcraft Fire Truck Juvenile Auto. This bright red Fire Truck with bell and ladders is the dream of every child. Its place in the complete wheelgoods line is firmly fixed The reasonable cost of this model insures its popularity Dimensions length 44", width 15½". Materials: Heavy gauge steel used in body and undergear, Bumper: Front bumper white enameled, Fire Chief Bell. Chrome plated, Windshield White enameled, Ladders: Two wooden varnished ladders; Hand Rails Two tubular rails enameled white, Seat Pad: Fabric Type, Wheels: Double steel disc 8"; Pedals Rubber block; Tires: ⅝" solid rubber; Finish: Body, in vermillion baked enamel with white trim: Packing: One per carton, shipping weight 36 lbs. . . . . **$24.50 ea.**

MO 741 Steelcraft Station Wagon Juvenile Auto. The fame of the Murray-Ohio Station Wagon is known from Coast to Coast. Superior construction, smart designing, and maximum play value have made this number famous. Dimensions: Length 44½", width 15½", Materials: Heavy gauge steel used in body and undergear; Bumper: Front bumper enameled in white; Radiator Ornament. Chrome plated, Windshield: White enameled; Hand Rails. Tubular steel enameled white, Seat Pad: Fabric type, Wheels. double disc 8"; Pedals Rubber block; Tires. ⅝" solid rubber, Body and box in maroon baked enamel. Body panels in hazelwood gold. Packing: One per carton, shipping weight 36 lbs. . . . . **$23.25 ea.**

Model K-752

CHAIN DRIVE DUMP TRUCK

SPECIFICATIONS

DIMENSIONS: Length 47", width 17"
WHEELS: Ball bearing, 8", double disc
DRIVING MECHANISM: Ball bearing chain drive mechanism, pedal crank rotates in a ball bearing hanger
DUMP BOX: Easily operated from seat position
RADIATOR ORNAMENT. Bright plated **WINDSHIELD:** Black
BUMPER: Front bumper enameled in silver **SEAT PAD:** Fabric type
TIRES: ⅝" solid rubber **PEDALS:** Rubber block
FINISH: Body and box in yellow baked enamel with black steering wheel and windshield, black and white wheels
PACKING One per carton. Shipping wt. 44 lbs.

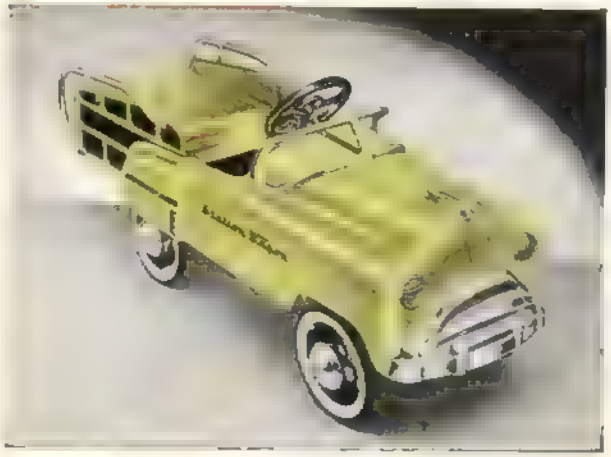
Model K-740

FIRE TRUCK

SPECIFICATIONS

DIMENSIONS: Length 47" width 17"
WHEELS: Ball bearing, 8", double disc
DRIVING MECHANISM: Ball bearing pull straps, ball bearing rear axle hangers
FIRE CHIEF BELL: Bright plated **WINDSHIELD:** White enameled
LADDERS Two wooden varnished ladders
HAND RAILS: Two tubular rails enameled white **SEAT PAD:** Fabric type
TIRES: ⅝" solid rubber **PEDALS:** Rubber block
FINISH: Body in Vermilion baked enamel with yellow trim
PACKING: One per carton. Shipping wt. 37 lbs.

Model K-741

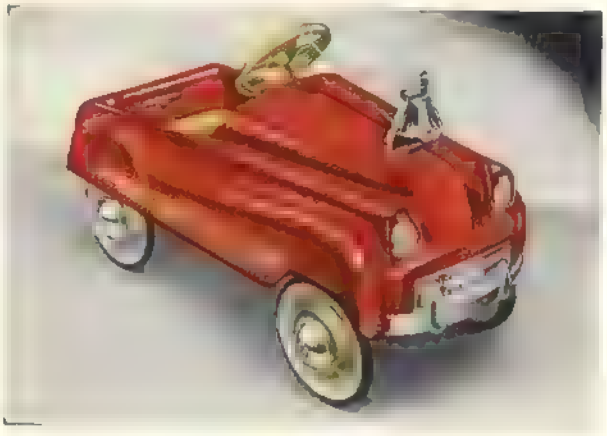


STATION WAGON

SPECIFICATIONS

DIMENSIONS: Length 47", width 17"
WHEELS: Ball bearing, 8", double disc
DRIVING MECHANISM: Ball bearing pull straps, ball bearing rear axle hangers
RADIATOR ORNAMENT: Bright plated
WINDSHIELD: Aluminum enameled **SEAT PAD:** Fabric type
HAND RAILS: Tubular steel enameled aluminum
TIRES: ⅝" solid rubber **PEDALS:** Rubber block
FINISH: Body and box in Carolina cream baked enamel. Body panels and trim in black.
PACKING: One per carton. Shipping wt. 37 lbs.

Model K-615



CHAIN DRIVE FIRE CHIEF AUTO

SPECIFICATIONS

DIMENSIONS: Length 36", width 17"
WHEELS: 8", double disc ball bearing
DRIVING MECHANISM. Ball bearing chain drive mechanism. Pedal crank rotates in a ball bearing hanger.
BELL: Bright plated **SEAT PAD:** Fabric type, Black
TIRES: ⅝" solid rubber
PEDALS: Rubber block
FINISH: Body in vermilion baked enamel with yellow trim and silver enameled grille
PACKING: One per carton. Shipping wt. 32 lbs.

Model K-610

CHAMPION JUVENILE AUTO

SPECIFICATIONS

DIMENSIONS: Length 36", width 17"
WHEELS: 8", double disc
DRIVING MECHANISM: Ball bearing pull straps, ball bearing rear axle hangers
WINDSHIELD: White enameled **SEAT PAD** Red, fabric type
PEDALS: Rubber block **TIRES.** ⅝" solid rubber
FINISH. Body in light blue baked enamel with white trim and silver enameled grille
PACKING: One per carton. Shipping wt. 28 lbs.

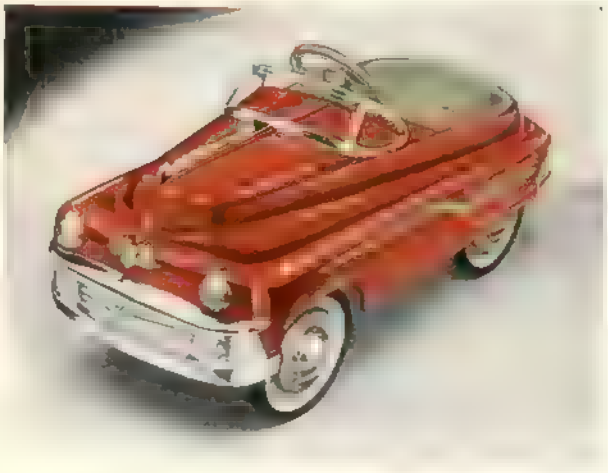
Model K-621

FIRE TRUCK

SPECIFICATIONS

DIMENSIONS. Length 43", width 17"
WHEELS: Ball bearing, 8", double disc
DRIVING MECHANISM: Ball bearing pull straps, ball bearing rear axle hangers
FIRE CHIEF BELL: Bright plated **LADDERS:** Wooden
SEAT PAD: Fabric type **TIRES:** ⅝" solid rubber
FINISH. Body in Vermilion baked enamel with yellow trim and silver enameled grille
PACKING: One per carton. Shipping wt. 34 lbs.

Model K-850



SUPER SPORT JUVENILE AUTO

SPECIFICATIONS

DIMENSIONS: Length 39", width 17"
WHEELS: Ball bearing, 8", double disc
DRIVING MECHANISM: Ball bearing pull straps, ball bearing rear axle hangers
BUMPER: Chrome plated **WINDSHIELD:** Chrome plated
RADIATOR GRILLE AND HOOD ORNAMENTS Chrome plated
HEADLAMPS: Dummy type, chrome plated **SEAT PAD** Fabric type
TIRES 1" fancy tread, solid rubber **PEDALS:** Rubber block
FINISH: Body in bittersweet. Trim and wheels castle tan.
PACKING: One per carton. Shipping wt. 39 lbs.

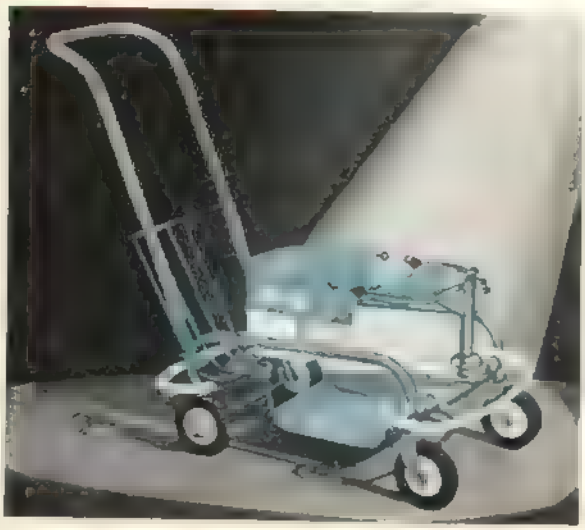
Model K-90

BALL BEARING WAGON

SPECIFICATIONS

DIMENSIONS. Length 36", width 17"
MATERIALS: Box and undergear of heavy gauge steel
TONGUE: ¾" heavy gauge steel tubing
HUB CAPS Bright plated
WHEELS: Full ball bearing, 10" double disc
TIRES: 1¾" semi-pneumatic
FINISH: Box maroon baked enamel; tongue and undergear silver enamel; wheels Vermilion
PACKING: One per carton. Shipping wt. 34 lbs.

Model K-111



Murray Go Round BABY WALKER

SPECIFICATIONS

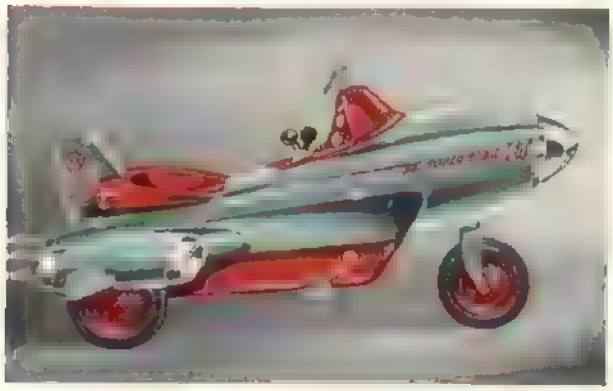
FRAME: Tubular steel, enameled
FORKS: Caster type, full ball bearing, non-shimmy
SEAT: Kiln dried wood, acid resistant enamel
TIRES: Jumbo Molded, semi-pneumatic rubber
BUMPERS: Flexible steel, white rubber covered
HANDLE GRIPS: White rubber
PLAY PAN: Steel, non-toxic, acid resistant enamel
PLAY BEADS: Wood, non-toxic color finish
FOOT TRAY: Steel, rubber padded mounts
BRAKE: Sure action, easily operated
PUSH HANDLE: Adjustable, tubular steel, chrome plated
PACKAGE CARRIER: Large capacity, steel wire
FINISH: Bermuda Blue baked enamel with Air Gray trim
PACKING One per carton
SHIPPING WEIGHT: Approximately 25 lbs.

COMMENDED PARENTS

Murray

The World's most famous Wheelgoods. Nationally advertised. "Parents" seal of approval. Newest in design. Finest in quality—tops with kids!

Model K-900



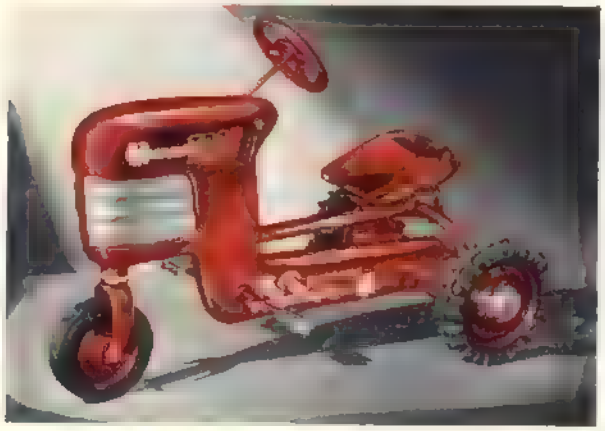
MURRAY SUPERSONIC JET

FULL BALL BEARING

SPECIFICATIONS

DIMENSION: Length 45", wing spread 25"
WHEELS. 8" double disc, ball bearing **TIRES** 1¾" semi-pneumatic
DRIVING MECHANISM: Chain drive, ball bearing crank hanger
STEERING MECHANISM: Universal joint 360° turn. Full sleeve bearing
CONTROLS Realistic Dual Jet Controls—Simulated gauges and instruments
FINISH: Fuselage and delta wing Stratosphere Blue. Rudders, wheels, chain guard, and other trim in Rocket Red
PACKING: One per carton — Weight 38 lbs.

Model K-300



CHAIN DRIVE TRACTOR

FULL BALL BEARING

SPECIFICATIONS

DIMENSIONS: Length 38½", width 20½", height 27½"
FRAME: 1¼" tubular, heavy gauge steel, hydrogen brazed
WHEELS: 8" ball bearing front, 10" ball bearing rear
DRIVING MECHANISM: Chain drive, ball bearing crank hanger
STEERING MECHANISM: Universal joint allowing 360° turning
TIRES: 1¾" semi-pneumatic front and rear. Rear tires have tractor tread
FINISH: Body in vermilion baked enamel with silver trim
PACKING: One per carton. Shipping weight 39 lbs.

Model K-301

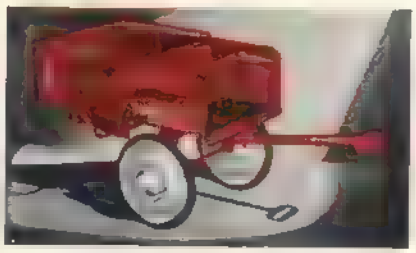
PEDAL DRIVE TRACTOR

FULL BALL BEARING

SPECIFICATIONS

DIMENSIONS: Length 38½", width 20½", height 27½"
FRAME: 1¼" tubular, heavy gauge steel, hydrogen brazed
HOOD: Heavy gauge steel, tractor type, with gear shift lever
SEAT: All steel, spring type, adjustable
WHEELS: 8" ball bearing front, 10" ball bearing rear
DRIVING MECHANISM: Ball bearing pull straps, ball bearing rear axle supports
STEERING MECHANISM: Universal joint allowing 360° turning
TIRES: 1¾" semi-pneumatic, front and rear. Rear tires have tractor tread
FINISH: Body in vermilion baked enamel with white trim and white wheels
PACKING: One per carton. Shipping weight 31 lbs.

Model K-320



DUMP TRAC

FULL BALL BEARING

SPECIFICATIONS

DIMENSIONS: Length 33", width 15½"
DUMP BOX: Easily operated from seat position
MATERIALS: Seat, box and undergear of heavy gauge steel
WHEELS: Full ball bearing 8" double disc
TIRES: Solid rubber ⅝"
FINISH: Vermilion baked enamel with white trim and white wheels
PACKING: One per carton. Shipping weight 16 lbs.

Model K-501

10" PARK CYCLE

MACHINE SPOKE FULL BALL BEARING

SPECIFICATIONS

FRAME: 1¼" heavy gauge steel tubing equipped with new large 2" head
FRAME BEARINGS. Ball bearing crank hanger
FORK: One piece, enameled
WHEELS: 10" heavy machine spoke
TIRES: 1½" semi pneumatic molded rubber
SAFETY AID: New style with step, equipped with nylon bearing 6" steel disc wheels with ¾" tires
FINISH: Frame, fork, chain guard and saddle, in vermilion baked enamel. Wheels and trim white enamel.
PACKING One per carton. Shipping weight 26 lbs.

Model K-505

14" PARK CYCLE

MACHINE SPOKE FULL BALL BEARING

SPECIFICATIONS

FRAME: 1¼" heavy gauge steel tubing equipped with new large 2" head
FRAME BEARINGS: Ball bearing crank hanger
FORK: One piece, enameled
WHEELS: 14" ball bearing, heavy machine spoke
TIRES: 1¾" semi-pneumatic molded rubber
SADDLE: New metal, adjustable with springs
SAFETY AID: New style with step, equipped with nylon bearing 6" steel disc wheels with ¾" tires
CROSS BAR: New type double tube easily removable
FINISH: Frame, fork, fender, saddle, chain guard vermilion enamel. Wheels and paneling, white
PACKING: One per carton. Shipping weight 34 lbs.

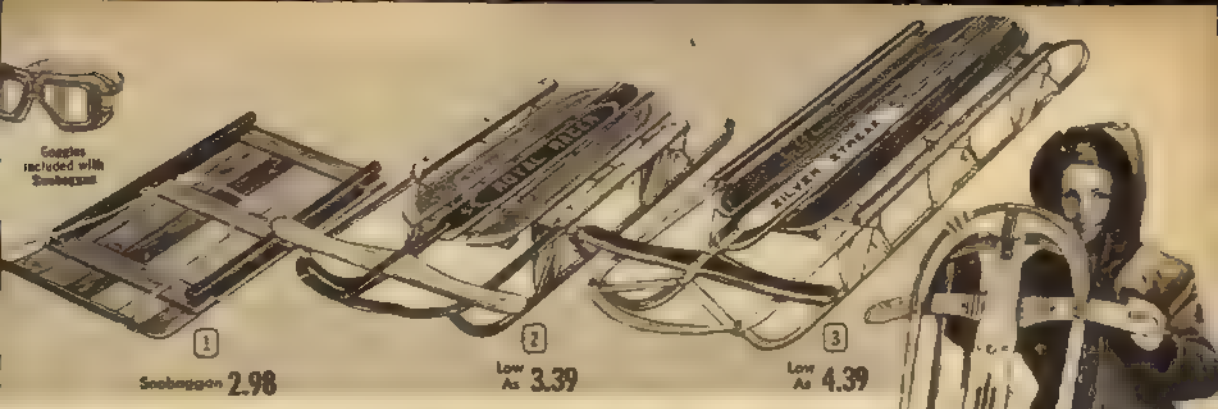
Model K-504

14" PARK CYCLE

MACHINE SPOKE FULL BALL BEARING

SPECIFICATIONS

FRAME: 1¼" heavy gauge steel tubing equipped with new large 2" head
FRAME BEARINGS: Ball bearing crank hanger
FORK: One piece, enameled
WHEELS New 14" multi-spoke, ball bearing
TIRES: 1¾" semi-pneumatic molded rubber
SADDLE: Red vinyl top saddle, chrome springs
HANDLE BAR: Chrome plated, adjustable
PEDALS: Double block, black rubber
GRIPS: Red plastic
SAFETY AID: New style with step, equipped with nylon bearing 6" steel disc wheels with ¾" tires
LUGGAGE CARRIER: New streamline type
TRUSS RODS: New style chrome plated
CROSSBAR: New type double tube, easily removable
FINISH: Frame, fork, luggage carrier, dark blue enamel. Fenders and chain guard vermilion. Wheels white. Paneling white.
PACKING: One per carton. Shipping weight 38 lbs.



1 Snoboggan 2.98

2 Low As 3.39

3 Low As 4.39

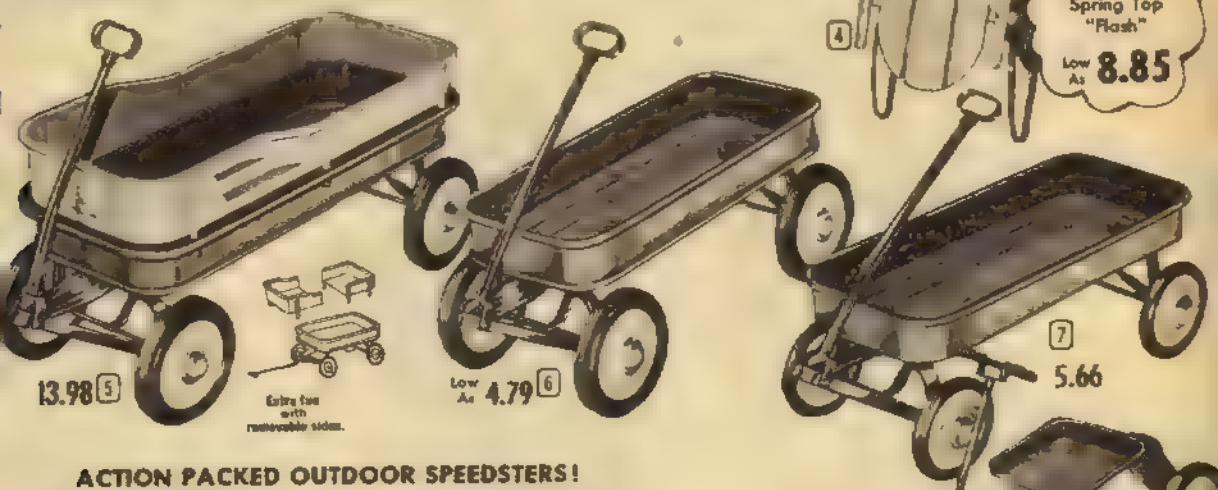
1 SNOBOGGAN WITH GOGGLES. A zippy model designed to give youngsters all the thrills of real tobogganing. Turns up high in front, made of seasoned hardwood and sturdily reinforced with wide cross sections. Side hand rails, heavy pad rope. Natural finish. Red Trim. 35 in. long, 15 in. wide.
R35 J 3297 Mailable. (6 lbs.) 2.98

2 ROYAL RACER SLED—speed king! High carbon steel grooved runners, curled safety ends, selected hardwood, heavy gauge stamped steel knees. Weather-resistant Natural finish. Mailable.
E35 J 3291. 40-in. 4 knees. (9 lbs.) 3.39
E35 J 3292. 45-in. 4 knees. (11 lbs.) 4.39
E35 J 3293. 54-in. 6 knees. (14 lbs.) 5.59

3 SILVER STREAK with easy turning "T" steering; high carbon steel, safe continuous runners. Heavy gauge steel knees, durable finish hardwood. Mailable.
R35 J 3287. 40-in. 4 knees. (10 lbs.) 4.39
E35 J 3288. 46-in. 4 knees. (12 lbs.) 5.39
E35 J 3289. 52-in. 6 knees. (13 lbs.) 6.39
E35 J 3290. 58-in. 6 knees. (14 lbs.) 6.79

4 SPIEGEL DELUXE SLED soars down hills with easy, sharp-turning maneuverability. Shock-absorbent coil springs ideal for "belly flopping." Spring steel safety runners, reinforced steel front. Strong hardwood, Natural finish. Mailable.
E35 J 3285. 47-in. 4 knees. (16 lbs.).... 8.85
E35 J 3286. 51-in. 4 knees. (17 lbs.).....9.85

Deluxe Spring Top "Flash"
Low As 8.85



13.98 5

Extra low with removable sides.

Low As 4.79 6

7 5.66

ACTION PACKED OUTDOOR SPEEDSTERS!

5 "RADIO RANCHER." Sides off it's a sleek coaster wagon sides on, it's perfect for chores. Sides remove in sections. Rugged heavy gauge steel. Red baked-on enamel body. Gray panels. 10 in. wheels, famous Congo life-time bearings. 1¾ in. semi-pneumatic tires. 18x42x10 in. deep.
E35 J 3141 Mail. 40 lbs.) 13.98

6 "RADIO FLYER" famous for hard playing durability! Heavy gauge steel body and undercarriage. 1¾-in. semi-pneumatic, puncture-proof tires. 10-in. double disc wheels. Glossy Red baked-on enamel finish with White trim; famous Congo life-time bearings. 15x34x4-in. body. (36 lbs.).
E35 J 3131 Mailable 7.95

SMALLER SIZE Flyer (not shown). 7-in. double disc wheels, 1¼-in. tires. 13x28x3½-in. body.
R35 J 3160. Mailable. (20 lbs.) 4.79

7 RADIO "REX 90"—quality construction, full size body . . . priced low! Sturdy heavy gauge steel with tan ant Red and Black baked-on enamel finish, 8-in. double disc wheels, 1¼ in. semi-pneumatic tires. Smooth rolling Congo life-time bearings. Abt. 15x34x4 in. deep.
E35 J 3155 Mail (29 lbs.) 5.66

8 IRISH MAIL." Pump the handle, you fairly fly—steer with feet on front axle! 11x11-in. bucket seat adjusts for legs 19 to 29 in. Heavy gauge, hard enameled stamped steel, double disc 9-in. wheels, 1½ in. semi-pneumatic tires. Ball bearing rear wheels. 18x41 in. long.
E35 J 3141 Mail (28 lbs.) 12.98

ECONOMY "IRISH MAIL" (not shown). Wood seat. (14 to 22 in. leg reach) 14x33 in. long. Mail.
E35 J 3148. (17 lbs.) 7.98

"Irish Mail"
Low As 7.98

Seat swings down

All Steel 4.29 9

Seat Scooter 5.98 10

SPEEDY SCOOTER—FUN-FAVORITES PRICED LOW!

9 ALL STEEL SCOOTER. Gray and Red enamel, 10-in. double disc wheels, Congo life-time bearings. 1¾ in. semi-pneumatic tires; rubber grips; stand, brake. Safety platform. 38x34 in.
R35 J 3126 Mail (20 lbs.) 4.29

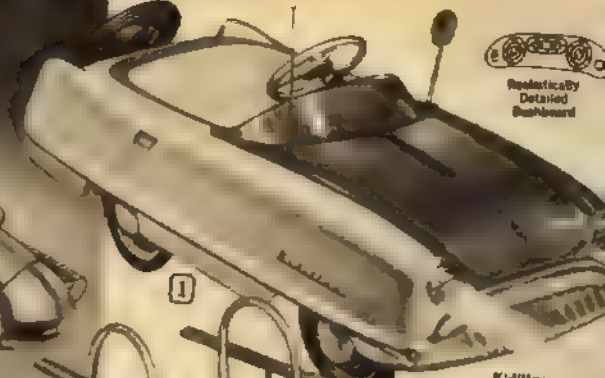
10 NEW "SEAT-SCOOTER! Sit while coasting. Red baked enameled steel, wood platform; 9-in. double disc wheels, 3½ in. tires, life-time bearings. Steel stand, brake; 38x32 in.
E35 J 3127 Mail (20 lbs.) 5.98

Supersonic Jet Plane

29.95

MURRAY'S SUPERSONIC JET PLANE

Fast pick-up, speed and easy-pedaling with Murray's ball bearing chain drive mechanism . . . thrills for the jet-age "pilot." Realistic double jet control and instruments on dashboard. Heavy gauge steel, baked enamel finish. Stratosphere Blue fuselage and wings, Red and chrome-plated trim. Chain drive enclosed for safety. Front wheel turns a full 360°. 8-in. double disc ball bearing wheels. 1¾ in. semi-pneumatic rubber tires. Abt. 25 in. wing spread, 45 in. long. B35 J 3182. Shpd. frt. or exp. (40 lbs.) **29.95**



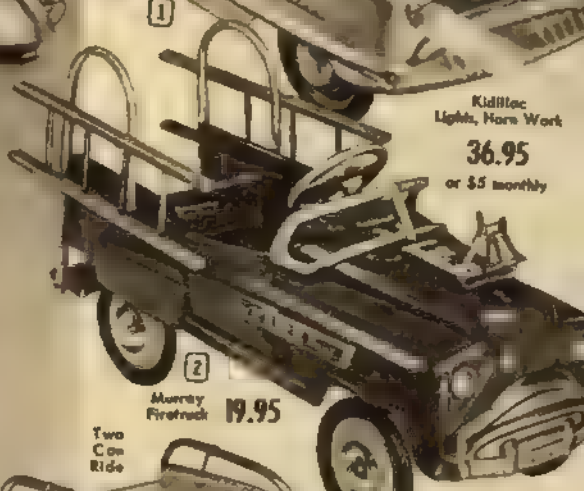
Realistically Detailed Dashboard

1

Kidillac Lights, Horn Work

36.95

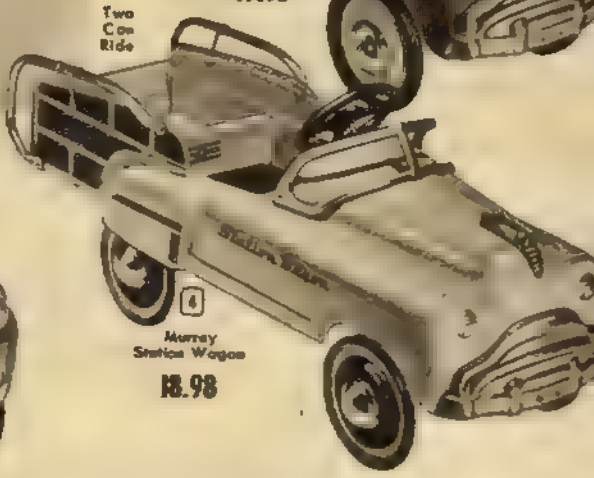
or $5 monthly



2

Murray Firetruck **19.95**

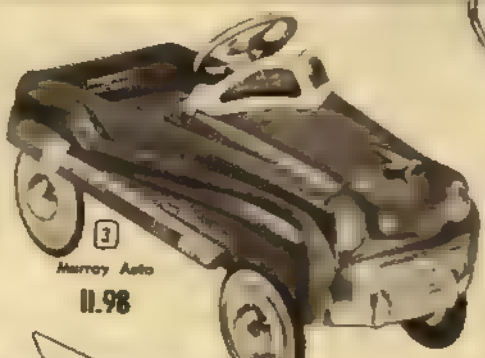
Two Can Ride



4

Murray Station Wagon

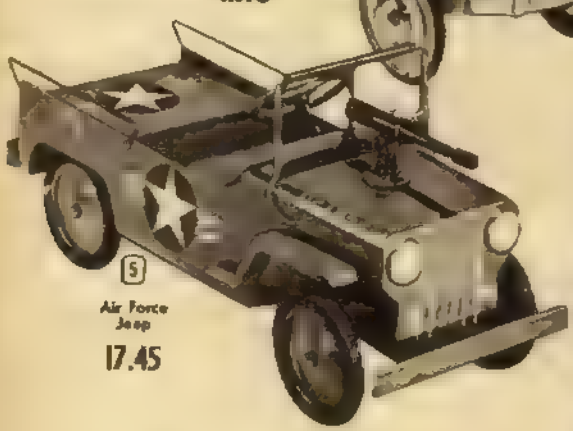
18.98



3

Murray Auto

11.98



5

Air Force Jeep

17.45

CHAIN AND PEDAL DRIVE SPEEDSTERS

1 DELUXE KIDILLAC—real headlights, tail light and horn. Speedy chain drive, ball bearing mechanism. French Cream and Lt. Blue enameled steel body, aluminum trim. 8-in. wheels, 1¼-in. semi-pneumatic rubber tires. Aerial, mirror, reflector incl. Extra wheel, tire. Battery not incl. 45x19 in. Frt. or exp.
B35 J 3121 (52 lbs.) **36.95**

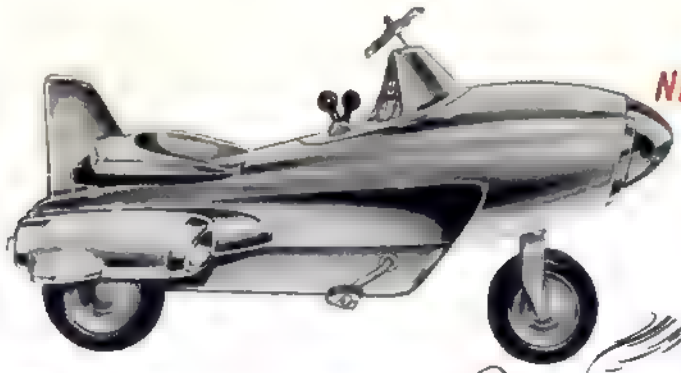
As above. 1 color, no lights, or horn. Shpd. frt. or exp.
B35 J 3122. (51 lbs.) 28.98

2 MURRAY FIRETRUCK. Heavy gauge steel truck with lots of real play features. Rear deck carries extra rider, bell clears the way. Ball bearing pedal drive, 8-in. double disc wheels, ⅜ in. rubber tires. Improved steering for quick, sharp turns. Fabric type seat pad. Red baked enamel finish; White trim, "silvered" bumper. 2 varnished wood ladders are removable. 47x17 inches wide. Mailable.
B35 J 3174. (40 lbs.) **19.95**

3 MURRAY ECONOMY AUTO of heavy-gauge steel. Has the fine construction features of more expensive Murray autos . . . new sharp turning, ball bearing pedal drive smoother, faster driving. 8-in. double disc wheels, ⅜-in. rubber tires. Solid rubber block pedals. Blue baked on enamel finished body, "silver" enameled grill. Fabric seat pad. 36x17 inches wide. Assembly instructions incl. Mailable.
B35 J 3173 (31 lbs.) . . . **11.98**

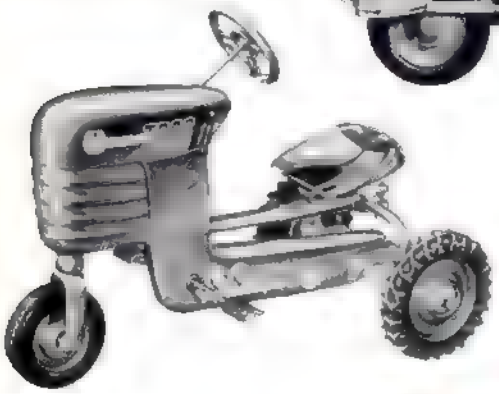
4 MURRAY STATION WAGON. This streamlined beauty carries an extra passenger! How smoothly it rides and turns with Murray's ball bearing pedal drive mechanism. Lots of leg room, easier pedaling. 8 in. ball bearing wheels, ⅜ in. rubber tires. Cream baked enamel heavy gauge steel body with black trim. White enamel tubular steel hand rails. Fabric-type seat pad. Abt. 47x17 in. wide. Mailable.
B35 J 3175. (40 lbs.) . . **18.98**

5 AIR FORCE JEEP WITH SWIVEL MACHINE GUN. Designed like a real one—room for extra rider on rear platform. Heavy gauge steel construction; sturdy hand rails. Realistic swivel machine gun on hood raises and lowers as desired. 8 in. ball bearing disc wheels with semi-pneumatic 1¾ in. tires. Pedals adjust to accommodate about 15 to 29 in. leg reach. U. S. Army Air Force Blue with insignia trim. 14x40x13 in. high.
B35 J 3137. Shpd. frt. or exp. (50 lbs.) . . . **17.45**



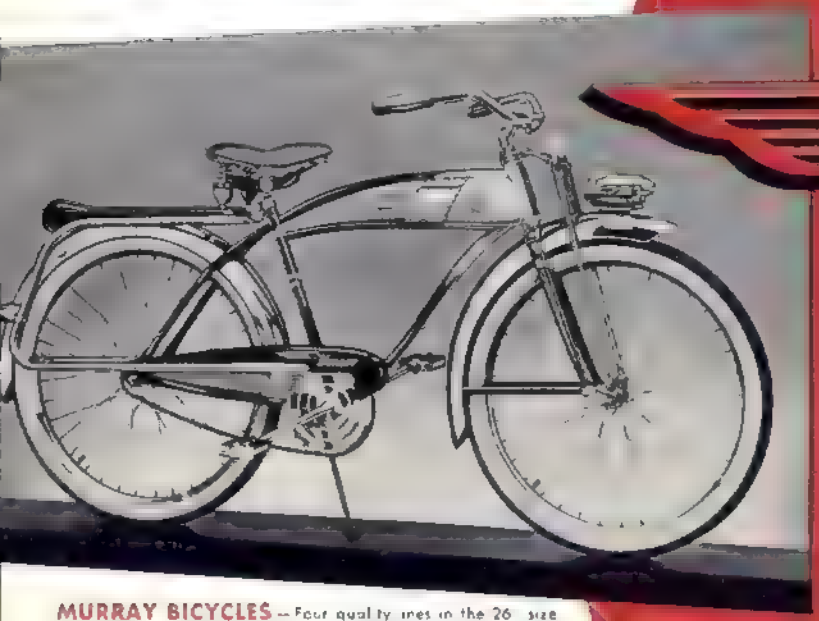
NEW SUPERSONIC JET
This sensational, new item is the sales leader of the year.

MURRAY TRAC
Imitated but never equalled
Both chain and pedal drive models



every child is a prospect when you sell...

MURRAY "WHEELS"



MURRAY BICYCLES — Four quality lines in the 26" size two each in 24" and 20"

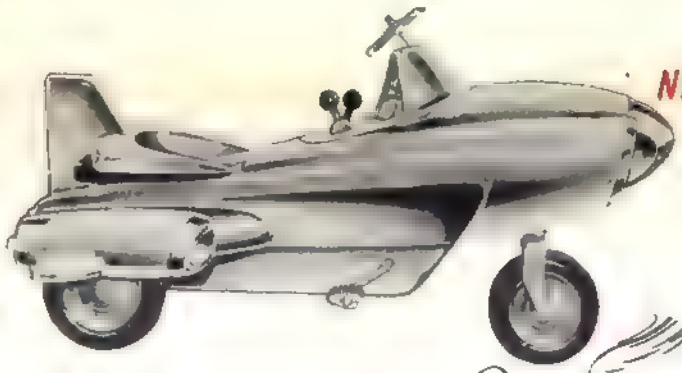
Your market is *unlimited* when you sell the Murray line. For it includes items for every age — tots to teenagers. Start selling the younger set Murray-Go-Round Baby Walkers. Next they graduate to Murray velocipedes, juvenile autos and wagons. When they reach the two-wheeler stage, they want Murray park cycles and bicycles . . . There is a wide range of sizes and models priced for every pocketbook . . . Feature this famous and *truly complete* line right now! Sell more in '54 . . . Sell Murray!

THE MURRAY OHIO MFG. CO.
CLEVELAND 10, OHIO

MURRAY VELOCIPEDES
Seven different models in many sizes, to meet all needs.

MURRAY PARK CYCLES
Nine models, 10", 14", 16" and 20" sizes, several with coaster brakes.

MURRAY-GO-ROUND
The finer baby walker with a folding hand



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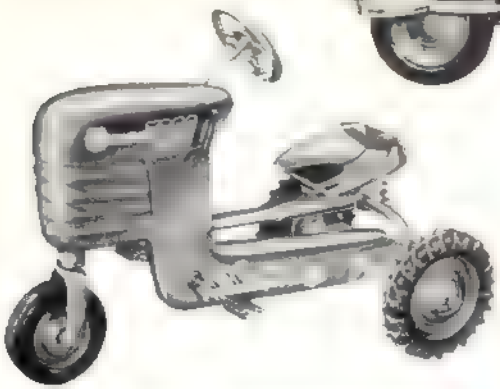

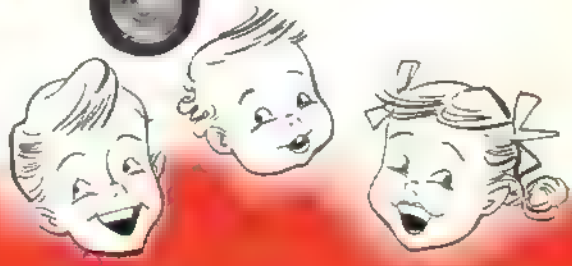

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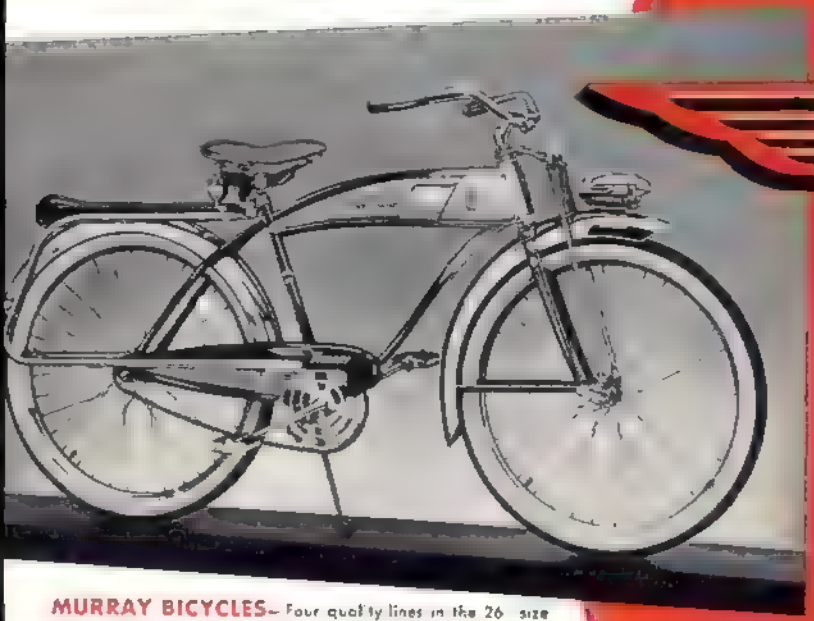

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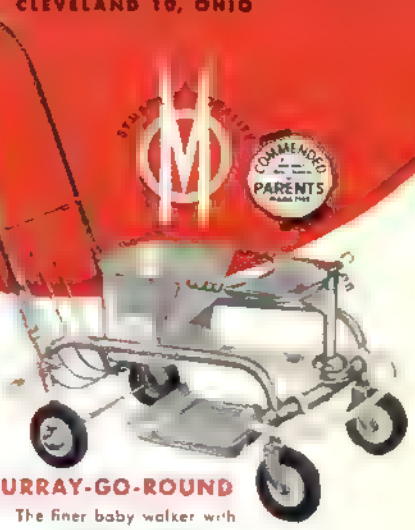
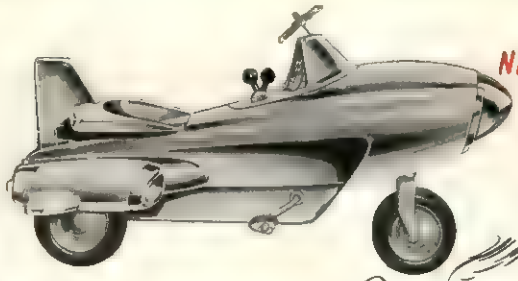
MURRAY PARK CYCLES
Nine models, 10" 14", 16" and 20" sizes, several with coaster brakes.



MURRAY-GO-ROUND
The finer baby walker with a folding handle



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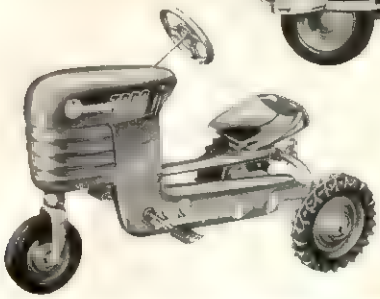

every child is a prospect when you sell . . .

MURRAY "WHEELS"

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CLEVELAND 10, OHIO

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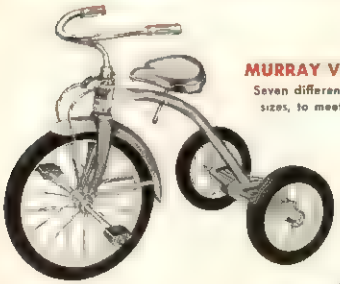

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Nine models, 10", 14", 16" and 20" sizes, several with coaster brakes.

MURRAY-GO-ROUND
The finer baby walker with a folding handle.

Bicycles, Coasters, Cars—Colorful and Sturdy

[A] BMC JUNIOR TRACTOR

Heavy duty, pedal drive tractor. Ball bearing front wheels, adjustable saddle seat and front fork with knee action for smooth riding. Heavy gauge steel with vermilion and ivory finish—baked on with infra red rays. 8 and 10-in. wheels, 1¾-in. semi-pneumatic tires. 36 in. long, 16 in. wide, 24 in. high. Shpg. wt. 26 lbs.
80226W1263..... Retail **$18.95**

[D] CHAIN DRIVE HOT ROD RACER

Authentically designed — brightly finished in orange and black with white trim. Speedy racer has chain drive, two-piece rubber pedals, ball bearings on rear axle and pedal crank. 10-in. artillery wheels with 1¾-in. semi-pneumatic tires and rust resistant nickel hub caps. 35 in. long. Shpg. wt 42 lbs.
80114W1465.....Retail **$21.95**

[J] MURRAY DELUXE VELOCIPEDES

Maroon, red and white finish. Frame is 1¼ in. heavy gauge, brazed, tubular steel. Chrome truss rods. Double block pedals; ⅜-in. adjustable chrome handlebar with red grips. Red vinyl top saddle. Multi-spoke, full ball bearing wheels. Large, semi-pneumatic 1¾-in. molded tires.

No.	Wheels	Shpg. Wt.	Retail
80200W1125	10&8 in.	23 lbs.	**$16.95**
80201W1225	12&8 in.	26 lbs.	**$18.45**

[B] BALL BEARING CHAIN DRIVE TRAC

Full ball bearing construction! Bright vermilion baked enamel with silver trim. 1¼-in. heavy gauge steel frame. Steel tractor hood has gear shift lever. Adjustable steel spring-type seat. 8-in. front and 10-in. rear ball bearing wheels. 1¾-in. semi-pneumatic tires with rear tractor tread tires. Steel chain guard fully housed—roller chain drive. Pedal crank rotates on ball bearing hanger. Full 360° steering mechanism. 1.75 to 1 drive ratio. 38½ x 22 x 27½ in. high. Shpg. wt. 38 lbs.
80210W1898.....Retail **$28.00**

[E] CHAIN DRIVE SPACE CRUISER

Heavy automobile steel body, baked enamel finish, red and yellow trim. Equipped with gun that really shoots. Chain drive has ball bearings on rear wheels and pedal crank. Two 1¾-in. rubber-tired, 10-in. rear wheels and 8-in. full swivel type front wheel. Nylon bearings. Two-way adjustable saddle seat. 48 x 27 in. wide. Shpg wt. 50 lbs.
80115W1997.. ....Retail **$29.95**

[K] GREYHOUND COASTER WAGON

Rugged and sturdy! 16½ x 35 x 9½ in. body is stamped and drawn from one-piece cold rolled steel. Baked enamel red finish — three coat natural finished hardwood stake sides. 10-in disc wheels, 1¾-in. rubber tires. Heavy gauge channel steel undergear—single units front and rear. Shpg.

[C] MURRAY DUMP TRAC

Smartly designed trailer with dump box that actually operates! Fits all our tractors. Convenient front handle permits easy pulling and turning. Constructed of heavy gauge steel. 8-in. double disc wheels are full ball bearing with ⅝-in. solid rubber tires. Chrome hub caps. Vermilion baked enamel finish. White trim and white wheels. 33 x 15¼ in. Shpg. wt. 16 lbs.
80212W625 .....Retail **$9.45**

[G] ROLL KING ROLLER SKATES

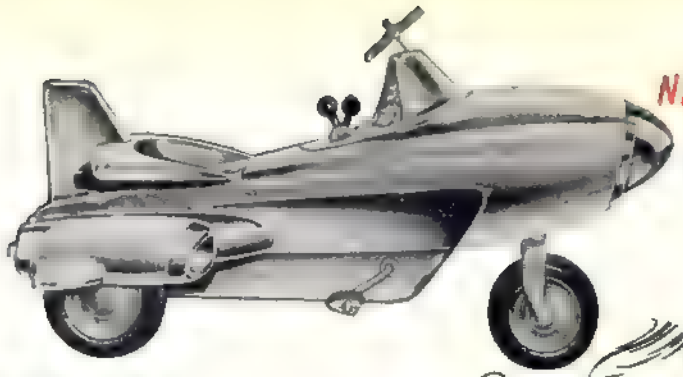
Cushioned in rubber with rubber heel and sole plates, rubber tires. Knee action chassis. Wheels contain 18 ball bearings each. With leather straps. Shpg. wt. 5 lbs.
81283A463—Pair.....Retail **$6.95**

[H] GLOBE SPECIAL ROLLER SKATES

Ball bearing, steel wheels and welded steel chassis. Rubber shock absorbers. Sponge rubber strap pads. Shpg. wt. 4 lbs.
81284A245—Pair.....Retail **$3.69**

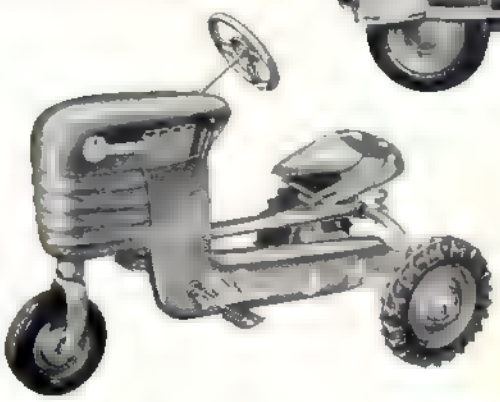
[L] GREYHOUND DELUXE COASTER WAGON

Bright appeal that children go for! Large body is stamped and drawn from heavy one-piece cold rolled steel, 35 x 16½ x 4¾ in. Red baked enamel finish, white and chrome trim. Heavy channel steel undergear—front and rear gears are single units 10-in. disc wheels, 1¾-in. semi-pneumatic tires, chrome finished hub caps. Shpg. wt.



NEW SUPERSONIC JET
This sensational, new item is the sales leader of the year.

MURRAY TRAC
Imitated but never equalled
Both chain and pedal-drive models



every child is a prospect when you sell...

MURRAY "WHEELS"

MURRAY BICYCLES—Four quality lines in the 26" size two each in 24" and 20".

Your market is *unlimited* when you sell the Murray line. For it includes items for every age—tots to teenagers. Start selling the younger set Murray-Go-Round Baby Walkers. Next they graduate to Murray velocipedes, juvenile autos and wagons. When they reach the two-wheeler stage, they want Murray park cycles and bicycles . . . There is a wide range of sizes and models priced for every pocketbook . . . Feature this famous and *truly complete* line right now! Sell more in '54 . . . Sell Murray!

THE MURRAY OHIO MFG. CO.
CLEVELAND 10, OHIO

MURRAY VELOCIPEDES
Seven different models, in many sizes, to meet all needs.

MURRAY PARK CYCLES
Nine models, 10", 14", 16" and 20" sizes, several with coaster brakes.

MURRAY-GO-ROUND
The finer baby walker with a folding handle.

For Most Aggressive Representation in the 11 WESTERN STATES

INVINCIBLE
SALES CORPORATION

2303 West 9th Street, Los Angeles 6, Calif.
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Cooper Building, Denver, Colorado

The fastest growing and most aggressive sales organization covering the 11 WESTERN STATES

Representing leaders in the manufacture of

TOYS--NOVELTIES
WHEEL GOODS
SPECIALTIES

See us during the TOY FAIR Room 1148 HOTEL NEW YORKER

Sells Year 'Round!

BLOCKS for TOTS

Kids Love 'Em!

46 PLAY BLOCKS of IDEAL SIZE
Unpainted-Wax Treated

- DISTINCTIVE-SEALED PLASTIC PACKAGES
- INTERESTING AND EDUCATIONAL
- ALL YEAR SALES
- A QUALITY PRODUCT

There is no substitute for "BLOCKS for TOTS"
SUGGESTED RETAIL PRICE $1.00
Manufacturers' Agents — Some Territories Available, Write —

Southland TOYS
SOUTHLAND MANUFACTURING CO
MEDINA, TENNESSEE

BENLEY TOY ASSORTMENTS

15c Assortment — contains 200—15c packages assorted toys to the carton, each in a cellophaned envelope—12 varieties to each assortment
RETAIL VALUE $30.00 per ass't
YOUR COST $18.00 per ass't

39c Assortment — contains 100—39c packages assorted toys to the carton, each in a cellophaned envelope—12 varieties to each assortment
RETAIL VALUE $39.00 per ass't.
YOUR COST $23.40 per ass't.

79c Assortment — contains 50—79c packages assorted toys to the carton, each in a cellophaned envelope—12 varieties to each assortment
RETAIL VALUE $39.50 per ass't
YOUR COST $23.70 per ass't

Revolving Display Stands supplied at cost $2.50 each. Terms Net 10 days FOB Brooklyn, New York. Distributors and Jobbers write for information and available territory

THE BENLEY COMPANY
Toys and Novelties

22 Sumner Avenue Brooklyn 6, N. Y.

I am the
MYSTIC EYE

America's most thrilling party game

I tell the past, present and future . . . I distinguish between sexes and tell birthdays . . . I answer any question in the world about anything . . . I wholesale for **$7.20** a dozen and retail for only $1.00.

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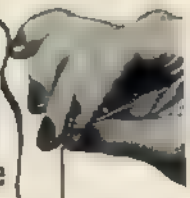

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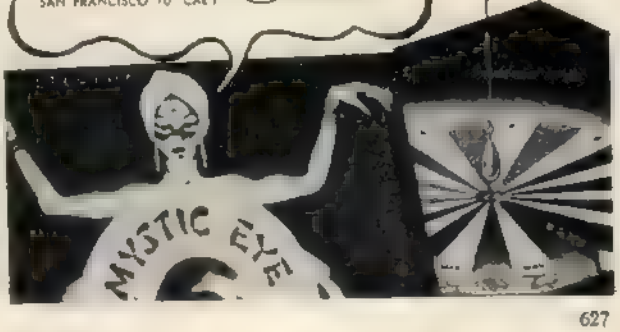


New Toys on Parade

Nursery Animals

Elephant, Lamb, Cat, and Bear, four cute all-rubber animals, have been added to the OAK RUBBER CO.'s line of "Squeeze-Me" toys. Beautifully decorated and individually packaged in cellophane with colorful labels, they retail for 49c each. Ideal for babies, the animals whistle softly when squeezed. They are all natural rubber including the whistle which won't easily come out, bend or rust. Colors won't wash off and there's no rubber odor or taste.

The SM-14 assortment is packed one dozen to a carton. Deal K consists of three dozen assorted toys, one wire display rack and one display card—a total retail value of $17.64. The Oak Rubber Co. is at Ravenna, Ohio

Grosset & Dunlap Line

GROSSET & DUNLAP, 1107 Broadway, New York 10, N. Y., reports that it now offers the trade 20 "activity boxes" and has expanded the line to include $1.95 and 75c boxes, in addition to those retailing at $1.25.

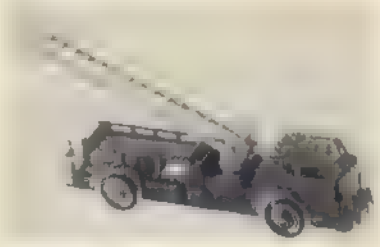
Featured in the $1.95 group is "The

Bobbsey Twins Play Box," which includes two large, die-cut dolls printed in four colors with unique stands, 25 different costumes in full color and two illustrated activity books. According to Grosset & Dunlap, the Bobbsey Twins outsell all other series for younger boys and girls.

There are six different pictures in the series, designed for younger age groups. They have a retail price of 10c each, and are packed six dozen to the carton, which weighs eight pounds

Puzzle Series

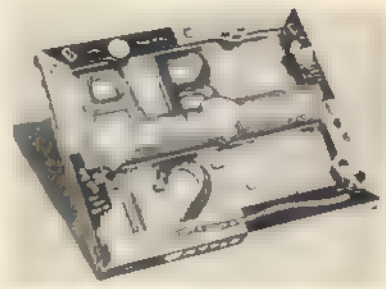
A colorful 6" x 7" inlay puzzle, with a red border, has recently been issued by TRACIES CO., 541 Main St., Holyoke, Mass. Each puzzle is sealed in a cellophane envelope



Renwal Fire Truck

RENWAL MFG. CO. INC., Toyland Park, Mineola, N. Y., has a new toy, No. 179 fire truck, on the market. The red plastic vehicle is 7½" x 1¾" x 2½" and is 8" high when its ladder is up.

Driver's cab is of the type to carry a squad of firemen. Two firemen stand on the back of the truck. The item retails for 29c.



"Rattle Rhymes"

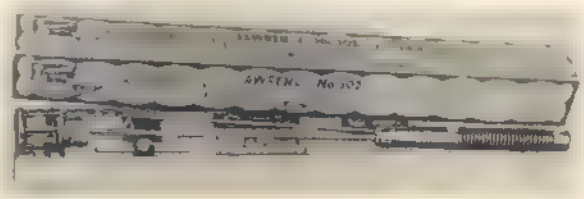
Rattle Rhymes, an amusing, educational toy, is loads of fun for the 2-year-old to nursery school set. Made by ARCHER PLASTICS INC., Elmhurst, N. Y., the toy consists of letters and numerals filled with plastic rattles.

Style 598 is a seven-piece combination set of three letters and four numerals each 4" high. It retails for 98c

Baby Carriages and Doll

Two new "Wannatoys" from the Dillon-Beck Manufacturing Co. are now available at the SMITH-BENNY SALES CO. INC., 11

W. 42nd St., New York City. The first is a baby carriage made of brightly-colored plastic with large 1⅞" balloon-type wheels and a movable hood. It is 4½" long by 3⅜" high by 1½" wide, and retails for 19c. The other item is a cellophane-packaged baby carriage and doll. It retails for 29c. Both items are available for immediate delivery



"Jr. Ace" Fishing Outfit

"To sell the mass market," NEW YORK TOY AND GAME MFG. CORP. has produced a new fishing outfit at what it claims is the lowest price on the market. This Jr. Ace complete fishing outfit contains a steel fishing rod, a "click" single action fishing reel, an assortment of fishing tackle and a "Fishing for Fun" instruction book

The outfit, retailing for $2.98, is packaged in a newly designed two-color "Tuff-board" carton. One dozen of the sets are packed to a carton. Shipping weight is 12 lbs.

Wonderful

NANCY ANN STORYBOOK DOLLS

with **MUFFIE** the "add-a-costume" doll...

SHE WALKS!

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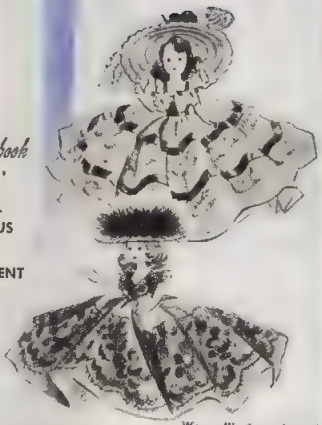

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Hi... and a very Merry Christmas everybody!
love Ginny

Actual Size

THANK YOU FOR THE BEST YEAR EVER

This has been the most successful year in our history. To all of you who helped to make it so, we wish to express our sincere appreciation. Your cooperation and enthusiasm have been most inspiring to us. As we look forward to 1955 you have our assurance that we shall give you even more exciting ideas to increase your sales.

Jennie and Virginia Graves

Vogue Dolls, INC.

NEW YORK OFFICE AND SHOWROOM
at 200 Fifth Avenue, Room 808
FACTORY AND MAIN OFFICE
at 33 Ship Avenue, Medford 55, Massachusetts

P.S.
Just wait until you see what I'll have for you in 1955!
Ginny

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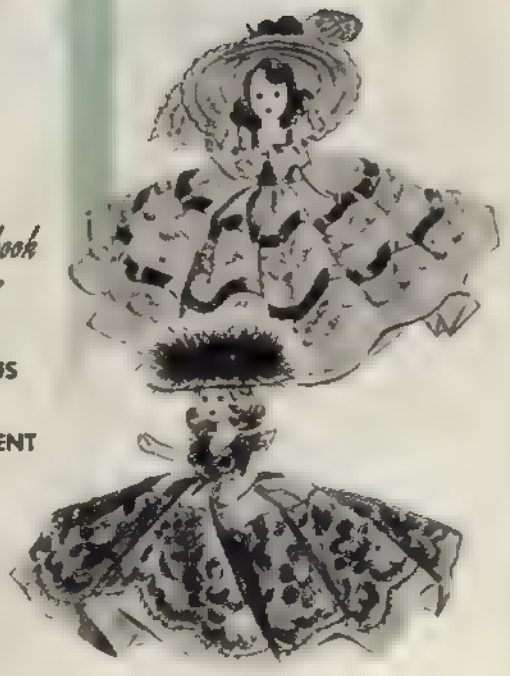

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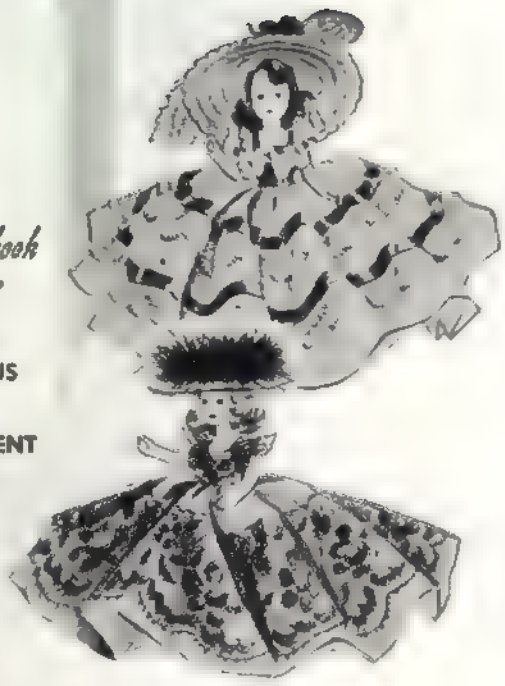

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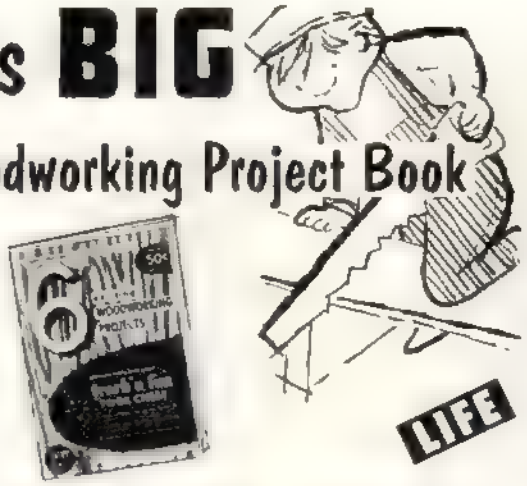
this BIG Woodworking Project Book



will stimulate sales of AMERICAN teach 'n fun TOOL CHESTS

Another "sales building" American exclusive! A BIG, 6 project, woodworking book included FREE with each Teach-N-Fun tool chest or work table. Prepared by a woodworking expert, it is filled with photographs, working drawings and step by step directions that show youngsters how to use their tools. A wonderful "extra" value your customers will appreciate—an "extra" that will step up your sales of American Teach-N-Fun Tool Chests and work benches.

NO. W15—TOOL CHEST. A compact 26 piece set in a sturdy, natural finish wood chest. Has brass fittings throughout. Tools are bracketed in holders. Sturdy, long lasting. Available in 2 models.

NO. W8 — CARPENTER CARRYING KIT. Handsomely finished deluxe wooden kit. Consists of 19 pieces. Convenient, sturdy, has exceptional utility and eye appeal. Available in 2 models.

NO. W1500—WORK BENCH. Large plywood work surface. Legs reinforced for extra rigidity. Built-in wood vise and array of tools. Available in 2 models.

The complete American Teach-N-Fun line consists of 17 different tool chest items in prices ranging from $1.50 to $15. Write for complete catalog giving full details.

TRUE FRIEND TO CHILDREN

AMERICAN TOY and FURNITURE CO.
6130 N. CLARK ST. • CHICAGO 26, ILL.

OPINION

The Slump Fails

THE first six months of 1954 went by without great hurt to the vast majority of Americans, according to Philip Hampson in the Chicago **Tribune.** The banks' demand deposits, which include individuals' savings, total almost $100 billion.

At the opening of the year, he said, probably the most widely discussed topic was, "Will there be a recession or a depression or something of the sort?" Well, the days passed and business moved along at a satisfactory level, which, however, was not as high as in the record months of 1953.

As the second half of the year opened, economic signs indicated that business should continue good. Among the favorable factors for the immediate future are the continued gains in savings; the record rate of residential construction and the continued high rate of industrial and business building; improvement in the inventory situation; continued high levels of retail purchases. Farm income continues good.

Among the unfavorable factors are the confiscatory taxes imposed on individuals and business; the unrest abroad; and over-production of some items.

Tariff Cuts

CONGRESS has extended the President's authority to enter into new trade agreements until June 12, 1955. This will set in formal motion U. S. plans to negotiate multilateral tariff reductions with Japan and other countries under the General Agreements on Tariffs and Trade.

While the President's authority to enter into new tariff-cutting arrangements has been extended another year, new U. S. duty cuts thereunder cannot go beyond 50 per cent of the rates in effect on January 1, 1945.

Before any U. S.-Japanese tariff talks can be started, however, certain time-consuming preliminaries are required by law. The Tariff Commission is required to conduct a peril point investigation on a Presidential bargaining list of U. S. commodities slated for possible U. S. cuts or bindings. The Commission must report to the President, within a 120-day period, the rates below which serious injury might result to U. S. domestic producers of

Wonderful

NANCY ANN STORYBOOK DOLLS

with **MUFFIE** the "add-a-costume" doll...

SHE WALKS!

'Storybook Series'

BRIDAL
RELIGIOUS
SEASONS
COMMENCEMENT
MOTHER GOOSE
FAIRYTALE
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NURSERY RHYME
DOLLS OF THE DAY
DOLLS OF THE MONTH
OPERETTA

AND 8" MUFFIE PLAYTIME SERIES • 18" STYLE SHOW SERIES

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MANUFACTURERS OF THE ORIGINAL 'STORYBOOK DOLLS'

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East: Joseph J. Barnett, Inc., Room 510, 512, 200 Fifth Avenue, New York 10 New York
West: Lee Scherrer Company, 2840 West 93rd Street, Seattle 7, Washington
Midwest: Hugh D. Kenney, 14-108 Merchandise Mart, Chicago Illinois
Southwest: Melville Marx, Governor Clinton Hotel, New York 1, New York
Southeast: Hasson Southern Sales, Inc., 70 Fourth Street, N.W., Atlanta Georgia
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for terrific PULLING POWER!

Craftint KING-SIZE OIL SET

$5.95 each
($6.49 west of Denver)

A REALLY BIG SET ...FOR REALLY BIG SALES!

All others bow before the aristocrat of all Paint-by-number sets! KING SIZE—created to meet popular demand for a bigger Craftint set! We offer regal King Size with a real feeling of pride. In subject, size and artistic achievement this great new set obviously crowns them all! Each King Size set contains two tremendous 18 x 24 panels on genuine artists' canvas. Thirty glorious colors in numbered screw-cap jars. Three selected artists' brushes. Large bottle of brush cleaner. Expand your profits! These whopping-big kits mean whopping-big sales! For dramatic proof, order today! Standard packaging is 6 of one number, OR assorted.

—Shipping weight 47 pounds.

Don't forget Craftint's other Paint-by-number sets—the BIG 3 and the K-9.

King Size is available in the following new sets:

KS-1
Winter Shadows
Angler's Delight

KS-2
Early Autumn
Fall Splendor

KS-3
Oriental Princess
Oriental Shrine

KS-4
Flamingo Bay
Graceful Palms

KS-5
Summer Bouquet
Roses

KS-6
Lake Elsinore
Home Pasture

KS-7
Crested Cockatoos
Snowy Egrets

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DOLLS OF THE DAY
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Canada: H. F. Hooker Agencies, Room 110, 319 West Pender Street, Vancouver 1, B. C.

Hi... and a very Merry Christmas everybody!
love Ginny

THANK YOU
FOR THE
BEST YEAR EVER

This has been the most successful year in our history. To all of you who helped to make it so, we wish to express our sincere appreciation. Your cooperation and enthusiasm have been most inspiring to us. As we look forward to 1955 you have our assurance that we shall give you even more exciting ideas to increase your sales.

Jennie and Virginia Graves

Vogue Dolls, Inc.

NEW YORK OFFICE AND SHOWROOM
at 200 Fifth Avenue, Room 808
FACTORY AND MAIN OFFICE
at 33 Ship Avenue, Medford 55, Massachusetts

P.S.
Just wait until you see what I'll have for you in 1955!
Ginny

"The Human Touch"

makes NASCO Dolls the most popular dolls at the most popular prices. This year, the entire line of Nasco dolls has been styled by our new Continental designer.

FOR VOLUME SALES
See Nasco's 1954 dolls
HOTEL McALPIN ROOM 369
Philip Kalner, Nat Troy, Sam Zablin
No finer dolls at no better values!

Nasco DOLL, Inc.
"Dolls With The Human Touch"
89 Waterbury Street, Brooklyn 6, N. Y.
Permanent Showroom: George Wallach Associates,
Room 309, 200 Fifth Ave., N. Y.

SPECIAL TOY FAIR DISPLAY—HOTEL NEW YORKER—ROOM 833

"NASCO"

DOLL

DISCOVERS THE "CONTINENTAL LOOK"

See Nasco's 1954 dolls
McAlpin Hotel
ROOM 369
HOTEL McALPIN

This year, the entire line of Nasco Latex, Vinyl, and Plastic toddler dolls and girl dolls, with Saran and rooted hair, will be dressed by a newly arrived Continental designer. What chic! What exquisite workmanship! What luxurious, new fabrics! What a wonderful chance, Monsieur Buyer, to boost your sales with this inspired doll collection!

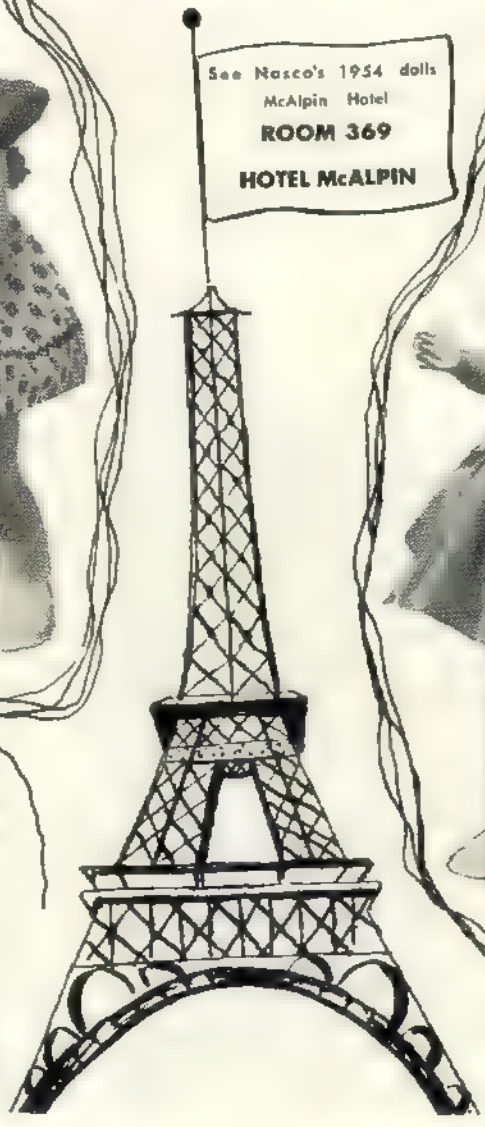
NASCO DOLL, Inc.

85-89 Waterbury Street, Brooklyn 6, N. Y. **HYacinth 7-1490**

"NASCO"

DOLL

DISCOVERS THE "CONTINENTAL LOOK"



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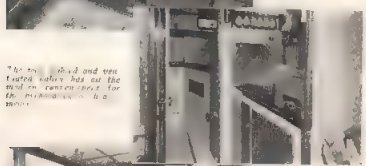
NASCO DOLL, Inc.

85-89 Waterbury Street, Brooklyn 6, N. Y. HYacinth 7-1490

NASSAU SPORT CRUISER ★

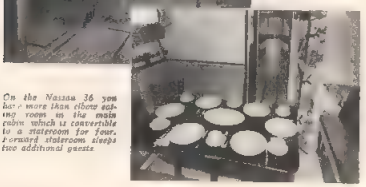
Never will you command a Finer Ship

Here is the highly efficient fly bridge of the Nassau 36 [illegible] sleek type where Marmac controls for twin engines, search light, instrument panels, binnacle, etc.



The [illegible] and you [illegible] cabin has all the modern conveniences for the [illegible] to a room.

The [illegible] bridge deck which may be fully enclosed has a dual control station helmsman seat and [illegible] dinette.



On the Nassau 36 you have more than ample eating room in the main cabin which is convertible to a stateroom for four. Forward stateroom sleeps two additional guests.

You can probably own a more expensive and larger cruiser than this Nassau 36, but we doubt whether you'll have a finer boat, measured in terms of sea-ability, performance, maneuverability, quality of materials or standard of craftsmanship. Here at Nassau we design and build boats with that extra plus which buyers don't usually look for unless they are expert builders or naval architects. These plus values make themselves quickly known when you become skipper of your own Nassau Cruiser and match it with any other boat of comparable size in any port. Everywhere you cruise you will see eyebrows raised in recognition of the faultless performance of your Nassau, whether it's the Nassau 33 or 36-foot Express, Sedan or Sport Fisherman Model or the 42-foot Sport Cruiser.

When in New York for the Boat Show, why not visit our plant and see the quality we build into our boats, or write us today for further information.

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FOOT OF SOUTH MAIN STREET FREEPORT, LONG ISLAND, N. Y.

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Bates Marine Sales Company, Box 286, Oxford, Md.

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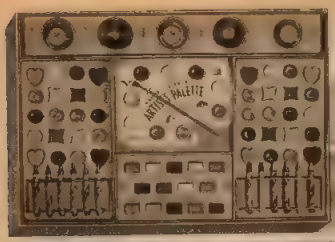

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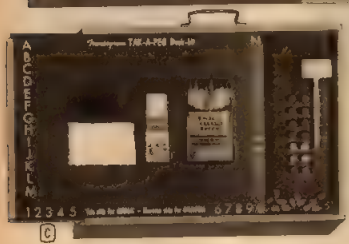

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H

Favorite Activities and Handicrafts

A CHILD'S 200-PIECE PAINT SET. 63 cakes of water color paint, 3 jars poster paints, 12 crayons, artist's palette, paint brush, 2 plastic water cups, 3 cutout stencils, 114 outline pictures, color chart and colored picture.
48 T 512—20x13⅜x1½ in. Wt. 3 lbs. 2 oz.....1.89

80-PIECE PAINT SET. (Not shown). 52 cakes of water colors, 8 crayons, 2 water cups, palette, brush, 14 outline pictures, 2 stencils. Color chart.
48 T 510—16½x13x1⅜ in. Ship. wt. 1 lb. 8 oz.89c

B PAINT-BY-NUMBER TEMPERA SET. Deluxe set with "professional" paints, palette. 16 tubes of Tempera water colors, brush, palette, 6 pre-sketched pictures on canvas, ea. 8x11 in.
48 T 479—Box 16x9 in. Ship. wt. 2 lbs. 2.29

WATER COLOR PAINT-BY-NUMBER SET. (Not shown). 8 preskeiched pictures on canvas, 8x11 in. 16 cakes paint, 2 cups, brush, color wheel.
48 T 458—Box 16¼x9 in. Ship. wt. 1 lb. 8 oz.1.15

ADDITIONAL NUMBERED PICTURES. Six ready-to-paint canvas pictures as in sets above.
48 T 513—8x11 in. Ship. wt. 9 oz. . Set of Six 49c

C TAK-A-PEG DESK-KIT. Top, 12x16 in., slides out to form blackboard (one side), white slate for crayons (reverse). Inside kit is large punched board with 209 holes, pegs, hammer. 3 sticks of chalk, box of 8 erasable crayons, eraser.
48 T 495—16⅜x12¼ in. Ship. wt. 3 lbs. 8 oz.1.79

D LITTLE ARTISTS' PAINT KIT. 16 tubes of Tempera water colors, 1 color chart, 3 jars of tempera water colors, mixing tray, 2 unbreakable plastic water cups, 2 brushes, 1 palette, 1 artists' apron. In washable plastic travel kit with handle.
48 T 468—Kit 10½x6½x4 in. Ship. wt. 2 lbs. 8 oz.3.69

PLASTIC KIT (similar to (D), smaller). 16 tubes Tempera Water Colors, 1 metal tray, 1 unbreakable plastic water cup, 2 brushes, palette, color chart.
48 T 469—Kit 8¾x5½x3½ in. Ship. wt. 1 lb. 5 oz.2.69

E WALT DISNEY WHITE SLATE AND CRAYON-BY-NUMBER SET. Large reversible crayon slate. 48 crayon-by-number pictures, 12 stencils. Crayon sharpener, eraser. Pictures of Disney characters.
48 T 480—Slate 13½x12 in. Ship. wt. 1 lb. 10 oz. 1.35

F FINGERPAINT OUTFIT. 8 assorted, brilliant colors. 24 sheets of fingerpaint paper, 8 wooden spatulas.
48 T 462 Instructions. Ship. wt. 4 lbs. 8 oz.....1.95

G MR. & MRS. POTATO HEAD. Use potato, fruit or clay for funny faces. Kit incl. plastic features.
48 T 690—2 plastic heads incl. Wt. 1 lb. 8 oz.....1.69

H 35-PC. TRAVEL SET ACTIVITY BOOKS. 3 large, 2 small coloring books, 5 follow-the-dots books, 5 wet-a-brush books, 2 small paint books, 4 tracing books, 6 activity books, 4 stencils, palette, brush, pencil and crayons.
48 T 591—Cardboard kit. Ship. wt. 4 lbs. 4 oz...1.69

Popular Hobby Sets for Children of All Ages

A CHRISTMAS CORSAGE KIT. Make up to 24 corsages with hollyberries, mistletoe berries, leaves of green lacquer or silver foil. Balls in assorted colors, frosted and gold bells, pine cones. With wire, roll of wrapping tape and ribbon.
48 T 2546 –Ship. wt. 2 lbs. 1.95

B DE LUXE JEWELITE KIT. 2-tier box of everything she needs to make all kinds of beautiful jewelry: pearls, beads, rings, charms in various colors, shapes and sizes, chains, clasps, earring findings; pliers, wires, tweezers, needles, etc. Instructions. Box 15x10¾x2¾ in.
48 T 2547—Ship. wt. 2 lbs. 8 oz. 2.59

SMALL JEWELITE KIT. 5 bags pearls, beads, Rosettes, cameos, flower motifs, wire, thread, pliers, earring and bracelet findings, clasps.
48 T 2548—14¼x11¼ in. Instr. Wt. 10 oz...1.69

C TILE'N FRAME KIT. 2 pre-sketched "Old Time Autos" on ceramic tiles (6x6 in.). Use as decorations or hot pads. 12 oil paints, brush, thinner, glaze. 2 wrought iron frames for tiles.
48 T 2550—Instr. Ship. wt. 2 lbs. 6 oz.....2.98

D DOLL CRAFT KIT. Make your own miniature dolls, 3 in. high, for tree trims, party favors, cake decorations or to wear. Kit includes 24 doll heads, ribbons, stands, cement, etc.
48 T 2551 —Instructions. 1 lb. 10 oz. . . 2.69
48 T 2552—Same as above with 15 doll heads. Instructions. Ship. wt. 1 lb.....1.79

E HOWDY DOODY PAINT-BY-NUMBER SET. Follow the numbers to paint pictures of Howdy and Clarabell. Two 8x10-in. pre-sketched canvases, 12 oil paints, thinner and brush
48 T 2558—Brush, instr. Ship. wt. 6 oz.....89c

F INDIAN BEADWORK KIT. Make beautiful belts, etc. with 7 tubes of beads, asstd. colors, 1 spool thread, 2 needles, 12-in. wood loom, instr.
48 T 2554—With designs. Ship. wt. 1 lb....1.79
48 T 2555—Like (F) with 5 tubes of beads, 10-in. wood loom. Ship. wt. 8 oz.....89c

G MAKE-YOUR-OWN BELT AND COLLAR SET. 2 leatherette collars, 1 leatherette belt 30 in. long, buckle, stencils. Paint, studs, brush, instr.
48 T 2557–Ship. wt. 1 lb. 2 oz.... . . ....1.69

H SUEDE-CRAFT SET. Suede-like material in bright colors. Children make their own "beanie," handbag, wallet, coin-holder, comb-case, comb scabbard. With colored lacing.
48 T 2560—Instr. Ship. wt. 1 lb. 4 oz.....1.79

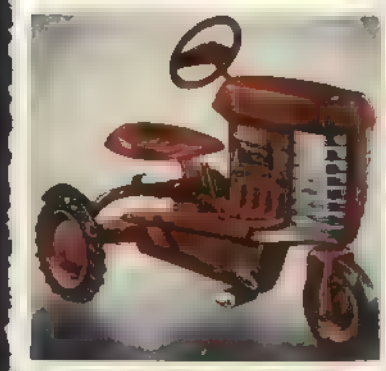
J WHITE HOUSE MODEL KIT. Easy to assemble accurate scale model replica of the White House. 55 plastic parts for house and 17 lithographed cardboard pieces that serve as landscape around the building Book of White House history, and presidents. Instr. 16¾x12½x2½ in.
48 T 2561—Ship. wt. 2 lbs. 6 oz. 2.69

K SET OF 4 U.S. NAVY FIGHTER-SHIPS to assemble. All parts in plastic. Battleship, aircraft carrier, destroyer, cruiser, all replicas of well known U.S. Navy ships from World War II. Brush, paint, cement. Battleship abt. 15 in. long.
48 T 2566 Instr. Ship. wt. 2 lbs. 6 oz..... 3.98

L LEATHER CRAFT KIT. Make Top Grain leather billfold, coin purse, key caddy, comb case, wrist purse, pen and pencil case. Needle lacing.
48 T 2567—Instr. Ship. wt. 8 oz.....2.69

Preview Snap-shots of the new . . .

New Monarch Line



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Deluxe

MONCO POWER TRACTOR

It's features plus in this new all-steel Tractor with its 3 dimensional motor construction.

- Easily supports up to 200 lb. man
- 4 dummy wire connected spark plugs
- Actual shift lever produces motor sounds
- Heavy duty grip-tread 1.75 rubber tires
- Brilliantly finished with baked-on enamels

NO. 3213 DELUXE

NO. 3197

MONCO CHRISTMAS TREE HOLDERS

Extremely rugged construction and handsome appearance

- Wide spread legs practically eliminate tipping
- Large capacity water pan keeps tree green and safe from fire hazard
- Easy assembly, no tools required
- Brilliantly finished baked-on enamels

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NEW MONARCH MACHINE & STAMPING CO.

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ROOM 540

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NEW YORK 10, N. Y.

Preview Snap-shots of the new . . .

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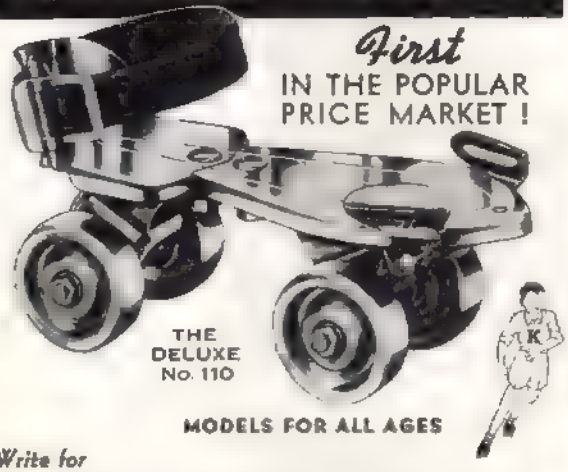

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the most realistic cowboy cap pistols ever made

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NEW Authentic Western Design LOW PRICE

Stallion .38

ANOTHER (N) CIRCLE N TOY BY NICHOLS OF TEXAS

It loads, shoots, smokes and looks exactly like a real cowboy 38 . . . the same authentic styling as the Stallion 45

LOOK AT ALL THESE FEATURES IN A LOW PRICED TOY . . .

1. Six cap cartridges* fit in revolving cylinder.
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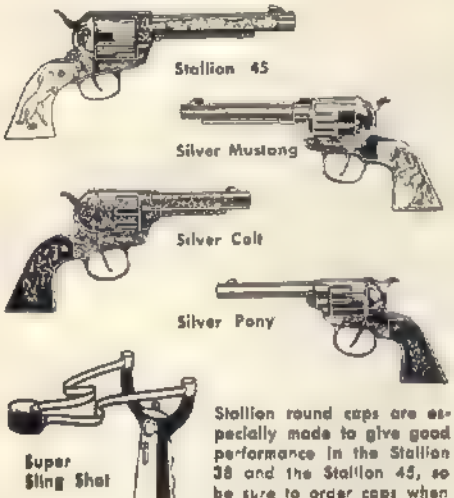
3. All the smoke goes out the barrel . . . there is no flash-back.
4. Brilliant nickel-plated finish.

*PAT PEND.

Select from the complete line of Western Cap Pistols made by Nichols of Texas.



Stallion round caps are especially made to give good performance in the Stallion 38 and the Stallion 45, so be sure to order caps when you order your guns.

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NOMA has the quality! Every item is tested, guaranteed, and carries the Underwriters' Laboratory Seal of Approval.

NOMA has the "profit" features! The Safety Fuse Plug is a NOMA "first" —as are so many of the brightest and fastest selling ideas in Christmas lighting!

No. 91—30" illuminated plastic SNO-MAN

NEW FOR '54

Be sure to see the new Noma Illuminated Plastic Specialties. They're priced right and styled right to be the hit of the Christmas selling season.

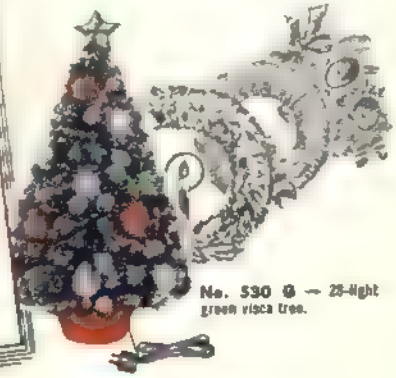
No. 99—27" illuminated plastic Santa riding reindeer.

No. 303—24" x 30" illuminated plastic nativity scene

No. 204—9-light plastic candelier.

No. 6-12—Illuminated Santa sleigh, 39" x 28", and double reindeer, 32" x 25".

No. 40—50" Plastic outdoor lamp posts.



No. 530 G—28-light green visca tree.

No. 98—40" Illuminated plastic Santa with toy pack.

No. 101—18" Vinylite twin choir singers, illuminated.

No. 97—20" Illuminated plastic Santa with tree.

NOMA LITES INC., 55 West 13th Street, New York 11, N. Y.

Official Stars and Badges

Illustrations Are Actual Sizes

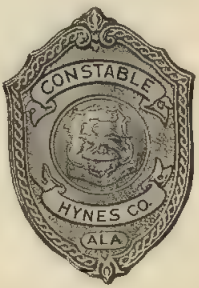
No. B118-N.P. Nickel Plated. Each $6.80
No. B118-G.P. Gold Plated. Each 14.00

No. B129-N.P. Nickel Plated Each. $9.00
No. B129-G.P. Gold Plated. Each 17.00

No. B116-N.P. Nickel Plated Each. .. $6.80
No. B116-G.P. Gold Plated. Each 14.00

No. B243-N.P. Nickel Plated. Each ... $7.50
No. B243-G.P. Gold Plated. Each 15.00

No. B120-N.P. Nickel Plated Each . $6.80
No. B120-G.P. Gold Plated. Each 14.00



No. B227-N.P. Nickel Plated. Each. .. $7.50
No. B227-G.P. Gold Plated. Each.....15.00

NOTE

The letters immediately following the number of the badge you order specifies the finish, for example
Number B128-N.P. is Nickel Plated
Number B128-G.P. is Gold Plated

No. B146-N.P. Nickel Plated Each $5.30
No. B146-G.P. Gold Plated Each 12.00

Any of the designs pictured on this or the preceding page can be made with any lettering desired. Your selection, however, should be governed by the size of the inscription the badge is to carry

Two Standard Finishes Nickel Plated—with lettering filled with black enamel. Gold Plated with lettering in blue French Enamel

Illustrations are actual size

No. B202-N.P. Nickel Plated. Each $4.50

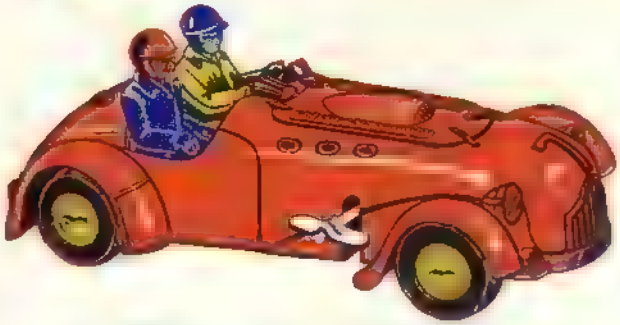
All illustrations are actual size.
We also supply badges for Employees, Waiters, Bell Boys, Ushers, Bus Drivers and for other identification purposes. Write for quotation.

No. B192-N.P. Nickel Plated. Each.....$4.50

PRICES SUBJECT TO REGULAR CATALOG DISCOUNT—PRICES SUBJECT TO CHANGE WITHOUT NOTICE

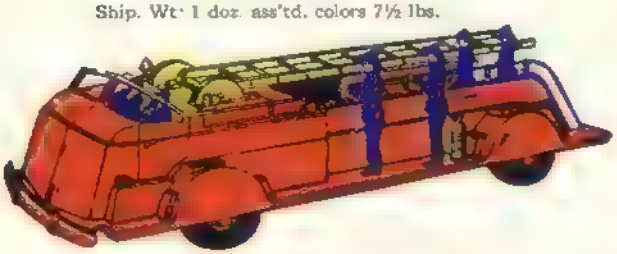
Nosco

PROFIT BUILDERS FOR *1954*



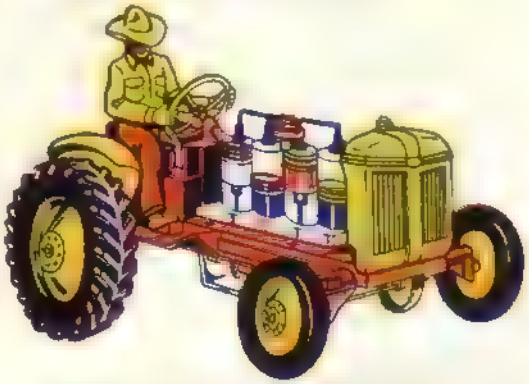
SPEEDY SPORT CAR No. 6725

A Wind-up Toy Individually Packaged
Size: 7¼" long, 3⅝" wide, 2⅛" high
Ship. Wt: 1 doz. ass'td. colors 7½ lbs.



UNBREAKABLE FIRE TRUCK No. 6387

A Friction Motor Toy With Siren Individually Packaged.
Size: 7½ ' long, 3½" wide, 2½" high.
Ship. Wt 1 doz. ass'td. colors 6 lbs.



BIG HANK FARM TRACTOR No. 6655

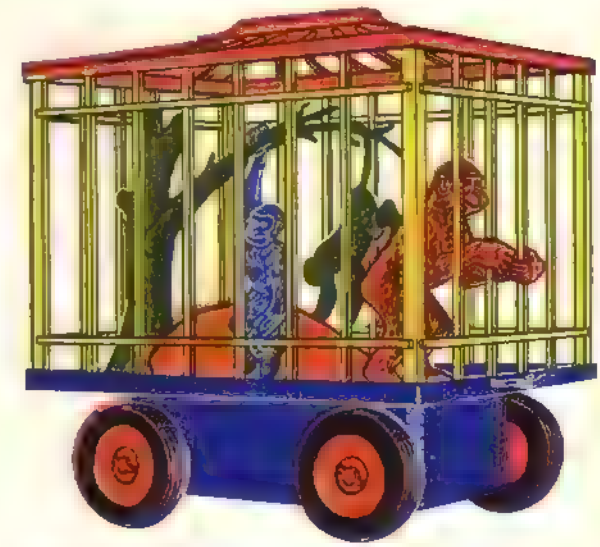
Authentic Visual Engine With Giro Spring Motor Individually Packaged.
Size 10⅞ ong, 5¼ ' wide, 6⅜" high
Ship. Wt ½ doz. ass td. colors 17 lbs

U-BUILD-IT TRACTOR KIT No. 6656

A 53 Part Kit Individually Packaged
Complete Instructions to Build Big Hank
Tractor with Authentic Visual Engine and Giro Spring Motor
Size: 10⅞ ' long, 5¼ ' wide, 6⅜" high.
Ship. Wt ½ doz. ass td colors 17 lbs

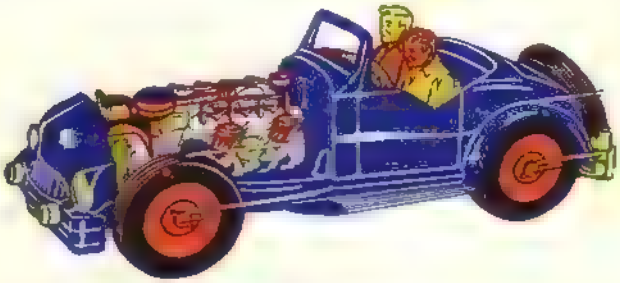
BIG HANK FARM TRACTOR No. 6657

Authentic Visual Engine Individually Packaged.
Size: 10⅞" long, 5¼ ' wide 6⅜ h.gh
Ship. Wt ½ doz ass'td colors 14 lbs



MONKEY CAGE No. 6735

Musical Action Packed Pull Toy Individually Packaged.
Size 7½" long, 5⅛ ' wide, 7⅞" high
Ship. Wt: ½ doz. ass'td. colors 11 lbs.



SPEED BUSTER No. 6730

Educational Action Packed Toy With Fast Friction Motor and Siren Individually Packaged.
Size: 9⅜" long, 3¾" wide, 3⅞" high
Ship. Wt: 1 doz. ass'td. colors 13 lbs.

MECHANICAL LOONEY LOCO No. 6720

Sturdy Wind-up Motor Individually Packaged.
Size: 13⅞" long, 2⅜" wide, 2⅝" high.
Ship. Wt: 1 doz. ass'td. colors 6½ lbs.

LOONEY LOCO No. 6650

A Pull Toy Individually Packaged
Size: 13⅞" long, 2⅜" wide, 2⅝" high.
Ship. Wt: 2 doz. ass'td. colors 11 lbs.

NOSCO PLASTICS, INC.
ERIE, PA.

SEE OUR DISPLAY AT ROOM 218 • 200 FIFTH AVENUE
BUILDING and ROOM 723 HOTEL NEW YORKER

NUTONE DOOR CHIMES

(A) "SYMPHONIC"—Compact elegance in an eight-note Door Chime only 14" high! Walnut finish cover, satin brass resonator tubes, brass gallery decoration. Special brass-alloy tone bars. Motor has selector switch to sound eight harmonious notes for front door, or only four if desired—two notes, rear door, single note for third door. Has new improved tones. Complete with 24V transformer. 8" x 14" x 3½"
5380A2135 ..... **Retail $34.50**

(B) "LEADER" Two notes, front door—one note rear door. All metal cover in white enamel with chrome louvre 7" x 4½" x 2¼" deep
5382A325
5382AK299—12 or more } **Retail $4.95**

(C) "MT VERNON" Colonial elegance in hammered brass. Sounds two stately notes for front door, one for rear door. Tarnish-proof. Gift packaged. 7" x 11¼" x 3½".
5379A740
5379AK677—3 or more } ..... **Retail $10.95**

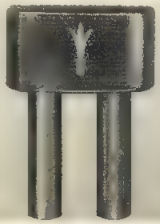
(D) "DELUXE"—Originator of smartly styled short tube chimes. Nu-Tone offers this handsome style. Two notes for front door, one note for rear. Walnut cover with brass finish tubes. 8" x 11¾" x 2⅞"
5378A530 ... **Retail $7.95**

(E) "COMMANDER" Sleek beauty, white with chrome. Sounds 2 rich notes for front door, one for rear door. 7" x 6¾" x 2¾" deep
5383A470 **Retail $6.95**

(A)

(B)

(C)


(D)

(E)

RITTENHOUSE DOOR CHIMES

America's finest chime signals. The best in style, charm and tone perfection. The Rittenhouse "Floating Percussion Unit eliminates chime static and striking plungers—insures long life. Features exclusive "Golden Tone"—clearer and more melodious than ever.

(J) THE BUILDER An inexpensive long tube model 2 notes for front door, 1 for rear. Available in ivory enamel housing with 2 natural lacquered brass tubes. Operates on standard bell transformer 7⅛" x 43" x 2¼" deep
5394A526 **Retail $10.50**

(F) THE BROOKDALE—A value leader in every respect. Sounds two clear notes for the front door and single note for the rear door. Rittenhouse "Floating Percussion" mechanism insures quiet, dependable operation. Easily installed, operates on standard 10-volt bell transformer. Available in Ivory and Brushed Brass. 7" x 9¾" x 2¼" deep
5392A450
5392AK418—3 or more } . **Retail $7.25**

(G) AVALON—This model introduces a completely new advance in door chime design. Luxurious Beige Boucle grille covering, tastefully highlighted with deep gold-brass trim. Operates on any 16-volt chime transformer. With conventional chime transformer, it produces 2-note signal for front door and single-note for rear door. 7½" x 8½"
5374A672
5374AK615—6 or more } .... **Retail $9.95**

(H) THE SENTINEL—Low priced, but tops in style and performance. 3 tubes, brushed brass finish. Ivory plastic housing with gold finished decorative emblem. 2 notes front door, 1 note rear. Special transformer included. 9" x 15½" x 3½" deep
5391A1047
5391AK957—3 or more } .. **Retail $13.50**

(F)

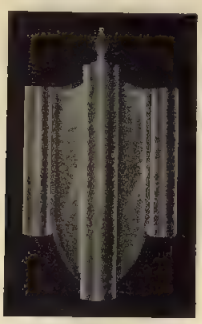
(G)

(H)

(J)

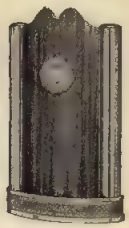
Nutone Door Chimes

HACIENDA DOOR CHIME
No. C2334-1. Hacienda Door Chime $18.00
Sells for $12.95
This copper model is styled for Ranch type and Colonial homes. Has two notes for front door and one for rear door. Riveted cover with hand-hammered effect and embossed Ship in cover and tubes. The tubes are square. Height 11⅝"; width 7".



MOUNT VERNON DOOR CHIME
No. C2334-2. Door Chime $13.54
Sells for $10.95
Elegant, colonial typical of the times it represents. This 2-door model is faithfully reproduced. Hammered Brass Sounds two stately tones for the front door and one for the rear. Beautiful gift carton.
By "Nu Tone"

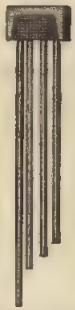
JEWEL DOOR CHIME
No. C2334-3. Jewel Door Chime. . $14.20
Sells for $11.50
The Jewel is a magnificent Colonial Chime—with just a touch of "Modern" Cover cast in one piece, walnut finish. Satin brass finish tubes. Two notes for front door; one note for rear door. Height 9 inches, width 7 inches



SYMPHONIC DOOR CHIME
No. C2334-4. Each $42.70
Sells for $34.50
Compact elegance in an eight-note Westminster chime for the front door and one note for the rear door. Walnut finish cover satin Brass resonator tubes. Brass Gallery decoration. Selector Switch for four or eight notes as desired. Radio-type volume control. Complete with 20-V Transformer. Width 8"; Height 14".
By "Nu-Tone"

Nutone Door Chime
No. C2334-5. Regal Door Chime $13.54
Sells for $10.95
Regal Chime is a colorful, modern long tube chime designed to fit in any style room. Ivory plastic cover with fluted center of gold color finish. Satin Brass tubes and enclosed power unit. Two notes for front door and one note for rear door. Height min. 39¼"; width 7⅞"

NUTONE DOOR CHIME
No. C2334-6. Continental Door Chime . $19.76
Sells for $15.95
This chime is cast in one piece. The cover has French Provincial design—enchanted by grained walnut finish and brass ornament. Design blends with any type furnishings. 3 long satin brass tubes. Two notes for front door; one note for rear door. Height min. 41¾"; width 7¾".



MAJESTIC DOOR CHIME
No. C2334-7. Each $67.98
Sells for $54.95
Rich Ivory Plastic cover with Satin Brass Trim to match the four 1½" Satin Brass Tubes. Indirect 25-watt Night Light at top of chime. Contains Telechron motor with selector switch to sound 8 Westminster notes for the front door or only four if desired—one note for rear door. Radio Type volume control complete with 20 V. Transformer. Width 11½", Height 49¼"
By "Nu Tone"

JEFFERSON CLOCK DOOR CHIME
No. C2334-8. Each . . $110.50
Sells for $89.95
Colonial Hall clock and 8-note Westminster Door Chime Mahogany Veneer case. Telechron 20-volt transformer included. Satin Brass dial matches the four 1¼" Brass Tubes. Selector Switch to sound eight Westminster notes on front door or only four if desired with one note for the rear door. Has Radio type volume control. Width 10¾", Height 57¼".
By "Nu Tone"

PRICES SUBJECT TO CHANGE WITHOUT NOTICE

NEW NY-LINT TOY FOR 1954

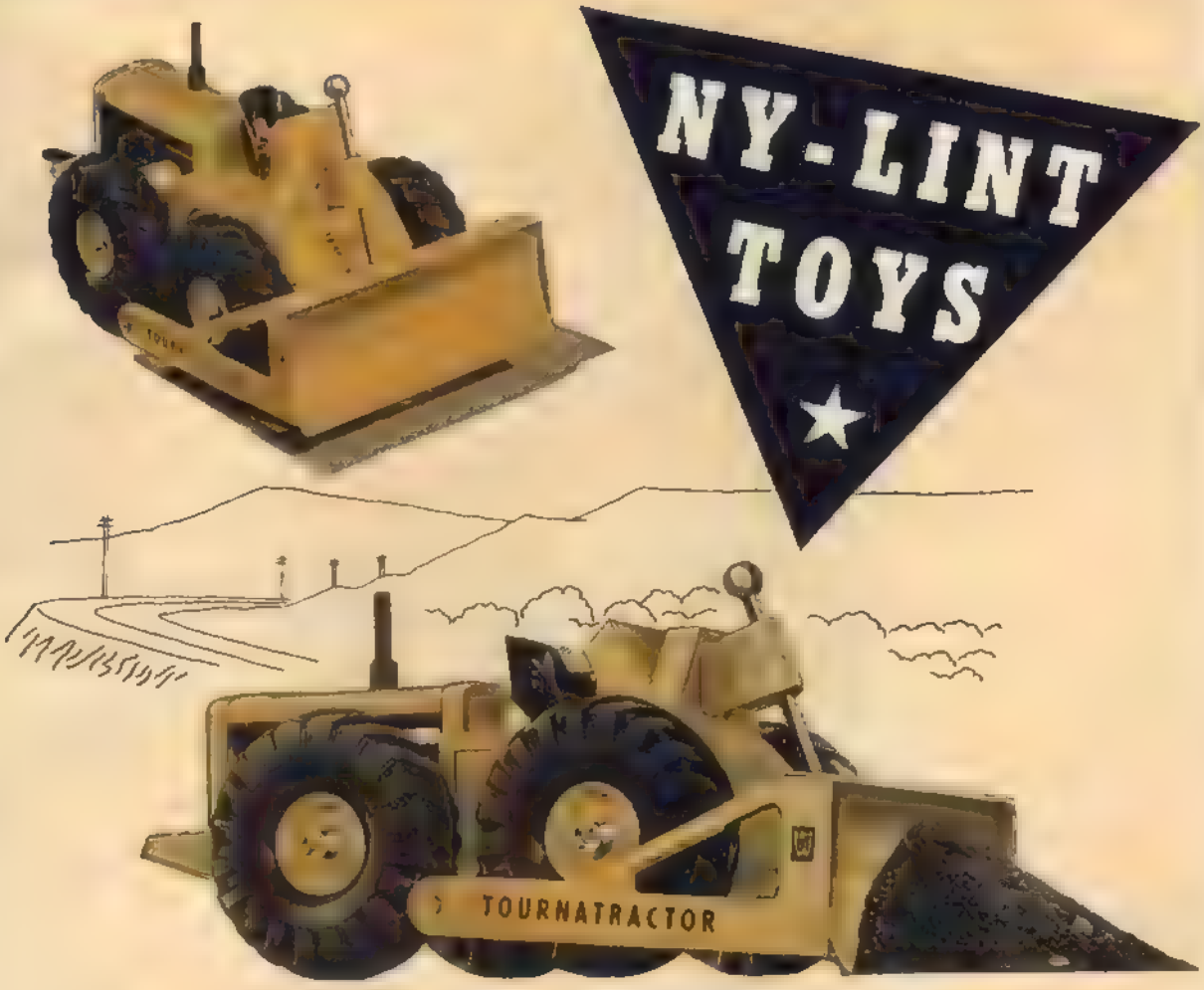
The new Ny-Lint No. 1900 TOURNATRACTOR-DOZER is a Quality Scale Model Toy authorized by LeTourneau-Westinghouse Company. The original is one of the most productive modern machines ever developed — with a remarkable record of superior performance and extremely low maintenance cost. The toy should be just as outstanding as the original. It has mammoth new 4-3/16" by 1-7/16" rubber tires on steel wheels, a positive latch on the positioning rod that HOLDS THE BLADE firmly in any position, and a pivoted towing tongue on the rear. Like all Ny-Lint Toys, it is made of 20-ga. and heavier all-welded steel construction with sprayed baked enamel finish. It is big and husky, 14-3/4" by 8" by 6-1/2" high, weighing 96 lbs. per dozen. $7.95 (eleven western states, $8.35).

SEE THE WHOLE NY-LINT LINE AT THE TOY FAIR **MARCH 8th - 17th**

HOTEL NEW YORKER ROOM 616

200 FIFTH AVENUE
ROOM 450

NY-LINT TOOL & MFG. CO., 1823 SIXTEENTH AVE., ROCKFORD, ILLINOIS



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HOTEL NEW YORKER ROOM 616

200 FIFTH AVENUE
ROOM 450

NY-LINT TOOL & MFG. CO., 1823 SIXTEENTH AVE., ROCKFORD, ILLINOIS

NO. 311—TEN PINS

GEORGE F. ADAMS & CO., INC. **Factory: MOSCOW, VT.**

We produce all our own wooden items, popularly priced for quick turnover

TEN PINS—CROQUET—RING TOSS

SPINNING TOPS—TOY ROLLING PIN

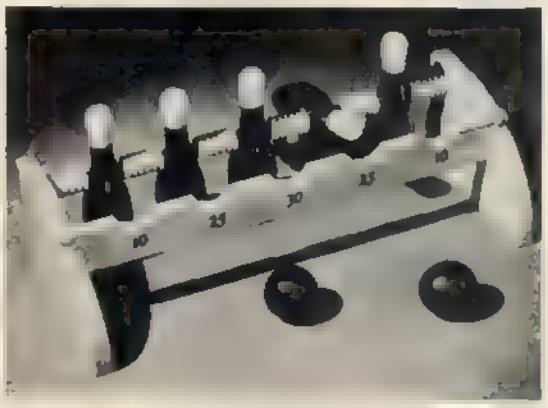
FEATURING

SIX NEW 25c ITEMS IN PLASTIC BAGS

(Ten Pins - Bead Sets - Golf Tees - Wooden Bullets - Top Sets)

WM. A. SAVAGE **Factory: RANDOLPH, VT.**

We produce all of our own wooden items and therefore can make prompt deliveries



NO. 700—TEN PINS

CROQUET

TEN PINS

RING TOSS

TUMBLING PIN GAME

BASEBALL SETS

ROUND WOODEN SAND PAILS & SHOVELS

DOLL FURNITURE

WOODEN LAUNDRY SETS

IRONING BOARDS

GAMES OF SKILL

SHOE SHINE KIT

SEWING KIT

TOOL KIT

TOY TOTER PAIL

STEP STOOL

CAPTAINS CHAIR—BOSTON ROCKER—
TABLE FOR 8" MINIATURE DOLLS

SOLE DISTRIBUTORS FOR ABOVE MANUFACTURERS

SOLLMANN & WHITCOMB

200 FIFTH AVE. — ROOM 521 **NEW YORK 10, N. Y.**

RUBBER TOYS

Lovable Inflated Rubber Toys

N239/203

Sturdy rubber character toys that are safely soft but will endure bangs and bites. All squeek when squeezed. Cleverly decorated with non-toxic harmless paints which are washable and non inflammable. Can also be used for pet toys

N239/203—Character Toy Assortment. Includes one dozen each of "Susie-So-Soft Kitten, "Bonny Bear," and "Bunny Buster" 3 dozen to the assortment

Per dozen $6.72

N239/203

N239/208—Vinyl Plastic Animals. Packed ⅓ dozen each Kitty and Doggy

Per dozen $8.00

N239/210 — Rubber Character Toy Assortment. Includes 4 each Porky Pig Oswald Rabbit and Kitty-Be-Mew 1 dozen assorted to carton.

Per dozen $9.60

N239/216

N239/217

N239/218

Per dozen

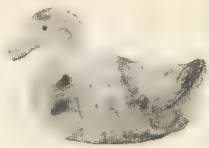
N239/216—"Pluto" Dog. 6¼" high. Each boxed, 1 dozen in carton $ 9.60

N239/217—"Thumper" Rabbit, 6⅜" high. Each boxed, 1 dozen in carton 9.60

N239/218—"Donald Duck," 6¾" high. Each boxed, 1 dozen in carton. 11.20

N239/219—Mickey Mouse. 6¾ inch size. 1 dozen to carton. 11.20

N239/215



N239/220

Per dozen

N239/215—"Dumbo" Elephant, 4⅛" high. Each boxed, 1 dozen in carton. $11.20

N239/220—"Dippy Duck." Each boxed, 1 dozen in carton. 16.00

N239/221

N239/221—Walt Disney Vinyl Plastic Dolls. Assortment contains 2 each of Mickey Mouse, Minnie Mouse, and Donald Duck. Leaders of the top notch Disney characters now presented in vinyl standing-doll form for the first time. Fully molded and brilliantly, safely decorated. Gay, famous and friendly looking, they are certain to be welcome in playrooms across the country. ½ dozen assorted to carton. Per dozen $32.00

N239/223

N239/223—Vinyl Plastic Toys. Includes three each of Peppy Pup, Cutie Cat, Lil Honey Bear, and Hoppity Hop Rabbit. Each one is individually packaged in a clear envelope with top label. Packed 1 dozen to the carton

Per dozen $10.80

N239/225—Texas Pete Rubber Toy. Made of foam rubber with embedded flexible wire inside to make the cowboy stay posed in any position. Standing 10" high, this colorful cowboy is an ideal toy for almost any age group—even mum and dad find him captivating. Non-toxic washable colors. Packaged to sell in polyethylene bag and 1 dozen to the carton. Per dozen $18.72

N239/225

Squeeze-Me Toys

Made of soft natural rubber, washable, harmless colors, and decorated features, simulated clothing in contrasting color combinations.

N239/226

N239/226 — "RUDOLPH" the Red Nosed Reindeer. Made of pure soft rubber, washable, harmless colors. Now comes in attractively illustrated full color display box. Size 8x1¼ x2⅛". 1 dozen in carton.

Per dozen $9.60

N239/230 — "BUGS BUNNY." 8½" high. Decorative features. Made of soft rubber, washable harmless colors. In attractive colorful display box size 8¼x5½x2⅝" 1 dozen in carton

Per dozen $9.60

N239/231 —"FROSTY" the Snowman Made of soft rubber, decorative features, washable harmless colors. Each in attractive window box, size 8½x5¼x3 inches. 1 dozen in carton. Per dozen $9.60

N239/230

N239/232

N239/228

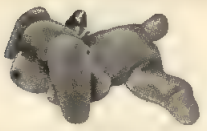
N239/228—Animal Assortment. Consists of four kinds Piggy—in flesh color, Bunny—in blue, Puppy—in white, and Ducky—in yellow. Each rubber toy is cellophane wrapped. 1 dozen in carton. Average height 5¼". Per dozen $5.60

N239/232—"Boze the Clown." Made of smooth seamless latex rubber, has whistle, safe fast colors. Each toy in a bright "circus" window box, 10½ inches tall. 1 dozen in carton.

Per dozen $16.00

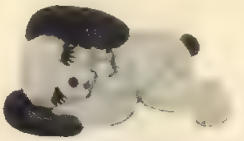
NOVELTY RAYON PLUSH ANIMALS

T248/7321—"Chico" Baby Monkey 15" size. The baby monkey, designed with very soft loose arms and legs that can be adapted to many positions; made of brown, lustrous rayon plush, hand painted vinyl face with large devilish mischievous brown eyes; vinyl feet with twisted toes, vinyl hands, holding miniature plastic banana squeaker voice in body; finished with wide red satin bow. Packed in individual window box. . . Each $8.00



T248/7329—Full Plush Sleepy Pup. Length 27", cuddly and lovable. Legs are stuffed very soft and floppy so that animal may be placed in various positions. Made of the finest quality rayon in brown and peach combination, Size 11" Each boxed. Each $4.00

T248/7329—Full Plush Sleepy Pup. Length 27" Brown lustrous plush, sewed eyes, stitched nose and mouth, bells in ears Each in box ..... Each $8.00



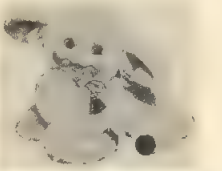
T248/6710—Sleeping Floppy Dog, In assorted colors. Rayon plush cuddly type, sewed eyes, ribbon bow Size 10 inches Each in box ..... Each $2.68

T248/7320—Zippy the Chimp. Size 15". An exact reproduction of "Howdy Doody's Pa. Zippy." Made of combination of black shaggy rayon plush and vinyl parts. Impish hand painted vinyl face, hands, ears and shoes. Costumed in bright red corduroy overalls and jersey tee shirt, perky little hat. Individually boxed ..... Each $9.34

T248/6712—Lamb, 9" size. Made in peach, best quality, rayon plush finished with wide satin bow with bell, vinyl face, painted features Each in box ..... Each $2.68

T248/6721—"Fifi" French Poodle Size 9" Standing and lying down poodles with rhinestone collars and leash. Made of combination long curly and short lustrous plush, giving the effect of a real Dutch clip, with pom pom on ears and tails; black glass eyes, black leashes, turned up nose. Dressed in flowers ribbons and bow Individually boxed ..... Each $8.00

T248/6714—French Poodle. Size 12" Made in combination long curly and short pile plush. Black glass eyes set in long black lashes. Dressed with flowers and ribbon Colors white, pink and blue. Individually boxed. ..... Each $4.00



T248/6723—"Lambsie" Lovable sitting lamb Made of long pile, curly rayon plush. Little black felt hoofs hard painted vinyl face Trimmed with large copper cowbell Size 21 inches Colors white, blue or pink Individually boxed Each $10.68

T248/6720—Lamb, Size 14 inches. Vinyl face. Shaggy rayon plush. Little black felt hoofs Individually boxed. . . . . Each $5.34

T248/6722 — Nellie-Belle Cuddly Pony. Size 15" Made of tan pony material, sewed with flexible legs that can be placed in many positions Hand painted vinyl face and hoofs, finished with the elaborated bell trim harness Individually boxed ..... Each $9.34

T248/6698 — Campbell Kid Boy. Famous trademark character of Campbell's soup comes to life in doll form. Boy style. Expressive vinyl face with painted features. Percale outfit. Comes with apron, chef's hat and cookbook. Size 17½ inches. Individually boxed ..... Each $6.68

T248/6699—Campbell Kid Girl. Otherwise same as above. Individually boxed. Each $6.68

T248 6696—Sleeping Bear. Size 16". Fluffy bear in sleeping position. Two-tone contrasting plush with embroidered eyes and nose and felt tongue. Very softly stuffed. Ribbon bow around neck. Individually boxed ..... Each $4.00

T248/6697—Colorama Zoo Mule Size 16 inches. Exclusive multi-colored plush mule with colorfully dotted plush pattern and felt collar Rolling eye, ribbon bow Individually boxed ..... Each $6.68

Washable Plush Animals

T248/6713—An Assortment of Washable Plush Animals and Figures. 4 kinds. Made of delustred plush stuffed with foam rubber. Pom-pom eyes, nose and mouth. All colors are fast. Comes in cat, dog, frosty and gingerbread boy Each in polyethylene bag ..... Each $2.68

T248 6702—Washable Cat Fur soft stuffed toy that can be safely washed in a washing machine and dried in a mechanical dryer Has coveted "Sendix" seal approval. Made of shaggy, non-crushable rayon plush in two-tone colors. Plastic color vinyl face and painted features. Size 11½ inches. Packed in colorful box simulating a washing machine Individually boxed Each $4.00

T248/6745—Cat with Vinyl Head. Two-tone rayon plush with finely molded all vinyl head, Glassene eyes and painted features. Soft stuffed. Ribbon bow around neck. Height 10 inches. Each boxed ..... Each $2.68

RUBBER TOYS

Lovable Inflated Rubber Toys

N239/203

Sturdy rubber character toys that are safely soft but will endure bangs and bites. All squeek when squeezed. Cleverly decorated with non-toxic harmless paints which are washable and non inflammable. Can also be used for pet toys

N239/203—Character Toy Assortment. Includes one dozen each of "Susie-So-Soft Kitten, "Bonny Bear," and "Bunny Buster" 3 dozen to the assortment

Per dozen $6.72

N239/203

N239/208—Vinyl Plastic Animals. Packed ⅓ dozen each Kitty and Doggy

Per dozen $8.00

N239/210 — Rubber Character Toy Assortment. Includes 4 each Porky Pig Oswald Rabbit and Kitty-Be-Mew 1 dozen assorted to carton.

Per dozen $9.60

N239/216

N239/217

N239/218

Per dozen

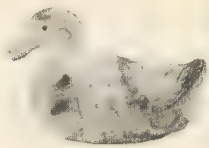
N239/216—"Pluto" Dog. 6¼" high. Each boxed, 1 dozen in carton $ 9.60

N239/217—"Thumper" Rabbit, 6⅜" high. Each boxed, 1 dozen in carton 9.60

N239/218—"Donald Duck," 6¾" high. Each boxed, 1 dozen in carton. 11.20

N239/219—Mickey Mouse. 6¾ inch size. 1 dozen to carton. 11.20

N239/215



N239/220

Per dozen

N239/215—"Dumbo" Elephant, 4⅛" high. Each boxed, 1 dozen in carton. $11.20

N239/220—"Dippy Duck." Each boxed, 1 dozen in carton. 16.00

N239/221

N239/221—Walt Disney Vinyl Plastic Dolls. Assortment contains 2 each of Mickey Mouse, Minnie Mouse, and Donald Duck. Leaders of the top notch Disney characters now presented in vinyl standing-doll form for the first time. Fully molded and brilliantly, safely decorated. Gay, famous and friendly looking, they are certain to be welcome in playrooms across the country. ½ dozen assorted to carton. Per dozen $32.00

N239/223

N239/223—Vinyl Plastic Toys. Includes three each of Peppy Pup, Cutie Cat, Lil Honey Bear, and Hoppity Hop Rabbit. Each one is individually packaged in a clear envelope with top label. Packed 1 dozen to the carton

Per dozen $10.80

N239/225—Texas Pete Rubber Toy. Made of foam rubber with embedded flexible wire inside to make the cowboy stay posed in any position. Standing 10" high, this colorful cowboy is an ideal toy for almost any age group—even mum and dad find him captivating. Non-toxic washable colors. Packaged to sell in polyethylene bag and 1 dozen to the carton. Per dozen $18.72

N239/225

Squeeze-Me Toys

Made of soft natural rubber, washable, harmless colors, and decorated features, simulated clothing in contrasting color combinations.

N239/226

N239/226 — "RUDOLPH" the Red Nosed Reindeer. Made of pure soft rubber, washable, harmless colors. Now comes in attractively illustrated full color display box. Size 8x1¼ x2⅛". 1 dozen in carton.

Per dozen $9.60

N239/230 — "BUGS BUNNY." 8½" high. Decorative features. Made of soft rubber, washable harmless colors. In attractive colorful display box size 8¼x5½x2⅝" 1 dozen in carton

Per dozen $9.60

N239/231 —"FROSTY" the Snowman Made of soft rubber, decorative features, washable harmless colors. Each in attractive window box, size 8½x5¼x3 inches. 1 dozen in carton. Per dozen $9.60

N239/230

N239/232

N239/228

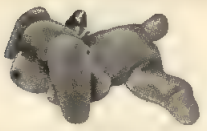
N239/228—Animal Assortment. Consists of four kinds Piggy—in flesh color, Bunny—in blue, Puppy—in white, and Ducky—in yellow. Each rubber toy is cellophane wrapped. 1 dozen in carton. Average height 5¼". Per dozen $5.60

N239/232—"Boze the Clown." Made of smooth seamless latex rubber, has whistle, safe fast colors. Each toy in a bright "circus" window box, 10½ inches tall. 1 dozen in carton.

Per dozen $16.00

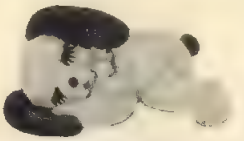
NOVELTY RAYON PLUSH ANIMALS

T248/7321—"Chico" Baby Monkey 15" size. The baby monkey, designed with very soft loose arms and legs that can be adapted to many positions; made of brown, lustrous rayon plush, hand painted vinyl face with large devilish mischievous brown eyes; vinyl feet with twisted toes, vinyl hands, holding miniature plastic banana squeaker voice in body; finished with wide red satin bow. Packed in individual window box. . . Each $8.00



T248/7329—Full Plush Sleepy Pup. Length 27", cuddly and lovable. Legs are stuffed very soft and floppy so that animal may be placed in various positions. Made of the finest quality rayon in brown and peach combination, Size 11" Each boxed. Each $4.00

T248/7329—Full Plush Sleepy Pup. Length 27" Brown lustrous plush, sewed eyes, stitched nose and mouth, bells in ears Each in box ..... Each $8.00



T248/6710—Sleeping Floppy Dog, In assorted colors. Rayon plush cuddly type, sewed eyes, ribbon bow Size 10 inches Each in box ..... Each $2.68

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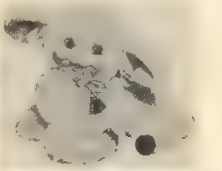

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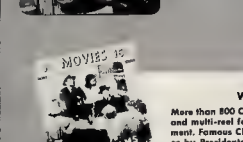

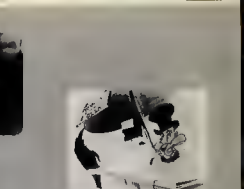

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Hopalong Cassidy in "Danger Trail" When El Toro, notorious bandit, crosses the border and saves Hoppy from quicksand, he learns the bandit's little boy has been kidnapped. On El Toro's promise to return home, Hoppy risks his life to save the boy; reforms an outlaw!
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20-2702-T-4950 Set of 5 Men's RH **Irons.** (2, 5, 7, 9, Putter). Wt. 7 lbs Retail **82.50**

20-2703-T-8910 Set of 9 Men's RH **Irons.** (2 to 9, Putter). Wt. 13 lbs Retail **148.50**

GOLF CLUBS FOR MEN AND WOMEN. Woods have air-dried persimmon head and "Step-Down" chrome plated True-Temper shafts. Men's woods are the large semi-round model. Finished in light mahogany. Red fibre keystone face insert. Both men's woods and irons have a new grip that is vulcanized to the shaft. Women's woods are medium semi-pear shaped. Walnut finish. White keystone face insert. Fine brown calf grip on both women's woods and irons. Both sets of irons have chrome plated heads, slightly offset—bar back.

20-2705-T-3240 Set of 3 Men's RH **Woods.** Wt. 5 lbs .....Retail **54.00**

20-2706-T-3750 Set of 5 Men's RH **Irons.** (2, 5, 7, 9, Putter). Wt. 7 lbs Retail **62.50**

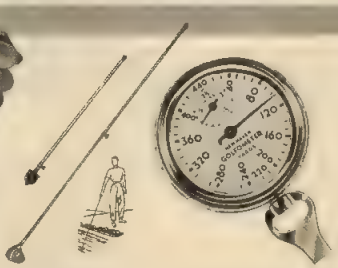
20-2707-T-3240 Set of 3 Woman's RH **Woods.** Wt. 5 lbs ....Retail **54.00**

20-2708-T-3750 Set of 6 Woman's RH **Irons.** (2, 5, 7, 9, Putter). Wt. 7 lbs .Retail **62.50**

OLIN DUTRA GRAND SLAM CLUBS. A well balanced set of golf clubs signed and used by the famous Olin Dutra. Woods have air-dried persimmon head—large semi-pear shape model with a medium deep face. The rich brown finished head with natural face and a red fibre face insert is a masterpiece in appearance and performance. Chrome plated iron heads have a brand new design—compact, slightly offset—powerful blades and double-flange back. With these irons you can ease your swing and put a smooth, solid punch in every shot. Both woods and irons have the True-Temper chrome plated "Mercury" shaft for lasting beauty and utility. Black leather grip with the spiral grooving will help cut points from your game

20-2710-T-2430 Set of 3 Men's RH **Woods.** Wt. 5 lbs. ..... Retail **40.50**

20-2711-T-2625 Set of 5 Men's RH **Irons.** (2, 5, 7, 9, Putter). Wt. 7 lbs. Retail **43.75**

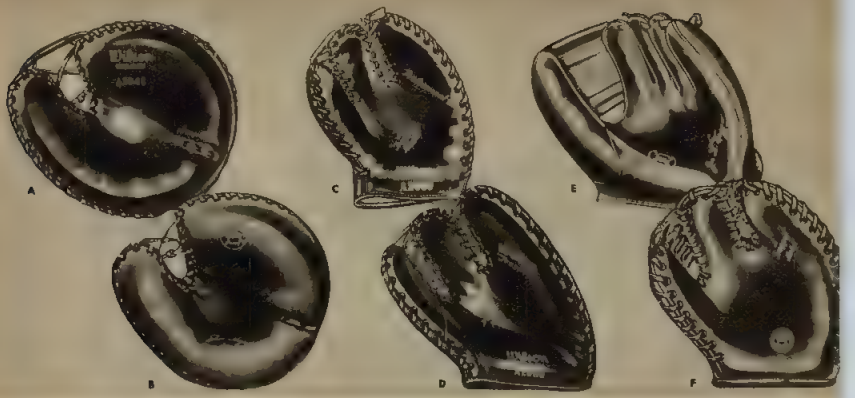


GOLFER'S PAL. Here is an instrument that consecutively records your golf score. A single press on the plunger automatically counts each stroke. Simple turn of knob resets the dial in a jiffy. Foolproof operation. With wrist band.
20-2902-T-382 .....Retail **5.95**

"RETREVIT." A very efficient, economical way to retrieve your golf balls from water holes. Extends to six feet, permitting you to retrieve balls nine to ten feet from shore. Easily fits in golf bag. All parts are rust-proofed. Wt. 1 lb.
20-2903-315..... ....Retail **4.95**

GOLFOMETER. Made by New Haven Clock and Watch Company. Hook it to your belt—set the indicator to zero—hit your ball—walk up to the ball and the golfometer tells you the number of yards you have walked.
20-2904-T-400.....Retail **5.95**

DELUXE DRIVING RANGE. You can now practice your golf all year around. Can be used anywhere you have room to swing a club. Large black mat with 3 balls, cords and target. Indicates distance and direction—ball returns automatically.
20-2905-375. .. Retail **8.95**



(A) JOE GARAGIOLA MODEL. The fastest pitches are easily handled with this rugged, professional size catcher's mitt. Made of high grade, specially tanned cowhide mitt leather Jute felt padding. Vinyl plastic binding. Snap action lacing—full grease-set pocket. Leather laced wood shearing wrist pad. R. H. player. Wt. 2 lbs
20-5400-945 . . . . . Retail **12.50**

(B) JIM HEGAN CATCHER'S MITT. Has the size and "feel" of a major league backstop's mitt. A true replica of the glove used by many of the game's outstanding receivers. Tan cowhide—band-type palm. Regular fingers for sure catch of any pitch. Laced type wrist strap. Hand pad, flat binding Laced thumb. R. H player. Wt. 2½ lbs
20-5401-535. . . . . . .Retail **7.95**

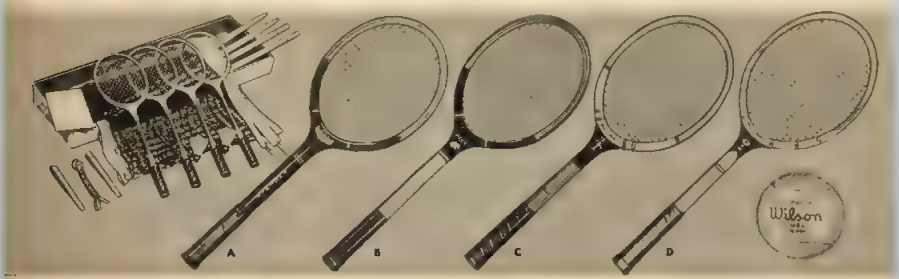
(C) PROFESSIONAL TRAPPER. Designed to allow more action of all fingers. Made of special quality cowhide leather, fully oiled. Hand-formed felt pad, fibre reinforced thumb and finger sections. Grease-set pocket. Roll leather binding rawhide leather laced edge Wt 2 lbs
20-5402-1295 R.H. player. . .Retail **16.95**
20-5403-1295 L.H. player . . Retail **16.95**

(D) YOUTH'S TRAPPER MODEL. Built on a professional pattern in a medium size. The whole glove works with the hand and closes over the ball at impact. Made of glove cowhide. Jute felt padding with fibre stiffening. Roll leather binding Full grease-set pocket. Wt. 2 lbs
20-5404-695 R.H player. . . . .Retail **8.95**
20-5405-695 L.H. player . . . . . Retail **8.95**

(E) JOE DIMAGGIO MODEL. Top major league quality. The veteran New York Yankee Clipper and sensational center fielder, Joe DiMaggio, stamps his approval on this fine glove. Choice leather. Authentic DiMaggio styling. Fully oiled Half-lined. Palm and thumb welded. Laced heel Solid leather web Wt. 2½ lbs.
20-5406-396. . . . . . .Retail **6.26**

(F) JUNIOR TRAPPER MITT. Hand shaped "grooved action" of reinforced gray felt. Inner greased palm, cemented back. Rolled edges. Adjustable finger loop and wrist strap Wt. 2½ lbs
20-5407-470. . . . . . Retail **7.40**

TRAPPER MITT. As above except professional size.
20-5408-548. . . . . . Retail **8.65**



WILSON BADMINTON SETS. For the family on Sunday afternoon, or the kids on home-from-school days. Can be used indoors or outdoors. This superb set consists of four finalist model rackets, one badminton net, one pair of net posts, two special shuttlecocks and a badminton rule book. Wilson's skilled craftsmen built this equipment to give you top performance features and long life Wt. 5 lbs.
20-3400-1489 Retail **24.00**

20-3401-960 As above except with 2 rackets Wt. 3 lbs. Retail **15.00**

(A) WILSON "FLIGHT." A tennis racket designed and built to provide real enjoyment for the beginner or occasional player at the lowest possible price. Exclusive Strata-Bow construction provides splendid balance. Frame is of ash and fibre laminations with attractive blue finish. Fibro-suede grip Nylon strung. Wt. 1½ lbs.
20-3402-565. . . . . . .Retail **5.50**

(B) WRIGHT & DITSON "PARK" . . . by Spalding. Frame is eight-ply ash and fiber construction Leather grip Finished in two colors and natural wood. Nylon strung Wt. 1½ lbs.
20-3403-657 . . . . . .Retail **10.00**

WRIGHT & DITSON "STROKE KING" . . by Spalding. (Not illus.). 8-ply ash strips
20-3404-480 Wt. 1½ lbs. Retail **6.85**

(C) WRIGHT & DITSON "TROPHY" . . by Spalding. Noted for its popularity and dependability. All wood bow construction, choice ash laminations Fiber faces over throat for extra strength. Full reinforcement overlay in white—remainder of frame in beautiful natural finish. Dark tan leather grip Nylon strung. Wt. 1¾ lbs.
20-3405-998 . . . Retail **15.00**

(D) WRIGHT & DITSON "DAVIS CUP" . . . by Spalding Endorsed by many famous Davis Cup players. Eleven-ply laminated construction of choice ash and fiber stripes, with selected beech outer strip. Bow has rawhide shoulders, handle and throat are reinforced with white fiber. Red leather grip. Pre-Fected nylon strung. Wt. 1¼ lbs.
20-3406-1253 . . . . Retail **18.85**

WILSON CHAMPIONSHIP TENNIS BALLS. The choice of leading players. No floating, drifting or fading. 100% natural rubber, felt cover. Sold in cans of 3 balls Wt ½ lb.
20-3407-T60
Retail Per Can **2.50**

WRIGHT & DITSON TENNIS BALLS. (Not illus.). Perfect uniformity in bounce, flight, speed and control. Sold in hermetically sealed cans of 3 balls Wt ½ lb.
20-3408-T60
Retail Per can **2.50**

ONEIDA COMMUNITY LTD.

THE Haddon DESIGN

Here is a superb combination—lustrous plain surfaces in graceful contour, accented by the popular gadroon border.

HADDON TEA AND COFFEE SERVICES

4-Piece Tea and Coffee Set (Tea, Coffee, Sugar, Cream).
Consumer **$55.00** List $66.00

3-Piece Tea Set (Tea, Sugar, Cream).
Consumer **$35.00** List . $42.00

3-Piece Coffee Set (Coffee, Sugar, Cream).
Consumer **$35.00** List $42.00

HADDON INDIVIDUAL ITEMS

Tea Pot, Capacity 7 Cups.
Consumer **$20.00** List . $24.00

Coffee Pot, Capacity 8 Cups.
Consumer **$20.00** List $24.00

Sugar Bowl, with Cover
Consumer **$7.50** List $9.00

Cream Pitcher, Gold Lined.
Consumer . **$7.50** List $9.00

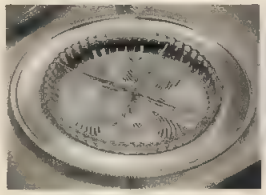
Haddon Oblong Tray or Waiter . . . 18 inches, not including handles. Useful for every serving occasion — tea, coffee or cocktails. Large capacity, sturdy construction. (Shown above)
Consumer **$19.50** List. . $23.40

Haddon Oblong Tray or Waiter . . . 16 inches, not including handles. Adequate in size to hold the 3-Piece Tea or Coffee Set and for a serving tray as well. (Not shown.)
Consumer . **$15.00** List $18.00

Consumer Prices Subject to Federal Tax.
All Consumer Prices are Fair Traded.
*Trade-marks of Oneida Ltd.

Haddon Water Pitcher . . . For use with any beverage easy-to-pour lip. Two quart capacity
Consumer **$19.50** List $23.40

Haddon Sandwich or Cake Plate . . . Serve all kinds of pastries, cakes or sandwiches on this 10 in. plate.
Consumer **$6.00** List $7.20



Haddon Relish Dish . . . with glass liner serve celery, olives, pickles, jams, relishes, or remove and have a useful serving tray. Diameter 10 inches.
Consumer **$7.50** List. . . $9.00

Haddon Meat Platter . . . Well and True, Length 18 inches, it will hold large roasts and fowl of all kinds. Drains juices into "well."
Consumer. **$15.00** List $18.00

Haddon Meat Platter . . . Plain. Ideal for cold meats, large steaks also roasts and chops; can be useful as serving tray or waiter as well. Length 17 inches (Not shown.)
Consumer . **$12.50** List $15.00

Haddon Double Vegetable Dish . . . Use cover to keep foods warm, or remove and use as additional dish. Length 12½ inches.
Consumer **$17.50** List $21.00

Haddon Bread or Roll Tray . . . Use at every meal for bread, rolls, muffins, etc. Length 13¼ inches.
Consumer .. **$6.00** List $7.20

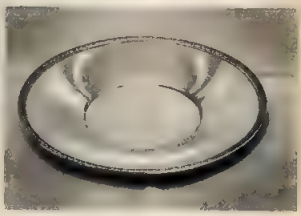
Haddon Gravy Boat and Tray . . . For serving gravies and sauces, capacity 10 ounces. Tray is useful for service of olives or celery.
Consumer .**$15.00** List $18.00

ONEIDA COMMUNITY LTD.*

The ever-popular lace shape with its graceful lines is always correct style. Richly oxidized scroll borders lend effective contrast to the bright plain surfaces.

Lakewood Water Pitcher . . . For use with any beverage . . . easy-to-pour lip. Two quart capacity.
Consumer . . **$19.50** List $23.40

THE Lakewood* DESIGN



Lakewood Sandwich or Cake Plate . . . Serve all kinds of pastries, cakes or sandwiches on this 10 inch plate.
Consumer **$6.00** List . $7.20

Lakewood Meat Platter . . . Well and Tree, length 18 inches. It will hold large roasts and fowl of all kinds. Drains juices into "well."
Consumer . **$15.00** List. . $18.00

Lakewood Meat Platter . . . Plain. Ideal for cold meats, large steaks, also roasts and chops can be useful as serving tray or waiter as well. Length 17 inches. (Not shown.)
Consumer . **$12.50** List $15.00

LAKEWOOD TEA AND COFFEE SERVICES

4-Piece Tea and Coffee Set (Tea, Coffee, Sugar, Cream).
Consumer **$55.00** List . $66.00

3-Piece Tea Set (Tea, Sugar, Cream).
Consumer **$35.00** List $42.00

3-Piece Coffee Set (Coffee, Sugar, Cream).
Consumer **$35.00** List . .$42.00

LAKEWOOD INDIVIDUAL ITEMS

Tea Pot, Capacity 7 Cups.
Consumer . **$20.00** List $24.00

Coffee Pot, Capacity 8 Cups.
Consumer **$20.00** List $24.00

Sugar Bowl, with Cover
Consumer. . . .**$7.50** List . $9.00

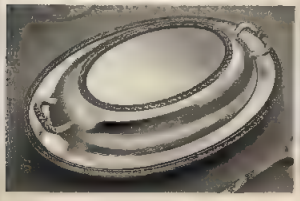
Cream Pitcher, Gold Lined.
Consumer . **$7.50** List. $9.00

Lakewood Oblong Tray or Waiter . 18 inches, not including handles. Useful for every serving occasion tea, coffee or cocktails. Large capacity, sturdy construction. (Shown above.)
Consumer . **$19.50** List . . .$23.40

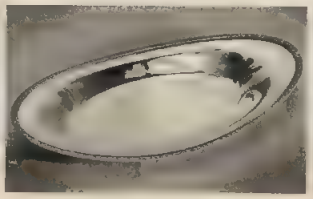
Lakewood Oblong Tray or Waiter . . . 16 inches, not including handles. Adequate in size to hold the 3 piece Tea or Coffee Set and for a serving tray as well. (Not shown.)
Consumer . **$15.00** List . $18.00

Consumer Prices Subject to Federal Tax.
All Consumer Prices are Fair Traded.
*Trade-marks of Oneida Ltd.

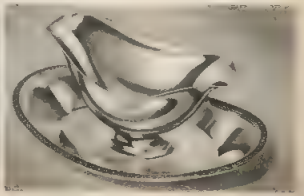
Lakewood Relish Dish . . . with glass liner serve celery, olives, pickles, jams, relishes, or remove and have a useful serving tray Diameter 10 inches.
Consumer **$7.50** List $9.00



Lakewood Double Vegetable Dish . . . Use cover to keep foods warm, or remove and use as an additional dish. Length 12 inches.
Consumer . . .**$17.50** List $21.00



Lakewood Bread or Roll Tray . . . Use at every meal for bread, rolls, muffins, etc. Length 13¾ inches.
Consumer. . **$6.00** List $7.20

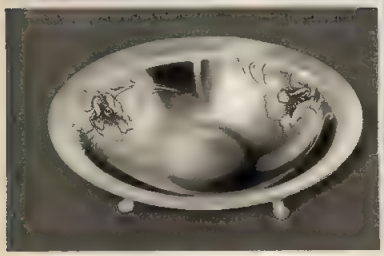


Lakewood Gravy Boat, Tray attached . . . For serving gravies and sauces, capacity 10 ounces. Bowl and Tray are one piece.
Consumer **$13.00** List .$18.00

ONEIDA COMMUNITY LTD.*

A new concept in floral design by Oneida Ltd. Silversmiths. An unusual treatment which creates eye pleasing contrast between rich, deep, oxidized ornament and highly polished plain surfaces. The finest in design, quality and craftsmanship . . . at astonishingly low prices.

THE Gala* DESIGN



Gala Bon Bon Dish (Footed) . . for serving candy, nuts, bon bons, whipped cream, cheese spreads, sauces and salad dressing. Can be used as a centerpiece with small flowers. Height 2 inches. Diameter 8 inches. Consumer. . . . **$6.50** List . $7.80

Gala Sandwich or Cake Plate . . Serve all kinds of pastries, cakes or sandwiches on this 12 inch plate. Useful for parties and every occasion. Consumer **$7.50** List . $9.00

Gala High Compote . . . for serving bon bons, candies, nuts and mints. Height 6¾ inches. Diameter 8 inches. Consumer. **$9.00** List. . . $10.80

Gala Bread or Roll Tray . . . useful at every meal, ideal for bread, rolls, muffins, etc. Length 13½ inches. Consumer . **$7.00** List. $8.40

Consumer Prices Subject to Federal Tax. All orders subject to prices prevailing at date of shipment and availability of merchandise. The Consumer's Prices listed herein are the prescribed minimum or stipulated resale prices on (O) (C) (L) Oneida Community Ltd. Silverplate in all states which have enacted Fair Trade Acts.

*Trade-marks of Oneida Ltd.

Evening Star . . . an elegant floral pattern capturing the essence of traditional American design. The floral motif is richly carved and the depth of design will add splendor to the simplest of table appointments.

*Trade-marks of Oneida Ltd.

SALAD OR PASTRY FORK
DINNER FORK
MORNING STAR*
IN
Community
THE FINEST SILVERPLATE
DINNER KNIFE
(Also available in Grille and Dessert Style)
TEASPOON
OVAL BOWL SOUP SPOON
In modern or traditional settings . . . Morning Star always lends beauty and charm to every table. The rich carving and pierced detail add depth and elegance to the design. Its appearance is of heavy hand-made silver.
*Trade-mark of Oneida Ltd.

SALAD OR PASTRY FORK
DINNER FORK
WHITE ORCHID*
AT
Community
THE FINEST SILVERPLATE
DINNER KNIFE
(Also available in Grille and Dessert Style)
TEASPOON
OVAL BOWL SOUP SPOON
White Orchid . . . the romantic new pattern by Community! In the strikingly visible depth of design and the delicate tooling of each tiny detail, Community designers have faithfully reproduced the full beauty of the world's loveliest flower.
*Trade mark of Oneida Ltd.

OVINGTON'S *Fifth Avenue*

SUPERB QUALITY DINNERWARE

Ovington is a name that has become famous among quality shoppers. For generations discriminating hostesses have come to depend upon Ovington Dinnerware to add warmth and beauty to their table on all occasions. Nationally advertised in prestige publications, the Ovington label has become synonomous with good taste and luxurious quality. All patterns are permanent and glaze is guaranteed against cracking

Gardenia... Beautiful, colorful Gardenia pattern, tinged with bright half-open buds, nestled in a wreath of rich green leaves. A truly magnificent pattern to grace any home on either formal or regular occasions. Each piece trimmed with luxurious 22 K. gold line

15H8041	32-Piece Set
Index 1235	List $21.00
15H8042	53-Piece Set
Index 2240	List $37.50
15H8043	93-Piece Set
Index 3780	List $63.00

Currier & Ives... Authentic Currier & Ives patterns brought to life in natural, warm colors. Every piece carries a different Currier & Ives scene and a light blush gray border that will prove most decorative for any home. This pattern is new and is destined to be a leader in popularity

15H8047	32-Piece Set
Index 1090	List $18.10
15H8048	53-Piece Set
Index 1935	List $32.20
15H8049	93-Piece Set
Index 3235	List $53.90

Important: Note that every 32 piece set includes full sized 10" plate

SERVICE FOR 6—32 PIECE SET:
Shipping wt 20 lbs.

6 cups, 6 saucers, 6-10" plates, 6-6" plates, 6 desserts, 1-11" platter, 1 nappy (open vegetable dish)

SERVICE FOR 8—53 PIECE SET:
Shipping wt 36 lbs

8 cups, 8 saucers, 8-10" plates, 8-6" plates, 8 coupe soups, 8 desserts, 1 covered sugar, 1 creamer, 1-11" platter, 1 nappy (open vegetable dish)

SERVICE FOR 12—93 PIECE SET:
Shipping wt. 65 lbs.

12 cups, 12 saucers, 12-10" plates, 12 6" plates, 12 coupe soups, 12 salad plates, 12 desserts, 1-11" platter, 1 13" platter, 1 gravy boat, 1 nappy (open vegetable dish), 1 covered sugar, 1 creamer, 1 covered casserole

Violet... A new glamorous modern shape, warmly colored with violet pattern decorations. Here is dinnerware that will enhance any table setting with its vibrant, cheerful colors. A pattern of beauty to please the most discriminating for every possible occasion.

15H8044	32-Piece Set
Index 1110	List $18.50
15H8045	53-Piece Set
Index 1975	List $32.90
15H8046	93-Piece Set
Index 3300	List $55.00

Famous AMERICAN LIMOGES

NATIONALLY KNOWN DINNERWARE

American Limoges is one of America's oldest names in pottery. The dinnerware carrying this label reflects the quality made possible only by the famous Sebring craftsmen and artists who for generations have been masters of their trade. All patterns are permanent and glaze is guaranteed against cracking

Thistle... Attractive, dainty thistles on gracefully shaped dinnerware. Flowers are smartly spaced around the border to complete a glamorous pattern that will add a decorative note to all dining occasions

Index 1015	32-Piece Set List $16.90
15H8034 Index 1795	59 Piece Set List $29.90
15H8055 Index 2950	93 Piece Set List $49.10

Chateau France... A replica of a beautiful French scene with artist's signature on every plate. This extremely popular pattern has a filigree lace effect on the border in 22 K. gold and is sure to be the favorite of any hostess

15H8050 Index 1090	32-Piece Set List $18.10
15H8051 Index 1935	55-Piece Set List $32.20
15H8052 Index $235	93-Piece Set List $53.90

Important: Note that every 32 piece set includes full sized 10" plate

SERVICE FOR 6—32 PIECE SET

Shipping wt 20 lbs.

6 cups, 6 saucers, 6-10" plates, 6-6" plates, 6 desserts, 1 11" platter, 1 nappy (open vegetable dish)

SERVICE FOR 8—53 PIECE SET:

Shipping wt 36 lbs

8 cups, 8 saucers, 8-10" plates, 8-6" plates, 6 coupe soups, 8 desserts, 1 covered sugar, 1 creamer, 1-11" platter, 1 nappy (open vegetable dish)

SERVICE FOR 12—93 PIECE SET:

Shipping wt 65 lbs

12 cups, 12 saucers, 12-10" plates, 12-6" plates, 12 coupe soups, 12 salad plates, 12 desserts, 1-11" platter, 1 11" platter, 1 nappy (open vegetable dish), 1 gravy boat, 1 covered sugar, 1 creamer, 1 covered casserole

All shipments made from factory in Sebring, Ohio. Allow 2 to 3 weeks for delivery

Wheatfield.... A graceful wheat pattern on famous, luxurious looking Trojan shaped dinnerware a truly pleasing design surrounded with a distinctive looking feather edge in warranted 22 K. gold border

15H8056 Index 990	32 Piece Set List $16.50
15H8057 Index 1755	53-Pc. Set List $29.25
15H8055 Index 2900	93-Piece Set List $48.35

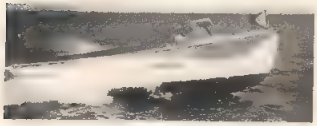
MARSCOT CRUISABOUT

Two can cruise with the carefree relaxation that a one-piece molded fiberglas hull provides. 18'x6' $1,795

KIT BOATS

The great advantages of a one-piece, leakproof fiberglas hull can be yours with the economy of a kit boat.

Write for complete details on all boats illustrated.



MARSCOT 22' UTILITY BASS BOAT

For dry, seagoing ability with the economy of fiberglas construction she is tops. 22'x7'6"x2'3. $4,100

MARSCOT COASTAL FISHERMAN

Level riding and sporty, designed for 5 to 25 H.P., in durable fiberglas. 15'6"x5'6". $685

PALMER SCOTT & CO., INC. ● New Bedford, Mass.

——At The Show——

Visit Us At Booth 115

1954 NORTHERN EDITION

and

1954 SOUTHERN EDITION

$1.00 Each

Send Check to **INLAND WATERWAY GUIDE**
25A West Broward Blvd., Fort Lauderdale, Fla.

Simple, low cost, durable bronze

Satisfying owners of Chris-Craft, Century, Gar Wood, Higgins, Matthews, Owens, Steelcraft, Trumpy, and Grey, Chrysler, Kermath, Packard, and Sterling engines. Easy to install — just insert into exhaust pipe at transom end. Satisfaction guaranteed.

Price **$10.00** up — Dealers, boatyards, owners write us for details.

SAVAGE MARINE COMPANY BOX 8 BOSTON, MASS.

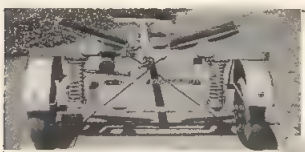


Illustration Shows Rollers Mounted on Trailer.

ROLLERS MADE IN TWO SIZES, 12-inch and 16-inch AND WITH WHARF OR TRAILER BRACKETS

When ordering Specify Size of Rollers and Type of Brackets.

12" — $17.50 16" — $18.95 EITHER BRACKETS
EXTRA SET OF BRACKETS $8.00

WHARF and BOAT TRAILER ROLLERS

(Patented Self Adjusting Type)

Rubber Covered Rollers, Mounted on Heavy Duty Rust-Proof Ball Bearings

Make the handling of boats on wharves and onto trailers a one-man job
Self-Adjusting Feature insures safety in handling your boat by equalizing the weight and preventing tipping
Rubber covered rollers protect the bottom of your boat when you take it in and out of the water, or on and off the trailer

NEW UNIQUE ALL METAL DESIGN

Requires a minimum of care or protection. Rollers can be removed from pivots readily for storage or from trailers after seating. Correct spacing and mounting eliminates the need of keel rollers.

Rollers are easy to supplied with two sets of brackets for use on wharves or trailers. Using one set of rollers to do both jobs. Trailer brackets are designed to fit practically all trailers.

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The "Sea Beaver" Family 27

8' 8" beam 18" draft 24 m.p.h.

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Canadian built PERKINS high speed, low weight and cost diesel engines. Over two and a half million horsepower produced for the world market last year.

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The Connecticut Boat Company Skimmer High performance —9, 12 & 14 footers at kit boat prices.

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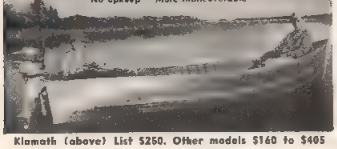

Klamath (above) List $250. Other models $160 to $405

For information, write

TRAILORBOAT ENGINEERING CO.
Dept. 70 923 Francisco Blvd. San Rafael, Calif.

WITH THE WINDJAMMERS

(Continued from page 316)

to allow the Lightnings and Snipes to crowd them out of the winter sailing limelight. The Comet Class Y.R.A. has set February 21-23 as the dates for the annual Mid-Winter Championship series and has stepped up the number of races to five from three. The Coconut Grove Sailing Club will sponsor the regatta. In addition to this fixture, Comets will accept invitations to compete in the Biscayne Bay Y.C. meeting February 27-28 and the Miami Y.C. regatta March 6-7.

The Canadian Yachting Association is looking forward with more than usual pleasure to next summer's racing since R. C. Stevenson, of Montreal, honorary president of the C.Y.A. received word that the British royal yacht would race in some of its events in 1954.

The C.Y.A. invited Queen Elizabeth II and the Duke of Edinburgh to enter their Dragon Class sloop Bluebottle in regattas at Montreal and Toronto, homes of two royal chartered yacht clubs. Her Majesty and her consort accepted and the yacht, which was a wedding present from the members of the Island Sailing Club at Cowes, is scheduled to try her speed on Lake St. Louis and Lake Ontario.

Middies Do Well Afloat

Navy may not be able to beat Army at football, but the Naval Academy dinghy sailors are pretty hot stuff with tiller, sheet and centerboard. The Midshipmen celebrated mid-November on the Severn by trimming ten other entrants in its annual Fall invitation regatta. The soon-to-be naval officers rolled up 138 points, nine more than the better of the two crews entered by George Washington. Princeton was third with 126, M.I.T. had 124 and the second G.W.U. boat scored 105. Then came Catholic U., 102; Cornell, 101; Brown, 98; U. S. Merchant Marine Academy, 92; Webb Institute, 87; Drexel, 86; Syracuse, 61.

The big Mid-Western college dinghy event, the seventh annual Mark Timme Angsten Memorial sailed at Belmont Harbor, Chicago, was dominated by two Eastern guests, George Washington and Harvard. The Colonials built up a big lead early in the 24-race series and the Cambridgians came on strongly toward the close.

A bit of bad racing luck in the very last race prevented Harvard from taking the prize. Jim Nathanson, Harvard's No. 1 skipper, had won the final race in the first division and moved his team up to within a point of George Washington. Then the second division started and it was up to Nathanson's teammate, Tim Brown. In a jam at one of the marks, Brown's boat hit the buoy so that was that.

George Washington's winning total was 205, Harvard had 197 for second and the University of Michigan, the best of the Mid-Western contenders, was third with 193.

Beetle Cats Looking Ahead

The New England Beetle Cat Boat Association, reviewing its 1953 campaign and looking ahead to 1954, has reason to feel very good about both past and future. The addition of the Point Independence Y.C. at Onset, Mass., and the Tahanto Y.C. at Pocasset, Mass., raised the association's membership to 23 clubs and there will be at least one addition next year when the newly established fleet at Wild Harbor Y.C., New Silver Beach, Mass., brings its 20 boats into the fold.

By adding a women's championship to the schedule last summer, the association increased its major inter-club events to three. As an experiment, Duxbury conducted a title series for distaff skippers. It was a complete success. Twelve crews entered and the prize went to a Bass River mother-and-daughter combination, Mrs. Frederick W. Horner and Miss Joan Sturgis.

The junior championship was terrific. Nineteen crews competed in three days of racing at Bass River on the Cape and the sailing was so keen that two crews tied for first

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TOYS & NOVELTIES September 1954 Volume 51, No. 9 Published monthly at 407 N Michigan Ave Chicago Ill., by the Toys and Novelties Publishing Co. with Editorial headquarters at this address Subscription price $3.00 per year in the United States, Mexico and South America, other countries, $10. Entered as second class matter August 15, 1940, at the post office at Chicago, Ill under the act of March 3, 1879

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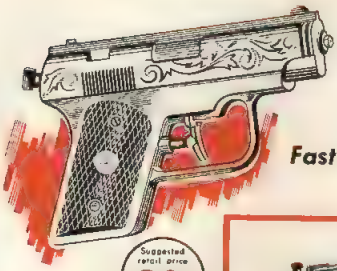
park plastics

Water Guns



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250 REPEATER

AUTOMATIC WATER GUN

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49¢

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350 REPEATER

AUTOMATIC WATER GUN

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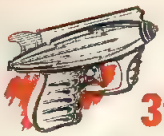

39¢

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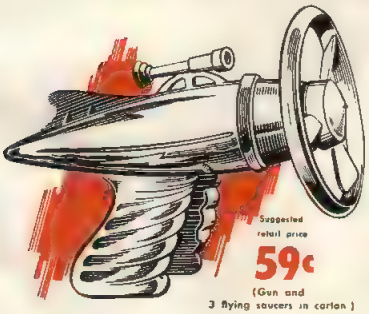
Actual size: 5½" long. Shoots 30-40 ft. 300 shots. Easy-to-clean brass nozzle. Visible water supply 3 brilliant colors: red, green, amber.

—AND DON'T FAIL TO CASH IN ON THIS TOP-SELLING SENSATION!



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(Gun and 3 flying saucers in carton)

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An unbeatable FOURSOME for all ages

New 1954 Finish

"Harold" #4 Smallfry

New 1954 Mechanism

New Guarantees

"Robert" #2A

"Bill" #M-1

"Cecil" 12-A Shoot-Rite

Here are the famous Parris TraineRifles and Pla-Guns made by the makers of more than 1,000,000 training rifles for the Army and Navy during World War II. Parris guns shoot corks hard and straight but will not break a light bulb. Safety plug prevents shooting dangerous objects. Cocking lever safet y device avoids pinched fingers. Clicker models, too. Improved manufacturing methods mean greater-than-ever value in Parris guns this year. You can't go wrong with this foursome for '54!

PARRIS

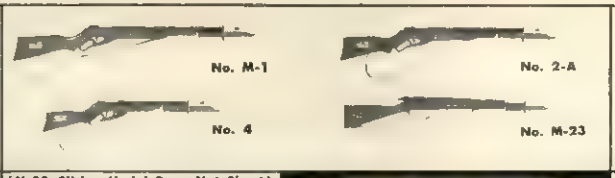
MANUFACTURING CO.

SAVANNAH, TENNESSEE

Home Of The National Catfish Derby

See Us At The Toy Fair—Room 629 Hotel New Yorker

GUARANTEED FOR A FULL YEAR



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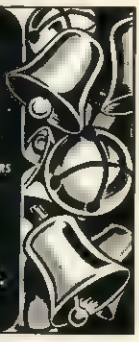

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"Cecil" 12-A Shoot-Rite

Here are the famous Parris TraineRifles and Pla-Guns made by the makers of more than 7,000,000 training rifles for the Army and Navy during World War II. Parris guns shoot corks hard and straight but will not break a light bulb. Safety plug prevents shooting dangerous objects. Cocking lever safet y device avoids pinched fingers. Clicker models, too. Improved manufacturing methods mean greater-than-ever value in Parris guns this year. You can't go wrong with this foursome for '54!

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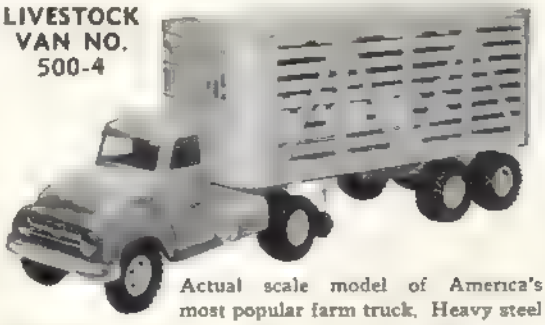

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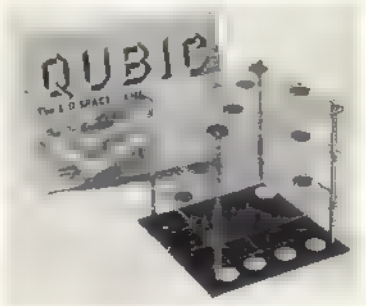

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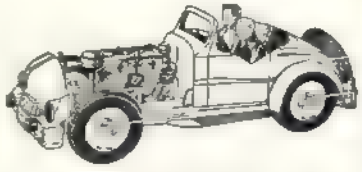

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LOOK to the "STARS" for your best-selling dolls . . . in all ranges to beat all competition.

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WALKERS . . . toddlers . . . vinyls etc., headlined by STAR's famous DOROTHY COLLINS DOLL . . . the hit of the toy fair. SEE THEM NOW!

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200 Fifth Ave., N. Y. (Room 207)

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surements. Mrs. Gladys Conners is in charge. It is her responsibility to train those under her in addressing and careful packing. Mr. Kemp transfers copies of the orders to her, together with the days. She streamlines the process for prompt shipment to keep costs at a minimum. Gift wrapping service is given when requested.

Mr. Kemp affirms that he is still testing. Varying promotions are used with the results carefully evaluated from the viewpoint of appeal to the mail order and/or telephone order customer. Should the seasonal item be promoted over basic stocks? The impulse type of toy has proven to have a less outstanding appeal than basic items.

Though Joslin's is an independent, it is a four department store operation covering Denver and suburbs. Its progressive attitude in mail order solicitations is raising its gross and its merchandising position in the Great Denver Area.

. . . Store Traffic

(*Continued from page* 140)

individual orders larger. Put bicycle accessories next to the bikes, for example. Shovels and buckets belong with sand boxes.

Don't make them squint or stoop. Eye-level displays are the easiest to see. What's out of the eye's natural path won't sell.

Do use a lot of light. The utility bill is a minor place to realize savings.

Don't build hazards that can jut out in the customer's way. Anything that conflicts with a smooth traffic flow retards sales.

. . . "Who Bought What?"

(*Continued from page* 141)

tells us something about every customer and helps us to show a personal interest in his hobby and achievements. For example, when a high school student enters, I can quickly locate his card in the file, note that he has entered several models in a school contest and ask him how he is coming along with the work. This sort of personal interest carries a lot of weight with all customers, particularly teen-agers, and the system has helped to make us many friends.

ANSWER THE CALL . . .
JOIN and SERVE!

The *Only* DOLLS That WALK UNAIDED
"WANDA"
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THE WALKING, TALKING AND SINGING DOLL
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GUARANTEED FOR A FULL YEAR

No. M-1

No. 2-A

No. 4

No. M-23

(M-23 Clicker Model Does Not Shoot)

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Any returns go direct to factory. Genuine wood stocks. Live rubber bayonets optional. Write for prices and discounts.

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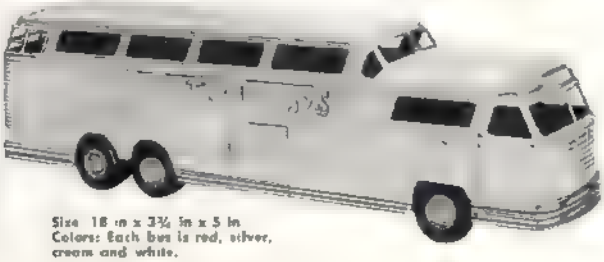

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New Toys on Parade

"Cuddle Bear" Bath Toy

A new item from ROBERT H. CLARK CO., 9330 Santa Monica Blvd., Beverly Hills, Calif., is expected to be successful in toy, cosmetic, and baby departments.

Cuddle Bear is blue, of soft plastic, and has chubby little features and a big wide grin. He contains eight ounces of concentrated bubble bath powder. Cuddle Bear is unbreakable and shatter-proof, and floats when empty, making a clever bath time toy.

Each Cuddle Bear retails for $1; 36 are packed to a carton.

"Lullaby-Lite" and "Music Mill"

Molded of pink and blue lucent styrene, this new product of DESIGN ASSOCIATES, 210 Fifth Ave., New York City, may be hung on a nursery wall or above a crib to send baby off to dreamland with a lullaby.

Lullaby-Lite is decorated with a gay colored Dutch girl and boy, and contains precision-made genuine Swiss music movement with clear tone, and a positive non-overwind mechanism, according to the company. It is supplied with a 6-foot cord and 7-watt bulb to light the nursery with a soft glow.

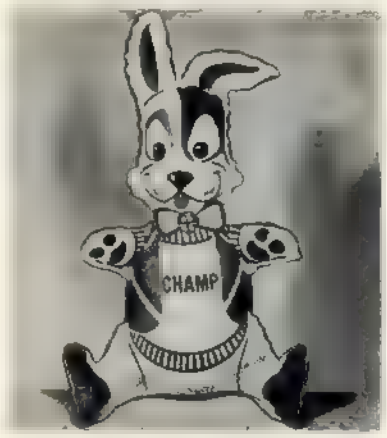
A pull of the cord starts the melody, and the arms of the mill revolve as the music plays. Packaged in a two-tone gift box, the 7½" high Lullaby-Lite retails for about $5.49.

Suggested retail price for the Lullaby Music Mill, the same item without the light, is $4.98.

"Sitting" Inflatable

Featured in the 1954 summer line of PLASTIC INNOVATIONS INC., 185 Riverdale Ave., Yonkers, N. Y., is a 21" tall sitting toy, with bow tie and bell attached. The toy sits easily because of pliable frame supports in its legs.

The toy, one of a number of plastic inflatables in the company's line, will retail for 98c.



New Ding Dong Books By Rand McNally & Co.

"Peek In," "Growing Things," and "My Goldfish," are the titles of three new stories in the Ding Dong School line published by RAND McNALLY & CO., P. O. Box 7600, Chicago 80. All three are authored by Dr. Frances R. Horwich, the "Miss Frances" of television fame, and by Reinald Werrenrath, Jr.

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Each book contains 28 pages, with illustrations in color, and each is priced at 25c.

"Twin Caroliers"

An engaging pair, boy and girl Twin Caroliers are made by GLOLITE CORP., 1017 W. Washington Blvd., Chicago 7, Ill., as part of the company's new line being introduced for Christmas 1954.

The No. 71 Twin Caroliers plaque is illuminated vinylite in full and faithful Yuletide colors, lighted by a 15-watt standard base lamp complete with cord and plug. The plaque measures 18" high by 12½" wide by 3½" deep. They are individually boxed in shipping cartons with six per carton weighing 12 pounds.

1954 Nasco Line

The 1954 line of Nasco dolls has something new added—dresses created by a European designer.

One style from the group manufactured by NASCO DOLL, INC., 85-89 Waterbury St., Brooklyn 6, N. Y., is a 21" walking girl doll, with Saran hair and a stylish dress with the "Continental touch."

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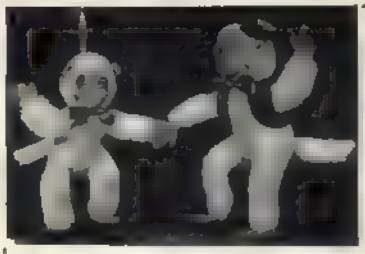

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MONKEY BUSINESS
Elka's Original Dancing Monkey, the biggest hit of '53—even bigger for 1954.

No. 1016 Monkey Doodle Retails $1.98
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These are only two of the ELKA ORIGINALS that have set the toy trade on fire. See this remarkable line in its entirety.
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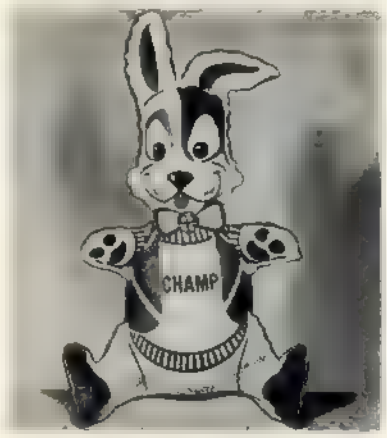

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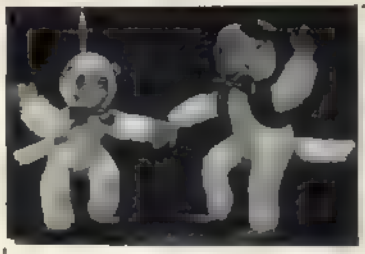

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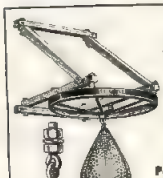

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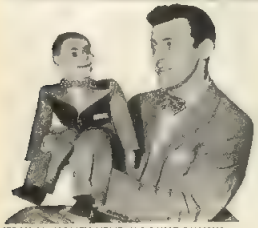

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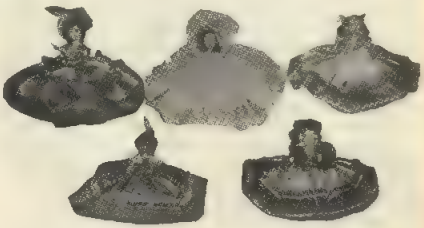
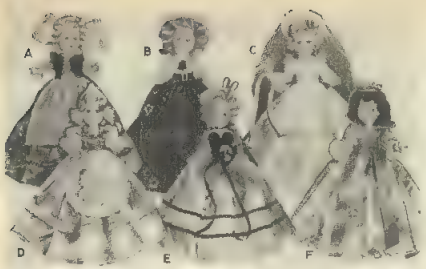
7667A435 ..... **Retail $6.49**

BOZO THE CLOWN Famous Capitol record's circus clown dressed in typical red costume familiar to million of children, copyrighted and design patented. Size 18" tall. Colorfully hand painted mask face
76264200 . . . . .**Retail $3.00**

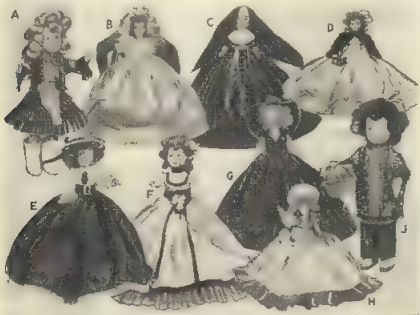


MINIATURE DRESSED DOLLS—An assortment of beautifully and colorfully dressed dolls with moving eyes and waved, natural-looking hair. Jointed arms and life-like painted faces. Average height 5½". Packed in acetate window display box.
7658M66—Minimum Sold—6 Pieces Assorted.....**Retail $1.00**



12 INCH TALL DONNA DOLLS—Fully jointed with moving eyes and life-like hair. Of unbreakable plastic, they are dressed in authentic costumes

(A) 76035A200—HOLLAND MAID ..... Retail $3.00
(B) 76039A200—GIBSON GIRL ..... Retail $3.00
(C) 76034A200—BRIDE ..... Retail $3.00
(D) 76037A200—CZECH BEAUTY ..... Retail $3.00
(E) 76036A200—JUNIOR MISS ..... Retail $3.00
(F) 76038A200—QUEEN ELIZABETH ..... Retail $3.00



8" DOLLS WITH AUTHENTIC COSTUMES—Similar to above only smaller

Minimum Sold—2 pcs. of any single number

(A) 76020M133—COWGIRL ..... Retail $2.00
(B) 76006M133—BRIDE DOLL ..... Retail $2.00
(C) 76019M133—NUN ..... Retail $2.00
(D) 76011M133—DEBUTANTE ..... Retail $2.00
(E) 76013M133—GIBSON GIRL ..... Retail $2.00
(F) 76007M133—MISS JUNIOR PROM ..... Retail $2.00
(G) 76017M133—LA VIE EN ROSE ..... Retail $2.00
(H) 76015M133—EASTER PARADE ..... Retail $2.00
(J) 76018M133—CHINA DOLL ..... Retail $2.00

HUGE PANDA BEAR—Here is a soft, cuddly, heavily stuffed bear in soft black and white plush. He will be the perfect companion for any child. 30" high, red tongue, moving eyes.

76102A365 } Retail
76102AK350—3 or more } $5.50

CUDDLY HONEY BEAR—What little child won't love this brown plush honey bear? He has a red tongue, moving eyes, 30" high.

76103A365 } Retail
76103AK350—3 or more } $5.50

LOVELY BRIDE DOLL Beautiful 14" all plastic standing doll, with moving glassine eyes and lashes, 2 vinyl hair curlers in Saran hair. Bridal ensemble is of white rayon taffeta, trimmed on skirt with lace. Ribbon streamer attached to waist. Crown of white rayon taffeta lace trimmed with net veil attached. Doll holds bouquet of flowers attached to hand with ribbon streamer

7659A400 . . . . Retail $5.95

SISTER BETTY DOLL—Here is a cute cuddly doll dressed in her nice, new blue-jean outfit, with a plaid blouse and matching turned-up cuffs, zipper closing pants, bright neckerchief. 30" tall.

76004A400 ..... Retail $5.95

76003A275—Sister Pat Doll—as above, only 25" tall . . Retail $3.95

76002A200 Sister Jean Doll—as above, only 21" tall. . Retail $3.00

ASSORTED PLASTIC ANIMALS—Cute animal dolls that are made of white polished plastic. Very appealing to the youngsters. Beautifully decorated in four colors. Hand screened design will not flake or wash off. Assortment includes circus pony, elephant, lamb, cat, donkey.

Minimum Sold—12 Pieces

7660M133 . . . . . Retail $2.00

CUDDLEY ANIMAL ASSORTMENT—Large cuddley dolls stuffed with foam rubber and covered with quality Cannon Mills Terry Cloth.

Minimum sold, 12 pieces assorted

76001M133 . . . . . Retail $2.00

Assortment as above, only smaller

76000M66 . . . . Retail $1.00

GUND PLUSH CUDDLE ASSORTMENT

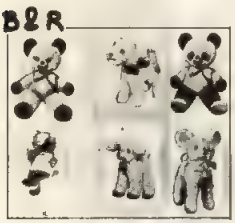
An appealing assortment of four plush cuddle toys, each with clamped-in moving eyes, ribbon around neck and 12" high. Consists of Cuddle Panda, Elephant, Monkey and Bear with vinyl nose

Minimum sold, 12 pieces assorted

76180M133 . . . Retail $2.00

SOFT DOLLS AND PUPPETS

BR-200 ASSORTMENT



CONTENTS: Two each of the following items:

NO. 242/9 TERRIER

Plush; stuffed firm enough to stand, sewed in eyes; embroidered nose and mouth; made of rayon plush in white with air brushed brown spots; finished with ribbon bow. 1 to box. Rushton Co.

NO. 460/12 BEAR

Soft stuffed cuddle two-tone plush honey bear, sewed in eyes; latex nose; made of delustered plush in brown and peach combination (pastels only by request); finished with satin bow. 1 to box. Rushton Co.

NO. 461/12 PANDA

Very soft stuffed, made of delustered plush; black and white combination, sewed in eyes with with felt shading; latex nose; finished with satin bow. 1 to box. Rushton Co.

NO. 638/12 CUDDLE CAT

Very soft stuffed; two-tone grey and white; styled in flexible position that can sit, lie or fold up. Handsewn-in eyes, embroidered nose, felt tongue. Finished with satin ribbon bow. 1 to box. Rushton Co.

NO. 716/9 FOUR LEGGED STANDING LAMB

Plush; black sewed in eyes, made in white and black of rayon plush; black hoofs; finished with wide satin ribbon bow. 1 to box. Rushton Co.

NO. 919/9 FAWN

Peach rayon plush, air brushed with shading and spots; sewed in eyes with felt lashes, embroidered nose; red felt tongue; finished with double bow, bell trimmed. 1 to box. Rushton Co.

NO. BR-200 ASSORTMENT Consists of 2 Each Of:

- No. 242/9 Terrier
- No. 460/12 Bear
- No. 461/12 Panda
- No. 638/12 Cuddle Cat
- No. 716/9 Four Legged Standing Lamb
- No. 919/9 Fawn

NO. BR-200 ASSORTMENT.....EACH $23.75
QUANTITY ORDERED _____

WC ASSORTMENT

CONTENTS: Three each of the following items:

NO. 615/12 FROSTY SNOWMAN

Made of delustered plush stuffed with foam rubber, which is washable. Designed like Bakery Shop Cookie with sewn-in pom-pom eyes similating raisins and cherry mouth. Finished with peppermint candy-like wool yarn bows around neck, arms and feet. 1 to polyethylene bag, tagged with item's name Rushton Co.

NO. 614/12 GINGERBREAD BOY

Made of delustered plush stuffed with foam rubber, washable. Designed like Bakery Shop Cookies with sewn in pompom eyes similating the raisin and cherry mouth and giving a perky expression. Finished with peppermint candy-like wool yarn bows around neck, arms and feet, with lollipop tam. 1 to polyethylene bag, tagged with item's name. Rushton Co.

NO. 616/12 BLUEBERRY BEAR

Designed like Bakery Shop Cookie. Stuffed with foam rubber. Has blue delustered plush pants, white plush above the waist with pink and white wool yarn bows. Black pom-pom eyes similating raisins. 1 to polyethylene bag, tagged with item's name. Rushton Co.

NO. 617/12 STRAWBERRY KITTEN

Made of delustered plush, stuffed with foam rubber, washable. Designed like Bakery Shop Cookies with black pom-pon eyes, nose and mouth similating raisins. Arms, skirt and ear linings out of pink delustered plush with white plush above the waist. Finished with peppermint candy-like wool yarn bows around neck, arms and feet. 1 to polyethylene bag, tagged with item's name. Rushton Co.

NO. WC ASSORTMENT Consists of three each of:

- No. 615/12 Frosty Snowman
- No. 614/12 Gingerbread Boy
- No. 616/12 Blueberry Bear
- No. 617/12 Strawberry Kitten

NO. WC ASSORTMENT.....EACH $ 23.75
QUANTITY ORDERED _____

CHUBBY TUBBY BEAR

Plush. The adorable, irresistible cuddly bear, soft stuffed; Voice; made of lustrous plush in two-tone combination of black and peach; large coquettish blue eyes, quaint little smiling mouth, expressively hand painted on vinyl face, hands and feet of vinyl, with sprayed shading; finished with large satin bow around neck. 1 to box. 6 to ctn., 10 lbs. approx. Rushton Co.
NO. 224/15.....EACH $ 4.98
QUANTITY ORDERED _____

"ZIPPY" BABY CHIMPANZEE

Exact reproduction of "Howdy Doody's" pal. Made of combination of black shaggy rayon plush and vinyl parts. Impish handpainted vinyl face, hands, ears and shoes. Costumed in bright red velveteen overalls and tee shirt. 1 to box. 6 to ctn., 9 lbs. Rushton Co.
NO. 624/15.....EACH $ 6.98
QUANTITY ORDERED _____

HOWDY DOODY TOY MARIONETTE
PETER PAN TOY MARIONETTE

An exact copy two-thirds the size of one shown on television. It has a movable mouth, dancing cowboy boots and every authentic costume detail. Patented one piece control ("Unitrol") brings the figure to life in the hands of the youngster. 2 doz. to ctn. Ship. wt. 27 lbs. Peter Puppet Playthings, Inc.
NO. 360..... .....EACH $ 3.49
QUANTITY ORDERED _____

Authentic replica of the leading name character of the Walt Disney motion picture "Peter Pan". Patented one piece control ("Unitrol") brings figure to life in the hands of the youngster. Peter Puppet Playthings, Inc.
NO. 375.....EACH $ 2.98
QUANTITY ORDERED _____

SOFT DOLLS

2109/30 BEAR TROPHY RUG
2127/30 LION TROPHY RUG

Toy trophy rug. Has plastic ring for hanging on wall. Made of plush; turnable head, vinyl face, moving eyes. Zipper pouch for personal possessions. Color: Brown. 22" long. 1 to box. Gund Mfg. Co.

NO. 2109/30 BEAR TROPHY RUG.....EACH $ 6.98
QUANTITY ORDERED _____

Toy trophy rug. Plastic ring for hanging on wall. Made of plush; turnable head, vinyl face. Zipper pouch for personal possessions. Color: Gold. 22" long. 1 to box. Gund Mfg. Co.

NO. 2127/30 LION TROPHY RUG.....EACH $ 6.98
QUANTITY ORDERED _____

F9009/20 BOOPSY BEAR - SANI-FOAM STUFFED

NOT ILLUSTRATED

Made of long-pile plush, Sani-Foam stuffed. Vinyl face, hands, feet; voicemaker in body, ribbon around neck. Colors: Brown, Gold. 12½" high. 1 to box. Gund Mfg. Co.

NO. F 9009/20 BOOPSY BEAR.....EACH $ 4.98
QUANTITY ORDERED _____

CUDDLY SMOKEY BEAR

Soft stuffed Smokey bear with vinyl face, plush body, head, arms and legs. Wears official Smokey hat, Smokey badge and buckle. Comes with shovel. 19". 1 to box. 1 doz. to ctn., 12 lbs. Ideal Toy Corp.

NO. 7561—19".....EACH $ 4.98
QUANTITY ORDERED _____

SLUMBER DOLL - MUSICAL

A pink plush slumber doll in a reclining position Has plastic sleeping face, yellow curls, ribbon around neck. Contains genuine Swiss music box in its body. 12½" long. Indiv. boxed. Gund Mfg. Co.

NO. MS128.....EACH $ 4.98
QUANTITY ORDERED _____

M 906 MUSICAL SITTING SPANIEL

Plush, clamped-in moving eyes, embroidered nose and mouth, protruding tongue, ribbon around neck. Body contains genuine Swiss Music Box. Color: Brown. 9" high. 1 to box. Gund Mfg. Co.

NO. M 906 MUSICAL SITTING SPANIEL..EACH $ 5.69
QUANTITY ORDERED _____

M 903 MUSICAL SLUMBER PUP

Plush; felt slumber-type eyes, embroidered nose and mouth, protruding tongue, ribbon around neck. Body contains genuine Swiss Music Box. Color: Apricot w/Brown Markings. 14" long. 1 to box. Gund Mfg. Co.

NO. M 903 MUSICAL SLUMBER PUP.....EACH $ 5.69
QUANTITY ORDERED _____

M 9928 MUSICAL DOLL

Slumbering doll. Vinyl face, golden yarn hair, plush head. Wears removable pajama, ribbon around neck. Body contains genuine Swiss music box. Color: Pink. 15" long. 1 to box. Gund Mfg.

NO. M 9928 MUSICAL DOLL.....EACH $ 6.69
QUANTITY ORDERED _____

M 3933 SITTING MUSICAL POODLE

Plush; realistic glass eyes, felt eyelashes, embroidered nose and mouth, protruding tongue, head, ears and feet of curly plush. Color. Grey, Coral. 11" high. 1 to box. Gund Mfg.

NO. M 3933 SITTING MUSICAL POODLE..EACH $ 6.69
QUANTITY ORDERED _____

M 1827 MUSICAL TROJAN HORSE

Standing plush horse. Felt eyes, ears and hooves. Wool yarn mane and tail, embroidered. Hooves tail and mane either Pink or Blue. Color. White. 10" high. 1 to box. Gund Mfg. Co.

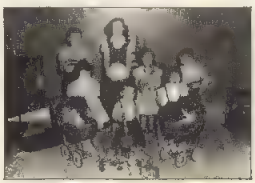
NO. M 1827 MUSICAL TROJAN HORSE....EACH $ 6.69
QUANTITY ORDERED _____

M 939 MUSICAL CUDDLE BEAR

Shaped arms and legs, clamped-in moving eyes, vinyl nose, ribbon around neck. Body contains genuine Swiss Music Box. Color: Brown w/Tan. 14" high. 1 to box. Gund Mfg. Co.

NO. M 939 MUSICAL CUDDLE BEAR.....EACH $ 6.69
QUANTITY ORDERED _____

THE McNAMEE ASSORTMENT



They run; they walk, they talk; full of life. Assorted—3 boys, 4 girls.

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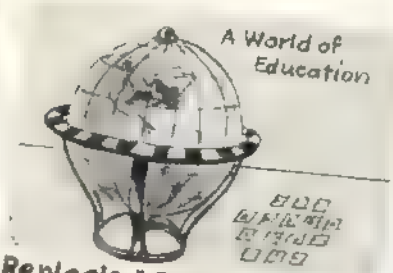
Give these TOP-FLIGHT TOYS

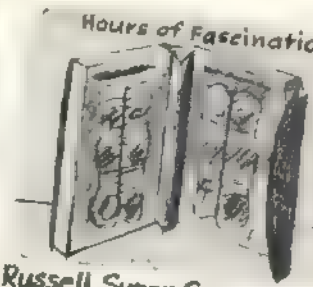
-that "the Youngest Set" loves to get!

Castelli Table and Chair Set



Replogle "Globe-grams"

Peter Puppet "Howdy Doody"



Russell Super Game Library

Nassau Folding Stroller

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RUSSELL SUPER LIBRARY OF GAMES

NASSAU FOLDING STROLLER

B & M FLOOR STRIKING BAG

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ROOM 1453

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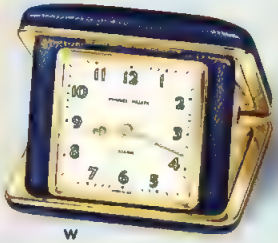
. . . distinguished travelling companions by Phinney-Walker

U

V



W

day in . . . day out dependability

U. 30-HOUR DESK TRAVEL CLOCK. (Non-Alarm.) On your desk, or in your suitcase this compact clock keeps time with precision accuracy. Luminous numerals, hands. Brown Pig, Blue, Maroon. 3⅜" x3⅜" x1⅜".
C212-320 Keystone **$8.80**
Retail **$6.45** Plus Tax

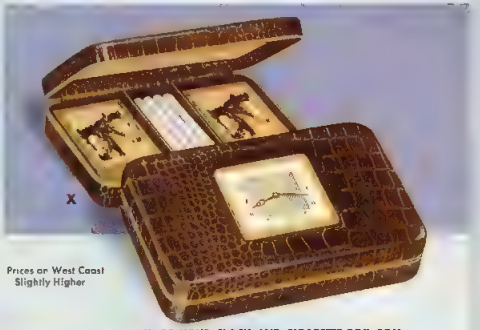
Slightly larger
C212-333 Keystone **$8.80**
Retail **$6.45** Plus Tax

V. 30-HOUR DESK OR TRAVEL ALARM. America's smallest travelling alarm clock! Yet as completely trustworthy as "Old Faithfull" Flips open for easy visibility on desk or dresser . . . snaps shut for extra protection on trips. Handsome simulated leather case is trimmed in bright, brass-finished metal. Luminous numerals and hands. Tan, Brown Alligator, or Maroon. 3⅜" x 3⅜" x 1⅜"
C212-322 Keystone **$11.52**
Retail **$8.95** Plus Tax

W. 30-HOUR DESK OR TRAVEL ALARM. Rugged to absorb the abuse of steady travelling. Luminous numerals and hands. Smooth corners can't catch fabrics. Simulated leather case. Available in Brown Pig, Blue or Green. 4⅜16" x 3⅜16" x 1⅜".
C212-321 Keystone **$11.52**
Retail **$8.95** Plus Tax

Phinney-Walker

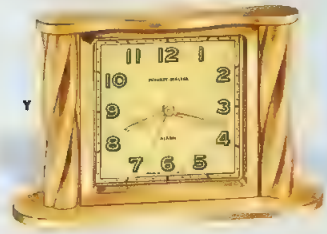
For many years the popular favorite with millions of clock users! These reliable Phinney-Walker models are . . . time-wise . . . style-wise . . . a great clock value! Always the acceptable gift!



X

Prices on West Coast Slightly Higher

Y. 30-HOUR GILT METAL BOUDOIR DESK ALARM. The splendor of gleaming metal fashioned into flowing lines of sheer loveliness! A wonderfully versatile clock enchanting in your home or dignified and businesslike on your desk. Graceful numerals and smartly styled hands are luminous. Gilt color dial harmonizes with the gilt metal case. Size- 3⅛" x 5⅛" x 1⅜".
C212-324 Keystone **$16.22**
Retail **$12.95** Plus Tax



Y

Z

X. 30-HOUR CLOCK AND CIGARETTE BOX COMBINATION. A practical and handsome desk accessory that's distinctive y different a complement to your coffee table or a gift that will be long remembered. Brown Alligator simulated leather case enhances the attractiveness of the reliable clock. Gilt hands and numerals Overall size: 1¾" x 6" x 4½".
C212-325 Keystone **$12.42** Retail **$9.95** Plus Tax

Z. 30-HOUR GILT METAL BOUDOIR DESK ALARM. The clean simplicity of the design adds a distinguished note of elegance to this compact timepiece. Gilt metal with harmon zing gilt co or d al Luminous numerals and hands. 3" x 3⅛" x 1⅜"
C212-323 Keystone **$11.52** Retail **$8.95** Plus Tax

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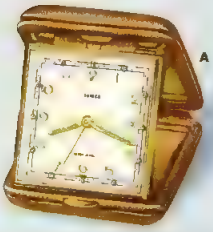
however you go . . . wherever you stay

semca clocks

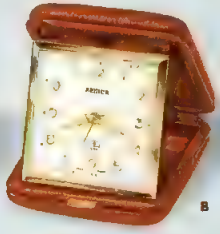
are the last word in travel timepieces

So compactly fashioned that they fold to fit a pocket or a purse . . . So reliable that you'll set your watch by them . . . SEMCA clocks are nevertheless masterpieces of superb design . . . accurate, precision timekeepers that grace the beauty of your home or office.

SEMCA has been awarded the exclusive Fashion Academy Medallion for superiority in styling.



A



B

C

A. 30-HOUR 7-JEWEL TRAVEL ALARM CLOCK. Built to take the hard knocks of travelling, this rugged timepiece is covered with husky, handsome leather, has raised gilt numerals and luminous hands and hour dots. 3½" x 2⅞" x 1¼". Tan, Blue and Red Specify Color.
C212-326 Keystone **$12.20**
Retail **$9.95** Plus Tax

B. 8-DAY 7-JEWEL TRAVEL ALARM CLOCK. A trustworthy timekeeper that's sure to awaken you for that important appointment! Single winding triggers alarm — Keeps leather cased clock functioning accurately for 192 hours. Raised gilt figures, luminous hands and hour dots. 3¼" x 2⅞" x1¼". Pigskin, Red, Green, Specify Color.
C212-327 Keystone **$20.80**
Retail **$16.95** Plus Tax

C. 8-DAY 7-JEWEL TRAVEL ALARM CLOCK. Equally at home on the road or in your bedroom! In a can't scuff case of simulated leather. Luminous numerals and hands so you don't have to turn on the light to see what time it is. Single key winds both time and alarm. A wonderful gift for that lad or lass who's off to college! This silent performer measures only 3⅝" x 3⅝" x 1⅝". An assortment of colors: Blue, Brown Pigskin, Brown Alligator. Specify Color
C212-328 Keystone **$19.20**
Retail **$14.95** Plus Tax

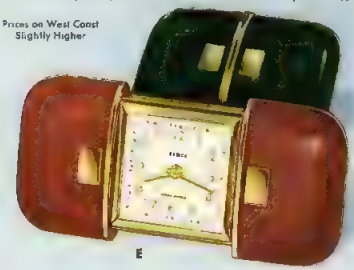
semca *Royal Convertibles*

FOR HER

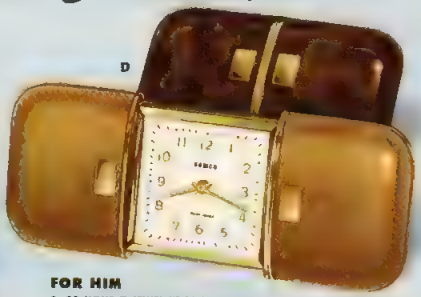
E. 30-HOUR 7-JEWEL "ROYAL CONVERTIBLE" ALARM CLOCK. As delicately feminine in styling as it is reliably accurate in timekeeping! Slides open for active duty on desk or boudoir table . . . closes for compact, carefree, trouble-free transportation. Finished in rich genuine leather—trimmed in strikingly attractive gilt metal. Raised gilt numerals, graceful hour dots and hands are luminous for easy reading at night. Closed: 3⅞"x2⅜"x1⅛" Opens to 5⅛"x2⅜"x1⅛". In Pigskin, Blue or Red. Specify Color.
C212-331 Keystone **$24.96**
Retail **$19.95** Plus Tax

Same as above, except enamel finish in Brown or Green Tortoise.
C212-332 Keystone **$24.96**
Retail **$19.95** Plus Tax

Prices on West Coast Slightly Higher



E



D

FOR HIM

D. 30-HOUR 7-JEWEL "ROYAL CONVERTIBLE" ALARM CLOCK. For the executive or the college student—and *particularly* for the man who travels extensively. Sleekly streamlined with no rough corners to tear pockets, this ultra modern timepiece is only slightly larger than a pack of cigarettes when closed! Metal case is finished in gilt-trimmed genuine leather. Dial has raised gilt numerals, luminous hour dots and hands. Closed: 4½"x2½"x1⅛" Open: 6⅝"x2½"x1⅛". Blue, Pig, or Red. Specify Color.
C212-329 Keystone **$24.96**
Retail **$19.95** Plus Tax

Same as above, except enamel finish in Brown or Green Tortoise colors.
C212-330 Keystone **$24.96**
Retail **$19.95** Plus Tax

For '54 ... NEW LINE ... NEW DEALS! See Us at the Toy Fair

BLOCK CITY*

CONSTRUCTION TOYS

The Build-Up That Never Lets Up!

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Scale Model Construction Sets

NOW! All packed in

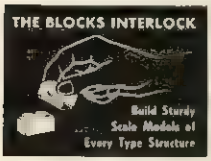
Brick Town
For Advanced Junior Builders

Colorful, Sell-Easy

PRE-SCHOOL
BUILDING BLOCKS
for Boys and Girls from 2 to 6.

Sealed Tubes!

DECEMBER clinched a "skyscraper" year for our famous building blocks. But there will be no after-Christmas cutbacks in the production of America's fastest-selling plastic construction sets. Because parents keep on buying these unique building kits—birthday, holiday, every day!



So order now for *immediate delivery! Stock* the blocks, *display* the blocks, *promote* the blocks... the cradle-to-college line that will keep on building healthy, year-round traffic and profits for you. *7 different sets, retail $1.95 to $15.*

*Trade Mark

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Van Buren 6-6637

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COMPLETE 2-UNIT
TELEPHONE SET

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PLAY

OFFICE

Recessed Finger Grip for Carrying

INTER-COM TELEPHONE

FOR ECONOMY AND SERVICE

- ★ **Light Weight Black Plastic**
- ★ **Talks Like a Standard Telephone**
- ★ **3/4 size Standard Desk Type Phone**
- ★ **Each Set Custombilt — Guaranteed**
- ★ **Sturdy Tested Construction**

TWO COMPLETE TELEPHONES with 50 ft. two conductor wire, ready for operation, except batteries.

Uses 6 volt dry cell battery on each phone. For greater distance and maximum use, increase the battery capacity. Use 2 3-volt or 4 1½-volt for each phone. Packed: 1 set to a box. 1 doz. to master carton. Weight 36 lbs. per carton. F.O.B., Midvale, N. J.

For a distance not over 50 ft. use flashlight batteries.

This Inter-com Set may be used ANY PLACE a real telephone can be used. ECONOMICAL and SERVICEABLE. Simple to hook up — complete instructions with each set.

PLAYMORE, INC.

200 Fifth Avenue

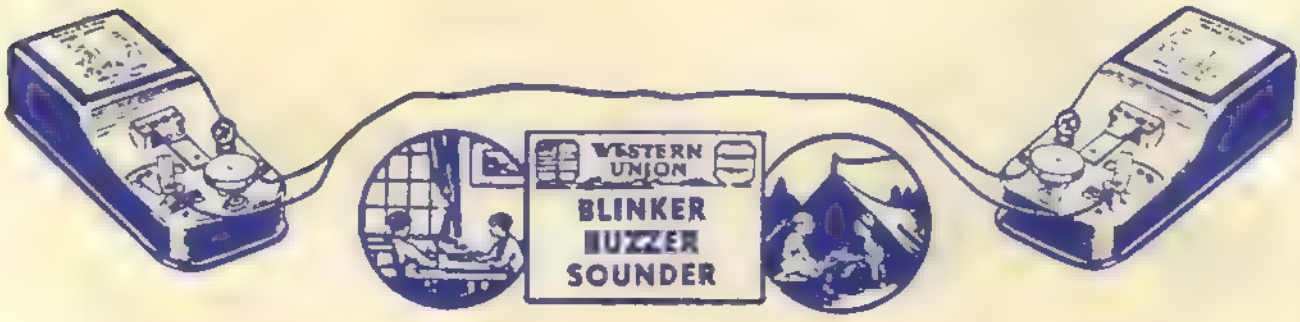
New York 10, New York

"WESTERN UNION"

NEW AND IMPROVED

Standard

Radio-Telegraph Signal Set



3 Types of Apparatus in 1

IT BUZZES! *As Used in Wireless*

IT FLASHES! *As Used in Night Signalling*

IT CLICKS! *As Used in Telegraphic Transmission*

MADE OF DURABLE HIGH IMPACT PLASTIC, COMPLETE WITH WIRE AND BATTERIES

PLAYMORE, INC.

200 FIFTH AVENUE • NEW YORK 10, N. Y.

COMPLETE 2-UNIT
TELEPHONE SET

For

HOME

PLAY

OFFICE

Recessed Finger Grip for Carrying

INTER-COM TELEPHONE

FOR ECONOMY AND SERVICE

- ★ **Light Weight Black Plastic**
- ★ **Talks Like a Standard Telephone**
- ★ **3/4 size Standard Desk Type Phone**
- ★ **Each Set Custombilt — Guaranteed**
- ★ **Sturdy Tested Construction**

TWO COMPLETE TELEPHONES with 50 ft. two conductor wire, ready for operation, except batteries.

Uses 6 volt dry cell battery on each phone. For greater distance and maximum use, increase the battery capacity. Use 2 3-volt or 4 1½-volt for each phone. Packed: 1 set to a box. 1 doz. to master carton. Weight 36 lbs. per carton. F.O.B., Midvale, N. J.

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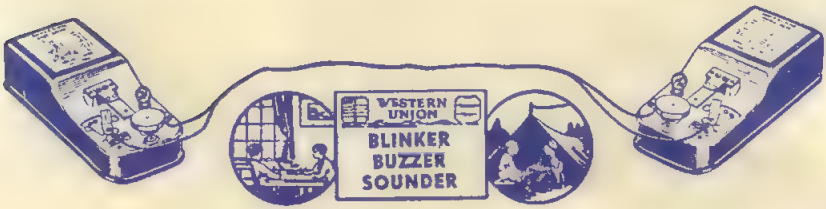

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PLAYMORE, INC.

200 FIFTH AVENUE • NEW YORK 10, N. Y.

New Toy Review of 1954

Silloo Oil Painting Set

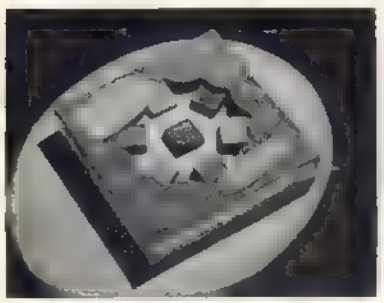
A new development of the SILLOO ART CO., Herkimer, N. Y., is the Silloo Oil Painting Set. Not a numbered set, Silloo is based on a new silhouette method that any beginner can use to produce artistically finished oil paintings. It uses the color and-form pattern, emphasizing beauty and meaning of design.

Silloo Oil Painting sets include a 12" by 16" art subject; color-mass charts for add ing three-dimensional depth and move-ment; pre-mixed oil paints; artist's brush, mat for framing; and easily-followed in-structions. The sets retail for $2.98.

The Silloo company has announced the availability of promotional material — a finished painting for display, an 11" by 34" banner in full color, and point-of-sale hand-out folders—with each initial order of the set.

"Seafoam Blocks"

NATIONAL PLAYTHINGS, New Bedford, Mass., has brought out this year a foam



rubber picture blocks package called "Sea foam Blocks." This item contains seven picture blocks with 24 different pictures in soft, safe and colorful pure foam rubber. They can be thrown, squeezed, banged, stepped on, floated and washed. The set illustrated retails for $1. Sales representa-tive for National Playthings in the Fifth Avenue Building, New York, is George Wallach

Toy Figures . . . Detachable Equipment

Something different in the way of toy figures—oversize unbreakable plastic fig

Play Bride Set

The Play Bride Set, made by WELDED PLASTICS CORP., 1907 Park Ave., New York City, includes all of the acces-sories necessary for the little girl to play at being a bride It includes a waist length nylon veil, a tuck comb, bridal wreath, bridal bouquet, simulated pearl necklace, 14 karat gold plated wedding ring and instructions on how to con-duct a mock wedding. It is packed in a four color box and the suggested retail price is $1.98.

ures with an assortment of detachable equipment and accessories — is being offered in a complete line by PRODUCT ENGINEERING COMPANY, 4707 S.E. 17th Avenue, Portland 2, Oregon. Cowboys, Indians, combat soldiers, a complete family of little women, all are offered individually carded in sturdy cellophane bags or at-tractively boxed in sets of four.

The hats guns, belts, spurs, capes and other equipment can be interchanged be tween figures, providing hours of creative fun for youngsters.

Additional play value is contained in new paint set versions of the boxed figures which give youngsters opportunity to paint the figures in bright, lifelike colors. Carded figures retail for 29¢ each, boxed sets for $1, and paint kit boxes for $1 29

Stallion .38 Cap Pistol

The Stallion .38 cap pistol of NICHOLS INDUSTRIES, Pasadena, Texas, was intro-duced to the toy trade at the March 1954 Toy Fair. It is modeled after its big brother, the Stallion .45, to combine a popular low price with authentic cartridge loading de-sign. Slightly smaller than the .45, it has an imitation black bone handle and is chromium plated. Working mechanism is engineered to give maximum life and dura-bility. Cartridge loading design makes a real six shooter out of the toy. Six little cartridges may be inserted into the revolv-ing cylinder and a cap may be inserted in each cartridge so that when fired, smoke comes out of the barrel.

BADGES for Police and Fire Departments

CAP DEVICES
For Uniformed Officers and Men
ILLUSTRATIONS ARE ACTUAL SIZES

No. B154 N.P. Nickel Plated Each... $ 7.50
No. B154 G.P. Gold Plated. Each 15.00

No. B263 N.P. Nickel Plated. Each. $ 6.80
No. B263 G.P. Gold Plated Each..... 14.00

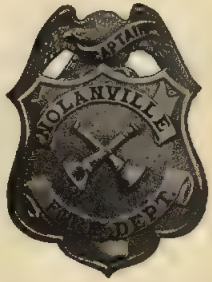
With Number Only
No. B285 N.P. Nickel Plated Each. $ 6.80
No. B285 G.P. Gold Plated. Each ... 14.00

No. B150 N.P. Nickel Plated. Each. . $4.50

No. B147 N.P. Nickel Plated. Each.... $4.50

With Number and Title
No. B275 N.P. Nickel Plated Each $ 7.50
No. B275 G.P. Gold Plated. Each 15.00

With Number and Title
No. B254 N.P. Nickel Plated. Each....$ 5.30
No. B254 G.P. Gold Plated. Each..... 12.00



No. B194 N.P. Nickel Plated. Each.... $7.50
No. B194 G.P. Gold Plated. Each..... 15.00

No. B296 N.P. Nickel Plated Each... $ 7.50
No. B296 G.P. Gold Plated. Each 15.00

PRICES SUBJECT TO CHANGE WITHOUT NOTICE—PRICES SUBJECT TO REGULAR CATALOG DISCOUNT

Ice Tub and Beverage Dispensers

POOLE ICE TUB
No. H-2174-1. Ice Tub $33.00
Sells for $27.50
Silver Plated on Copper. Has a guaranteed unbreakable liner. Keeps ice for periods up to 10 hours. Keeps liquids hot for 3-hours. Lion Head Handles and Gadroon Border

POOLE COCKTAIL SHAKER
No. H-2174-2. Cocktail Shaker **$24.00**
Sells for $20.00
Silver Plate on Nickel Silver. Gadroon Border. Capacity 2-Quarts.

CROMWELL-COCKTAIL SET
No. H2174-3. 8-Piece cocktail set $31.00
A Beautiful designed Set, all chrome plated. Capacity of shaker 3½ pints. Consists of shaker—8 goblets and Tray.

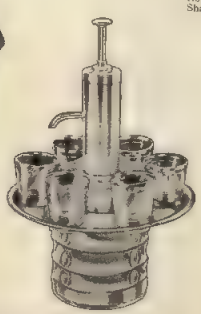
No. H2174-4. Cocktail Set $19.40
Chrome plated 8 piece Cocktail Set consisting of 2-Quart (approximately) Cocktail shaker with "Vacumatic" type cover closure and screw cap spout with six matching 3-oz. Stem Goblets and serving tray 18½"x12". The shaker and cups are fluted design, red catalin handles.

No. H2174-5. Ice Tongs. . . . $2.76
Sells for $2.30
Silver Plated on Nickel Silver 5½" Long

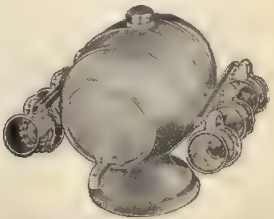
No. H2174-6. Cocktail Set. $22.00
Chrome Plated 8-Piece Cocktail Set Consisting of 2-Quart (approximately) Cocktail Shaker with "Vacumatic" type Cover Closure and screw Cap Spout with six Ruby Topped Goblets (screw in Type) and 18½"x12" Tray with Design Shaker has Red Catalin Handles.

No. H-2174-7. Siphon Service. . . . $16.70
Chrome Plated ("Bowling Ball Style") Siphon Service with Simulated Hand Cut glass Decanter, and six 24K. Gold Rimmed, ice based Glasses. Decanter in PUMP complete with Revolving Tray Chrome plated are set within the ("Bowling Ball") shell. The cover has a Bowling Motif Handle. Capacity one Quart. Height 13". Gentle Smooth Siphon action permits even flow of beverage from spout into glasses.

Insulated Ice Bucket
No. H2174-10. Ice Bucket $11.20
Double Aluminum ware and lid completely Insulated with Fiber Glass sold Aluminum Handles. Embossed Hammered design. Diameter 9½", Height 8".



No. H2174-8. Pump Set $6.90
Chrome Plated Siphon pump Set with simulated Cut Glass Bottle, and Six 24 Kt. Gold Rimmed thick Based Glasses, on revolving Chrome Tray with holes for Glasses. Capacity one Quart. Height 11".



No. H-2174-9. Decanter Set $11.00
Chrome Plated Horizonta. Barrel shape Decanter Set with six Handled Glass Mugs on Chrome Plated Side Rails. Dripless spout. Capacity one Quart. Height 7"—Width 7".

PRICES SUBJECT TO CHANGE WITHOUT NOTICE

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Porsalana Bouquets . . . bloom in beauty all year long!

Beautiful flowers . . . so life-like, you'd think they were freshly picked in the garden! Actually, they're Porsalana, that marvelous composition that looks like porcelain . . . is practically unbreakable . . . and is refreshed to "brand new" by just a dip in cool water. Delightful on dinner table, console, mantel or TV . . . a wonderful memorable gift.

Ⓔ **Imported Italian Pottery Bowl** holds a profusion of realistic roses, asters, hibiscus, sprays of gladiolas and shafts of larkspur. Bowl and flowers measure 12¾x18" wide overall.

471-599 B865 Porsalana Flowers in 7" Pottery Bowl . . . **$12.95**

Ⓒ **Saucy White French Poodle** pulls a cart full of lovely Porsalana lilies of the valley, pink and white roses. Poodle and cart are imported Italian pottery. Overall size with flowers: 12x11" high.

471-615 B525 Porsalana Flowers, Pottery Poodle and Cart **$7.75**

Glazed Fish and Bowl

Ⓚ **EXQUISITE CALIFORNIA POTTERY CENTERPIECE**

Perfectly lovely together--the graceful, lyrical forms of fish frolicing in a wave centered on the fluid-form seashell bowl! Use fish alone; the bowl with fruit or blossoms. 15x9x2" bowl; fish 5½x10½.

471-633 B350 Chartreuse; 2-piece Set **$5.00**
471-631 B350 Forest Green; 2-piece Set **5.00**

Ⓕ **Hand Painted Highly Glazed Italian Pottery Bowl** . . perfect setting for the Porsalana bouquet of real-as-nature blossoms--roses, hibiscus, cosmos, larkspur.

471-607 B700 Overall size with flowers: 9¾x18" wide . . **$10.50**

Ⓗ **Lovely Oval Bowl of Hand Painted Italian Pottery** overflowing with pretty Porsalana garden flowers--roses, hibiscus, cosmos, sweet peas, violets in a profusion of lovely colors.

471-573 B435 Overall size: 12x18" wide **$6.50**

Wax Fruit

Ⓛ **DECORATIVE FRUIT . . . a colorful centerpiece**

Luscious grapes, golden pears . . . a mouth-watering assortment of waxen fruits that look natural enough to nibble! They'll add vivid splashes of color to the fruit bowl, make an appealing centerpiece for your table. Because they're waxen, they clean in a wink!

473-322 B200 Decorative Fruit. Assortment of twelve . . . **$3.00**

(A) PREACHER ROE MODEL. Here is a four-finger fielder's glove for all future major leaguers. Made of sturdy tan glove cowhide with a half leather lining. Some of the features of this model are streamlined fingers, welted palm and thumb, finger-tip lacing, jute felt pad and vinyl plastic binding. Weight 2½ lbs.
20-5409-330. . . . . . Retail **4.95**

(B) PHIL RIZZUTO MODEL. An exact duplicate of the glove used by popular Phil Rizzuto, sensational Yankee shortstop. Designed for sure-fire fielding. Selected full-oil cowhide in larger "big league" size. Flat leather binding. Regular back with wide wrist strap. Felt welted for comfort. Full closed web trap. Wt. 2½ lbs.
20-5410-645 R.H. Player. Retail **8.65**

(C) TED WILLIAMS PACESETTER. Four-finger fielder's glove made of quality cowhide. Large size with laced wrist, leather finger tip lacing and full welted seams. Features which add to its value are the felt pad with hand formed heel, roll style binding, full leather lining and greased pocket. Wt. 2½ lbs.
20-5411-500 R.H. Player. . . . . Retail **7.50**

(D) TED LEPCIO MODEL. Made of tan glove cowhide. This five-finger glove has top quality features—finger-tip lacing and streamlined fingers. Fully lined with leather. Felt padding, stuffed heel, laced wrist, welded seams and vinyl plastic binding. Wt. 2½ lbs.
20-5412-430 R.H. Player Retail **6.45**
20-5413-430 L.H. Player. Retail **6.45**

(E) VERN STEPHENS PROFESSIONAL. Five-finger model. Constructed of high grade tan cowhide with full lining. Has laced wrist, greased pocket, wool felt pad with hand formed heel and roll leather binding. Leather laced palm and finger tip lacing. Wt. 2½ lbs.
20-5414-1395 R.H. Player . . Retail **18.50**
20-5415-1395 L.H. Player. . . . . Retail **18.50**

(F) HANK SAUER MODEL. Large size 5 finger model. Made of tan glove cowhide. Wool felt pad with hand formed heel. Roll leather binding, full lining, grease set pocket and laced wrist. Streamlined back fingers and leather finger-tip lacing Fully oiled. Wt. 2¼ lbs.
20-5416-925 R.H. Player . . . . . Retail **12.75**
20-5417-925 L.H. Player. . . . . Retail **12.75**

(G) OFFICIAL LEAGUE BALL. Made to exact major league specifications. Cushion cork center wound with fine yarn. Horsehide cover.
20-5425-228 Wt. 6 oz. . Retail **3.10**

(H) OFFICIAL AMERICAN LEAGUE BASEBALL. Used in All-Star, World Series and American League games. Cushioned cork center, wound with fine yarns. Alum-tanned leather cover. Double hand-stitched.
20-5426-244 Wt. 6 oz. . Retail **3.25**

(J) OFFICIAL LITTLE LEAGUE BALL. Approved by Little League Baseball.
20-5427-150 Wt. 6 oz. . . . . Retail **2.25**

BOB FELLER FIRE BALL. (Not illustrated) Wt. 6 oz
20-5428-78 Retail **1.28**

(K) 12" OFFICIAL SOFTBALL. Kapok center. Double hand-stitched cover.
20-5429-294 Wt. ½ lb. . . . Retail **4.00**

12" SOFTBALL. (Not illustrated). Official Regulation ball.
20-5430-228 Wt. ½ lb.. . Retail **3.35**

12" CHAMP SOFTBALL. (Not illustrated). Used by champs everywhere.
20-5431-78 Wt. ½ lb.. . . . . Retail **1.25**

(L) OFFICIAL TOP NOTCH SOFTBALL BAT. Brown hickory bat, white grip.
20-5432-163 Wt. 2 lbs.. . . . . Retail **2.55**

OFFICIAL SOFTBALL BAT. (Not illustrated). Brown finish, tape grip
20-5433-109 Wt. 2 lbs.. . . . . Retail **1.65**

(M) PROFESSIONAL MODEL. Autographed league bat. Natural finish.
20-5434-231 Wt. 2½ lbs.. . . . . Retail **3.45**

(N) COLLEGIATE MODEL. Autographed by famous stars. Natural finish
20-5435-231 Wt. 2½ lbs.. . . . . Retail **3.45**

(P) FAMOUS PLAYER PROFESSIONAL MODEL. White ash, natural finish.
20-5436-221 Wt. 2 lbs.. . . . . Retail **3.88**

FAMOUS PLAYER MODEL. (Not illustrated). Made of durable white ash.
20-5437-164 Wt. 2 lbs.. . . . . Retail **2.55**

(R) OFFICIAL LITTLE LEAGUE BAT. Approved by Little League Baseball, Inc. Maximum circumference 2¼". White ash with natural finish.
20-5438-210 Wt. 1½ lbs.. . . . . Retail **2.75**

WILSON BIG LEAGUE BAT. (Not illus.). Constructed of selected woods.
20-5439-89 Wt. 2 lbs.. . . . . Retail **1.37**

MISCELLANEOUS GAMES

U-DRIVE-IT WITH MAGI-CONTROL STEERING.

Emphasizes safe driving. All steel, 18½"x8½"x 3½" with 36" of movable super-hiway panorama. Complete with horn and dashboard. 1 to display ctn. 6 to shipper, 13 lbs Northwestern Prod.
NO. 501.....EACH $ 2.98
QUANTITY ORDERED _____

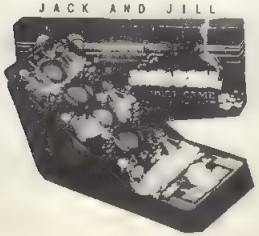
TRIPOLEY DELUXE

For teen agers and adults, for 2 to 9 players. Vinyl table cover 27" x 27" in box 10½" x 13½" x 1½". 1 doz to ctn , 12 lbs. Cadaco-Ellis.
NO. 111.....EACH $ 1.98
QUANTITY ORDERED _____

LITTLE BLACK SAMBO

For ages 5 to 10 years. For 2, 3, 4 players. Simple rules, imaginative play. Folding game board, 4 wooden pawns and spinner in full-color box 10"x20"x1½". 1 dz. to ctn., 20 lbs. Cadaco-Ellis.
NO. 181.....EACH $ 1.98
QUANTITY ORDERED _____

JACK AND JILL



HIGGLY-PIGGLY

For ages 5 to 10 years, for 2 to 6 players. Self-contained playing field with spinner, 40 plastic pieces, 8 wooden pegs, 6 tally tracks, 6 peg boards, in display box 12¾" x 17½" x 1¾". 1 doz. to ctn., 18 lbs Cadaco-Ellis.
NO. 203.....EACH $ 2.49
QUANTITY ORDERED _____

OLD MOTHER HUBBARD

For ages 6 to 10 years. For 2 to 4 players. Colorful peg-board dramatizes the famous nursery rhyme. Peg-board with self-contained spinner, 16 pegs, in box 10½"x13½"x1½". 1 dz. to ctn., 11 lbs. Cadaco-Ellis.
NO. 206.....EACH $ 0.98
QUANTITY ORDERED _____

GOLDILOCKS

For ages 6 to 10 years. For 2, 3, 4 players. Pictorial peg-board, Goldilocks spinner, peg-tally with 20 wood pegs in box 10"x20"x1½". 1 dz. to ctn., 15 lbs. Cadaco-Ellis.
NO. 209.....EACH $ 1.98
QUANTITY ORDERED _____

For ages 4 to 10 years. For 1 or more players. Safe target game in younger age range. Mechanical lever tosses the celluloid ball into numbered target holes. Set-up inclined target, celluloid ball in gay display box 17½"x6¼"x2". 1 dz. to ctn., 12 lbs. Cadaco-Ellis.
NO. 189.....EACH $ 1.25
QUANTITY ORDERED _____

BOOK-HOUSE OF GAMES

Includesold favorites such as Old Maid, Animal Rummy and Crossword Letter Games and modern favorites such as Howdy Doody, Flags of United Nations and Cross Numbers. 17 games in 12 volumes. Directions in each box. Size 6"x8"x2". 1 dz. to ctn., 16 lbs. Russell Mfg. Co.
NO. 154.....EACH $ 1.98
QUANTITY ORDERED _____

HOWDY DOODY'S ELECTRIC DOODLER

Assorted activity games, quizzes, mazes (Masquerade Party, Election Day, Blue Moon Ceremony, Gold Rush, Puzzle Pictures and others). Size 9"x13½"x2". 3dz. to ctn., 26 lbs. Harett-Gilmar.
NO. 615.....EACH $ 0.98
QUANTITY ORDERED _____

WIRY DAN'S ADVENTURES OF PINOCCHIO

Electric game Based on the original story by Carlo Collodi. 9"x13½"x2". Bulb and battery easily replaced. 3 dz. to ctn., 26 lbs Harett-Gilmar, Inc.
NO. 619.....EACH $ 0.98
QUANTITY ORDERED _____

HOWDY DOODY'S ELECTRIC CARNIVAL GAME

Howdy Doody and his whole gang. Light Clarabell's nose. Easy to play for the very young. Large size, full color. 9"x13½"x2". 3 dz. to ctn., 26 lbs. Harett-Gilmar, Inc.
NO. 621.....EACH $ 0.98
QUANTITY ORDERED _____

MISCELLANEOUS GAMES

"VEDA, THE MAGIC ANSWER MAN"

Features 8 different multi-color quiz cards, packaged in box, 16½"x10⅝"x1½". 2 dz. to ctn., 28 lbs. Pressman Toy Corp

NO. 1523.....EACH $ 1.59

QUANTITY ORDERED _____

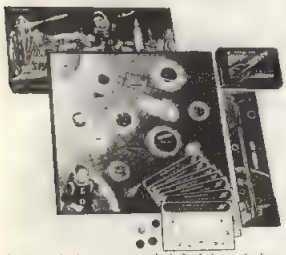
"PETER PAN" — A GAME OF ADVENTURE

Contains 14¾" x 14¾" playing board; 4 playing markers, Tinker Bell magic spinner; 8 adventure-travel cards; instructions. Playing implements packed in individual box. 1 game to box. 2 dz. to ctn., 28 lbs. Transogram Co., Inc

NO. 860).....EACH $ 0.98

QUANTITY ORDERED _____

STEVE SCOTT SPACE SCOUT GAME



Contains lithographed and varnished cloth-hinged playing board 14¾" x 14¾", 4 playing counters; rocket speed indicator with spring action; 8 secret mission travel cards; instructions. Playing implements packed in individual box; 1 game to box. 2 dz. to ctn., 28 lbs. Transogram Co., Inc.

NO. 3811).....EACH $ 0.98

QUANTITY ORDERED _____

"PRINCE VALIANT" A GAME OF VALOR

Contains special lithographed and varnished cloth-hinged playing board 17"x17" in bright colors, depicting adventures of Prince Valiant, 6 playing markers (can be played by 2 to 6 players); spinner; 2 merit boards with marking pegs; Prince Valiant Deeds Chart, easy to follow instructions. All playing implements packed in cellophane bag. Complete game in box 17⅞"x9". 1 dz. to ctn., 22 lbs. Transogram Co., Inc.

NO. 3823.....EACH $ 1.98

QUANTITY ORDERED _____

"GAME OF SCOOT"

Contains colored playing board 14-7/8"x7⅞", an action movement scoot or move indicator in the shape of a house with lever at top and cut-out spots to show picture of mother or twins, spinner; easy-to-follow instructions; 8 plastic playing implements in cellophane bag. Contents in sturdy box 15"x7-7/8". 2 dz. to ctn., 25 lbs. Transogram Co., Inc.

NO. 3831.....EACH $ 0.98

QUANTITY ORDERED _____

PATHFINDER

Easy to learn, easy to play. Highly competitive game for any number of players and fun for all. Contains: 164 ivory colored plastic tiles with black and red linear readings in cellophane-wrapped tray; playing board 18½" square. 1 to box. 6 to ctn., 17 lbs. Milton Bradley Co.

NO. 4416.....EACH $ 2.98

QUANTITY ORDERED _____

"UNCLE WIGGILY" GAME

Standard edition. Contains. 4 wooden playing pieces, set of pink and yellow cards to draw, playing board 18⅛"x18⅛". 1 to box. 24 to ctn., 30 lbs. Milton Bradley Co.

NO. 4817D.....EACH $ 0.98

QUANTITY ORDERED _____

PARK & SHOP

Suitable for groups of 2 to 6. Ideal family game. Contains: Toy money, miniature autos, pedestrian and house markers; assortment of playing cards and pair of dice. Playing board, 18½" x 18½". 1 to box. 6 to ctn., 9 lbs. Milton Bradley Co.

NO. 4300.....EACH $ 2.98

QUANTITY ORDERED _____

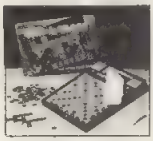
MAGIC SET

Set features: The Horse Trick, Two-card Monte, Phantom Card, Mystic Keys, Ring and Coil Trick, Marked Coin Chute, Catch-It-Snapper, Chinese Laundry Ticket Trick, TrackMagic Box, The Vanishing Quarter, Magic Mirror and many others, complete with instruction folder. 1 to box. 1 dz. to ctn., 27 lbs. Pressman Toy Corp.

NO. 3818.....EACH $ 2.98

QUANTITY ORDERED _____

SKIP-A-CROSS



For 'teen agers and adults, for 2-3-4 players and is self-contained game board with tile racks, 100 alphabet tiles, tally pad, in box 12⅞" x 17⅛" x 1¾". 1 doz. to ctn , 18 lbs. Cadaco-Ellis.

NO. 204.....EACH $ 1.98

QUANTITY ORDERED _____

Practical Accessories for Comfortable Outdoor Living

A FRIGEE-FREEZE "CANNED COLD"
Keeps food cold 5 times longer than ice! Refreeze and reuse over and over—just put in refrigerator freezing compartment, freeze until solid, then place in cooler or hamper.
44183A100.....Retail **$1.49**

B KNAPP-MONARCH THERM-A-CHEST
All steel construction—heavy galvanized steel liner. "Vaco-Pressure" lock top. Full fiber glass insulation. Capacity 18 bottles of Coca-Cola or equivalent with enough ice to keep contents cool for 18 hours. Red enamel finish. 9 x 11 x 15½ in.
44214A683—Shpg. wt. 11 lbs.....Retail **$9.95**

C PREWAY TWO-BURNER CAMP STOVE
Briefcase model has a steel generator, burner assembly, rings. Detachable fuel tank, built-in pump. Burns white gas. Cooking surface 9½ x 15⅝ in. Closed 18½ x 11¼ x 4½ in. Tank capacity 1¾ pts. Green enamel finish.
44186A785—Shpg. wt. 11 lbs...Retail **$11.95**

D PREWAY THREE-BURNER CAMP STOVE
Engineered for safe, efficient operation. Brown rustproof detachable fuel tank. Folding legs, windshield, steel wire grate, built-in pump. Steel burner assembly, replaceable steel burner rings. Burns white gas. Green enamel finish. Cooking surface 8⅞ x 26 in. Closed 26⅜ x 11¾ x 5¼ in. Tank capacity 3¾ pts.
44184A1575—Shpg. wt 24 lbs. .Retail **$23.95**

PREWAY TWO-BURNER CAMP STOVE
Same as (D) but smaller. Cooking surface 9⅝ x 20 in. Closed 20½ x 11¾ in. Tank capacity 2¾ pts.

E POLORON WOODLAND TRAVELER
Modern design, roomy and lightweight Holds full case of bottled beverages or canned beer, plus ample supply of ice. Detachable cover serves as snack tray. Rugged steel construction. Collapsible 3-position handle. Complete insulation—keeps cold foods cold, hot foods hot. Green cover, mist grey enamel body. 16⅜ x 9 x 11 in.
44215A597—Shpg. wt. 14 lbs.....Retail **$8.95**

G TARTAN TOTER COOLER
The modern portable refrig-all. Keeps foods, beverages frosty cold, flavor rich. Heavy steel walls with extra fiber glass insulation. Leakproof. Solid aluminum drypak tray for sandwiches and dry foods—can be used as a cooking utensil or refrigerator tray All steel handle with plastic grip Rich multicolor tartan pattern, with simulated alligator trim Capacity over 4 gallons.
44216A515—Shpg. wt. 10 lbs.....Retail **$7.95**

H SKOTCH KOOLER
Beautifully styled picnic cooler. Keeps contents hot or cold for hours! Three times insulated with a layer of fiber glass, a layer of inert air, heat reflecting surfaces. Finished with vinyl plastic, inside and out—completely watertight. Flat, round plastic container-tray with removable cover. Red plaid with luggage tan trim—sturdy red plastic handle. 4-gallon capacity
44209A530—Shpg. wt. 9 lbs.....Retail **$7.95**
As above but 2-gal size without tray

J REFRIGERATOR BASKET
Hardwood splint outside, rustproof metal inside. Tufflex insulation between lining and basket keeps foods cold or hot for hours. Heavy oak swing handle, plywood cover. Holds 5 qt. bottles or equivalent plus ice. 10 in. dia., 12½ in. deep. 4½ gal. cap.
44201A533—Shpg. wt. 8 lbs.....Retail **$8.00**

K PREWAY PORTABLE ICE BOX
Detachable handles. Outer walls of heavy gauge steel. Inner walls are rustproof galvanized steel. Completely insulated. Removable ice container has 8-lb cap Hinged cover. Green enamel finish. 17 x 8⅛ x 11½ in.
44187A590—Shpg wt. 15 lbs.....Retail **$8.95**

L CRONCO COOLER
Keeps food and beverages cold up to 3 days—hot foods hot for hours. Removable ice partition, Thermo-Sealed refrigerator-type rubber gasket. End drain for drainage of melted ice water. Insulated top, bottom and sides. Interior cantilever hinged cover. All aluminum inside — hammered aluminum outside Holds 25 lbs. ice. 22 x 13 x 13 in.
44188W1997—Shpg wt. 22 lbs. .Retail **$29.95**

M CRONCO PORT-O-RATOR
Slightly smaller than (L) above. All aluminum inside—outside hammered aluminum. Carrying handle locks cover automatically. End drain for draining melted ice. Insulated top, bottom, sides 19x12x10".

Polyethylene Plastic UNBREAKABLE

Always ahead with the

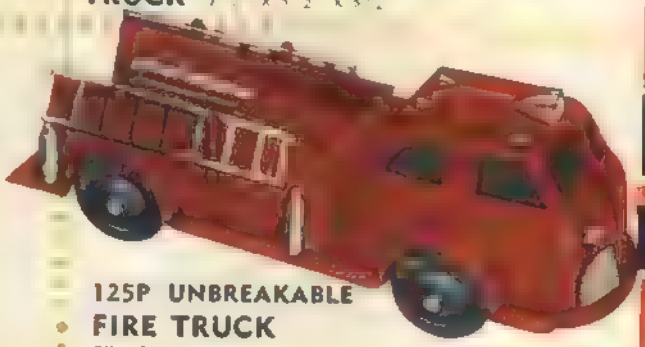
NEWEST and BEST!

- We now choose Unbreakable Polyethylene as the perfect material for our outstanding toys
- Kids can't break them—can't mar or scratch the furniture with them!
- Attractively designed—beautifully colored—accurately detailed—scientifically engineered
- Filled with sales potential!

See the complete line displayed in Room 552, Hotel New Yorker, Toy Fair Exhibit

659P UNBREAKABLE
HEAVY DUTY DUMP TRUCK 7" x 3" x 3½"

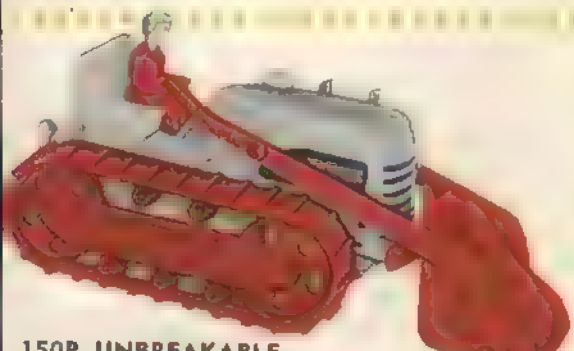
501P UNBREAKABLE
FARM TRACTOR 5½" x 3⅜" x 3¼"



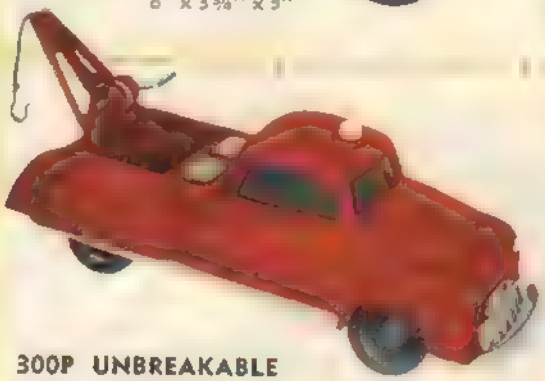
125P UNBREAKABLE
FIRE TRUCK
6" x 2⅛" x 2⅜"

119P UNBREAKABLE
HOT ROD 5" x 2⅛" x 2¾"

249P UNBREAKABLE
B-LINE RACER
8" x 3¾" x 3"



150P UNBREAKABLE
LOAD LIFT TRACTOR 6¼" x 2⅝" x 2⅞"



300P UNBREAKABLE
TOW TRUCK 9¾" x 3½" x 3½"

Processed NO-BRĀK PLASTIC

Processed NO-BRĀK PLASTIC

Processed NO-BRĀK PLASTIC

Processed NO-BRĀK PLASTIC

Processed NO-BRĀK PLASTIC

Processed NO-BRĀK

B-LINE TOYS

REPRESENTATIVES

PROCESSED PLASTIC CO.
AURORA, ILLINOIS

BOYCE SALES CO.
7916 Paseo Blvd.
Kansas City, Missouri

BOYCE SALES CO
318 Merchandise Mart
Dallas 1, Texas

JOHN R DAVIDSON
Box 295
Danville, California

HANSON SOUTHERN SALES CO
70 Fourth St., N W
Atlanta, Georgia

A H MASON
7001 N Clark St
Chicago, Illinois

SAUL MONOSCHEIN & CO
347 Fifth Ave.
New York, New York

Polyethylene plastic

UNBREAKABLE

Always ahead with the

NEWEST and BEST!

- We now choose Unbreakable Polyethylene as the perfect materia for our outstanding toys!
- Kids can't break them—can't mar or scratch the furniture with them!
- Attractively designed—beautifully colored—accurately detailed—scientifically engineered!
- Filled with sales potential!

See the complete line displayed in Room 552, Hotel New Yorker, Toy Fair Exhibit

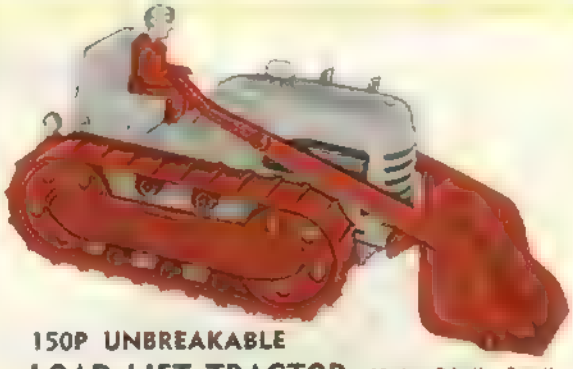
659P UNBREAKABLE
HEAVY DUTY DUMP TRUCK 7½" x 3½" x 3½"

501P UNBREAKABLE
FARM TRACTOR 5½" x 3⅜" x 3¼"

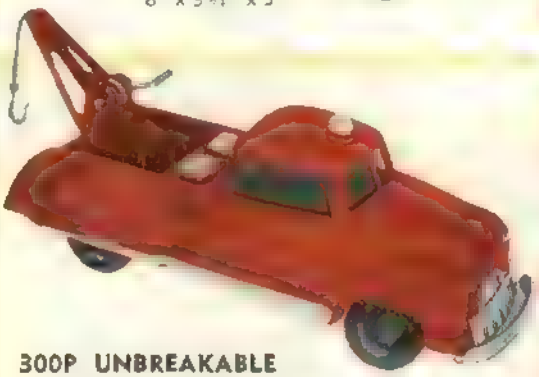
125P UNBREAKABLE
FIRE TRUCK
6" x 2⅛" x 2¼"

119P UNBREAKABLE
HOT ROD 5" x 2⅛" x 2¾"

249P UNBREAKABLE
B-LINE RACER
8" x 3¾" x 3"



150P UNBREAKABLE
LOAD LIFT TRACTOR 6⅞" x 2¾" x 2⅜"



300P UNBREAKABLE
TOW TRUCK 9¾" x 3¾" x 3½"

Processed NO-BRĀK PLASTIC

Processed NO-BRĀK PLASTIC

Processed NO-BRĀK PLASTIC

Processed NO-BRĀK PLASTIC

Processed NO-BRĀK PLASTIC

Processed NO-BRĀK

B-LINE TOYS

PROCESSED PLASTIC CO.

AURORA, ILLINOIS

REPRESENTATIVES

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7916 Paseo Blvd.
Kansas City, Missouri

BOYCE SALES CO.
318 Merchandise Mart
Dallas 1, Texas

JOHN R. DAVIDSON
Box 295
Danville, California

HANSON SOUTHERN SALES CO.
70 Fourth St., N.W.
Atlanta, Georgia

A. H. MASON
7001 N. Clark St.
Chicago, Illinois

SAUL MONDSCHEIN & CO.
347 Fifth Ave.
New York, New York

Polyethylene Plastic

UNBREAKABLE

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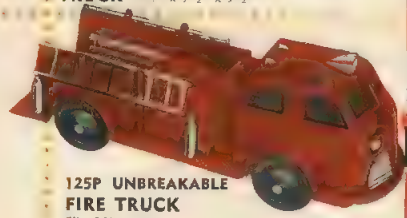
659P UNBREAKABLE
HEAVY DUTY DUMP TRUCK 7" x 3 ¼" x 3 ½"

501P UNBREAKABLE
FARM TRACTOR 5½" x 3⅜" x 3¼"

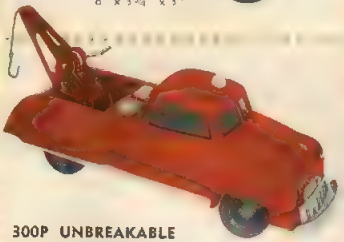


125P UNBREAKABLE
FIRE TRUCK
6" x 2⅛" x 2⅜"

119P UNBREAKABLE
HOT ROD 5" x 2⅛" x 2¾"

249P UNBREAKABLE
B-LINE RACER
8" x 3¾" x 3"

150P UNBREAKABLE
LOAD LIFT TRACTOR 6⅞" x 2¾" x 2⅞"



300P UNBREAKABLE
TOW TRUCK 9¾" x 3¾" x 3 ½"

Processed NO-BRĀK PLASTIC

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Processed NO-BRĀK PLASTIC

Processed NO-BRĀK

B LINE TOYS

EPRESENTATIVES

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AURORA, ILLINOIS

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916 Pasco Blvd.
ansas City, Missouri

BOYCE SALES CO.
318 Merchandise Mart
Dallas 1, Texas

JOHN R. DAVIDSON
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SAUL MONDSCHEIN & CO.
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FARM TRACTOR 5½" x 3⅛" x 3¼"

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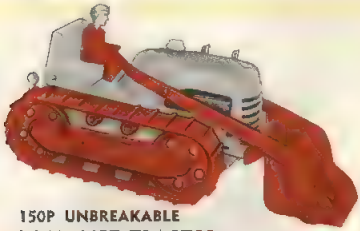
HOT ROD 5" x 2⅛" x 2¾"

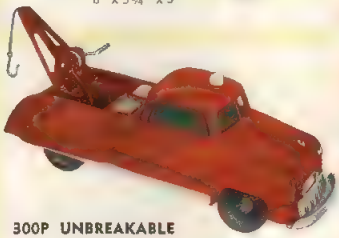


150P UNBREAKABLE
LOAD LIFT TRACTOR 6⅞" x 2¾" x 2⅞"

659P UNBREAKABLE
HEAVY DUTY DUMP TRUCK 7½" x 3½" x 3½"

125P UNBREAKABLE
FIRE TRUCK
6" x 2 ⅛" x 2⅜"

249P UNBREAKABLE
B-LINE RACER
8" x 3¾" x 3"



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Processed NO-BRĀK

B LINE TOYS

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70 Fourth St., N.W.
Atlanta, Georgia

A. H. MASON
1001 N. Clark St.
Chicago, Illinois

SAUL MONDSCHEIN & CO.
347 Fifth Ave.
New York, New York

THE ONLY *Really New* DEVELOPMENT IN TOY FIGURES SINCE 1776

PECO'S

TOY FIGURES

SOLDIERS • COWBOYS
INDIANS • GOLD MINERS • GIRLS
WITH
DETACHABLE EQUIPMENT

NEVER before have there been toy figures with such complete detail, from facial expression to belt buckle—and with detachable equipment!
These toys are *real* to children. They keep pace with youngsters' fertile imaginations because every piece of equipment, from hats to spurs, from camouflage net to pistols, from tiara to bracelet, can be removed.
Twelve unbreakable Vinylite figures, 3½ inches to 4½ inches high—four soldiers, two Indians, one cowboy, one gold miner, three girls and one "mother"—all in action, all poised to capture the hour-after-hour attention of every child.

RETAIL... individually carded.. .... **25c**
Boxed in sets of four..... ..**$1.00**

Cellophane bag with punched tag for rack or spindle is optional with individual cards. Sets of four include (1) four soldiers, (2) two Indians, one cowboy and one gold miner, (3) three girls and mother in specially designed gift boxes

Counter display shows completely equipped figures in action. Solidly constructed of specially selected hardwood and heavy duty acetate

SEE YOUR JOBBER... OR WRITE

PRODUCT ENGINEERING CO.— 4707 S. E. 17th Ave., Portland 2, Ore.

GARAGE — CAR ASSORTMENTS — CARS

GARAGE AND REPAIR SHOP

Completely set up garage 23¾" long, 11⅛" wide. Equipped with lubrication block, lifting door, operating "gas" pump, "gas" car with lifting hood, operating "gas" tank and "oil" drain. Equipped with 10" solid wood truck with demountable body and rubber wheels. Tires mounted on display rack, wheels, nuts, wrench in display envelope. Truck fastened to repair rack for display and shipment. Rear ramp for roof parking. Packed set up, 1 to ctn., 5¼ lbs. Keystone Mfg.

NO. 217.....EACH $ 5.49
QUANTITY ORDERED _____

GOODEE NO. 2600 ASSORTMENT

6 cars. Different models & colors. Full rubber tires; non-rusting material; baked enamel finish, non-toxic paint. Heavy cardboard cutout service station in color. 3 dz boxes to ship. ctn., 27 lbs. Excell Products Co.

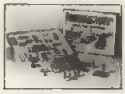
NO. 2600 ASST.....EACH $0.98
QUANTITY ORDERED _____

GOODEE NO. 3650 ASSORTMENT

6 trucks. Different models & colors. Full rubber tires; non-rusting material; baked enamel finish; non-toxic paint. Heavy cardboard cutout service station in color. 3 dz. boxes to ship. ctn., 27 lbs. Excell Products Co

NO. 3650 ASST.....EACH $0.98
QUANTITY ORDERED _____

GOODEE NO. 8000 DELUXE ASSORTMENT



12 cars and trucks. Full rubber tires, non-rusting material, baked enamel finish, non-toxic paint. Complete cutout super-service station of heavy cardboard in color. Packed 2dz. boxes to ship. ctn., 36 lbs. Excell Prod.

NO. 8000 DELUXE ASST.....EACH $1.98
QUANTITY ORDERED _____

YELLOW CAB

Has Spin-Torque motor, yellow cab sign and decals, billboard area on back. It's a 1954 Plymouth with tinted windows, white-wall wheels with black vinyl tires. 7⅞"x3"x2¾". Product Miniature Co.

NO. 2354.....EACH $ 1.50
QUANTITY ORDERED _____

CHEVROLET 4-DOOR SEDAN

1/25 genuine scale model of the 1954 Chevy. Standard colors. Has Spin-Torque motor and white wall wheels with black vinyl tires. Plated metal grille, lights, wrap-around bumpers. 8½" x 3⅜" x 2-5/8". Product Miniature Co.

NO. 3354.....EACH $ 1.50
QUANTITY ORDERED _____

NASH SEDAN

New 1954 colors. Spin-Torque motor; tinted safety glass, white-wall wheels with black vinyl tires. Plated metal grille, lights, wrap-around bumpers. 1/25 scale. 8¼"x3⅜"x2-5/8". Product Miniature Co.

NO. 2054.....EACH $ 1.50
QUANTITY ORDERED _____

OSCAR MAYER WIENERMOBILE

Spin-Torque motor on steel chassis. "Oscar the Cher" goes up & down in wiener as toy moves. Red wiener & cream-colored body, metal-like grille, bumpers, lights. Oscar Mayer decals. white wheels with black vinyl tires. 9-7/8" x 2¾" x 4¼". Product Miniature Co.

NO. 2554.....EACH $ 1.98
QUANTITY ORDERED _____

METAL SPORTS CAR

Red with aluminum trimming. Chassis enclosed on bottom with realistic details. Rubber wheels, and spare mounted (Continental Fashion) on rear. 9" long. 1 to box. 1 dz. to ctn., 17 lbs. Hubley.

NO. 485.....EACH $ 1.49
QUANTITY ORDERED _____

METAL SPORTS CAR

Assorted colors, red& yellow, transparent windshield, aluminum trimming; realistic details, rubber wheels. 7⅞" long. 1 to box. 3 dz. to ctn., 20 lbs. Hubley Mfg. Co.

NO. 455.....EACH $ 0.59
QUANTITY ORDERED _____

"CAPRI" HOUSE TRAILER & CAR COMBINATION

Aluminum bodies & trim. Baked enamel finish—two-tone combinations. Capri Car—reproduction of Capri hard-top convertible, including free opening doors & steering. 3¾" high, 14⅝" long, 5⅜" wide. House Trailer—equipped with ball-point suspension hitch. Removable top; interior furnished in modern miniatures. 8⅛" high; 30" long, 7⅛" wide. Each individually boxed. Ship. wt. per set, 15 lbs. Miller-Ironson Corp.

NO. 535/6.....EACH $29.95
QUANTITY ORDERED _____

PLYMOUTH SEDAN

New 1954 model with tinted windows, two-toned colors & Spin-Torque motor. Metal-like grille, bumpers, lights. White-wall wheels with black vinyl tires. 1/25 scale. 7⅞"x3"x2¾". Product Miniature Co

NO. 1854.....EACH $ 1.50
QUANTITY ORDERED _____

Same as No. 1854 except unassembled as a Kit.

NO. 2954 KIT.....EACH $ 1.50
QUANTITY ORDERED _____

PLYMOUTH SUBURBAN

New 1954 model with Spin-Torque motor. Metal-like bumper, lights, grille. Tinted windows, white-wall wheels with black vinyl tires. Asst. colors. 1/25 scale. 7⅞"x3"x2¾". Product Miniat.

NO. 1254.....EACH $ 1.50
QUANTITY ORDERED _____

Same as No. 1254 except unassembled as a Kit

NO. 2954 KIT.....EACH $ 1.50
QUANTITY ORDERED _____

CARS — KITS — REMOTE CONTROL CARS, TRUCKS

CHEVROLET CORVETTE

Authentic scale model of the beautiful Chevrolet sports car. Has Span-Torque motor, metal chassis, white plastic body, red seats, steering wheel, clear plastic windshield, metal-like grille, white wheels, black vinyl tires. 1/25 scale. 6-7/8" x 3" x 2-1/8". Product Miniature Co.

NO. 3454.....EACH $ 1.50
QUANTITY ORDERED _____

Same as No. 3454 except unassembled as a Kit.

NO. 3554 KIT.....EACH $ 1.50
QUANTITY ORDERED _____

3 CAR ASSEMBLY KITS

Authentic models. Each kit contains all component pieces for entire assembly, including 3 paint colors, brush, glue, screw driver. Attractively boxed. 6 to ship. ctn., 15½ lbs. Aluminum Model Toys, Inc.

Kit #500—Pontiac Catalina, Ford Convertible, Studebaker Starliner.

KIT #500.....EACH $ 4.95
QUANTITY ORDERED _____

Kit #501—Buick Roadmaster, Ford Convertible, Pontiac Catalina.

KIT #501.....EACH $ 4.95
QUANTITY ORDERED _____

Kit #502—Ford Custom Sedan, Buick Convertible, Pontiac Catalina.

KIT #502.....EACH $ 4.95
QUANTITY ORDERED _____

6 CAR GIFT SET

B&R

Six models. the British MG; the French Renault, 1907 model limousine; the German 1913 Mercedes-Benz; the racy 1915 Italian Fiat; the British Jaguar sports car. Included are paints, thinner, cement, brushes. 6 sets to ctn., 8 lbs. Revell.

NO. P-495.....EACH $4.95
QUANTITY ORDERED _____

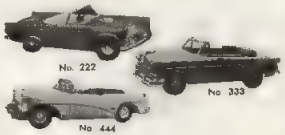
MT SPORTS CAR KIT

B&R

For all ages. A "Build-it-yourself" sports car, styled after British "MG". More than 50 precision-fitted parts, requiring only screw-driver for assembly. Die-cast body, heavy steel chassis. Steerable front wheels, semi-pneumatic tires, semi-elliptical rear springs. Delivered with French gray primer coat. Can be painted to individual preference. Packed in self-merchandising box. Length, 15"; 6 to ctn., 35 lbs. Doepke Model Toys.

NO. 2017.....EACH $11.75
QUANTITY ORDERED _____

FLY WHEEL MODEL CARS



1/25th actual car size (approx. 8" long). Injection molded of finest Tennessee Eastman Tenite plastic; bright metal bumpers & grille; mounted on sturdy metal chassis with rubber tired disc wheels; driven by fly wheel motor, actuated by hand. Convertibles have steering wheel, dashboard, molded two-tone color seats duplicated. 1 to box (easily converted into garage); 1 dz. to ctn., 8 lbs. Aluminum Model Toys, Inc.

NO. 222 FORD THUNDERBIRD.....EACH $ 1.98
QUANTITY ORDERED _____

NO. 333 FORD CONVERTIBLE.....EACH $ 2.50
QUANTITY ORDERED _____

NO. 444 BUICK CONVERTIBLE.....EACH $ 2.50
QUANTITY ORDERED _____

XP 1960 DREAM CAR

B&R

The sport car of tomorrow. Steel housed no-winding friction motor. Ruff'n Tuff shockproof body. 3 colors. Metal body trim. Size: 6¾" x 4" x 2". 3 dz. to ctn., 20 lbs. Mattel, Inc.

NO. 502.....EACH $ 0.98
QUANTITY ORDERED _____

DREAM CAR

REMOTE CONTROL CARS

True to life miniatures. Two-toned. Precision-made of Tenite and metal in lustrous, non-chipping non-peeling colors. Equipped with real remote-control electric motor, finger-tip battery power pack control and 6 ft. cable. Starts, stops, reverses, steers. 1 to box. 1 dz., asst. to ctn., 17 lbs. Aluminum Model Toys, Inc.

NO. 700 FORD CUSTOM SEDAN.....EACH $ 6.95
QUANTITY ORDERED _____

NO. 703 BUICK ROADMASTER.....EACH $ 6.95
QUANTITY ORDERED _____

NO. 704 FORD CONVERTIBLE.....EACH $ 7.95
QUANTITY ORDERED _____

NO. 705 BUICK CONVERTIBLE.....EACH $ 7.95
QUANTITY ORDERED _____

REMOTE CONTROL STAKE TRAILER

All remote control; full trailer action; motor torque steering; dual rubber wheels, trailer support wheels; chrome lights & bumpers, operated by 2 flashlight batteries. 14-3/8" L.; 3¾" W.; 4¾" H. 1 to box. 1 dz. to ctn., 19 lbs. General Molds & Plastics, Inc.

NO. 122.. .....EACH $ 5.95
QUANTITY ORDERED _____

REMOTE CONTROL FIRE CHIEF SPECIAL

Real fire chief red, complete with siren, spot light, emblems, etc.; white wall tires; chrome trim & accessories, metal base, full 11" long. Powered by 2 flashlight batteries. 1 to box. 1 dz. to ctn., 15 lbs. General Molds & Plastics.

NO. 61.....EACH $ 4.95
QUANTITY ORDERED _____

Low slung, impact resistant plastic body. Permanent, high gloss chrome trim. Bomber bubble transparent convertible top. Speed screak friction motor. 4 futuristic colors. 10½" l. x 2¾" h. x 5" w. 1 to box. Packed- Assorted colors, std. 2 doz. ctn., 21 lbs. Mattel, Inc.

NO. 485.....EACH $ 1.98
QUANTITY ORDERED _____

Useful Serving Gifts for Many Purposes

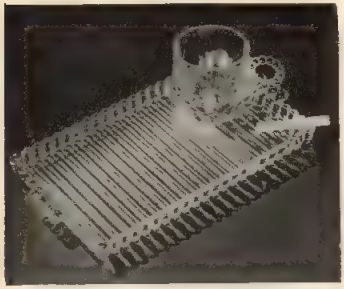
Hawaiian Floral Luncheon Set

N214/6211—12 Piece Luncheon Set Hawaiian Flower Decoration. Consisting of 4 cups, 4 saucers and 4 salad plates. Matches N214 6210 Packed 1 set. ..... Per set $8.00

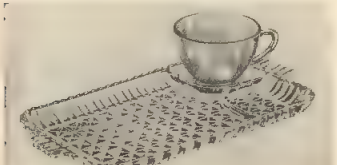
MATCHING TUMBLERS

N214 6210—12 oz. Tumbler. Matches above luncheon set. Packed 1 set of 4 tumblers. ..... Per set $3.80

Snack Sets



N214/6187—8 Piece Tea and Toast Set. Consists of 4 each handled cups and three partitioned individual serving trays. Made of crystal glass. Size of tray 6x10¾ inches. Packed 1 set in carton. ..... Per set $1.90



N214/6044 6045

N214/6044—8 Piece Glass Snack Set. Consisting of four 6x10 clear glass rectangular trays and four ruby cups. Packed 1 set ..... Per set $1.60

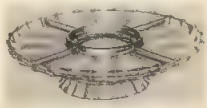
N214/6045—8 Piece Glass Snack Set. Consisting of four 6x10 clear glass rectangular trays and four forest green cups. Packed 1 set. ..... Per set $1.60

→

N214/6017—Seven Piece Water Set. One 60 oz jug and six 10 oz. tumblers. Packed 1 set. ..... Per set $2.20

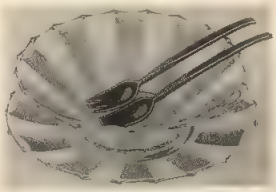
New Dew Drop Design, sparkling crystal, Fire polished — sparkles like dew in the morning sun. This new design is a faithful reproduction of a design made famous long ago by skilled hand craftsmen.

N214/6013 — Eight Piece Snack Set. Four 8" trays and four cups. Packed one set ..... Per set $2.00



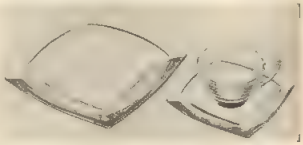
N214 6014—Three Piece Lazy Susan. One 13½" tray, glass and ball bearing. Individually packed ... Per set $2.60

N214/6016 — Five Piece Table Set. Creamer sugar and cover, butter dish and cover. Packed one set to carton. ..... Per set $1.80



N214/6015—Four Piece Salad Set. One 10½" bowl, One 11½" plate and 1 black plastic fork and spoon. Packed one set. ..... Per set $2.00

N214/6188—8 Piece TV or Snack Set. Consisting of 4 Tree shape plates, frosted effect with cup well and 4 clear, handled cups. Packed 1 set. Per set $1.80



N214/6212—12 Piece Luncheon Set. Clear glass, square shape with 4 each cups, saucers and 8 inch salad plates. Packed 1 set. ..... Per set $2.60

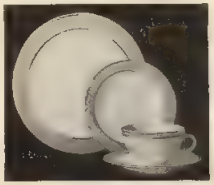
"Baltimore Pear"

Baltimore Pear Design is a fine reproduction of its illustrious original. Its clear sparkling beauty will add grace and dignity to any table. The design includes two overlapping pears against a cluster of leaves as a background. The Pears stand out in high relief, which makes them doubly attractive.

N214/6074—Hostess 6 Piece Set. Consisting of 10½ inch handled tray, handled covered sugar, creamer and covered butter dish. Each set in gift carton. Per set $3.50

N214/6075—Dessert 8 Piece Set. Consisting of 8 individual, 4½ inch, footed dessert dishes. Each set in gift carton ..... Per set $2.20

N214/6076—Salad Plate 4 Piece Set. Consisting of four 8½ inch individual plates. Each set in gift carton ..... Per set $2.20



Pyrex Dinnerware

Every homemaker will want to own one of these beautiful practical dinnerware sets. High quality, attractive colors. Popular priced. Beautiful smart modern shapes; practical — easy to wash clean, no surface glaze to crack, chip or crize. Durable — tempered to withstand rough day-to-day use — cup handles won't break off in use. Heat resistant like famous Pyrex ovenware.

16 Piece Pyrex Dinner Sets

Composition: 4 each—7 oz. cups, saucers, 8¼" salad plates and 10" dinner plates. All packed 1 set.

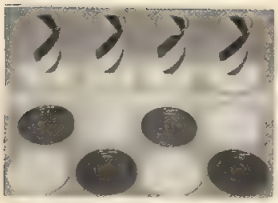
With 22 Karat Gold Bands

B214/6078—Flamingo Red ..... Per set $13.00
B214/6079—Lime Green ..... Per set 13.00
B214/6080—Turquoise Blue ..... Per set 13.00
B214/6081—Dove Grey ..... Per set 13.00

Without Gold Bands

B214 6082—Flamingo Red ..... Per set $9.20
B214/6083—Lime Green ..... Per set 9.20
B214/6084—Turquoise Blue ..... Per set 9.20
B214/6085—Dove Grey ..... Per set 9.20

Serving Pieces



N214/6185—8 Piece Tumbler and Coaster Set. Consisting of four 11 oz. tumblers and four coasters. Colors: Forest green, chartreuse, burgundy and grey. Packed 1 set. . . . . Per set $1.80

N214 6184—8 Piece Coaster Set. Colors: Chartreuse, forest green, burgundy and grey. Packed 1 set. Per set $1.80

N214 6 51 — 7 Pc. "Rainbow" Juice Set consisting of one 32 oz. Ball Juice Jug and 6 only 5 oz. tumblers [illegible] rated with [illegible] frost [illegible] colors from [illegible] to about .75 up. Each set packed in a carton. Per set $4.80

N214 6150—7 Pc. "Rainbow" Beverage Set consisting of one 80 oz. Ball Jug and 6 only 10 oz. tumblers. Decorated as above. Packed each set in a carton. Per set $5.20

N214/6152—8 Pc. "Rainbow" 14 oz. Social Hiball Set consisting of eight 4 oz. Hiballs each set packed in a blue decorative gift box as above. . . . . Per set $4.50

N214 6163—8 Pc. "Rainbow" 14 oz. Social Zombie Set consisting of eight 14 oz. Zombie tumblers, decorated as above, each set packed in a blue decorative gift box . . . . . Per set $4.50

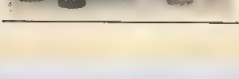
N214 6135—7 Pc. "Palm" Juice Set consisting of one 32 oz. Juice Jug and six 5 oz. tumblers decorated with Palm trees all around glass with yellow frosting starting about half way and going toward the bottom. Each set packed in a carton. . . . . Per set $5.00

N214-6156—8 Pc. "Palm" 14 oz. Social Hiball Set decorated as above. Each set packed in a blue decorative gift box and 6 to a master. . . . . Per set $4.50

N214 6157—8 Pc. "Palm" 14 oz. Zombie Social Set decorated as above. Each set packed in a blue decorative gift box and 6 to a master. . . . . Per set $4.50

N214/6164—7 Pc. "Palm" Beverage Set consisting of one 80 oz. tall jug and 6 only 10 oz. tumblers, decorated as above. Each set packed in a carton and 6 to a master . . . . . Per set $6.00

N214/6209—7 Pc. Frosted Juice Set. With one 32 ounce jug and six 4 oz. fruit juice glasses. Known as "Mr. Tomato and Miss Orange." Packed 1 set to carton . . . . . Per set $3.80



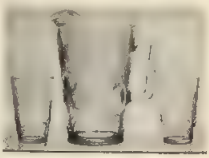
N214 X7908—7 Pc. Juice Set. Consisting of 32 ounce frosted handled jug and six 4 oz. fruit juice glasses with Country Modern decoration. Packed 1 set to carton Per set $3.80

N214/6148—7 Pc. "Charm" Refreshment Set consisting of an 80 oz. Ball Jug and six 10 oz. tumblers in [illegible] colored frosting, tumblers have gold edge, packed each set in a carton. Per set $6.00

N214 6149—7 Piece "Charm" Juice Set consisting of a 32 oz. ball jug with six 5 oz. shell tumblers decorated as above, packed each set in a carton Per set $5.00

N214/6146—8 Pc. Highball Set consisting of 14 oz. shaker frosted in 4 assorted colors with gold edge. Set of 8 boxed. . . Per set $4.50

N214 6147—8 Pc. "Charm" 14 oz. Zombie Social Set, decorated as above. Each set packed in a gift box . . . . . Per set $4.80

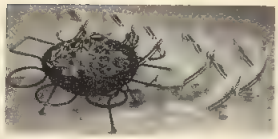


N214 6018—7 Piece Juice Set. Etched fruit decoration in cameo style. Consisting of one 32 oz. jug and six 5 oz. tumblers. Packed 1 set . . . . . Per set $1.50

N214 6207—8 Pc. Zombie Set, 12 oz. frosted glasses with Cardinal Bird decal. Packed 1 set. . . . . Per set $8.00

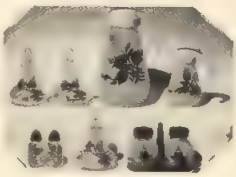
N214/6206 — 8 Piece Hi-Ball Set. Eight sham bottom, frosted glasses with beautiful Red Cardinal Decoration. Packed 1 set of 8 pieces. . . . . Per set $8.00

N214 6019—6 Piece Juice Set. With gold border decoration over a thousand eye glass. Consisting of one 24 oz. pitcher and four 5 oz. footed fruit juice glasses and one handled oval tray. Packed 1 set . . . . . Per set $3.50



N214 6193—Snak-Bar 8 Piece Service Set. Spiral design, 6 tumblers, chartreuse and green, 1 green bowl, forest green. Bowl can also be used for ice cubes. And 1 heavy black wrought iron stand with rubber tipped feet. Each set boxed. . . . . Per set $4.50

Gay Fad Glassware Item



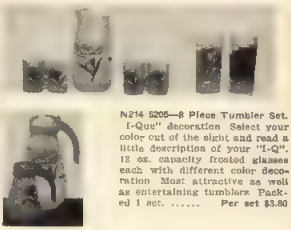
With hand painted floral decoration.
Rosemaling Decoration

N214 6197—2 Pc Cruet Set. Vinegar and Oil Boxed 1 set. Per set $2.30

N214 6198—3 Pc. Cruet Set. Oil Salt and Pepper Boxed 1 set. . . . . Per set $2.00

N214 X7894—3 Pc. Salt and Pepper Set. With plastic carrier Boxed 1 set. . . . . Per set $2.40

N214/6199—2 Pc. Waffle Set. Batter and syrup pitchers with plastic no-drip dispenser top. Boxed 1 set. . . . . Per set $4.00



N214 5205—8 Piece Tumbler Set. I-Que" decoration. Select your color out of the eight and read a little description of your "I-Q". 12 oz. capacity frosted glasses each with different color decoration. Most attractive as well as entertaining tumblers. Packed 1 set. . . . . Per set $3.80

N214 6200 — 2 Piece Waffle Set. Carnation decoration. Batter and syrup pitcher Packed 1 set. .. Per set $3.50

N214 6201—7 Pc. Juice Set. Carnation decoration. 32 oz. jug and six 4 oz. glasses. Packed 1 set. . .Per set $3.20

N214 6202—7 Piece Beverage Set. Carnation decoration. 56 oz. pitcher and six 12 oz. glasses Packed 1 set. Per set $4.50

N214 6204—Juice 7 Piece Set. 1 frosted, tipped jug and six frosted juice tumblers with autumn leaf decoration. Packed 1 set. . . . . Per set $3.80

N214 6203—Waffle 2 Piece Set. 1 batter pitcher in frosted glass, 1 syrup pitcher, each with plastic and metal cap. Decorated with autumn leaf decoration. Packed 1 set. . . . . Per set $3.80

"D.B." INDICATES STANDARD PACKING UNITS WHICH WE "DON'T BREAK"

George TRACTOR

TRACTOR POWER-UNIT. For summer mowing, winter shoveling, spring gardening or almost any kind of work with the ground, this is the key to economical, easy-and-efficient dispatch. It will till the soil; it will become a self-propelled wheel barrow. Use it to push harrow blades; make it a furrow plow. It scrapes away the most solidly frozen snow and ice. It mows the lawn and makes short work of any kind of undergrowth or weeds . . . becomes the power behind a sickle mower, reel mower, rotary mower, or cultivator-weeder, as the job dictates. No bolts or wrenches are necessary to perform any of these transformations—all attachments are listed on this page and attach to the tractor in less than 30-seconds!

2-HP. Clinton Engine. Husky, 4-cycle engine has recoil starter, no-shock stop button. Gas tank operates 2 hours between fillings. Handle-controlled throttle governs speed to fit job and comfort. Tractor is equipped with special clutch to disengage power from wheels but still allow rotor-blade to spin, making work in and around tight places easy. Engine-power goes thru enclosed transmission, straight to traction-tread tires. Non-skid, self-cleaning, geared wheels. Enclosed gear box. Tubular steel handles, chrome plated; plastic handle grips. Built-in folding stand keeps released handles always at work height. Electric-welded body of ¼" cold rolled steel—handsome sun-beige enamel finish. Requires storage space of 46" high, 22" deep, 26" wide, standing on end. (Less Rotary Mower).
11-9000-X-9350 Shipping weight 115 lbs. . Retail **124.50**

18" ROTARY MOWER. (Pictured on tractor power-unit at left). Lock hitch for attaching to power unit allows mower to float over rises, producing smooth, even cut. Swivelled wheels give easy turns, eliminate lawn-gouging. Clutch on power unit permits quick stop-start of one-piece contour alloy steel blade. Finely cut grass is discharged from side to eliminate raking-up and messy mulch. Adjustable cut from 1" to 2¾". Wheels set inside cut to allow trimming close to walks; shrub bar at front for safety. Steel housing
11-9012-X-2575 40 lbs. . . . **34.50**

George Tractor and attachments are F.O.B. Chicago.

Tractor illustrated with 18" Rotary Mower attached.

ROTARY TILLER. For all-around garden care. Tills 12"-wide path, up to 5" deep . . works between 18" crop rows. Attaches to tractor thru hitch-lok. Heat-treated, sharpened steel tiller knives. Guarded, chain-driven rotor . . . end drive for complete ground coverage. Welded steel construction; zerk bearings.
11-9009-X-3175 Shpg. wt. 40 lbs. . Retail **42.50**

DUMP WHEEL BARROW. Saves you strain in moving heavy loads. Connects to tractor thru tube-lok hitch without wrenches or bolts. Bed is 36" long, 25" wide, 11" deep. 10" semi-pneumatic, bearing-equipped swivel wheel on front for easy turning. Ideal balance for effortless dumping-forward.
11-9014-X-2250 Shpg. wt. 40 lbs . Retail **29.50**

DISC HARROW.* Pulverizes soil before sowing . . . ideal for cultivation. Easily locked to tractor. Six, 6" tempered-steel discs adjust to throw dirt in or out. Two blade-sections may be set apart to straddle row or turned for any angle of cut. Digging shovel keeps discs in ground. Zerk bearings.
11-9006-X-1175 Shpg. wt. 18 lbs. Retail **15.75**

23" SNOW BLADE. Blade snap-locks into place! Angles adjust right, left or straight. Adjustable shoes under blade prevent snagging.
11-9010-X-850 Shpg. wt. 20 lbs. . Retail **11.25**

GROUND GRIPPERS. Discs give wheels rugged traction, 4" width-increase. Self-cleaning design
11-9015-X-650 Shpg wt. 10 lbs. . . . . Retail **8.75**

ADDITIONAL TRACTOR ATTACHMENTS

18" Reel Mower. Iron frame. Tires. Requires hitch.
11-9013-X-2575 Shpg wt 40 lbs Retail **34.50**
11-9011-X-350 Mower Hitch. 5 lbs Retail **4.50**

28" Sickle Bar. (Pictured right). Capacity, 2½ to 3½ acres/day. Perfect for grass, heavy weeds. 2" sections; guards. Zerk fittings. Steel knives.
11-9008-X-3175 Shpg. wt. 30 lbs. . . . Retail **42.50**

Cultivator-Weeder.* Adjust depth of 7 blades.
11-9005-X-1175 Shpg. wt. 15 lbs. . Retail **15.75**

Furrow Plow.* Steel blade lays off uniform rows.
11-9007-X-650 Shpg. wt. 10 lbs. . . . Retail **8.75**

***Floating Bar-Wheel.** Required to lock Cultivator-Weeder, Disc-Harrow and Furrow Plow into place.
11-9004-X-350 Shpg wt. 10 lbs. . . . . Retail **4.50**

"GEORGE" ROTARY TILLER. This new, self propelled "Terro-Tiller" is a low-cost way to work-free garden care. It makes the soil ready for planting without harrowing or discing. Its sharp tangs cut and mix the soil into a fine, well aerated, well pulverized seedbed. Ideal for 18"-row crop-cultivation . . . precise blades cut 11½"-swath so as not to disturb root structure or foliage. Perfect for flower beds because it works easily at any angle to the flowers and shrubs. And all you do is steer it!

Tillage. Zero-to-6" tillage-depth obtained by raising or lowering work-height-adjustable, rubber-grippered handles. Ten, replaceable, sharpened, high-carbon-steel tiller knives produce uniform ground-breakage.

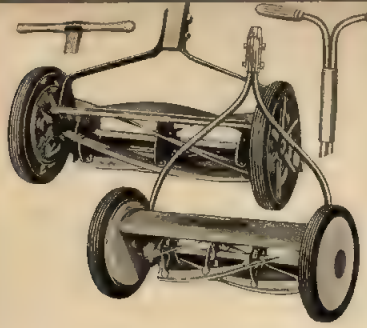
Speed. From 1½ to 2½ mph obtainable, on heavy ground, ½ to ¾ mph. maintainable.

Engine. 2-HP., 4-cycle, gas Briggs & Stratton or Clinton motor. All-angle carburetor, oil-bath air cleaner; rope starter. Automatic governor. "Walks" through toughest jobs.

Control. Positive lock-in, lock-out clutch on motor for easy starting and transporting. Enables you to start the engine without the tangs turning. Spring-loaded idler maintains maximum horsepower to tiller rotor. Throttle-control on handle works through the automatic governor on the engine, allowing you to select the proper working speed for ground condition.

Drive. Powerful, Firestone-built "V"-belt, moulded to maintain pulley contact on small pulleys, runs to chain and sprocket that drives rotor. This is the most efficient method of power transmission. "V"-belt made of neoprene rubber mixture to prevent glazing. Stamped steel chain guard. Bearings, zerk-fitted at all points of wear.

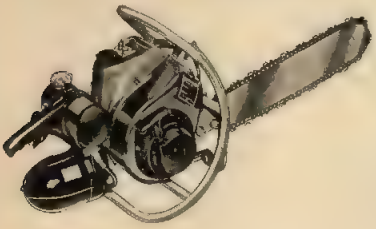
Chassis. All sheet-steel, formed and reinforced for greatest strength. Runs on two, semi-pneumatic, 10x200 rubber-tired wheels. Over-all width 14½". Tiller-rotor width 11½". Tubular steel handles. F.O.B. Chgo.
11-9030-X-8250 Shpg. wt. 105 lbs. **109.50**



16″ Davis Lawn Mowers

16″ STANDARD MODEL. Precision ground cutting knives made of top quality crucible tool steel. Sturdy, cast steel construction stands up under hardest use. Self-aligning ball bearings and self-sharpening blades. 10″ wheels with solid rubber tires. Adjustable cutting height Hardwood handle, roller. Wt. 39 lbs. F.O.B. Chgo.
11-9180-X-1330 (Each)
11-9180-X-1280 (3, more) **16.95**

16″ DELUXE MODEL. Tubular steel handle with plastic handle grips. Five high carbon crucible steel blades, 4 spiders, 6″ diameter. Heavy lipped edge cutters. 10″ puncture-proof tires. Easy-oil hub cap with spring cup caps. Streamlined steel shield. Rubber roller. Yellow and green. Wt. 47½ lbs. F.O.B. Chgo
11-9184-X-1670 (Each)
11-9184-X-1590 (3, more) **16.70**



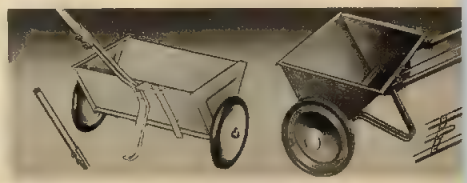
"Nu-Ax" 20″ Chainsaw

The Nu-Ax is a fast cutting, easy-to-use, streamlined chainsaw built for right or left hand operation. Because it is belt-driven no power is lost by friction . . . and there are no costly, complicated gears to repair or replace. Nu-Ax is built by the manufacturers of world-famous Clinton engines. Equipped with a 20″ guide bar and the new high speed chain which has tremendous speed. Easy handling when bucking, limbing, felling. Lightweight and even weight distribution make the chainsaw easier to carry and handle anywhere. Gadget free—always cuts full power in any position without adjustment. Upside down, sideways—angle cutting is simpler. Grouped controls: within fingertip reach . . . easy action controls that work at a touch. Foolproof, float-type carburetion. The engine rotates around the carburetor, air filter and swivel assembly. Steel forging, anti-friction bearings throughout. Easily reached, plunger-type chain oiler Die castings of high grade magnesium. More than 4,000 Clinton service stations throughout the country providing guaranteed service on repair or replacement. Weight 39 lbs.
11-9105-X-19160. . . . . Retail **239.50**

GRASS CATCHERS. Basket-shaped top, heavy white duck sides fastened to the square bottom by two folds of metal. Grass will not slip forward while mowing. Well balanced handle
11-9335-145 For 12″-17″ mowers. Retail **2.19**
11-9336-175 For 17″-21″ mowers. Retail **2.59**

HEAVY DUTY WHEELBARROW. The single-sheet 15-gauge pressed steel tray, with its edges rolled over a ¼″ steel rod for extra reinforcement, makes this wheelbarrow a practical handler of concrete and other wet loads. Wooden handles with shaped grip and a 2-ply pneumatic tire mounted on a ball bearing wheel make heavy loads easy to carry. Capacity 4 cu. ft. Shipping weight 64 lbs. FOB Chicago
11-9310-X-2125 (Each)
11-9310-X-2025 (3 or more). **33.50**

WHIZ WHEELBARROW. 32½″x25″ seamless tray with steel reinforced edges eliminates sagging front and permits forward pouring. 3-cu. ft. capacity. Steel frame and steel handles with rubber grips. 10″ cushion tired Donut wheel protects turf from indentations and makes for easy rolling. Lends itself to all the functions of the large professional barrow on a smaller scale. Weight 32 lbs. FOB Chicago.
11-9306-X-1070 (Each)
11-9306-X-1020 (3 or more) . **16.50**



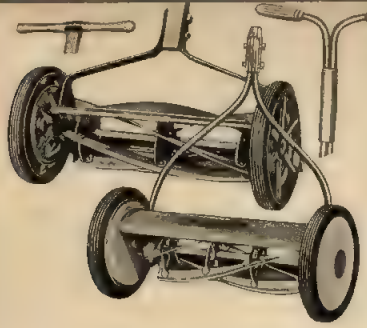
"BUCH" NO. 1 SPREADER. Constructed of eighteen gauge sheet steel with adjustable automatic agitator for even distribution of feed Holds twenty pounds Sturdy steel wheels with rubber tires give an effortless roll with no jarring to patch-up spread of attended ground. A favorite with most home gardeners because of utility size and adaptability to easy storage. Bottom feed gauge shut-off makes spreader also usable as handy dry-load hauler. Weight 11 lbs
11-9327-X-450 (Each)
11-9327-X-425 (3 or more) Retail **7.25**

"BUCH" NO. 2 HEAVY DUTY LAWN SPREADER. Forced-feed agitator constructed to give perfect even flow of contents. 18-gauge sheet steel hopper. Has a 40-pound capacity. Rubber tires on sturdy wheels and double tubular handles add to this spreader's convenience of operation. Forever eliminates bending and stooping to correct "piling" of material on lawns or gardens. Finger-tip lever for regulating flow of seed or fertilizer Spreads 18″ path. Wt. 25 lbs.
11-9325-X-835 (Each)
11-9325-X-795 (3 or more) Retail **13.50**

(A) FLOWER BED BIRD BATH. 16″ steel bowl stands 30″ above the ground. Has porcelain enamel finish that will not tarnish or rust. Iron stand with garden green enamel finish. Sturdily constructed Wt. 6½ lbs.
11-9955-325 . . . . . Retail **4.98**

(B) GENERAL PURPOSE SPRAYER. Flat bottom of 19-oz. tin tank won't tip. Operates easily; produces a fine continuous spray. Pump size, 13″x1½″. Popular for farm, home and garden.
11-9375-72 (Each)
11-9375-68 (12 or more) Retail **1.10**

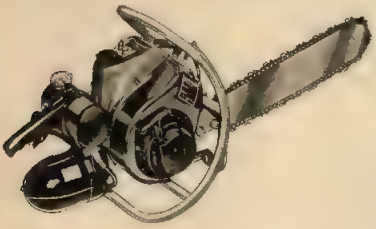
COMPRESSED AIR FUNNEL-TOP SPRAYERS. Armco zinc-grip galvanized body is leakproof. No rust-corrosion. Steel top and bottom assure strength, higher pressure. Easy fill-drain. ⅜″ oilproof hose with positive shut-off trigger control. Seamless brass tube has self lub. pump with oil proof valve. Gives coarse, fine, or fan spray.
(C) 11-9380-480 Wt. 6 lbs.
Size 1½ gal . . . . . Retail **7.20**
(D) 11-9381-535 Wt. 7½ lbs.
Size 2½ gal. . . . Retail **7.95**
11-9382-575 Wt. 9½ lbs.
Size 3½ gal Retail **8.65**



16″ Davis Lawn Mowers

16″ STANDARD MODEL. Precision ground cutting knives made of top quality crucible tool steel. Sturdy, cast steel construction stands up under hardest use. Self-aligning ball bearings and self-sharpening blades. 10″ wheels with solid rubber tires. Adjustable cutting height Hardwood handle, roller. Wt. 39 lbs. F.O.B. Chgo.
11-9180-X-1330 (Each)
11-9180-X-1280 (3, more) **16.95**

16″ DELUXE MODEL. Tubular steel handle with plastic handle grips. Five high carbon crucible steel blades, 4 spiders, 6″ diameter. Heavy lipped edge cutters. 10″ puncture-proof tires. Easy-oil hub cap with spring cup caps. Streamlined steel shield. Rubber roller. Yellow and green. Wt. 47½ lbs. F.O.B. Chgo
11-9184-X-1670 (Each)
11-9184-X-1590 (3, more) **16.70**



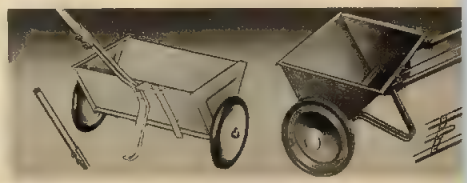
"Nu-Ax" 20″ Chainsaw

The Nu-Ax is a fast cutting, easy-to-use, streamlined chainsaw built for right or left hand operation. Because it is belt-driven no power is lost by friction . . . and there are no costly, complicated gears to repair or replace. Nu-Ax is built by the manufacturers of world-famous Clinton engines. Equipped with a 20″ guide bar and the new high speed chain which has tremendous speed. Easy handling when bucking, limbing, felling. Lightweight and even weight distribution make the chainsaw easier to carry and handle anywhere. Gadget free—always cuts full power in any position without adjustment. Upside down, sideways—angle cutting is simpler. Grouped controls: within fingertip reach . . . easy action controls that work at a touch. Foolproof, float-type carburetion. The engine rotates around the carburetor, air filter and swivel assembly. Steel forging, anti-friction bearings throughout. Easily reached, plunger-type chain oiler Die castings of high grade magnesium. More than 4,000 Clinton service stations throughout the country providing guaranteed service on repair or replacement. Weight 39 lbs.
11-9105-X-19160. . . . . Retail **239.50**

GRASS CATCHERS. Basket-shaped top, heavy white duck sides fastened to the square bottom by two folds of metal. Grass will not slip forward while mowing. Well balanced handle
11-9335-145 For 12″-17″ mowers. Retail **2.19**
11-9336-175 For 17″-21″ mowers. Retail **2.59**

HEAVY DUTY WHEELBARROW. The single-sheet 15-gauge pressed steel tray, with its edges rolled over a ¼″ steel rod for extra reinforcement, makes this wheelbarrow a practical handler of concrete and other wet loads. Wooden handles with shaped grip and a 2-ply pneumatic tire mounted on a ball bearing wheel make heavy loads easy to carry. Capacity 4 cu. ft. Shipping weight 64 lbs. FOB Chicago
11-9310-X-2125 (Each)
11-9310-X-2025 (3 or more). **33.50**

WHIZ WHEELBARROW. 32½″x25″ seamless tray with steel reinforced edges eliminates sagging front and permits forward pouring. 3-cu. ft. capacity. Steel frame and steel handles with rubber grips. 10″ cushion tired Donut wheel protects turf from indentations and makes for easy rolling. Lends itself to all the functions of the large professional barrow on a smaller scale. Weight 32 lbs. FOB Chicago.
11-9306-X-1070 (Each)
11-9306-X-1020 (3 or more) . **16.50**



"BUCH" NO. 1 SPREADER. Constructed of eighteen gauge sheet steel with adjustable automatic agitator for even distribution of feed Holds twenty pounds Sturdy steel wheels with rubber tires give an effortless roll with no jarring to patch-up spread of attended ground. A favorite with most home gardeners because of utility size and adaptability to easy storage. Bottom feed gauge shut-off makes spreader also usable as handy dry-load hauler. Weight 11 lbs
11-9327-X-450 (Each)
11-9327-X-425 (3 or more) Retail **7.25**

"BUCH" NO. 2 HEAVY DUTY LAWN SPREADER. Forced-feed agitator constructed to give perfect even flow of contents. 18-gauge sheet steel hopper. Has a 40-pound capacity. Rubber tires on sturdy wheels and double tubular handles add to this spreader's convenience of operation. Forever eliminates bending and stooping to correct "piling" of material on lawns or gardens. Finger-tip lever for regulating flow of seed or fertilizer Spreads 18″ path. Wt. 25 lbs.
11-9325-X-835 (Each)
11-9325-X-795 (3 or more) Retail **13.50**

(A) FLOWER BED BIRD BATH. 16″ steel bowl stands 30″ above the ground. Has porcelain enamel finish that will not tarnish or rust. Iron stand with garden green enamel finish. Sturdily constructed Wt. 6½ lbs.
11-9955-325 . . . . . Retail **4.98**

(B) GENERAL PURPOSE SPRAYER. Flat bottom of 19-oz. tin tank won't tip. Operates easily; produces a fine continuous spray. Pump size, 13″x1½″. Popular for farm, home and garden.
11-9375-72 (Each)
11-9375-68 (12 or more) Retail **1.10**

COMPRESSED AIR FUNNEL-TOP SPRAYERS. Armco zinc-grip galvanized body is leakproof. No rust-corrosion. Steel top and bottom assure strength, higher pressure. Easy fill-drain. ⅜″ oilproof hose with positive shut-off trigger control. Seamless brass tube has self lub. pump with oil proof valve. Gives coarse, fine, or fan spray.
(C) 11-9380-480 Wt. 6 lbs.
Size 1½ gal . . . . . Retail **7.20**
(D) 11-9381-535 Wt. 7½ lbs.
Size 2½ gal. . . . Retail **7.95**
11-9382-575 Wt. 9½ lbs.
Size 3½ gal Retail **8.65**

George TRACTOR

TRACTOR POWER-UNIT. For summer mowing, winter shoveling, spring gardening or almost any kind of work with the ground, this is the key to economical, easy-and-efficient dispatch. It will till the soil; it will become a self-propelled wheel barrow. Use it to push harrow blades; make it a furrow plow. It scrapes away the most solidly frozen snow and ice. It mows the lawn and makes short work of any kind of undergrowth or weeds . . . becomes the power behind a sickle mower, reel mower, rotary mower, or cultivator-weeder, as the job dictates. No bolts or wrenches are necessary to perform any of these transformations—all attachments are listed on this page and attach to the tractor in less than 30-seconds!

2-HP. Clinton Engine. Husky, 4-cycle engine has recoil starter, no-shock stop button. Gas tank operates 2 hours between fillings. Handle-controlled throttle governs speed to fit job and comfort. Tractor is equipped with special clutch to disengage power from wheels but still allow rotor-blade to spin, making work in and around tight places easy. Engine-power goes thru enclosed transmission, straight to traction-tread tires. Non-skid, self-cleaning, geared wheels. Enclosed gear box. Tubular steel handles, chrome plated; plastic handle grips. Built-in folding stand keeps released handles always at work height. Electric-welded body of ¼" cold rolled steel—handsome sun-beige enamel finish. Requires storage space of 46" high, 22" deep, 26" wide, standing on end. (Less Rotary Mower).
11-9000-X-9350 Shipping weight 115 lbs. . Retail **124.50**

18" ROTARY MOWER. (Pictured on tractor power-unit at left). Lock hitch for attaching to power unit allows mower to float over rises, producing smooth, even cut. Swivelled wheels give easy turns, eliminate lawn-gouging. Clutch on power unit permits quick stop-start of one-piece contour alloy steel blade. Finely cut grass is discharged from side to eliminate raking-up and messy mulch. Adjustable cut from 1" to 2¾". Wheels set inside cut to allow trimming close to walks; shrub bar at front for safety. Steel housing
11-9012-X-2575 40 lbs. . . . **34.50**

George Tractor and attachments are F.O.B. Chicago.

Tractor illustrated with 18" Rotary Mower attached.

ROTARY TILLER. For all-around garden care. Tills 12"-wide path, up to 5" deep . . works between 18" crop rows. Attaches to tractor thru hitch-lok. Heat-treated, sharpened steel tiller knives. Guarded, chain-driven rotor . . . end drive for complete ground coverage. Welded steel construction; zerk bearings.
11-9009-X-3175 Shpg. wt. 40 lbs. . Retail **42.50**

DUMP WHEEL BARROW. Saves you strain in moving heavy loads. Connects to tractor thru tube-lok hitch without wrenches or bolts. Bed is 36" long, 25" wide, 11" deep. 10" semi-pneumatic, bearing-equipped swivel wheel on front for easy turning. Ideal balance for effortless dumping-forward.
11-9014-X-2250 Shpg. wt. 40 lbs . Retail **29.50**

DISC HARROW.* Pulverizes soil before sowing . . . ideal for cultivation. Easily locked to tractor. Six, 6" tempered-steel discs adjust to throw dirt in or out. Two blade-sections may be set apart to straddle row or turned for any angle of cut. Digging shovel keeps discs in ground. Zerk bearings.
11-9006-X-1175 Shpg. wt. 18 lbs. Retail **15.75**

23" SNOW BLADE. Blade snap-locks into place! Angles adjust right, left or straight. Adjustable shoes under blade prevent snagging.
11-9010-X-850 Shpg. wt. 20 lbs. . Retail **11.25**

GROUND GRIPPERS. Discs give wheels rugged traction, 4" width-increase. Self-cleaning design
11-9015-X-650 Shpg wt. 10 lbs. . . . . Retail **8.75**

ADDITIONAL TRACTOR ATTACHMENTS

18" Reel Mower. Iron frame. Tires. Requires hitch.
11-9013-X-2575 Shpg wt 40 lbs Retail **34.50**
11-9011-X-350 Mower Hitch. 5 lbs Retail **4.50**

28" Sickle Bar. (Pictured right). Capacity, 2½ to 3½ acres/day. Perfect for grass, heavy weeds. 2" sections; guards. Zerk fittings. Steel knives.
11-9008-X-3175 Shpg. wt. 30 lbs. . . . Retail **42.50**

Cultivator-Weeder.* Adjust depth of 7 blades.
11-9005-X-1175 Shpg. wt. 15 lbs. . Retail **15.75**

Furrow Plow.* Steel blade lays off uniform rows.
11-9007-X-650 Shpg. wt. 10 lbs. . . . Retail **8.75**

***Floating Bar-Wheel.** Required to lock Cultivator-Weeder, Disc-Harrow and Furrow Plow into place.
11-9004-X-350 Shpg wt. 10 lbs. . . . . Retail **4.50**

"GEORGE" ROTARY TILLER. This new, self propelled "Terro-Tiller" is a low-cost way to work-free garden care. It makes the soil ready for planting without harrowing or discing. Its sharp tangs cut and mix the soil into a fine, well aerated, well pulverized seedbed. Ideal for 18"-row crop-cultivation . . . precise blades cut 11½"-swath so as not to disturb root structure or foliage. Perfect for flower beds because it works easily at any angle to the flowers and shrubs. And all you do is steer it!

Tillage. Zero-to-6" tillage-depth obtained by raising or lowering work-height-adjustable, rubber-grippered handles. Ten, replaceable, sharpened, high-carbon-steel tiller knives produce uniform ground-breakage.

Speed. From 1½ to 2½ mph obtainable, on heavy ground, ½ to ¾ mph. maintainable.

Engine. 2-HP., 4-cycle, gas Briggs & Stratton or Clinton motor. All-angle carburetor, oil-bath air cleaner; rope starter. Automatic governor. "Walks" through toughest jobs.

Control. Positive lock-in, lock-out clutch on motor for easy starting and transporting. Enables you to start the engine without the tangs turning. Spring-loaded idler maintains maximum horsepower to tiller rotor. Throttle-control on handle works through the automatic governor on the engine, allowing you to select the proper working speed for ground condition.

Drive. Powerful, Firestone-built "V"-belt, moulded to maintain pulley contact on small pulleys, runs to chain and sprocket that drives rotor. This is the most efficient method of power transmission. "V"-belt made of neoprene rubber mixture to prevent glazing. Stamped steel chain guard. Bearings, zerk-fitted at all points of wear.

Chassis. All sheet-steel, formed and reinforced for greatest strength. Runs on two, semi-pneumatic, 10x200 rubber-tired wheels. Over-all width 14½". Tiller-rotor width 11½". Tubular steel handles. F.O.B. Chgo.
11-9030-X-8250 Shpg. wt. 105 lbs. **109.50**

R&B

Announces The Greatest Doll Event Since Moving Eyes!

"ROCK-ME BABY" *

Slowly closes eyes as gently rocked to sleep!

Your biggest July Lay-Away Promotion!

Your biggest promotional doll in 1954!

LIFE ½ page July 19th

BOX TRANSFORMS QUICKLY, EASILY INTO BEAUTIFUL PRACTICAL CRADLE!*

#1700 — 17" Latex body, complete with cradle box. Retail $7.98

#2200 — 22" Latex body, complete with cradle box. Retail $9.98

Never before a doll with such play value — such promotional value! Baby dolls are coming back bigger and better than ever. And R & B's "Rock-Me Baby" doll gives that big extra push to your doll sales!

Arranbee Doll Company is going all out on "Rock-Me Baby". Half-page advertisement in July 19th issue of LIFE and other national magazines, plus write-ups and showings on television and radio. The biggest advertising and sales promotion campaign in our 35 years.

On your initial "Rock-Me Baby" doll order and all re-orders you get co-op advertising allowance. You get counter displays. You get window streamers. You get a whole raft of sales promotional material.

Promote "Rock Me Baby" this July to get the best July Lay-Away promotion figures in your department's history!

Orders filled in order of receipt. Get yours in now! Cover yourself for the big LIFE July 19th break on "Rock-Me Baby!"

#1710 — 17", Vinyl body in cord-troy bunting, complete in cradle box. Retail: $9.98

#2210 — 22", Vinyl body, in corduroy bunting complete in cradle box. Retail: $12.98

#1715 — 22" Deluxe cradle, complete with music box. Retail: $19.98

*Patents pending on mechanism for doll's eyes and cradle-box.

"Rock-Me Baby" comes with her own bed — it's her box, that transforms into a rocking cradle! "Rock-Me Baby" doesn't go to sleep just like that! No, sir, she has to be gently ROCKED to sleep — in her Little Mother's arms, or in "Rock-Me Baby's" adorable cradle-bed. As she's rocked, "Rock-Me Baby" gets sleepier and sleepier, and her eyes begin to close ever so s-l-o-w-l-y. Chances are Little Mother will get sort of sleepy-eyed, too! A top combination — never-ending play value, never-ending sales value.

ARRANBEE R&B DOLL COMPANY, INC. SHOWROOM ROOM 1451 200 FIFTH AVENUE, NEW YORK 10, NEW YORK SAN FRANCISCO 3 CALIF · WESTERN MERCHANDISE MART, SPACE 989

R&B *Introduces "Little Angel's" New Little Sister*

"LITTLEST ANGEL"

Never before a doll value to match this!

"Littlest Angel", a 10½" toddler doll that walks, sits, stands, turns her head, has sleeping eyes, and a lustrous Saran wig. A sellout promotional retailer at only $2.98

Companion doll to "Little Angel", the 12½" walking toddler, last year's sellout promotional number, about which Mildred Orr Hirth, of the F. G. Orr Company, Wichita 2, Kansas, said

[redacted]

M. H. Shlien, Manager of the Toy Department of the G. Fox Department Store in Hartford, Connecticut, reported

[redacted]

I. E. Carlson, Toy Buyer of Schuster's, Milwaukee, said.

[redacted]

$2.98

Equally enthusiastic have been hundreds of other doll buyers about the tremendous potential of the 12½" "Little Angel" toddler at **$3.98**, and 10½" Littlest Angel at **$2.98!**

• For, "Littlest Angel", a record breaking doll value at only **$2.98**, is certain to rack up your department's top figures for 1954

"Littlest Angel" and "Little Angel" are two of the hottest come-on sellers in your department! A $2.98 or $3.98 sale that brings $10.00 to $20.00 additional sales in dresses.

[redacted]

R&B [redacted]

SHOWROOM ROOM 1451, 200 FIFTH AVENUE, NEW YORK 10 NEW YORK
SAN FRANCISCO 3, CALIF.—WESTERN MERCHANDISE MART, SPACE 989

#1010 — "Littlest Angel" 10½"
Retail **$2.98**

#1012 — "Little Angel" 12½"
Retail **$3.98**

Remember! Your sale of "Littlest Angel" is a come-on that brings many additional dress dollar sales for you. For purchasers of "Littlest Angel" will be back again and again for additional garments as they add to her wardrobe **Individual costumes range from 98c to $2.98.**

So Easy To Display. You simply display several undressed toddlers, plus "Littlest Angel" and "Little Angel" dressed in each style of garment available. Takes very little display space. You fill your orders from dress stocks and undressed doll stock kept beneath the counter!

Order now. Start your "Littlest Angel" promotion in June!

VELOCIPEDES

B248/841 — Junior Deluxe Tubular Velocipedes. Ball bearing front wheel 15¾" semi-pneumatic, and puncture proof molded rubber tires, 2" steel tubing head frame. New Jr. Jet design rear step plate. Heavy gauged steel fork, bicycle type mud guard. Heavy gauged riveted steel wire spokes, 8" rear wheel. Each in carton. Weight 34 lbs.
Each $25.00

B248/842 — Same as above only 16" front wheels, 8" rear wheels. Each in carton. Weight 38 lbs.
Each $27.00

B248 843 — Same as above only 20" front wheel, 12" rear wheel. Each in carton. Wgt. 38 lbs.
Each $29.50

B248/807—Junior Velocipede. Tubular, ball bearing front wheel. Steel tubing head new Jr. Jet design rear plate. Heavy steel fork. Bicycle type mud guard. Heavy gauged riveted steel wire spokes with wide channel type rims. Front wheel revolves in ball bearing cones 1¾ inch molded rubber tires, semi-pneumatic and puncture proof. Rubber hand grips, stamp steel fender shields, stamp steel saddle seat with extra large top adjustable pedals. Finished in pueblo red with white trim. Size of front wheel 10 inches, 7 inch rear wheels. Each in carton. Weight 18 lbs.
Each $15.40

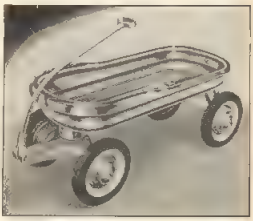
B248 808—Same as above only 12" front wheels, 8" rear wheels. Each in carton. Weight 21 lbs.
Each $17.00

B248/809—Same as above only 16" front wheel, 10" rear wheel. Each in carton. Weight 24 lbs.
Each $19.20

B248 803 — Junior Tubular Velocipedes. Ball bearing front wheel. Fender shields, new Jr. design rear step plate. Heavy gauged riveted steel wire spokes. Tubular head, junior design. Large stamped steel with extra large top adjustable pedals, finished in pueblo red with white trim. 13" front wheels, 8" rear wheels. Each in carton. Weight 16 lbs.
Each $12.70

B248/803—Same as above but 16" front wheels, 7" rear wheels. Each in carton. Weight 14 lbs.
Each $11.00

MURRAY OHIO DE LUXE WAGON



B248 831—Murray Super Deluxe Wagon. Length 46 inches, width 17 inches, box and gunnels of heavy gauge steel; 8 inch heavy gauge steel [illegible] body caps. 10 double disc fun ball bearing wheels, 1¾ in. semi pneumatic tires maroon enamel finish, silver and red trim. Each in carton. Weight 38 lbs.
Each $20.00

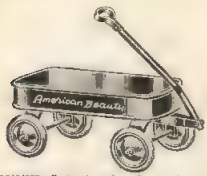
PARK CYCLES

B248 821—Murray 14" Park Cycle. Standard equipped. Heavy gauged steel coaster frame, ball bearing crank hanger, full spring, white bead saddle seat, 14" rear wheel, 2" tubular tires, semi pneumatic, adjustable, 2 way pedals, adjustable handle bar, rubber pedals and grips, 2 steel disc wheels with white flash, removable cross bar. Finished in red, trimmed in white. Each in carton. Weight 31 lbs.
Each $36.00

B248 824—Murray 16" Park Cycle. Deluxe equipped. Heavy gauged steel tubing frame, ball bearing crankhanger, 1 piece fork, new designed fenders, 16" multi-spoke [illegible] white bead saddle seat, 16" rear wheel, 2" tubular tires, semi pneumatic, heavy chain guard. Coaster saddle [illegible] adjustable handle bar, rubber pedals and grips, 2 steel disc wheels with white flash, removable cross bar. Finished in red, trimmed in white and red trim. Each in carton. Weight 40 lbs.
Each $40.00

B248 845—Junior Road Master Sidewalk Bike, Deluxe 16" model convertible from boy's to girl's model with removable top cross bar. 1¾" semi pneumatic molded tires. 1¾" steel tubing head. Bicycle type mud guards. Riveted "twin-ten" spokes, chrysler elflite bearings. ⅝" bicycle type handle bar chrome plated, adjustable white plastic grips and rubber knuckle guards. 2 piece bicycle type [illegible] saddle seat, 2 saddle [illegible] 2 piece molded rubber pedals and sprocket guard. Finished in red with white trim. Overall size, length about 46". Each in carton. Weight 37 lbs.
Each $37.50

RADIO FLYER WAGONS



B248/500—Radio American Beauty Wagon. Body size 20x10x3"; 5" double disc wheels; plain bearings; ⅝" rubber tires, baked red enamel finish. Packed ½ doz. in carton. Wgt. 41 lbs.
Each $2.50

B248/501—Radio Super Wagon. Body size 28"x13"x3⅜"; 7" double disc wheels; 1¾" rubber tires; congo life time bearings; bright red baked enamel finish. Each in carton. Wgt. 18 lbs.
Each $7.90

B248/502—Radio Flyer Wagon. Body size 34x15¼x4½"; 10" double disc wheels; congo life time bearings; 1¾" super cushion molded tires, baked red enamel finish; wheels in grey with red stripe. Each in carton. Wgt. 33½ lbs.
Each $13.00

B248/503 — Radio New Town & Country Wagon. Body size 41½x17¼x16". Congo life time bearings; 1¾" super cushion semi-pneumatic molded tires, bright red baked enamel body, balance in grey with red trim. Each in carton. Wgt. 46 lbs.
Each $24.00

B248/507—Greyhound Wagon. Body size 30x13½x3½"; 7" disc wheels; plain bearings; ⅝" rubber tire; baked on red enamel finish. Each in carton. Wgt. 30 lbs.
Each $6.70

B248/506—Greyhound Wagon. 21x10x2¾"; 5" disc wheels, 1" tires, ball bearings, chrome finish hub caps. Packed ½ doz. D.B.
Per dozen $32.00

B248/508—Greyhound Wagon. Body size 30x13½x3½"; 8½" disc wheels; compo bearings; 1¾" semi-pneumatic tires; finished in red baked enamel with white trim. Each in ctn. Wgt. 25 lbs.
Each $10.00

B248/509—Same as above only body size 35x18"x4½", 10" disc wheels 1¾" semi-pneumatic tires. One in carton. Weight 33 lbs.
Each $13.30

B248/511 — Greyhound Deluxe Stake Wagon. Rgt. of body when stakes are on 5½", size of body 17x40"; heavy duty spoke wheels, compo bearings, natural finish body varnished. Each in carton. Wgt. 45 lbs.
Each $30.00

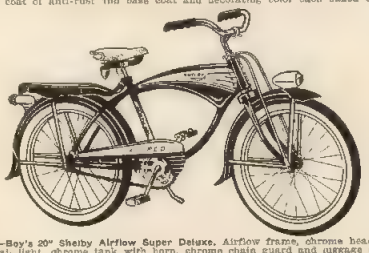
B248/510—Greyhound Super Deluxe Wagon. Body size 39x16½x4¾"; 16" spoke wheels, compo bearings 1¾" semi pneumatic tires, finished in red and ivory, two tone. Each in carton. Weight 34 lbs.
Each $20.00

SHELBY BOYS' AND GIRLS' STANDARD BICYCLES

GENERAL SPECIFICATIONS

All Shelby Bicycles have an electronically welded frame. The frame is reinforced at all joints by extra strong internal reinforcements. All bicycles have the Safety Crank which is drop forged, oil tempered and heat treated. The highest quality baking ename, is used with base coat of anti-rust and base coat and decorating color each baked on separately to provide durable and high lustre finish.

B248/421—Shelby Special Boy's 20" in beautiful flamboyant red. Standard frame, full length chain guard, kick stand, tan vinyl saddle with single coil springs, chrome plated crank and sprocket. . . . . Each $68.00
B248 422—Girl's 20" in beautiful flamboyant blue . . . . . Each $68.00
B248 425—Boy's 24" Shelby Special in beautiful flamboyant red. Standard frame, full length chain guard, kick stand, tan, saddle with single coil springs, plus chrome plated crank sprocket. . . . . Each $73.00
B248/426—Girl's 24" in beautiful flamboyant blue, ... Each $73.00
B248/445—Shelby Special Boy's 26" Model. Standard frame, full length chain guard, kick stand, tan vinyl saddle with single coil springs plus chrome plated crank and sprocket. Finished in **beautiful flamboyant red.** . . . . . Each $72.00
B248/446—Girl's 26" in beautiful flamboyant blue. . . . . . Each $72.00



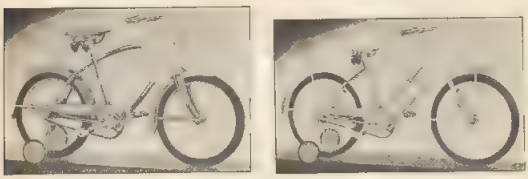
B248/423—Boy's 20" Shelby Airflow Super Deluxe. Airflow frame, chrome head light, electric tail light, chrome tank with horn, chrome chain guard and luggage carrier, deluxe saddle, chrome truss rods and rims, white wall tires. Comes in **black, red and chrome finish.** . . . . . Each $93.00
B248/425—Girl's 20". Comes in two-tone **metallic blue and chrome.** . . . . . Each $93.00
B248/427—Boy's 24" Shelby Airflow Super Deluxe. Airflow frame, chrome head light, electric tail light, chrome tank with horn, chrome chain guard and luggage carrier, truss rods and rims, deluxe saddle, white wall tires. **Black, red and chrome finish.** . . . . . Each $97.00
B248/428—Girl's 24" in two tone metallic blue and chrome. . . . . Each $97.00

B248/447—Boy's 26" Shelby Airflow Deluxe. Airflow frame, chrome, wide beam headlight, electric tail light, airflow tank with horn, chain guard, luggage carrier, double spring saddle, chrome truss rods, white wall tires and chrome rims. **Black with red and white trim.** . . . . . Each $99.00
B248. 448—Girl's 26" in two tone metallic green. . . . . . Each $99.00

B248/435—Boy's 26" Shelby Airflow Super Deluxe. Dual action Shelby spring fork, airflow frame, chrome tank with horn, chrome wide beam headlight, stopping tail light, in chrome luggage carrier, deluxe saddle, chrome chain guard and rim, white wall tires. Red with black and chrome trim. . . . . Each $120.00
B248/436—Girl's 26" in two tone metallic blue and chrome. . . . . . Each $120.00

B248, 431—Boy's 28" Special Airflow Frame Model with tank, headlight, luggage carrier, chain guard chrome truss rods. Red with white trim. . . . . Each $87.00
B248 432—Girls 28", blue with white trim. . . . . . Each $87.00

MURRAY OHIO SIDEWALK BIKE WITH COASTER BRAKE



B248/848—Murray 20" Park Cycle with coaster brake. Boy's model. Lexington brazed frame with joints reinforced for double strength, full, but bearing rear and front sets heavy duty steel fenders drop forged 1 piece fork, full ball bearing 20" tangent spoke wheels with 1¾" semi-pneumatic tires. Tan vinyl top saddle, compound springs, double adjustable handle bar, self-energizing positive action coaster brake, bicycle type pedals red plastic grips. Equipped with 6" steel disc safety wheels with 6" tires. Finished . black baked enamel with red fenders and white panels. Each in carton. Weight 45 lbs . . . . . Each $57.00
B248/849—Same as above but girl's model. Finished in sage green baked enamel with white fenders and green panels. . . . . Each $57.00

THE NEW SHELBY TRAVELER LIGHTWEIGHT ENGLISH BICYCLES

Precision engineered, easy to pedal. 26x1.375 lightweight chrome rims, 21" seatmast. Guaranteed deluxe tires. 3-speed hub with Her-ni-matic easy shift handle bar control, changes smoothly and instantly into any one of three forward gears. Makes hill climbing a pleasure. Hand operated front and rear caliper brakes. Double action brakes on both wheels insure quick action and sure braking. Featherweight extra strong frame built to the finest quality steel throughout. Completely rust proof by the latest bonderizing process and finished in super gloss enamel.

B248/439—English Lightweight Bicycles. Boy's standard 28" model Featherweight, extra strong frame. Easy riding, mattress type saddle, kick stand. Finished in metallic dark green . . . . . Each $75.00
B248 440—Girl's 26" finished in metallic Flanders Blue. . . . . . Each $75.00

B248/441—Boy's 26" English Lightweight Bicycle. Deluxe. Flamboyant ruby with cream and gold trim. Easy riding, mattress type saddle, tubular crown fork with chromium plated domes, chrome fenders and chain guard, generator head light and tail light, rear reflector, roomy touring bag, chromium plated pump, kick stand. . . . . Each $95.00
B248, 442—Girl's 26" Deluxe metallic steel blue with opalescent silver trim. . . . . . Each $95.00

B248/437—Boy's 16" with Learn-Cycle Rig. Semi pneumatic tires are puncture proof. Coaster brake provides safety and a full length chain guard protects clothes. Red with white trim. . . . . Each $59.00
B248 438—Girl's 16" Model in Blue and White. . . . . . Each $59.00

SHELBY LEARN-CYCLE RIGS

B248/418—Deluxe Model Shelby Learn-Cycle Rigs for Beginners. Stabilizer side wheels can be raised or removed as children gain balance. Sturdy construction 7 inch wheels. For 16", 20" and 24" bikes. Designed to carry extra rider. . . . . Per pair $8.00

Ransburg Hand-painted Kitchen Accessories

Redecorate your kitchen the easy way—brighten every cupboard and every corner with "Kitchen Bouquet" Ransburg's gay collection of color matched accessories. Every piece is an original—a bright posy pattern handpainted against sprightly background colors. Functional as well as beautiful—tough refrigerator-type enamel baked on sturdy steel. Buy a few pieces now—add more later. Gleaming chromed accessories—Prettyware accessories for stove and sink for extra kitchen beauty!

Ransburg accessories (A to J) available in Yellow, Ebony or White. **Specify color choice.**

A Four-Piece Canister Set—use for flour, sugar, coffee and tea. One to four quart sizes.
26392A350—Set.....Retail **$5.00**

B Double Drop Door Breadbox—holds two loaves plus pies and rolls. Plastic knobs. 13¾ in. long x 11½ in. high x 11¾ in. deep.
[illegible].....Retail **$8.00**

C Three-Piece Shaker Set—For your range—holds salt, pepper and flour or sugar.
26390A140—Set.....Retail **$2.00**

D Cake Saver and Tray—keeps your delicious cakes fresh and moist. Use set for serving cake, too! 11¾ in. diameter, 5 in. high.
26396A280—Set.....Retail **$4.00**

E Stoneware Cookie Jar—9½ in. high.
26397A175—Jar w/cover.....Retail **$2.50**

G Combination Paper Dispenser—holds paper towels and wax paper rolls. Rolls snap in easily, paper tears perfectly. 12⅛ x 7¼ in. high.
26391A280.....Retail **$4.00**

H Step-On-Can—Enameled 12-qt inset pail won't rust out—easy to keep clean. Lid fits snugly. 10½ in. diameter, 13¾ in. high.
26393A560.....Retail **$8.00**

J Roll Top Bread Box—room for two loaves. Pivot lift door has smart plastic knob. Box is 13⅝ in. long x 7⅞ in. high x 11¾ in. deep.
26394A350.....Retail **$5.00**

K Chanticleer Cookie Jar—delightful in any kitchen is this 9½ in. cookie jar. Red, yellow, or black stoneware. Specify color when ordering.
26398A175—Jar w/cover.....Retail **$2.50**

PRETTYWARE ACCESSORIES FOR STOVE, SINK

I Deluxe Dish drainer—rubber coated steel safeguards dishes, drains fast. 17 x 13¼ x 4 in
26388A157—Red.....Retail **$2.25**
26461A157—Green.....Retail **$2.35**
26462A157—Yellow.....Retail **$2.35**

M Drainboard Tray—Molded slope for fast draining saves dishes. 15¾ x 20 in.
26387A199—Red.....Retail **$2.98**
26459A199—Green.....Retail **$2.98**
26460A199—Yellow.....Retail **$2.98**

N Stove and Table Top Mat—protects surfaces against heat, scratches, grease. 15 x 17 in.
26386A67—Red.....Retail **$1.00**
26457A67—Green.....Retail **$1.00**
26458A67—Yellow.....Retail **$1.00**

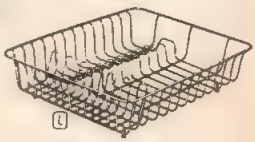
P BEAUTYWARE ALL-CHROME KITCHEN ENSEMBLE

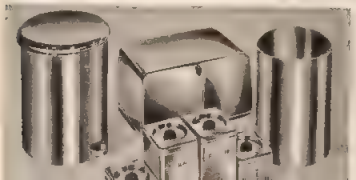
Beauty Can—step-on can with built-in deodorizer. Outer pail of chrome-plated steel, 14 qt. white porcelain liner. 10 x 15¼ in. high.
24103A663.....Retail **$9.95**

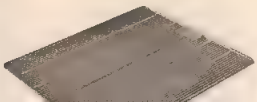
Beauty Box—chromium plated bread box with built-in wood slicing board. Removable inner shelf doubles space. 17 x 10 x 10 in.
24100A797.....Retail **$11.95**

Wastebasket—Shining chromium plated steel—ideal for any room. 14 in. high. 9¾ in. dia
24102A330.....Retail **$4.95**

4-Piece Canister Set—shaped for space-saving stacking. Holds 1½ lbs. coffee, 1½ lbs. tea, 5 lbs. sugar and 5 lbs. flour.
24101A663—Set.....Retail **$9.95**







Ray-O-Vac Company Announces New "Space Patrol Rocket Lite"

The official Space Patrol Rocket Lite used by Commander Buzz Corry on the well-known TV show, "Space Patrol," has just been introduced by Ray-O-Vac Company, Madison, Wis. This unique flashlight is in the form of a real model of the airplane of tomorrow—the forerunner of super speed aircraft. It will be a distinctive gift item for children.

The picture shows Commander Corry and William L. Bender, merchandising manager, Ray-O-Vac Company, with the new light.

Supermarket Checkout Counter Introduced by Kamkap, Inc.

Aimed at toy customers who want a plaything to be fun and educational at the same time is the new Supermarket Check-out Counter made by Kamkap, Inc., 200 Fifth Avenue, NYC.

A miniature reproduction of an actual supermarket check-out counter, the set is complete with a cash register that rings, a counter with a package pull, play money, tiny boxes of grocery products and paper bags. The retail price is $6.98 (slightly higher in the South and west of Denver). Packing is six to a master carton.

The heavy-gauge steel cash register has an action mechanism that rings the bell and opens the drawer when the bar is pushed. When they're playing Supermarket the youngsters select miniature packages, then wheel the shopping cart to counter. The "check-out clerk" uses a lever to pull the purchases toward him, then rings up the sale on the toy cash register.

Parents, Kamkap states, will like the fact that the youngsters learn while they play. They learn how to make selections, how to make change and how to treat one another courteously.

NEW WAX MODELING "KIT" INCLUDES PARTS AND IDEAS

A product of Kort Manufacturing and Packaging Company, 723 Gladys Avenue, Los Angeles 21, a new "House of Wax" kit includes not only five large wax bars in colors but a fold-up doll house and many modeling "props" such as wheels, discs, sticks, beads, etc., with directions on how to use.

Illustrated are simple things the child can make such as dolls, animals, airplanes, cars, and boats. When the day's fun is over, the wax and all the components are

ready for more hours of fun and other things to make.

The "House of Wax" kit is packed in an attractive, clear, plastic box, the cover and base of which become part of the doll house. Five colors are included, giving wide latitude to a child's imagination. It retails at 69¢.

Other Kort Modeling Wax Kits are "The Carnival," with five different colors at 29¢ in a cellophane-wrapped package. It also is a refill for the "House of Wax" Kits. "Make-It-Yourself" with choice of one color, also with modeling "props" in a cellophane envelope retails at 10¢.

"VTO" MODEL KIT ADDED TO STROMBECKER LINE

New in the Strombecker line of scale model kits, the Lockheed XFV-1 is a realistic model of the Navy's famous "vertical take off" plane that launches straight up from the deck of a vessel.

It is accurately scaled (1" to 1') and

figures to delight model fans and collectors. Dimensions when assembled are: Wingspan 5¾", height 6½". Plastic parts provide greater realism where needed. The kit, complete with full-color decal insignia and trim, the plastic dome, prop, fins, and wings, retails at 89c.

SPORTS EQUIPMENT

(A) REACH CATCHER'S GLOVE

6338BF885 Yogi Berra Model - *$13.95*

Popular hinged model with greased palm, jute padded. Rolled imitation leather bound and laced. Leather crotch laced with whapping on top loops. Shearling padded wrist strap. Shpg. wt. 4 lbs.

(B) REACH OFFICIAL AMERICAN LEAGUE BASEBALL

6339BF236 Official American League *$3.20*

Cushioned cork center. Uniform yarn wound, alum-tanned leather cover, double stitched. Official in every World Series and American League game for 49 years. Shpg. wt. 1 lb.

(C) REACH OFFICIAL SOFTBALL

6340BF234 Softball *$3.35*

12-in. circumference. "Uni-Form" center of best quality Kapok, double stitched. Tanned, non-reflecting pearl leather cover. Shpg. wt. 1 lb.

(D) PUNCH-A-BAG AND BASK-A-BALL SET

6341BF350 Complete Outfit *$4.95*

Heavy duty all welded 18-in. wire ring and bracket serves double purpose—regulation basketball loop and inverted as a lively striking bag platform. Set includes two-tone 11-in. striking bag with needle type rubber bladder, special swivel and cross brace, large net, inflating needle, screws, bolts and instructions for setting up. Shpg. wt. 5 lbs.

(E) PUNCHING BAG ON FLOOR STAND

6342BF463 Spar Jr. *$6.95*

This punching bag is suitable for ages 6 to 16. By changing the set screw on the telescope rod, the flexible steel rod lowers to 37 in., or raises to 48 in. Bag is a 18-oz., two-toned, pebble grained rubberized fabric. Pear shaped butyl bladder with inflating needle and pump included. Base is 12 x 28 x ½-in. plywood. Shpg. wt. 7 lbs.

(F) JUNIOR BOXING GLOVES

6343BF615 Two Pair, 8-Ounce Weight *$8.50*

Similar style to G described below, but two identical pairs. Complete with boxing lessons. Shpg. wt. 3 lbs.

(G) FATHER AND SON BOXING GLOVE SET

6344BF680 Two Pairs of Gloves in Box *$9.50*

Professionally styled and tailored by Benlee, who makes the official gloves used at Madison Square Garden. Full soft sheepskin, fully boxing hair stuffed. Pair of 10-oz. gloves for Dad and 6-oz. gloves for junior. Illustrated boxing lesson pamphlet included. Shpg. wt. 3 lbs.

EXTRA

READ'S DRUG NEWS

BALTIMORE, MARYLAND

EXTRA

DAYTIME TELEVISION WORKS SALES MAGIC FOR READ'S DRUG STORES

"ROMPER ROOM" ON WBAL-TV SCORES HIGH RATINGS AND SELLS MERCHANDISE FOR BALTIMORE DRUG CHAIN

"Nancy Rodgers is a perfect wizard at handling children" and the little viewers "pester their Mothers to hurry out and buy the paraphernalia displayed on the screen", says Norman Clark, TV Editor of the Baltimore News-Post.

BALTIMORE, MD.—Read's Drug Stores have found a real bonanza for advertising. Maryland's biggest drug store chain consisting of 52 stores and Baltimore's biggest small-fry show on television have teamed up. "The Romper Room", a daily hour-long kindergarten program has revolutionized Baltimore's morning TV habit. This 9 to 10 A.M. show centers around Nancy Rodgers, the "teacher", a half dozen four and five year old children, and a piano player. The youngsters play games, paint, build things and have a fine time while getting educated. Because it makes a solid contribution to community life, "The Romper Room" and Nancy Rodgers have attracted a huge and devoted following.

Advertising Dollar Brings More Via Romper Room

Because this show completely outranks any other daytime TV show, local or national, sponsors feel that, percentage wise, they have hit on a new low - cost advertising media. Actual sales histories prove that merchandise found tremendous sales increases on "Romper Room".

An Important Message to Manufacturers

Read's Drug Stores have discovered to sell merchandise in great quantities, one of the best media is WBAL-TV's "Romper Room." Tests prove children are the most loyal commercial audiences. Mothers get the full impact of the sponsors message, and are anxious to buy items advertised because they keep children occupied with toys of educational value.

Read's Stores Back Show With Merchandising

The products advertised on "The Romper Room" are prominently displayed in windows and at special Romper Room" point-of-sale locations. In this way Read's carries through and gets the most out of the terrific response.

Television Show Reaches 5 States

Letters, postcards, and the all-important orders come from parts of Virginia, West Virginia, Pennsylvania, Delaware, and the District of Columbia. Mail comes from every part of Maryland, including the distant towns like Havre de Grace and Westminster.

For more information about "Romper Room" contact

READ'S DRUG STORES

1308 RACE STREET, BALTIMORE 30, MD.

ROMPER ROOM TV SHOW NOW AVAILABLE FOR CO-SPONSORS

Manufacturers wishing to have the same sales increases Read's enjoys, can do so now by teaming up with them in this powerful advertising media.

"Talk about turn-over!

when a plastic toy is well designed, brother, we can't keep it in stock"

says Roger Patterson
Toy Buyer, The Bon Marche, Seattle

HI-TEST 88 LUSTREX Styrene Plastic

—new HIGH-IMPACT styrene for HIGH VOLUME sales

Improved materials with higher strength, greater toughness, are now available through new developments in Monsanto research. Lustrex Hi Test 88 styrene plastic, for example is five times tougher than general purpose styrene; less brittle because it is two to three times more flexible than other high impact materials.

This means your toy supplier can now provide you with toys that are stronger, sturdier and longer lasting. So when ordering, ask for toys made of Lustrex Hi-Test 88.

And for your information about new toys made of Lustrex, let us put your name on our list to receive the "PLASTICS MERCHANDISER", Monsanto's free buying information service. Write to: MONSANTO CHEMICAL COMPANY, Plastics Division, Room 3401, Springfield 2, Mass.

PLASTICS ARE TOPS FOR REALISTIC DETAIL

Plastic toys have more realism the kind of exact detail that appeals to the imagination of children" is the way Mr. Patterson feels about plastics. "Add the appeal of attractive colors and lustrous finish, plus a good idea in design, and plastic toys cannot be beat."

MONSANTO

SERVING INDUSTRY . . . WHICH SERVES MANKIND

red horse
GARDEN TRACTORS

- 2 OR 3 H.P. ENGINE WITH 2 FORWARD SPEEDS
- FAMOUS "QUICK" HITCH FOR ATTACHMENTS
- SIMPLIFIED POWER TAKE-OFF REDUCES SPEED TO 600 R.P.M.
- ALL STEEL WELDED FRAME . . . NOTHING TO SHAKE LOOSE
- INTEGRAL GEARBOX REDUCES STRAIN ON CRANKSHAFT
- HEAVY DUTY LUG-TYPE PNEUMATIC TIRES

Here's a real heavy duty farmer's tractor that's versatile enough for estates clubs or homes. Can do anything a tractor is supposed to do with 10 time and work saving attachments. Rugged all-steel welded frame—no bolts or nuts to work loose. Integral design of gearbox makes it part of engine itself and assures smoother starting and less pulley strain on the crankshaft—features that result in longer belt and engine life. Powered by rugged dependable 2 or 3 HP gasoline engines with 2 forward speeds and centrifugal type governors. Quick-acting pull starter. Convenient handle bar controls. Simplified power take-off—remove V-belt from tractor and attach to saw generator etc. No special speed reducer needed—power output of engine is already reduced to 600 R.P.M. Famous quick-hitch features. Simple drop-pin arrangement for fast coupling of attachments for straight away level pulling or close-in angle work. No clumsy attachment handles—in turn, simply lift handle bars to stop to stop quickly, just release the clutch. Heavy-duty lug-type pneumatic tires.

2 H.P. MODEL
For use with 4 to 6 cu. ft. tool box
No. 15H-9021. (#6001H).
Index 1-13463. LIST **179.50**

3 H.P. MODEL
For use with 6 to 8 cu. ft. tool box
No. 15H-9022. (#6033H).
Index 1 17963. LIST **239.50**

RED HORSE GARDEN TRACTOR ATTACHMENTS

(B) SNOW PLOW-GRADER
All steel heavy duty 36" unit. Adjusted to right or straight ahead. Use as V-plow or grading or as a scraper. 75 lbs.
No. 15H-9025. (#66.6.
Index 1-1838 LIST **24.50**

(C) 20" ROTARY SAW
Ideal to cut firewood, fence posts and clear land. Cuts horizontally and vertically. 20" blade. 70 lbs.
No. 15H 9051. (#7300).
Index 1 3938. LIST **52.50**

(D) WEED CUTTER
Sturdy, instructed heavy-duty rotary weed-cutter. A great time and labor saver. **Attaches to rotary saw attachment above.** Complete safety guard enclosure. 33 lbs.
No. 15H-9054. (#7400).
Index 1 1125. LIST **15.00**

(E) 6½" PLOW
Pitch and depth easily adjustable without wrenches or stopping plow. Runs straight, even with one wheel in furrow. 37 lbs.
No. 15H-9023. (#7100).
Index 1-2213. LIST **29.50**

8" PLOW (Not Shown)
Same as above except 8" size. 45 lbs.
No. 15H-9052. (#7200).
Index 1-2738. LIST **36.50**

(F) HEAVY DUTY CULTIVATOR
Fully adjustable depth and width. Follows perfectly. Shovels and wheels adjustable and removable. 63 lbs.
No. 15H 9025. (#6200).
Index 1 2588. LIST **34.50**

(G) DISC HARROW
Two 4-blade gangs, adjustable to throw dirt away from or throw into row. 12" discs. Oiled maple bear. 60" 75 lbs.
No. 15H-9024. (#6600).
Index 1 2805. LIST **34.75**

(H) 24" REEL MOWER
Heavy duty with engine driven cutting reel. 6 spiders and 5 alloy steel blades. Heavy underknife with simple position adjustment. 70 lbs.
No. 15H-9027. (#6500).
Index 1 5886. LIST **78.50**

(J) 32" SICKLE BAR MOWER
Standard 2' knives and guards. Separate clutch permits close work without forward motion. Ideal for tall grass or weeds. 52 lbs.
No. 15H-9026. (#6400B).
Index 1-5062. LIST **67.50**

(K) ½ TON DUMP CART
Sturdy, versatile . . . Heavy duty for hauling stone etc. Ideal for carrying tools or attachments. ½ ton 7 cu. ft. 150 lbs.
No. 15H-9030. (#8124).
Index 1-7088. LIST **94.50**

(L) 24" ROLLER with SEAT
24" steel roller smoothes and levels lawns. Equipped with cross bar scraper and foot brake. 110 lbs. (filled with water, 300 lbs.)
No. 15H-9031. (#8314).
Index 1-2119. LIST **41.50**

(M) RIDING SULKY
All steel pneumatic-tired riding sulky for use with sickle bar, lawn mower, snowplow or any other similar front end attachment. Comfortable seat. Dependable brakes. 85 lbs.
No. 15H-9029. (#8100).
Index 1-4465. LIST **59.50**

25 LB. WHEEL WEIGHT
(Not shown) Used when more traction is needed. Attach to wheel by 2 bolts. 50 lbs.
No. 15H-8022. (#9000).
Index 1 1106. LIST per pair **14.75**

red horse
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red horse

Garden Tractor

A REAL FARMER'S TRACTOR

. . . Yet Versatile Enough for Estates, Clubs and Homes

2 MODELS . . . 2 H. P. and 3 H. P.

All Attachments Fit Both Models

Extra Convenience! Extra Power!

GARDEN TRACTOR—An outstanding value! Feature-packed from wheels to handle. Rugged! All steel welded frame, integral gear box and heavy duty engine assures less maintenance and trouble. No nuts and bolts on frame to shake loose. Does everything a tractor is supposed to do because it can be equipped with a full line of front and rear attachments. It's so easy to operate. Tractor turns merely by lifting the handle bars. To stop quickly—just release the clutch. Has the famous "Quick" Hitch. Rear hitch is a simple drop pin. Front hitch is a square shank bolt with a wing nut. Has simplified power takeoff. No special speed reducer needed to operate tractor in connection with corn shellers, water pumps, air compressors, buzz saws, sprayers, cream separators, power generators, milking machines, etc. Gearbox is integral part of engine to assure smoother starting and longer belt and engine life. There is no strain on crankshaft. Has throttle on handlebar; oil type air cleaner; centrifugal type governor. Pull Cord starter, 2 forward speeds and variable width wheels. Motorcycle #50 chain drive.

2 H.P. MODEL—Has 2x12 tires. Holds 2 quarts of gasoline. Clearance height 10 in. Ship. wt. approx. 195 lbs.

4575814090 . . **Retail $187.95**

3 H.P. MODEL—Has 6x12 tires. Holds 3 quarts of gasoline. Clearance height 11 in. Ship. wt. approx. 225 lbs.

4576818590 . . . . . **Retail $247.95**

Time-Saving Work-Saving ATTACHMENTS

6½" PLOW—Pitch and depth easily adjustable without wrenches and without stopping plow. "Quick" hitch enables plow to run straight even when one tractor wheel is in furrow.

4579B2370 . . . **Retail $31.50**

DISC HARROW—Two, 4-blade gangs, adjustable to draw dirt away from row or throw it in. 12" heat-treated discs—oiled, hard maple bearings. Prepares ground for planting.

4580B2855 . . . . . **Retail $37.95**

SICKLE BAR—32". Rigid construction. Standard 2" size knives and guards. Separate clutch permits operator to do close work without forward motion. Ideal for tall grass or weeds.

4581B5225 . . . . **Retail $69.50**

HEAVY DUTY CULTIVATOR—Fully adjustable for both depth and width. Shovels and wheels adjustable and removable.

4577B2820 . . . . . **Retail $37.95**

20" SAW BLADE—Cuts both horizontally and vertically. Bites through sections up to 10", standing or felled. Controlled with handle bars on tractor. Safe.

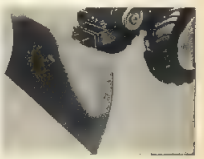
4511084160 . . . . . **Retail $55.50**

WEED CUTTING ATTACHMENT—For above.

4511781225 . . . . . **Retail $16.50**

MOWER—Heavy-duty 24", with engine driven cutting reel. 6 spiders and 5 alloy steel blades. Simple position adjustment.

4578B6115 . . **Retail $81.50**



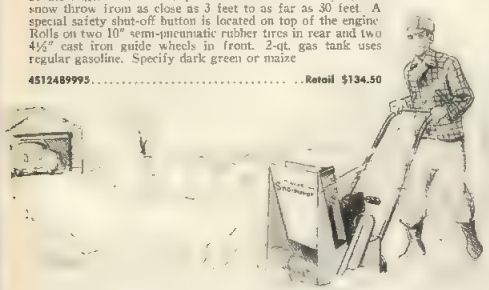
GRADER OR SNOW BLADE—An all-steel, heavy-duty 36" unit easily adjustable to right, left or straight ahead. Designed for use for light grading or as a snowplow.

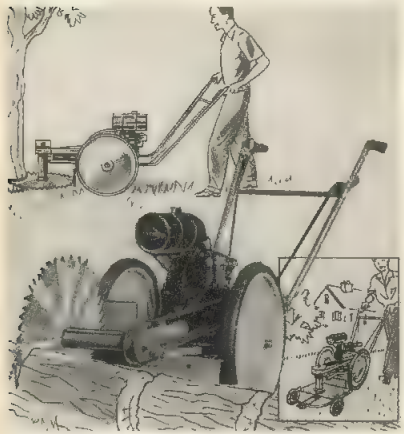
4582D1995 . . . **Retail $26.50**

Remove Snow the Easy Way With These Quality Snow Movers!

PINCOR POWER SNO-MOVER—A rugged, easy-to-operate snow mover that cleans sidewalks and driveways in a matter of minutes. It's a work and time saver for every home, farm, business, gas station, institution and factory. It features a 4 cycle, 2 h.p. motor with manual rope-pull starter. Two welded blades clean a 15" wide path, remove wet or dry snow up to 24" deep. One simple gas control knob at the finger tip on the handle controls the machine. A handy flip director directs the throw of the snow to the right or left with a flip of the finger. Two metal plates control the distance of the snow throw from as close as 3 feet to as far as 30 feet. A special safety shut-off button is located on top of the engine. Rolls on two 10" semi-pneumatic rubber tires in rear and two 4½" cast iron guide wheels in front. 2-qt. gas tank uses regular gasoline. Specify dark green or maize.

4512489995.....**Retail $134.50**





"WHIZ 20" BRUSH, TREE, WEED SAW—Engineered to do all those jobs that ordinarily require a power lawn mower and a tractor power saw. It will cut grass, weeds, sprouts in lawns, pastures, fence rows and wood lots. Yet, when you need a heavy-duty mobile one-man power saw to cut trees up to 12", to trim and saw up into fireplace and cord wood, the WHIZ 20 has all the power and maneuverability to do the job fast, safe and economically. Highly recommended for use in clearing sprouts and timber. Constructed of heavy gauge steel tubing reinforced with high tensile steel bars for rugged design with light weight. 20" saw blade, 20" wheel blade; both blades quickly interchangeable. Powered with 2½ h.p. engine.

5721D9850.....**Retail $164.50**

5722D835 20" saw brush, weed attachment.....**Retail $13.90**

5724D1290—26" saw brush, weed attachment.....**Retail $16.90**

5725D2900—7" post hole auger attachment for 20" only....**Retail $37.50**

STANDARD SNO-BLO MODEL—Throws snow to the left of the operator. Powered with a 2½ h.p. standard make engine. Clears a 16" path through snow up to 12 inches deep, tossing it 25 feet away from the cleared area. Sturdy 14-gauge steel scoop. Snow discharge adjusts to regulate distance snow is thrown from machine. Ball-bearing wheels equipped with semi-pneumatic tires. Frame constructed of channel iron and steel tubing . . . electrically welded. Wide bar handle with hand grips. Operates at low cost.

4528B13460.....**Retail $179.50**

SNOW-BLO LAWNMOWER CONVERSION UNITS—Converts the Standard and Deluxe Sno-Blo into a lawnmower. The wheels, handle and engine on the Snow Blo are interchangeable with the power mower.

4530D8030—MOWER CONVERSION UNIT less motor.....**Retail $107.00**

It's Spring!
It's Kite Weather!

Amazing New

PARA-KITE

the flying parachute

Quick Sale!

Sensational Profit!

Kids'll take 'em away from you at $2.00 retail

Big, juicy profits for the dealers who get to the kids first with these heavy-duty flying parachutes — 3-feet in diameter! Imagine selling 'em for only $2.00 each! They're hotter than a 4th of July fire sale of long red flannels.

PARA-KITE is the most amazing thing that ever took to the air . . . just unroll it, let the breeze fill the 'chute and away it goes! It's a real parachute, made of tough, flexible plastic . . . waterproof, weatherproof, tough, durable, snag resistant. Comes packed in attractive, extra heavy plastic bag.

NEW — DIFFERENT Never anything like it before

EXCITING Will pull a kid on a bike, coaster or roller skates!

SELLS ON SIGHT Every youngster will want one.

For full particulars, write to.

NOVELTY KITE MFG. CO.
P. O. BOX 1747 · Richmond, California

SHIPS — PLAY BOATS — MECHANICAL TOYS

U. S. NAVY RADAR SHIP

14" Cruiser type rocket ship finished in decorated deck, gray top sides, red under body, white turret. Equipped with 2 spring action rocket guns mounted in swivel turret & fitted with "radar" screen& sights. 2 harmless "safety" rockets with collapsible rubber tips, 3 movable Tekwood ship targets numbered for scoring & mounted on individual bases. Packed with all parts in position in colored display box. 12 to ctn., 14½ lbs. Keystone Mfg. Co.

NO. 251.....EACH $ 1.98

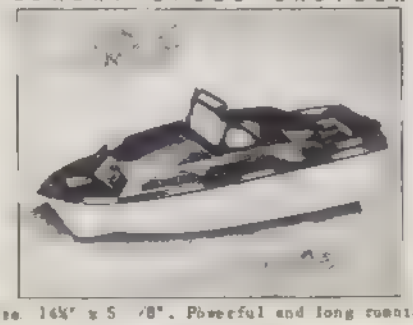
QUANTITY ORDERED _____

LIBERTY LINE PLAYBOATS

California Redwood hulls with marine mahogany finish; brightly lacquered decks, powerful mechanical spring motor. 14" long; 4¾" wide 1 to box. 1 dz. or ½ dz. to ctn. Wt. dz. approx 22 lbs. My-Cal Co

NO.	PRICE EACH	QUANTITY ORDERED
L-2	$3.98	_____
L-3	$3.98	_____
L-4	$3.98	_____

LUXURY SPEED CRUISER

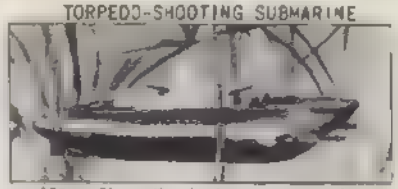


Size 16¾" x 5 ⅞". Powerful and long running clock-work motor with key attached. Made of extra strong, durable plastic. Has flag, windshield and steering rudder. For tub or pond. Assorted color combinations of red, white and blue. 1 to box, 6 to ctn., 8 lbs. Ideal Toy Corp.

NO. 4205.....EACH $ 2.98

QUANTITY ORDERED _____

TORPEDO-SHOOTING SUBMARINE



Size 12" x 3" x 4". Authentic reproduction of U.S.N. sub. Has 2 plastic torpedoes which can be fired. Assorted color combinations. Durable plastic construction. 1 to box. 1 dz. to ctn., 6 lbs. Ideal Toy Corp.

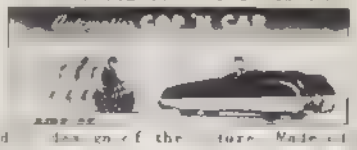
NO. 4705.....EACH $ 0.98

QUANTITY ORDERED _____

CHRISTMAS TIME AT THE DUNNE'S

Here is a toxful of dolls that were not listed in the Billy & Ruth Catalog. Laura and David Dunne

MOTORCYCLE COP AND SPEED CAR

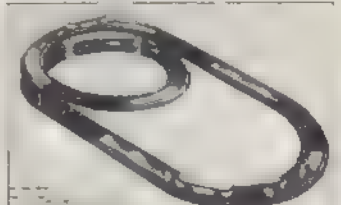


Sty ed [illegible] of the [illegible] Made of high impact plastic. 2-tone body. Powerful futuristic motor, new type wind-up—no key. Loud siren. Cop chases the speedster and catches him—he's a [illegible] by stop. Size Car, 8¼" x 4", motorcycle 4" x 4". Packing, 1 dz., 15 lbs. Automatic Toy Co.

NO. 345.....EACH $ 2.98

QUANTITY ORDERED _____

SPIRAL SPEEDWAY



14 sections 9 ft. of track, high speed, long running motor cars (2 powerful motorized, metal, lithographed no sharp edges 17" x 18" backing [illegible] dz., 52 lbs. Automatic Toy Co.

NO. 320.....EACH $ 2.98

QUANTITY ORDERED _____

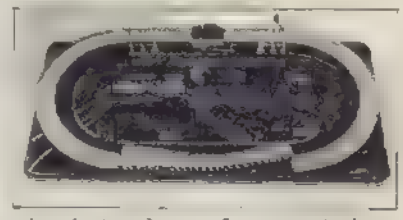
MYSTERY CAR AND TRAILER

Powered by the mystery motor. No key or winding needed. Car and trailer are brightly [illegible] Overall length of the two is 27¾". 1 to box. 12 to ctn., 32 lbs. Wolverine Supply & Mfg. Co.

NO. 85.....EACH $ 2.75

QUANTITY ORDERED _____

CROSS COUNTRY TURNPIKE



Complete highway layout. 3 separate highway systems on a litho. metal base. 3" metal car is powered by precision made, long running clock spring motor. 27¾" long x 15" wide. 1 to box, 6 to ctn., 20 lbs. Ranger Steel Products [illegible]

NO. 460.....EACH $ 3.98

QUANTITY ORDERED _____

SKI JUMPER

Brightly litho. Jumper glides down the incline, jumps over the hurdle doing a complete somersault and lands right side up, then rolls ahead for a distance. 25¾" L.; 5-7/8" H. 1 to box. 12 ctn., 26 lbs. Wolverine Supply & Mfg. [illegible]

NO. 22.....EACH $ 1.98

QUANTITY ORDERED _____

FIX-IT SPORT CONVERTIBLE

Complete kit and repair parts. Size: 13" x 5" x 4"; thick vinyl tires, aluminum hub caps and metal axles. 1-piece plastic windshield. Battery and radiator and gas tank can be filled with water. Sturdy plastic construction. Assorted color combinations of blue, red, green and silvertone. 1 to box. 1 dz. to ctn., 23 lbs. Ideal Toy Corp.

NO. 3050.....EACH $ 2.98

QUANTITY ORDERED _____

When Ordering

please refer to the size and [illegible] when [illegible] will help us [illegible] your order [illegible]

INTERCOM SYSTEMS — WALKIE-TALKIES — RADIO STATION — GUN

BEL-COM 2-WAY INTERCOM SYSTEM

Full-size intercom. Self-contained power, no buttons, switches, or plug-in necessary. Can be heard anywhere in average room. Cabinets of Dow 475 hi-impact Styron. Full 4" Alnico Speaker gives clear, understandable tones. Batteries have long life. Standard 90-day Electronic Mfg. Guarantee. Complete pkg. includes: Two Bel-Com stations, complete with microphones; one coil 3-conductor wire, four size "C" batteries; color: deep burgundy red. 1 set to box. 1 dz. to ctn., 36 lbs. Bell Products Co

NO. 100, 25 ft. WIRE & BATTERIES...EACH $ 9.95
QUANTITY ORDERED _____

NO. 101, 50 ft. WIRE, NO BATTERIES.EACH $ 9.95
QUANTITY ORDERED _____

HANDIPHONE INTERCOM SYSTEM

B&R

Built-in 2-way signal buzzer system, 2 complete battery operated telephones. Loud and clear. Includes 25 ft. of double electric wire with plug-in connections. Modern design plastic phone hangers for walls, desks, etc. 2 batteries included ready to operate. 1 to display box. 1 dz. to ctn., 14 lbs. Remco Industries Inc.

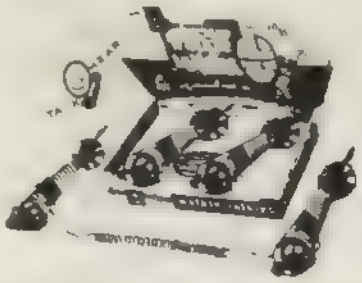
NO. 700.....EACH $ 4.95
QUANTITY ORDERED _____

ELECTRONIC WALKIE-TALKIES

Electro-magnetically operated; works up to ½ mile; operates like a telephone over a 2-conductor electrical wire—no taut strings necessary, no batteries required; for children above 6 years of age. 1 to box. 1 dz. to ctn., 9 lbs. Remco Industries Inc.

NO. 300, SPACE MODEL QX-2.....EACH $1.98
QUANTITY ORDERED _____

TWO-WAY ELECTRONIC WALKIE-TALKIES



Deluxe 2-way communication system. Electro-magnetically operated—no batteries. Long distance working range, big-regulation telephone size; secret message compartment. Complete with two-conductor wire; ready to operate. 1 to box. 1 dz. to ctn., 12 lbs. Remco Industries Inc.

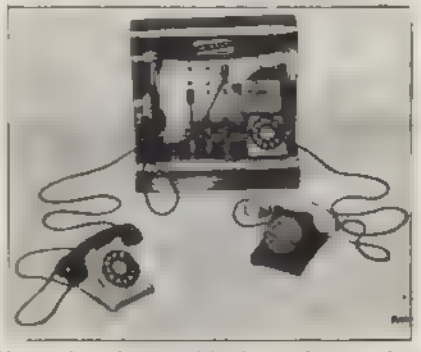
NO. 500.....EACH $ 2.95
QUANTITY ORDERED _____

TELECOM INTER-PHONE SYSTEM

2 regulation size professional telephones with bases. 6 phone system...plug 1 to 4 auxiliary phones into basic telecom set. (Auxiliary phones for this purpose can be purchased individually.) Every phone a master...each individual telecom contains signal buzzer. 50 ft. of wire...plug into telecoms and use. 1 to display box. 6 to ctn., 15 lbs. Remco Industries Inc.

NO. 900.....EACH $ 6.95
QUANTITY ORDERED _____

RING 'N BUZZ PHONE SWITCHBOARD



All metal with curved highly polished plated metal front. Newly engineered pulley system on 6 plug-ins—almost impossible to get out of order. Extra-sturdy front; back & bottom made of 24 gauge steel; no sharp edges; strong reinforced phone dials. True-to-life, accurately detailed—rings, buzzes, plugs in, dials and clicks; free phone book. 11¾" L.; 10-5/8" H.; 6-3/8" W. 1 to box. 6 to ctn., 34 lbs. Kamkap.

NO. 105N.....EACH $ 8.98
QUANTITY ORDERED _____

RING 'N BUZZ SWITCHBOARD

B&R

Sturdy, mechanically simple; all steel, bright finish; interlocking sides, new battery installation—impossible to make a mistake; no sharp edges; improved long-life pulley system. 8" L.; 9-5/8" H.; 4-7/8" W. 1 to box. 12 to ctn., 35 lbs. Kamkap, Inc.

NO. 1154.....EACH $ 4.98
QUANTITY ORDERED _____

ELECTRONIC RADIO STATION

B&R

Sends & receives up to ½ mile, 2 microphones—transmits voice & telegraph codes, switchboard type transmitter—individual plug-ins for each activity, professional telegraph key—buzzes, clicks, sends searchlight signals; powerful searchlight remote controlled 360° radius from transmitter panel; radio signal detector registers transmitted impulses; sturdy hi-impact plastic construction; includes batteries and all accessories, automatic decoder; permanent log book. 1 to display box. 4 to ctn., 9 lbs. Remco Industries Inc.

NO. 101.....EACH $ 6.95
QUANTITY ORDERED _____

ELECTRONIC SPACE GUN (WITH BUZZER)

Aim thru dual telescopic sights, pull trigger—hear electric buzzer; high speed atom smasher rotates, powerful electronic color beam, choice of 4 colors with turret adjustment. Includes 2 batteries, bulb and electric buzzer. 1 to box. 1 dz. to ctn., 9 lbs. Remco Industries.

NO. 600.....EACH $ 1.85
QUANTITY ORDERED _____

Remington PORTABLE TYPEWRITERS

Offer REMINGTON and you offer the finest portable typewriters—masterpieces of precision, construction and beautiful styling. Just add up these exclusives MIRACLE TAB—sets, clears, tabulator stops from one key to keyboard level. SIMPLIFIED RIBBON CHANGER no muss, no fuss. LARGE PLATEN—SURE GRIP PAPER FEED—accommodates cards, envelopes, carbon packs. SUPER STRENGTH FRAME—reinforced at points of stress to keep all working parts properly aligned. HIGH SPEED ESCAPEMENT—ACCELERATED TYPE-BAR ACTION—permits top speed accuracy, beautiful printwork

ELITE type
PICA type

QUIET-RITER

New for 1958—a full featured portable engineered to give big machine results. Super strength frame gives vibration-free performance. Exclusive Miracle Tabulator sets and clears from keyboard. New direct-set, visible margins and synchronized paper table scale. Patented simplified ribbon changer with fast, easy ribbon change. Large size cylinder, extra long carriage return lever. Full standard keyboard as on office typewriters. New non-glare Finger Speed key tops. Locked segment shift for faster positive shifting. Two color ribbons, with stencil cut out. Non-glare, gray velour finish. Sturdy luggage-type carrying case.

No. 1359. Pica type| List $111.54
No. 1361 Elite type| Dlr's., ea. **89.95**

PERSONAL TYPE RITER

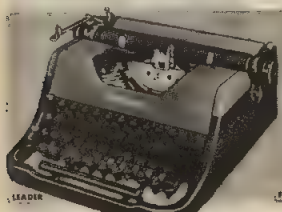
A truly wonderful value in a moderately priced typewriter! Finished in gray velour with green keys. Positive Margin Control. Double Action Paper Bail. Variable Line Spacer for ruled paper, form work. Basket shaft Personal Touch Regulator adjusts from light to heavy touch. Positive Paper Feed prevents slipping and wrinkling of paper and carbons. Space Bar positioned like standard typewriter. Luggage Type Carrying Case. Shipping weight 22 lbs.

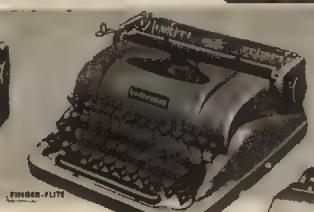
Without Tabulator

No. 3821. Pica type. List $90.66. Dlr's., ea. **70.90**

With Tabulator

No. 3824. Elite type| List $95.10.
No. 3823 Pica type| Dlr's., ea **77.00**





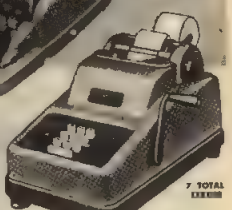
UNDERWOOD PORTABLE TYPEWRITERS

LEADER. A low price, lightweight portable designed to meet the writing needs of the entire family! A good "buy" in a reliable portable complete with convenient carrying case. It has easy touch action and other modern features. "Electrically" keyboard, full 6" writing line, back spacer right and left shift key, shift lock carriage and paper release lever, adjustable left hand margin, automatic line finder automatic ribbon reverse, adjustable paper fingers and guide, double, triple spacing. 84 characters including arithmetic signs pica type. Non-glare duo-tone finish, case has attractive grey finish. Case size 7"x15¼"x15". Shpg. wt 16 lbs.

No. 3789. List $71.50. Dealer's, ea. **59.00**

FINGER FLITE CHAMPION. A light weight portable with all the "big standard machine features". Styled in fashion-loving gray, with non-glare finish that eliminates eyestrain. Has visible "See Set" margins for speed and accuracy in setting margins. Key-Set" margins for setting, clearing, and operating the tabulator from the keyboard. Standard spacing, 9" writing line, 84 characters, segment shift, automatic ribbon reverse, left and right margin release key, single, double and triple spacing, writes red, black or cuts stencils, automatic line finder, variable line spacer, touch tuning, paper guide and bail, centralizing lock, form finger keys. Blue tapered carrying case. Pica or elite type. Case size 7"x15½"x15½". Shipping weight 24 lbs.

No. 3788. Pica type | List $103.56.
No. 3787. Elite type | Dlr's., ea. . . . **82.75**



UNDERWOOD ADDING MACHINES

7-TOTAL LEADER. A low priced, durable, easy-to-use machine that adds and multiplies. This portable machine has the modern simplified Ten-Key operation, permits speed by one hand touch operation. Has sub-total, total with symbol, maintains clear visible print on accessible and adjustable tape. Has ribbon reverse digit indicator, non-add key, has die correction. Non glare fawn color crackle finish. Has a seven figure total. Precision built throughout and sturdily constructed to last a business lifetime. The ideal machine for garages and service stations professional men home owners, farmers, business men and schools. Size of base, 8¼"x15½", height, 9¼". Shipping weight 31 pounds.

No. 3790. List $122.90. Dealer's, each **99.75**

8-TOTAL ELECTRIC MODEL. This portable electric machine does addition, direct subtraction, and multiplication. The ideal big business figuring machine for every business and home use. Has modern simplified ten key keyboard with three motorized keys, permits speed by one hand touch method operation. Has sub-total and total in color and symbol, maintains clear visible print on accessible and adjustable tape. Digit indicator, correction, back space, ribbon reverse with two color ribbon. With no-add key that will identify problems, and print the date, and invoice no. etc without having these numbers added into the total. Non glare fawn color crackle finish. Listing capacity of 99,999.99 and totals up to 999,999.99. Base 9½"x16"x9¼" high. Universal AC-DC motor. Underwriters Laboratories approved. Wt. pounds.

No. 3791. List $287.80. Dealer's, each **235.00**

6-TOTAL HAND MODEL.

No. 3792. Same as electric model except hand operated. 32 lbs. List $173.77. Dlr's. **144.00**

(A)

(B)

New Remington Portables

Smith-Corona Portables

(C)

Remington

with Exclusive Miracle Tab PLUS THESE FEATURES

Miracle Tab—Sets and clears tab stops from keyboard with flick of the finger. Perfect for typing lists of names dates, etc.

Visible Margins Lets typist see where to set both right and left margins with fingertip ease without moving carriage. Stay in place never slips!

Patented Simplified Ribbon Changer—Semi-automatic . . . reduces ribbon changing to one easy operation

Exclusive Large Size Paper Cylinder—Has sure grip paper feed . . . gives clearer printwork and positive feeding of carbon packs cards and envelopes. Extra long carriage return lever.

Standard Keyboard 42 keys, 84 characters and all operating controls—**placed just as they are on office typewriters.**

Finger Speed Keys—Newly designed, formed to fit the contour of the finger. Non-glare key tops give a new sureness of touch

Super-Strength Frame—Exclusive features keeps every working part in perfect alignment adds years of efficient service

(A) REMINGTON "QUIET-RITER"

Every feature shown above plus many more are incorporated into this amazing portable typewriter to offer the typist two machine results. Newly styled modern neg appearance New fixed paper table and scales with built in paper edge guide. Single, double and triple line space selector. 3-position paper bail Personal touch regulator allows typist to adjust machine for light, medium or firm typing Line locating lever, synchronized paper scales Warning bell rings 5 spaces before end margin locks margin release key enables typist to type past lock or in set margin. Automatic ribbon reverse Non-glare grey velour finish Sturdy deluxe luggage-type carrying case included with touch method instruction booklet Specify Pica or Elite type. 16 lbs.

No. SQ-4025. Index 1-8775. LIST 107.25*

(B) REMINGTON "NEW" PORTABLE

Same as above but without Miracle Tab. Specify Pica or Elite type 16 lbs

No. SQ-4024. Index 1-7546. LIST 92.95*

* Remington Dealers Note

Sold to dealers for resale to ultimate users only. Minimum Fair Trade price in states having Fair Trade laws must be maintained.

Smith-Corona

with Page-Gage PLUS THESE FEATURES

Page-Gage—As typist gets down to within 2½" of bottom of page, red figures show exactly how much space is left, and keeps showing right down to the end

Quicker Margins Pointers press down and slide to desired marginal positions

Colorspeed Keyboard -Rimless non-glare keys shaped to cup fingertips. Characters can't wear off.

Line Space Lever—Single, double and triple spacing Close to keyboard for easy reach and faster carriage return

Line Retainer Automatically "remembers" writing line when ratchet is released to type between lines

Typebar Speed Booster Speeds up return stroke Lessens chance of jamming

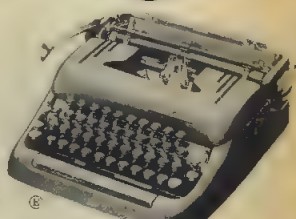
Super Speed Escapement Permits fast typebar action. Almost impossible to jam the keys!

(D)

(C) SMITH-CORONA "CLIPPER"

Has all the features listed above plus Tip-Touch Back Spacer, Acoustical Vents, Typebar Speed Booster, Skid-proof Feet, Piano Key Action, Floating Shift. Complete with handsome carrying case finished in new and attractive Silver Birch color Specify Pica or Elite 19 lbs

No. SQ-4035. Index 1-7545. LIST 92.95



(E)

(D) SMITH-CORONA "STERLING"

Has all the features listed for the above models plus 3-position Paper Bail in place of Paper Fingers. Adjustable Paper Guide Rear Paper Supports and exclusive Cushioned Tabulator Carrying case included Specify Pica or Elite 19 lbs

No. SQ-4036. Index 1-7575. LIST 98.25

(E) SMITH-CORONA "SILENT"

Aristocrat of Smith-Corona portables! All the features of above models plus Line Retainer Paper fingers and Bell, numerous sound deadening devices, and unique removable platen that may be changed with hard platen for mimeographing or card and label writing Carrying Case included. Specify Pica or Elite 19 lbs

No. SQ-4037. Index 1-8405. LIST 103.55

Weighs Only 9 lbs.

Fits in Briefcase

Full Size Keyboard

(F)

(F) SMITH-CORONA "SKY-WRITER"

Lightweight, small, meets all normal typing needs. Features Colorspeed Keyboard, Error Control, Line Retainer, Retractable Paper Supports Quicker Margins Typebar Speed Booster and Touch Selector. Full size 84 character key board, takes full size stationery. 3" high 11" wide, 12" long. 9 lbs Complete with cover Specify Pica or Elite

No. SQ-4038. Index 1 5815. LIST 71.65

UNDERWOOD
PORTABLE TYPEWRITERS

Underwood Champion Finger-Flite

OUTSTANDING FEATURES

New Design Carriage Return Lever—Additional length reduces hand travel, speeds typing operations

Underwood Fashion-Tone Finish — Non-glare, light-absorbing finish Reduces eye fatigue.

Standard Spaced Keyboard — No cramping or crowding Your fingers easily find the keys

Finger-Form Keys—Designed to fit the finger-tips. They make typing effortless easy.

Single, Double and Triple Spacing—Selective spacing for every typing requirement.

Balanced Segment Shift — No carriage bob. Perfect alignment

Full Ribbon Writing Control—You write red, black, or cut stencils just as on a standard machine. No color-bleeding

Single Margin Release Key—Both right and left margins are released by standard key on keyboard.

Automatic Line-Finder—Pulled out, permits free turning of cylinder for writing between lines. Accurate and positive return to original line of writing

Variable Line-Spacer—Pull-out style, releases cylinder Enables writing on ruled paper

Carriage Centralizing Lock—Locks carriage in correct position for closing case

PLUS Touch Tuning, durable construction, smooth Roll Paper Rail full 9-inch writing line, and Underwood's famous easy touch.

New, Luggage-finish carrying case finished in blue vinyl plastic, equipped with inbuilt copyholder, smartly tapered, streamlined with rounded corners and well-balanced for easy handling Improved luggage-lock and hardware with special finish securely locks the case. A patented underframe lock firmly holds typewriter in its case bed, yet a flick of the fingers instantly releases it for use on table or desk.

C4/1014— Pica Type (Retail $99.50 plus $0.00 Excise Tax). . . . . Each $170.00

C4/1014½— Elite Type (Retails $99.50 plus $0.00 Excis. Tax). . . . . Each $170.00

Underwood Universal

Handsome, brewster green color with see wet margin touch tuning finger-form keys, positive two color ribbon control, automatic line finder and carriage centralizing lock. Margin release key Plus smartly styled, dustproof carrying case.

C4 1013 —Pica Type (Retail $89.50 plus $5.50 Federal Excise Tax). . . . . Each $152.50

C4/1013½—Elite Type (Retail $89.50 plus $5.50 Federal Excise Tax). . . . . Each $152.50

Packed with every Underwood Portable is a special booklet of simplified Underwood self-training charts and aids for learning touch typewriting easily and quickly.

UNDERWOOD *Leader*
ADDING, FIGURING MACHINE

Electric and Hand Operated Models
Add + Subtract — Multiply x Divide ÷

10-Key Keyboard for Greater Accuracy . . . Easier, Faster Operation

10 Big Features

1 FASTEST 10-KEY KEYBOARD. No columns to select.

2 ADDITION AT THE TOUCH OF A KEY. Just list the figures you wish to add and touch the motorized "Add" key.

3 DIRECT SUBTRACTION AT YOUR FINGERTIPS. Fast computation with little effort

4 FAST, EASY MULTIPLICATION AND DIVISION. You save time with this feature. Both whole numbers and decimals are quickly multiplied or divided.

5 AUTOMATIC TOTALS AND SUB-TOTALS IN RED

6 THREE POINT CONTROL. Only three motorised keys are needed to perform five functions faster, easier: Addition, Subtraction, Non-addition, Sub-totaling and Totaling

7 TOUCH METHOD OPERATION. Think of it—only 10 numeral keys for all adding-figuring work.

8 LARGE LISTING AND TOTALING CAPACITY. This new Underwood Leader lists up to 99,999.99 and its totaling capacity is 999,999.99.

9 CORRECTION KEY AIDS FIGURE ACCURACY.

10 COMPLETE VISIBILITY. Every listed item is instantly visible.

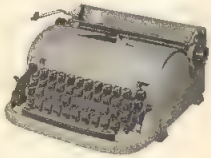
C4/1020—Mfgrs No 78SP Electric Model (Retail $350.00 Plus $18.48 tax). . . . . Each $487 00

C4/1019—Mfgrs No. 78S, same except Hand Operated (Retail $175.00 Plus $11.55 tax) Each $305.00

C4/1018—Mfgrs No. 67—A straight adder hand operated without subtraction. Listing capacity 9,999.99. Totaling capacity 99,999.99. (Retail $110.00 plus $7.60 Excise Tax . . . . . Each $200.00

Remington Rand
PORTABLE TYPEWRITERS

***Remington Rand Portable Typewriters are sold to dealers for resale to ultimate users only. The Company's established minimum retail price for typewriter models which are under Fair Trade must be maintained. This does not apply in the District of Columbia and in states where price maintenance is not permitted.**



New Remington Quiet-Riter

The all purpose portable typewriter—a fine office typewriter in personal size in new and attractive styling Grey velour finish

Some of the many features—

Amazing Miracle Tab—sets and clears tabulator stops from one key at keyboard level

New styled key-tops which appeal to the operator

Large Size Platen and knobs plus sure grip paper feed — easily accommodates cards, envelopes carbon packs with positive paper gripping facility

Improved margin releases, operated from the front of the machine, easy to set

High speed escapement plus accelerated typebar action —this combination permits fastest possible typing speed, assures accuracy and beautiful printwork

Depressed space bar, making it easier to operate.

1, 2 and 3 line space gauge

Plus Value features.

Carriage Centering Device
Line Locating Lever
Variable Line Spacer
Simplified Ribbon Change
Keyboard Touch Regulator
Positive Margin Stops
Complete Visibility of the Full Writing Line

Quiet-Riter (Retail $113.50 plus $7.00 Fed Excise Tax)

C4/1025— Pica Type . . . . . Each $195.00

C4/1025½— Elite Type . . . . . Each 195.00

THE UNDERWOOD *Leader*

Equipped with the Exclusive Family Keyboard

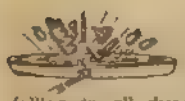
PICA TYPE ONLY

Leader. Duo-Tone finish black and gray Easy action touch. 42 Key Keyboard Full 8 inch writing line. Back spacer. Right and Left shift key Shift Lock. Standard length single color ribbon Carriage release lever. Paper release lever. Woven cloth tape drawband Adjustable left hand margin Automatic line finder Adjustable Paper fingers Coordinated carriage scale Pica 10 pitch type Automatic ribbon reverse. Sturdy carrying case. In addition, the Leader has the new 'Family' keyboard, designed for the convenience of every member of the family With the Leader, you can write all common arithmetic signs: +, . x, —, and degree mark (°) as well as all the usual business symbols, such as $, %, °, ¢, ¢, (), .

C4/1015— (Retail $67 50 plus $4 30 Federal Excise Tax). Each $112.00

NOTE: OUR SELLING PRICES ON ALL PORTABLES INCLUDE FEDERAL EXCISE TAX.

Tractors, Tanks, Other Mechanical Toys



D EXPLODING BATTLESHIP. 3-Pc. Set. Hit Battleship with Bomber or Submarine . . . it will "explode" falling in all directions. Easily reassembled. Press bomb release, 2 metal "bombs" drop from 7½-in. plastic bomber. Trigger releases 2 plastic "torpedoes" from 11½-in. submarine. Battleship 13 in. long. Ship and sub will float.

48 T 2939—Ship. wt. 2 lbs. . . . . 3-Pc Set 2.19

E REMOTE CONTROL TRACTOR. Just press button and watch it go—forward or back. Climbs, pulls many times its own weight. Cable from tractor to hand grip control. Yellow plastic; rubber treads. Order 2 flashlight batteries below.

48 T 2954—6 in. long. Wt. 1 lb. 4 oz. 4.45

86 W 3258 X—2 Batteries for (E). Wt. 8 oz. .28c

F CLIMBING SPARKLING TANK. Shoots harmless sparks while making "rat-a-tat" noise. Clockspring motor; rubber treads.

48 T 2812—9½ in. long. Wt. 2 lbs. 6 oz. 2.79

G SPARKLING BULLDOZER TRACTOR. Climbs, emits harmless sparks. Lithographed metal rubber treads. Spring motor; brake.

48 T 2804—10½ in. long. Ship. wt. 2 lbs. . . . 3.29

H AUTOMATIC REVERSIBLE TRACTOR. With Bulldozer blade. Lithographed steel; rubber treads; clockspring motor. Brake. Reverses automatically.

48 T 2952—10 in. long. Wt. 2 lbs. 8 oz. 2.79

J SPARKLING TRACTOR WITH MOWER. Clockspring motor; rubber treads. 8-in. mower.

48 T 2953—8-in. Tractor. Ship. wt. 1 lb. . . . 1.29

K SPARKLING TRACTOR WITH TRAILER. Shoots sparks; climbs. 4-in. trailer, scraper, brake.

48 T 2858—6½-in. Tractor. Wt. 1 lb. 8 oz. . . 1.98

L SCENIC EXPRESSWAY. Wind it up and miniature train 11⅛ in. long zooms around track. Tunnel and station with transparent plastic roof. Crossing gate and semaphore work automatically. Metal base. Lithographed. Clockspring motor.

48 T 2948M—21¼x13½x2¾ in. Wt. 2 lbs. 8 oz. 2.75

M "HAPPY HOPPA". Wind up this spry grasshopper and he will hop along on his spindly legs. Body of plastic. Spring motor.

48 T 2955—4½ in. long. Ship. wt. 8 oz. 87c

N "DING DONG" TRAIN. Mixed-up train rocks back and forth on its track. Its bell rings, wheels go around, pistons pump but train doesn't go anywhere. Made of plastic. Spring motor.

48 T 2956—12 in. long. Ship. wt. 1 lb. 1.79

P FLYING PROPS. Watch them sail high into space when released from launcher. Large "prop" (13½-in. diam.) "Whistles" as it sails. 4 smaller props (4½-in. diam.) Automatic rewind.

48 T 2957—Instr. on box. Ship. wt. 1 lb. 89c

R CROSSOVER SPEEDWAY WITH RACING CARS. Which will win? Two 4-in. mechanical cars (clockspring motors) speed around 2-lane track. Fig. 8 speedway has crossover, underpass. Interlocking plastic track sections: 161-in. double track. For extra cars see (17) Page 179.

48 T 2881—Area 58x25½ in. Wt. 4 lbs. 8 oz. . . 4.69

Colorful Mechanical Toys with Fascinating

1 **HOWDY DOODY-THE WALL-WALKING WONDER** Works down the wall alone (no winding needed) suction-cups on back. Arms move, bell tinkles. Brightly colored plastic. Abt. 7 in. high.
48 T 2945—Wt. 4 oz. 2 for 1.49

2 **REMOTE CONTROL SABRE CAR** Easy to operate. Long flexible wire connects from car to hand grip power steering device. Just turn crank on hand grip and it goes, backwards, forwards, etc. Trigger on hand grip controls steering. Colorful plastic; rubber wheels.
48 T 2925—Abt. 11 in. long. Ship. wt. 2 lbs. 2.75

3 **FERRIS WHEEL** A popular carnival ride, lots of thrills for toy tots to enjoy. Easy to operate, clock spring motor makes revolving wheel go round, bell rings. Metal wheel; plastic swivel seats.
48 T 2828—Abt. 17 in. high. Ship. wt. 3 lbs. .1.75

4 **MOTO-O-RUN ELECTRIC HIGHWAY EXPRESS** 5 wee cars zip around, pass, start and stop at will, even crash. Each car is driven by rapid vibrator of electric trunk. Detour arms swing out to cause traffic jams. Lithographed metal. For App'd 110-120 volt AC Conn., plug *Available*
48 T 2832 M—27 in. long. Ship. wt. 3 lbs. 8 oz. 4.69

5 **FRICTION TAXI.** Lithographed in color to look like a real taxi. Speeds along when depressed lightly with pushing action. Friction motor, all steel construction, bottom completely enclosed. 1¾x4¼x3¼ in. high. Rubber wheels.
48 T 2940—Ship. wt. 12 oz. 94c

6 **"4 MOTOR" PLANE.** Like modern civilian transport plane. Propellers spin as plane runs swiftly across floor. Friction motor driven, tricycle landing wheels. Lithographed metal in bright colors. Wingspread abt. 18¼ in. Wt. 1 lb. 3 oz.
48 T 2930—Fuselage 13¼ in. 1.89

7 **CRAZY EXPRESS TRAIN** delights children as it zig-zags along in all directions. Includes 4 units and high, pleasure steam type locomotive with 3 freight cars. Cars and locomotive lithographed in comic design, strong spring motor with key.
48 T 2932—15⅛ in. long. Ship. wt. 2 oz. 98c

8 **9** **COMIC-ACTION DISNEY CHARACTERS.** Whirling arms make figures move in comic, energetic action. Molded plastic, realistically decorated. Long-running spring motor with key.
(8) Whirling Pluto. Abt. 6 in. high.
48 T 2941—Ship. wt. 7 oz. 94c
(9) Whirling Mickey Mouse. Abt. 7 in. high.
48 T 2941—Ship. wt. 7 oz. 94c

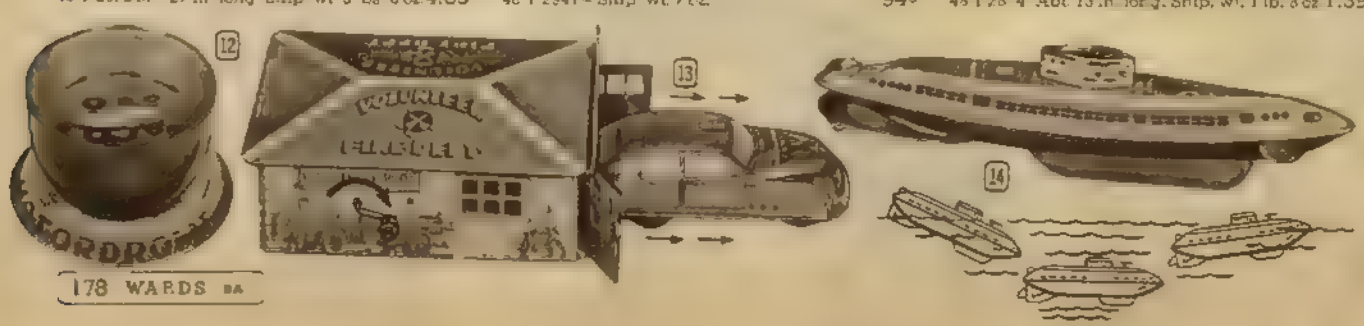
10 **DONALD THE DRUMMER.** Donald Duck pounds furiously on his drum, his head rocking rhythmically. Solidly molded plastic, realistically decorated. Long-running spring motor.
48 T 2944—Abt. 6 in. high. Ship. wt. 1 lb. 12 oz. 2.85

11 **FLEET OF FIVE ACTION CARS.** Steel cars, lithographed in color, operate when pushed along. Window-wiper Car (wipers move), Fire Chief Car (bell rings), Taxi (meter records fares), Police Car (gun moves), Garage (roll-up door), Bell Window Car (windows work). Exposed bottoms.
48 T 2943—Abt. 4 in. long. Ship. wt. 12 oz. 98c

12 **DAREDEVIL MOTORDROME.** Spring-wound racing car speeds around race of plastic bowl on metal base. Centrifugal force keeps car on side wall. Base 9¼ in. diam., bowl 4¾ in. high.
48 T 2945—Metal car 4 in. long. Wt. 1 lb. 10 oz. 1.89

13 **AUTOMATIC FIREHOUSE.** Wind key on firehouse, doors fly open, car zooms out, stretches across the floor. Friction motor. Lithographed steel.
48 T 2929—9x6x3½ in. Ship. wt. 1 lb. 1.95

14 **DIVING SUBMARINE.** Dives 2 to 5 ft. rudder adjusts depth, direction, runs under water, rises. Colorful, lithographed metal; spring motor.
48 T 2814—Abt. 13 in. long. Ship. wt. 1 lb. 8 oz. 1.39



REPLOGLE GLOBES OF THE WORLD

Now, more than ever before, Americans are vitally concerned with what is going on in the world. Seldom in history have our interests stretched to so many far corners of the earth. Rarely have your customers been so concerned with our country's foreign policy and world developments. Radio and television helps to keep this interest

This is your opportunity to reap sales by reminding your customers that a globe is the one true picture of the earth that will help them understand what is happening. Only a globe visualizes accurately the importance of geographical relationships. MAKE YOUR WINDOWS SELL GLOBES NOW! Include illuminated globes and light them up. These eye-catchers will produce real volume.

Today, a globe in the home is as necessary as the family dictionary. Children who have a globe to refer to when doing their homework show better understanding of geography and history — get higher marks. These new, up-to-date Replogle globes are economically priced and designed for student reference. They include hundreds of place names never shown on any globe before

Illuminated Globes for beauty and geographic value. The finest room takes on an air of distinction with an illuminated globe. When lighted every place name stands out crystal clear and the brilliant many-colored ball glows like a jewel. Maps are mounted on heavy glass balls. 25-watt bulb inside globe easily replaced.

A13/780 — We offer this new 8-inch illuminated globe to fill the urgent need for a standard size, detailed model at a low price. Good size for desk or end table. Has brass plated half meridian decorative brown and gold steel base. Shipping weight 6½ lbs. Height 10 inches. Each $14.00

SAME GLOBE AND MOUNTING EXCEPT WITHOUT LIGHT

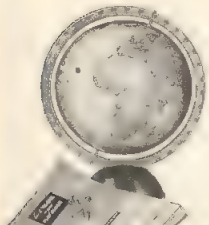
Unbreakable, all-steel globe. Has half meridian for easily finding places. Detailed, lithographed map in 7 colors, washable surface. 8 inches in diameter, stands 10 inches high, 25 inches around; contains 506 square inches of map surface.

32 page book "The Story of the Globe" included with each globe. This valuable book contains fascinating facts about the earth and solar system and includes a 148 question and answer game

A13/757—Globe, 8 inch Each $5.00

A13/753—"Starlight" 12-inch Globe. The blue-black water areas contrast strikingly with the brilliant land colors. 5,410 place names. Base and half-meridian are richly chrome-plated. . . Each $13.50

A13/770—Starlight Illuminated Globe. All the popular features of our successful starlight globe plus the drama of illumination. When lighted, the deep blue-black ocean areas reveal their rich coloring and all land areas stand out in vivid contrast. Has detailed, up-to-date 12 inch globe. Metal base and meridian are gleamingly plated in rich chrome. A globe of outstanding beauty and reference value. Each $38.00



Six-Inch Globe For Volume Sales

A13/764—Travel Globe with full, numbered meridian and metal base. Has time dial for comparing time around the world. Includes illustrated 12 page booklet in red and black. Tells small fry how to find directions, measure great circle distances on the globe, compare time and explains latitude and longitude. Each globe in colorful display box, packed 12 to a shipping carton.

...Per dozen $30.00

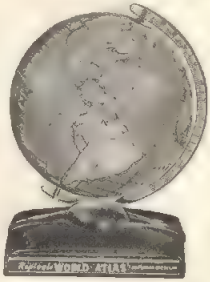
THE WONDER WORLD

Geography is a game with this new 16-inch globe and book. Richly illustrated book contains stories, games, puzzles. Globe shows air routes, planes, fish, animals. Distance finder provided for measuring air distances and flying time. Map beautifully lithographed with brilliant "Kodachrome" primary colors. Map can be drawn on with crayon. Air routes clearly shown in white. Base made of unbreakable steel with four rubber feet on bottom.

Included with globe is an 82 page book, "The World is Yours," which explains for a young boy or girl's understanding the fascinating story of the world. Profusely illustrated with appealing drawings. Games and puzzles in book that require using the globe to find the answers. Educational as well as entertaining. Book has laminated cover and spiral binding.

This globe-book combination makes an excellent "different" gift or the ideal way to start or continue geography at home.

Retail — Complete for $7.95
A13/758— . . . Each $10.00



Globe and Atlas Combination For Complete References

The gift supreme. Every home needs a complete geographical reference to follow today's headlines. Globe gives relations and true sizes of land and water areas. Atlas shows detailed maps for every section

200-page Replogle Atlas includes

- 96 pages of U. S. maps, double-page size.
- 40 pages of 4-color foreign country maps.
- 64 pages including descriptive gazeteer, index, populations, and world statistics.

A13/761—10 inch standard globe and atlas combination with brass-plated meridian. Shipping weight 6 lbs. Height 13 inches. . Each $14.50

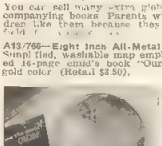
A13/762—10 inch illuminated globe and atlas combination. Brass-oxidize plated die-cast meridian. Shipping weight 10 lbs. Height 13 inches. . . . . Each $27.50

JUNIOR GLOBE LINE

A13/766 A13/767 A13/768

You can sell many extra globes by featuring these Junior Size Globes and their accompanying books. Parents will want them to help their child learn geography. Children like them because they are so much fun to use. This opens an endless new field [illegible]

A13/765—Eight inch All-Metal Globe. For the child just beginning to learn geography. Simplified, washable map emphasizes mountains, [illegible] Illustrated 16-page child's book "Our Natural World" tells story of the globe. Metal base gold color (Retail $3.50). . . . . Each $4.50



A13/769

A13/767—Little Dipper Globe. Accurate and beautiful 6" all-metal celestial globe. Teaches children to recognize stars in the sky. Five brilliant colors illustrated with mythological constellation figures. 155 page book "Stars" in full color in red metal base (Retail $8.98). . . . . Each $4.80

A13/768—World-O-Fun Globe. Six inch. Swings freely on a pivot mounting so any part can be seen easily. Up-to-date detailed map in seven vivid colors. 84 page, colorfully illustrated World-O-Fun book in red metal base. Teaches the uses of the globe in stories, games and puzzles. (Retail $3.95) Each $4.80

A13/769—Columbus Globe. Detailed 8" all-metal world globe with an up-to-date map in 7 vivid colors. Brass finished half meridian is used for locating places on the globe. Colorful distance finder measures air distances and flying time. 96-page book, "See the World on a Globe" in red metal base. Unfolds all the mysteries of a globe and its exciting uses, includes global games, puzzles, index of places, population figures, etc. (Retail $4.95). Each $6.00

PORTABLE TYPEWRITERS

All portable typewriters come in smart carrying cases which are so free from fixtures that you can use them as week-end bags. The machine may be quickly taken out of this case by releasing a simple catch

Available in PICA (10 letters to the inch) or ELITE (12 letters to the inch)

This is a sample of ELITE type

This is a sample of PICA type

ROYAL PORTABLE!

New Royal Portable is "The Standard Typewriter in Portable Size," with a keyboard the exact duplicate of Royal Standard

The New Royal Portable Is Better Than Ever in 9 Different Ways:

1. **Speed Selector.** a Royal exclusive! This brand new improvement increases or reduces speed of carriage to your own personal typing habits. It instantly adapts typewriter to the different requirements of the beginner, the expert, the "one-fingered" amateur and the "ten-fingered" pro, the high school student and the adult.
2. **Line Meter.** a Royal exclusive! No need to know depth of paper beforehand. Just set sheet as directed and number of typewritten lines to bottom of page is clearly visible. Invaluable for neat typing of school themes.
3. **Push Button Top.** a Royal exclusive! Just press the button and you have easy access to "Touch Control," easy ribbon-changing, type-cleaning, and other interior features. Nothing to lift off, hold up or pull. Springs do it for you
4. **Visible Tab Set.** Instant, visible, foolproof tab setting. No need to reach in back of machine. No complicated motions to go through. Gives remarkable new speed and ease in figure and form writing.
5. **New Color Combinations.** Royal Portable now has new beauty. Comes in gray with green keys and in brown with green keys. Two color combinations for every taste and home color scheme.
6. **New Speed Spacer.** Built like space bar on office Royal Master, easier to operate. Minimizes rebound and vibration. Another office machine feature!
7. **New Carriage Controls.** Bakelite knobs for easier operation and faster lever identification. Carriage release levers newly positioned for faster operation.
8. **Greater Paper Capacity.** Now, at last, you have a portable typewriter into which you can insert large envelopes with speed and convenience. Another office machine feature!
9. **Fiberglas-plastic Carrying Case,** the smartest looking case on the market today! Virtually indestructible, too. Yet ounce for ounce the lightest case any portable has ever had
- **Plus** "Magic" Margin, a famous Royal exclusive! You don't set margin stops by hand. Just position the carriage, flick "Magic" Margin levers, left and right, and margins are set!

Brown or Gray Magic DeLuxe— (Retail $112.75 plus $7.00 Excise Tax).

C4-1003 —Pica Type . . . . . Each $104.00
C4-1003½—Elite Type . . . . . Each 104.00

With Druggist Keyboard and Built-In Platen Label Holder

C4-1000 —Pica Type (Retail $120.00 plus $7.50 Excise Tax) . . . . . Each $207.00
C4-1000½—Elite Type (Retail $120.00 plus $7.50 Excise Tax) . . . . . Each $207.00

SmithCorona SKYRITER

The perfect and popular lightweight portable for salesmen, air travelers, authors, journalists, commuters and students. Only 3 inches high, 11 inches wide, 12 inches long — and weighs only about 9 pounds.

Smallest member of the Smith-Corona family. Weighs approximately nine pounds in its case, occupies less than a quarter of a cubic foot of space. Yet it has a full-size, standard keyboard just like the big office typewriters, and will take regular business stationary. The Skywriter is made for straight typing, as it's not encumbered with devices for specialized work. It has, however all important features.

As with all Smith-Corona typewriters, the desk or coverplate of the Skywriter is hinged to give access to the concealed touch selector, to the spools, for changing ribbon and to the type for cleaning

Plus all these features —

Line space-carriage return lever
Automatic and manual ribbon reverse
Ribbon feeds and reverses on one stroke
Non-fluttering space bar
Half spacing
Scaled paper bail
Touch selector
Micro ribbon feed
Dual line look Colorspeed keyboard
Pica and elite type

Retail $67.50 plus $4.15 excise tax

C4-1017 —Pica Type . . . . . Each $114.00
C4-1017½—Elite Type . . . . . Each 114.00

SmithCorona STERLING

The Sterling

Top Performance at Medium Price

Has Page Gage, Colorspeed Keyboard, super-speed escapement, quick-set margins, synchronized line space lever, tip-touch back spacer, back spacer, acoustical vents, typebar speed booster, skidproof feet, piano key action, floating shift and many other Smith-Corona features such as—3 position paper bail, adjustable paper guide, retractable paper supports, dual action paper release and exclusive cushioned tabulator

Retail $94.50 Plus $5.88 Excise Tax

C4-1007 —Pica Type . . . . . Each $161.50
C4-1007½—Elite Type . . . . . Each 161.50

With Druggist Keyboard and built-in platen label holder.

C4-1005½—Elite Type (Retail $104.50 plus $6.50 Excise Tax). . . . . Each $178.50

SmithCorona SILENT

Each model has the following features —

1. Smart, durable styling that makes it an attractive asset to any home.
2. Exclusive "Piano-Key Action" keyboard. Newly designed Color-Speed keys never tilt.
3. New Touch Selector. It feels like an office typewriter
4. New three-way linespacing, for single, double, or triple linespacing.
5. Single stroke automatic ribbon reverse plus manual reverse.
6. New paper gauge.
7. Paper release at both ends of carriage.
8. New frictionless margin stops, 100% visible, easy to set and release.
9. Carriage centering lever, centers carriage automatically for ease in closing carrying case.
10. New mechanism greatly simplified and strengthened for maximum use at minimum cost.

Smith-Corona "Silent" Exclusive acoustical vents help make this the quietest model ever produced by Smith-Corona. Has removable platen, line retainer and all operating features of the Sterling Luggage - type carrying case doubles as overnight bag. (Retail $99.50 plus $6.13 Federal Excise Tax)

C4-1016 —Pica Type . . . . . Each $170.00
C4-1016½—Elite Type . . . . . Each 170.00

SmithCorona SUPER

Smith-Corona Super with Keyset Tabulator

Big Machine Performance Right Down the Line

The new Super is in the same, handsome design as other models but now in a beautiful gray finish in perfect harmony with the contrasting green of the color-speed keyboard and the paper table . . . with the feature everyone has been asking for—KEYSET TABULATOR.

The Smith-Corona Keyset Tabulator has been designed and constructed by engineers to coordinate with the quality of manufacturing and engineering that has made the Smith-Corona portable typewriter one of "the finest precision writing instruments of its kind in the world."

It is the most rugged and dependable, fast and fool proof keyset tabulator to be found on any portable.

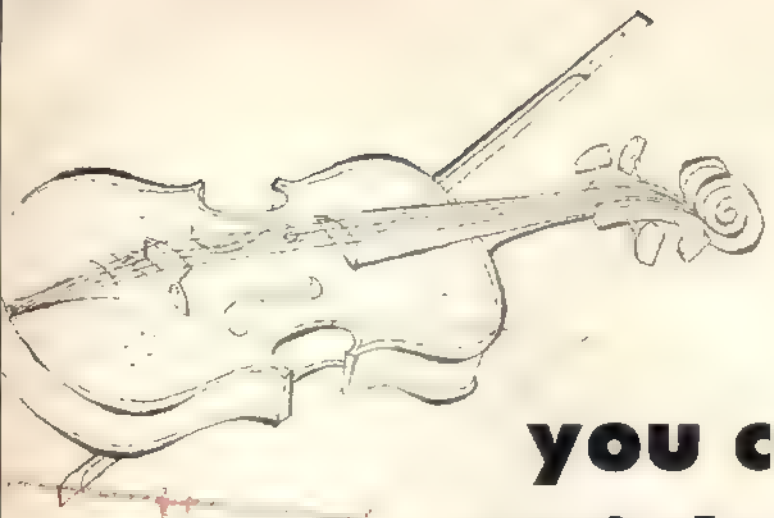
In addition there are other features such as—

Paper Gage
Full-size colorspeed keyboard
Floating shift
Quickset margins
Rugged, all-around frame
3-position paper bail
Retractable paper supports
Removable, silent platen
Line retainer
Smart carrying case "touch typewriting chart" and instruction booklet furnished with each portable

Retail $109.50 Plus $6.78 Excise Tax

C4-1012 —Pica Type . . . . . Each $185.50
C4-1012½—Elite Type . . . . . Each 186.50

NOTE: OUR SELLING PRICES ON ALL PORTABLES INCLUDE FEDERAL EXCISE TAX.



you can't weigh it on a scale!

Craftsmanship is made up of many intangibles· it's the difference between a Van Gogh at $5,000 and a $20 daub by a novice . . . both the same size, using the same amount of materials. It's the difference in sound between Heifitz on a fine violin and the same instrument in the hands of a "fiddler"

In Revell model kits, it's craftsmanship **plus**—plus the thousands of hours spent in research in model designing in mold making; the infinite care and patience, the meticulous attention to detail that is part and parcel of every Revell kit. No scale or ruler can measure these added intangibles.

But the Revell craftsmanship is at once apparent when you take a moment to compare. For side by side comparison reveals the difference. And with competition becoming ever keener, with increasing duplication of items and of entire lines, **your** best interests are best served when you offer the most **authentic** models, the best **values** in each category

When you select model kits, **weigh** this thought . . . the details make the difference . . . and the **difference** creates the **demand** . . . for REVELL!

B-47 STRATOJET BOMBER

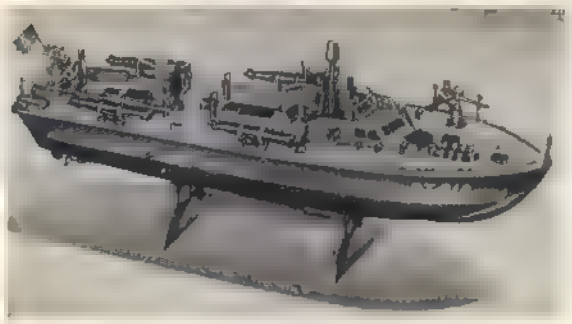
The world's fastest known bomber takes off for stratospheric sales records! This sleek, swept-wing jet is a precision-scaled, all plastic Hobby Kit replete with a wealth of authentic details—including rocket-assist panels, pilot and co-pilot, color insignia and 6 jet engines. Revell's B-47 has extra "sales armament" in the new **Revelv**ing base (standard equipment at no extra price) making it possible to display the completed plane in all flight positions on desk or wall—an exclusive Revell Authentic Kit feature . . . H-206 **98¢**

Revell

REVELL, INC., 4223 OCEAN PARK AVE., VENICE, CALIFORNIA • New York Office: Room 1260, 200 Fifth Avenue Building

Copyright 1954 by Revell, Inc., Venice, Calif.

Hobbycrafts on Parade



Additions to Revell Ship Series

Copies of Chris-Craft and of the Navy's patrol torpedo boat are the latest additions to REVELL, INC.'S ship series in its plastic model construction kit line. The Chris-Craft is a double cabin flying bridge cruiser.

Both ships are authentically detailed, and each kit includes three miniature human figures. Revell is at 4223 Ocean Park Ave., Venice, Calif.

Giant Size Painting Set

For the paint-by-number enthusiasts who want to paint a huge, sweeping canvas of near-mural size, the Super Craft Master outfit is now available. The canvas measures 36" by 27".

The Super Craft Master oil painting set contains several times as many genuine oil colors as other sets on the market, according to its manufacturer, PALMER PAINT SALES, 4258 Woodward, Detroit 1, Mich. There are 90 oil colors in handy "Press-Fit" capsules, and four good quality artist's brushes. Each set also contains turpentine and overglaze.

There are five different subjects to paint, each packaged in a colorful box. Retail price is $8.95.

Razor Saw Set

Latest in the X-acto line of hobby tools is a new Razor Saw set, containing two razor saw blades of ¾" and 1" widths plus a No. 5 X-acto universal handle. The outfit will retail at $1.75.

The razor saw can be used for fine and accurate cross-cutting, trimming, and notching of metals, wood, and plastics; its narrow blade and fine teeth are said to reduce material waste to a minimum.

An especially practical feature is the angle at which the blade is joined to the handle, permitting closer work in corners, providing longer tool reach (overall length of 9½"), and preventing damage to the user's knuckles.

The blades are replaceable; the No. 5 handle accommodates 21 different styles of X-acto blades, routers, gouges and punches in addition to the razor saw blades.

Further information is available from X-ACTO, INC., 48-41 Van Dam St., Long Island City 1, N. Y.

Glamour Girl Make It Kit

Little girls will love putting together their very own necklace, bracelet, brooch, earrings or barrette. The new kit is featured by MULTIPLE PRODUCTS CORP., 55 W. 13th St., New York City, as being educational as well as amusing.

The Glamour Girl Make It Kit contains all essentials in colored plastic, together with sparkling, ruby-like rhinestones, enclosed in a cellophane bag. The kits are packed six dozen to a carton, weighing 5½ pounds. Each kit retails for 39c.

Model Helicopter

Latest to join Helicopters for Industry's famous line of model helicopters is the Piasecki HUP. This accurately detailed replica sells for $1.49, and is available in these colors: Army olive drab, Navy blue, Marine blue and Air Force silver with official insignia. Each easy-to-assemble kit contains polystyrene parts, display stand, detailed assembly instructions plus a fascinating history of the helicopter. Beautifully packaged in four-color box showing the HUP in dramatic action—all keyed to effective point-of-sale display. Order from your jobber and distributor, or write to HELICOPTERS FOR INDUSTRY 111 Cathedral Ave., Hempstead, N. Y.

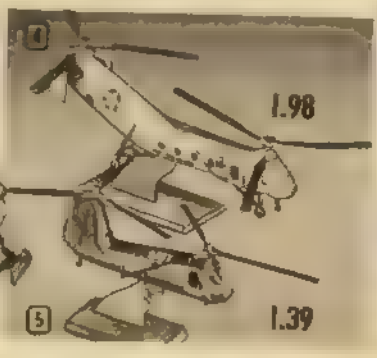
"Make-N-Paint"

The PLY-WAY MANUFACTURING CO has brought out a new item in its No. 300 series, called "Make-N Paint." It contains materials to make various animals and birds in the manner of the other Ply-Craft items. It includes five water color paints, a package of glue, paint brush, emery board, two die-cut subjects and instruction sheet with diagrams. A new feature is the package which folds into an attractive shadow box frame. If desired, appropriate scenes may be painted before mounting the subject in the frame. The suggested retail price is 49c.

1 REVELL'S SCALE MODEL FOREIGN CAR CLASSICS—exquisitely detailed right down to real-looking radiator spring leaves, and dashboard instruments—drivers look real enough to "come to life"! All sturdy plastic, about 6-in. long depending on design. Models include 1953 MG Moda. TD. 1907 Renault Limousine. 1907 Rolls Royce. 1913 Mercedes Torpedo. 1963 Jaguar XK-120. 1915 Flat Tourer. Kit incl. 9 bottles paint, brush, cement, thinner, instr.
35 J 5574 Malabu. Shipping weight 2 lbs. 6 oz. Complete **4.49**

2 REVELL'S AUTHENTIC SCALE MODEL first line navy fighting ships. Ready for "general stations" right down to the last authentic detail. So realistic you'll want to use them for display in living room or den. All plastic models include 20-in. battleship Missouri, 16-in. cruiser Los Angeles, 13-in. atomic submarine Nautilus, 15-in. destroyer Sullivan, 9-in. PT 212 Patrol Torpedo boat. Kit incl. mounting stands, paints, brush, cement, flags.
35 J 5569. Instructions incl. Malabu (3 lbs. 8 oz.) . . . Complete **6.29**

3 FOUR FAMOUS SHIPS. Beautiful replicas of the immortal Mayflower, Santa Maria, U.S.S. Constitution ("Old Ironsides") and Barbary Pirate. Plastic parts, wood masts, paper sails. Kit includes paint, cement and brush. Easy-to-follow instructions. Each about 6 inches long.
35 J 5571 (2 lbs. 6 oz.) Set **1.98**



4 PIASECKI "WORKHORSE"—famous Air-force helicopter. "Silver" plastic, approx. 13 in. long. Incl. stand, cement, decals.
35 J 5572. Instructions incl. (14 oz.) **1.98**

5 PIASECKI "HUP"—"Blue" plastic replica of famous navy helicopter that saved so many lives! Approx. 8 in. long, decal insignia, cement and stand. Assembling instr.
35 J 5573. (12 oz.) **1.39**

6 FAMOUS SCALE MODEL COACHES in detailed miniature—includes Wells Fargo coach, State Coach of England, and Lafayette coach. Drivers, passengers and horses all beautifully detailed down to the hair of horse manes and tails. All sturdy plastic, approx. 8-in. long, depending on styling. Paint brush, cement, authentic decals, instructions included.
35 J 5570 (1 lb. 14 oz.) 3 pc. set **2.98**

SCALE MODEL REPLICAS OF FOREIGN SPORT CARS

- Exciting "take-apart" cars can be assembled over and over
- Highly detailed parts; authentically scaled proportions
- Colorful, sturdy plastic bodies, realistically spoked wheels
- Endless play value—can be used as novel ornaments, too

"Most every boy and girl goes wild over sport cars—and here are copies of 4 most popular modern makes: their sleek classic lines are minutely detailed reproductions of the "real thing." Makes colorful eye-catching decorations for a boy's room or den. Chassis separates from body; hoods and trunks can be removed, headlights, tail lights, grill, wheels, 4-part engine—all come apart, can be easily put together again with screws (included). He'll have hours of fun "removing wheels from highly detailed wheel hubs, checking" motor, "repairing" and replacing parts. All cars come in bright, realistic color combinations, measure about 8 inches long; size will vary with car design.

7 JAGUAR, ROLLS ROYCE. Shipping wt. 3 lbs.
35 J 5598 Both for **1.79**

8 FERRARI, MERCEDES BENZ. Shpg. wt. 3 lbs.
35 J 5599 Both for **1.79**

LIBERAL TERMS—SEE PAGE 273

"fault-finding" is a virtue here!

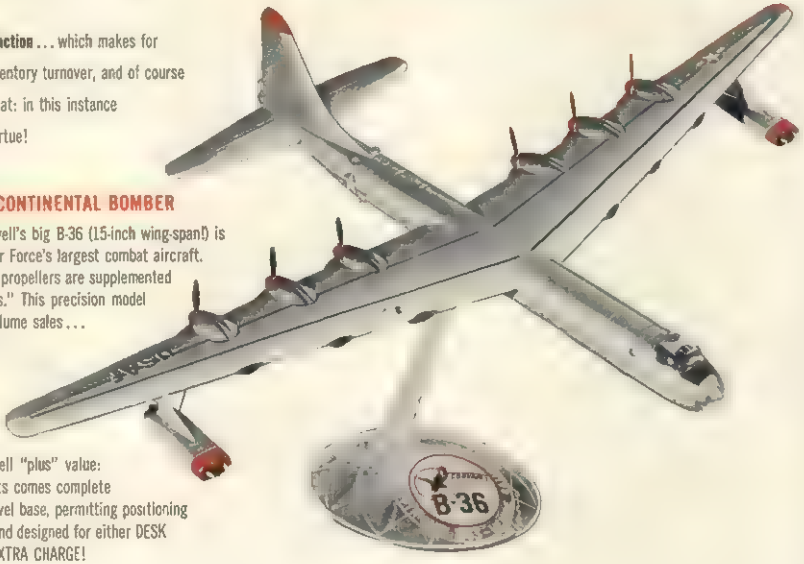
Most of us know that fault-finding isn't a short cut to winning friends and influencing people. Still there is a place for it... even an honored place... in producing model kits. That's when "fault-finding" is the by-product of **fact-finding**, the basic function of our Research Department.

At strategic points in the development of each new Revell kit there is stationed a "fault-finder"... whose sole function is to ask: "Have we incorporated every possible detail? Have the **official** prints been faithfully followed? Have we made this easy to assemble without sacrificing authenticity? Is this addition worthy of the Revell name?"

This is our way of making sure that each new item is a worthy companion to the other Revell items in the line; and equally important, that the million-odd purchasers of Revell kits will find the new item a welcome addition to their collections.

For each Revell item IS a "collector's piece"... authentic, realistic, true to scale... the kind people are proud to display.

That's true customer **satisfaction**... which makes for repeat sales, more rapid inventory turnover, and of course MORE PROFIT. May we repeat: in this instance "fault-finding" is really a virtue!



B-36 CONVAIR INTERCONTINENTAL BOMBER

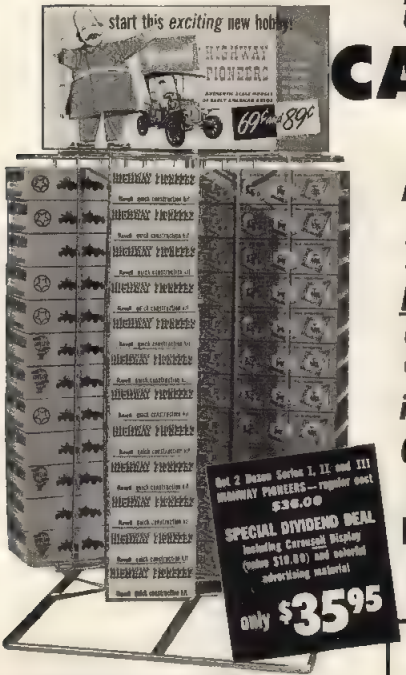
Sales ceiling unlimited! Revell's big B-36 (15-inch wing-span!) is a miniature image of the Air Force's largest combat aircraft. Its six piston engine driven propellers are supplemented by four jets in paired "pods." This precision model Hobby Kit will command volume sales...
H-205 98c

P.S.:—Here's a typical Revell "plus" value: each of the new bomber kits comes complete with a unique revolving swivel base, permitting positioning the plane at any angle... and designed for either DESK or WALL use! And at NO EXTRA CHARGE!

Revell inc. 4223 OCEAN PARK AVE., VENICE, CALIFORNIA • New York Office: Room 1260, 200 Fifth Avenue Bldg.

Revell GIVES YOU

this famous CAROUSELL ACTION MERCHANDISER!



Your cost complete with NEW 6-doz. assortment of HIGHWAY PIONEERS is LESS THAN THE COST OF THE KITS ALONE!

ON DISPLAY DURING TOY FAIR

RED ROOM HOTEL McALPIN

also Room 1260 - 200 Fifth Ave. Bldg.

Takes only 15" x 15" on counter
Encourages Self Service—
Conserves Space—Speeds Up Sales

Phone, Write, or Visit Your Jobber Today

MADE-UP DISPLAYS SELL MORE KITS!

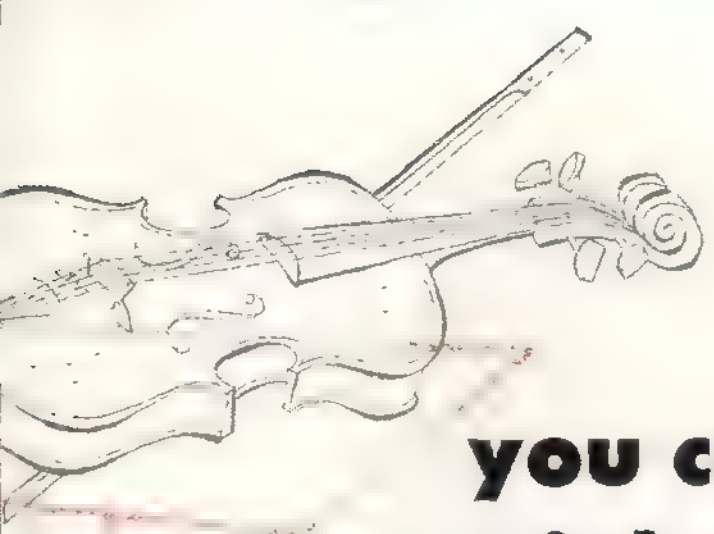
VERTICAL DISPLAY
- Displays 5 models in space occupied by 1

AVAILABLE AT NOMINAL COST

VD-1 with 5 Series I models
VD-2 with 5 Series II models
VD-3 with 5 Series III models
VD-S with 5 Assorted models

Revell, Inc.

4223 Ocean Park Ave. • Venice, California
New York Office: Room 1260, 200 Fifth Avenue Bldg.



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Revell

REVELL, INC., 4223 OCEAN PARK AVE., VENICE, CALIFORNIA • New York Office: Room 1260, 200 Fifth Avenue Building

Copyright 1954 by Revell, Inc., Venice, Calif

PLAY YOUR CARDS RIGHT AND TURN EYERS INTO BUYERS!

cash in on the hottest game sensation of 1954!

BALI

the long-word, high-count game.

Completely different!

Not a cross-word or word-rummy game!

Some proven sales points:

- insures repeat business—one retail sale brought phone order of two dozen more the same day.
- can be arrestingly displayed without using much space.
- good quick sale. Hurry-up customers can drop game in purse or pocket.
- exciting publicity program creating demand—watch the magazines!
- pre-testing has created eager audience from Maine to California.
- already in better shops in New York and Washington and spreading fast.
- volume re-orders in the first two weeks!

FREE on request, attractive two-color counter display sign and eye-catching two-color folders.

BALI Competitive card word game for 1-4 players.
Fascinating high-scoring solitaire and team play features.

2 colorful, cellophane wrapped decks plastic coated, gilt-edged cards. Easy-on-the-eye letters and numbers 54 cards per deck. Packaged in cellophane wrapped, gold-edged three color slide box with complete set of playing instructions

$2.98 Retail—fair traded
Cost: $20.60 per dozen
F.O.B. New York, N. Y.

PACKING:
6 games to chipboard carton for easy handling. Shipping carton—2 dozen games 14 lbs. 6 dozen games—41 lbs.

I-S ULTD., Inc.
148 E. 38th Street, New York 16
manufacturers and distributors of

BALI
the best word game under the sun.

Some of the new Revell numbers are the Caterpillar trio, Piggy Wiggle-Tail pig bank with bank-vault nose, Shootin' Gallery, Young TV Serviceman Truck play set, and Young Plumber Truck play set.

New Toy Sets *for* Christmas

Play-planned toys with real youngster—and adult—appeal, scheduled by Revell, Inc., as top Christmas merchandise, are the new Piggy Wiggle-Tail Bank Shootin' Gallery, Young Plumber and Young TV Serviceman Truck Sets, and the Caterpillar Trio Gift Set

A real departure in piggy banks, the Piggy Wiggle-Tail sports a realistic bank vault nose, which opens only by secret combination, and a curly flexible tail which wiggles a "thank you" for each coin deposited in the slot. Molded of "five-times-tougher" plastic in blue, pink and yellow, this appealing piggy measures 9½x7½ inches and retails at 98 cents.

Precision-tested for perfect miniature target practice, Revell's Shootin' Gallery is impulse priced at 98 cents All the excitement of a carnival is recreated in its colorful bird and animal-head targets, which reset easily with a metal lever. A realistic "automatic" gun shoots six small "bullet' balls, then reloads when tipped. The game, completely enclosed in clear plastic, is mounted on metal legs for steadiness. An engrossing action game for children and adults, the Shootin' Gallery teaches hand and eye coordination and develops marksmanship

Thirty-five actual working parts and tools make the Young Plumber Truck Play Set a real toy treat at $1.98. Pipe-fittings, fixtures, tools, and even a bathtub are included. The Young TV Serviceman, at the same price, has a panel delivery truck equipped with a television set, test panel, cathode ray tube, tools, etc Both large trucks, molded of bright, sturdy Styron plastic, have lift-up hoods for "motor inspection," removable wheels and tire-changing equipment

Real working miniatures of fascinating earth-moving machinery are appealingly packaged together in Revell's Caterpillar Trio Gift Set. Constructed of heavy, durable plastic, the "Cats" sell themselves in their colorful self-display box. Motor grader, wagon with tractor and scraper are included in the set, a $2 49 retailer.

■

New Schmid Bros. Representative

Schmid Brothers, Inc., 191 High Street, Boston, has appointed Allan Workman as representative for New York City, Westchester and Long Island

Mr. Workman's many friends in this area will remember him for his friendly manner and helpful attitude.

"PEOPLE ARE FUNNY" GAME ON TV SHOW OF SAME NAME

Whitman Publishing Co.'s new game, "People Are Funny," based on the 12-year-old radio show of Art Linkletter, will be presented to the consumer market on a new TV show of the same name, starring Art Linkletter The show will emanate from the "Linkletter Playhouse" in Hollywood, Calif., starting Sept. 19, and will be sponsored for the next year and through the following summer by Toni. A radio series starts October 5, to run for 39 weeks

Merchandising plans in connection with this show are available to retailers by writing A. Rothenberg & Associates, 9015 Wilshire Blvd., Beverly Hills, Calif.

◆

Arnold Natenberg Dies

Services for Chicago toy manufacturer, Arnold P. Natenberg, age 49, of 786 Greenleaf, Glencoe, Ill., were held Thursday, August 5, at a Chicago funeral chapel. He died on Monday, August 2, in Michael Reese hospital

Mr. Natenberg was co-founder of the Kurly Kate Corp., Metal Moss Mfg. Co., and Edwards Mfg Co., all at 2215 South Michigan Avenue

He leaves his wife, Stella, three daughters, a grandson and a sister.

Revell truck play sets

Create Play

Parents, teachers, and retailers demand more "toys that teach," inspiring more "creative play" for today's children. Revell answers with these do-it-yourself play packages, containing MORE play parts than other sets of comparative size. All made of durable, *5-times-stronger* Styron plastic!

Revell YOUNG PLUMBER
There's more *Creative* Play in this imaginative set than you'll find in a shelf full of ordinary toys

$1.98

FEATURED IN **LIFE**

Christmas Promotion

Revell's Admiral's Fleet

Sets Sale for a Big Profit Campaign!

Fun for the Whole Family! This is real Navy, five thrilling Fleet Kits all ready to assemble, paint and display! No special tools needed. Battleship U. S. S. MISSOURI, Heavy Cruiser U. S. S. LOS ANGELES, Destroyer U. S. S. SULLIVANS, Atom Submarine NAUTILUS, P. T. 212 TORPEDO BOAT. Including paints, brush, thinner and cement—

$6.95

REVELL, Inc. 4223 Ocean Park Avenue, Venice, California

NEW YORK OFFICE: Room 1260—205 Fifth Avenue Building

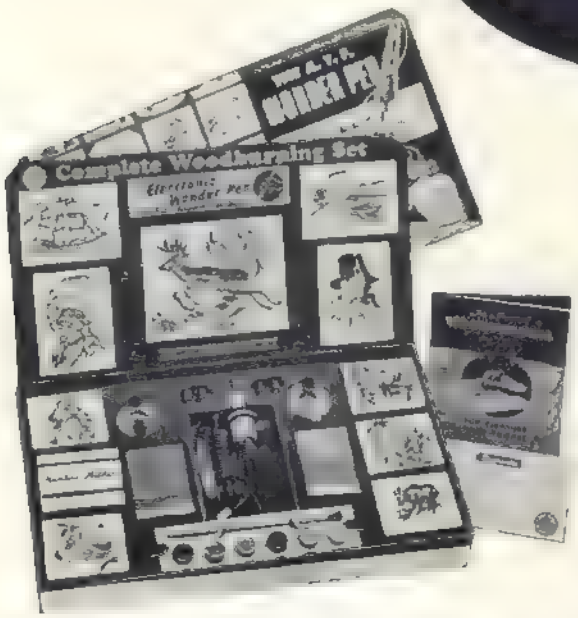
everyone will see

more will demand

most will buy

AMERICAN Teach-N-Fun

EDUCATIONAL TOYS



No. 33—ELECTRIC WOODBURNING SET

A fascinating creative hobby kit that provides fun and entertainment for everyone. Contains U. L. approved electric woodburning pen, 4 points, 10 plaques, brush and paint chips, pans, sandpaper and assorted foil plus project and woodburning manual.

American Teach N Fun woodburning sets are ideal "project" kits for young and old. Re-designed, improved, attractively packaged, they include pre-cut projects and coloring equipment and are available in 3 sizes from $3 to $7.

MODEL W8—CARPENTER'S TOOL KIT

Handsomely finished deluxe wooden carrying kit. Consists of 19 pieces including large hand saw, hammer, plane, brace and bit, steel wrecking hammer, hatchet, pliers, level, screw driver, etc. plus new, stimulating project book.

The complete American Teach-N-Fun tool chest line includes high quality wood and metal tool chests and work benches in 17 different styles and sizes. Priced from $1.00 to $15.00.

as advertised in the

LIFE PROMOTION

The BIG LIFE PROMOTION— featuring American Teach-N-Fun items — will reach into millions of homes throughout the country at a time of the year when everyone is "buy" conscious. These exciting gift ideas will be seen, recognized and demanded by children and adults everywhere. The power of LIFE will stimulate them to "buy"—and when they do, they'll quickly recognize the many superior qualities of construction, safety, the educational value, outstanding play appeal — and become confirmed purchasers of other related Teach-N-Fun items. The American Teach-N-Fun line is the only complete pre-tested line that offers toys and hobby kits for boys and girls from 1 to 16 years!

Investigate how you can tie in with the entire Teach-N-Fun toy line — send for the big, colorful 12 page catalog now showing more than 54 items and the promotional push that's behind this amazing line.

A TRUE FRIEND TO CHILDREN — A T F

AMERICAN TOY AND FURNITURE COMPANY, INC.

6130 NORTH CLARK STREET CHICAGO, ILLINOIS

NEW BEAUTY, NEW COMFORT, OLD DEPENDABILITY

RICHARDSON FLEET for 1954

BLUE WATER LUXURY... The Richardson Double Cabin "40' provides splendid living facilities for six in a yacht of unusual seaworthiness Three separate sleeping areas and two toilets A wealth of selective equipment, including shower and dual controls Wide range of twin power available. Reduction gear and hydraulic clutch controls standard

SEAGOING LUXURY... The Richardson "37" Sedan Cruiser has every facility for luxurious, seagoing living for six. Spacious Deckhouse and Trunk Cabin. Large Cockpit. Two hanging lockers and ample storage space add to cruising comfort Twin power with reduction gear and hydraulic clutch controls standard

NEW COMFORT, NEW SEAWORTHINESS... The Richardson "37" Express Cruiser provides cruising comfort and unusual seaworthiness for six. New Salon Trunk Cabin with private stateroom forward. Large Cockpit. Wide selection of twin power. Reduction gear and hydraulic clutch controls standard to provide economy and ease of operation

BEAUTY, LUXURY, COMFORT... The Richardson "33" Sedan Cruiser gives you 33 feet of seagoing beauty, luxury and cruising comfort for four Spacious Deckhouse and Trunk Cabin have every facility for your cruising pleasure, including complete galley and ample storage space Twin power with reduction gear and hydraulic clutch controls standard.

SPEED, COMFORT, STAMINA... The Richardson "33" Express Cruiser makes an ideal sport fisherman or cruising boat with traditional Richardson seaworthiness. Complete accommodations for four Ample locker and stowage space. Large Cockpit Twin power with reduction gear and hydraulic clutch controls provide speed and maneuverability.

SEAGOING SATISFACTION... The Richardson "29' Express Cruiser is tops for big boat comfort and seaworthiness for a reasonable investment. She has cruising facilities for four, including complete galley and enclosed toilet. Full headroom throughout. Good locker and stowage space. Twin power with hydraulic clutch controls standard

To learn how Richardson Cruisers set the Standard of Comparison see them at the Shows, at your Richardson Dealer or write...

RICHARDSON *Cruisers of Tomorrow*

RICHARDSON BOAT CO., INC., NORTH TONAWANDA, N. Y.

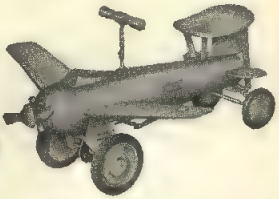
RIDE 'EM TOYS—FAVORITES WITH YOUNGSTERS

DELUXE PLASTIC WONDER HORSE — A beautifully molded high impact plastic horse, unusually tough and durable, suspended on four springs to permit trotting, galloping and plenty of fast action. Perfect indoor or outdoor. Heavy wood frame, finished in bright red. Horse in contrasting colors. 36"x33½"
7923882000.....**Retail $29.95**

SPRING WONDER HORSE—It's gaited. 4 spring suspension permits trotting and galloping. Develops grace, rhythm and muscular coordination. Sturdy wood construction with red enamel finish and black mane and saddle 32"x36"
7922681130.. . .. **Retail $16.95**

HARRY THE HORSE—For boys or girls from 1-3. Tip-proof rockers with safety toes. Easy for child to handle. Thoroughly constructed. Painted saddle Made of conventional hardwood. Sides painted blue, saddle with red trim. 30" size, overall height 22", saddle height 13½". Ship. wt 7 lbs.
79423A465 . . . .**Retail $6.95**

RIDE 'EM TRACTOR—A real lever operated bulldozer! Rugged construction in scale proportion. Large air-cushion rubber tires on steel disc wheels. Easy steering. Hard-baked beautiful enamel finish. Length 25", height 12¼", width 10". Shipped 16 lbs.
790438735 . ..... **Retail $10.95**



RIDE 'EM AIRPLANE—Latest streamlined design with sweptback wings. Propeller and clicker noisemaker operate automatically. Plane will not tip. Easy steering handle bar. Sturdy, with rubber tires on steel disc wheels. Baked enamel finish 25"x27"x11".
790448735.....**Retail $10.95**

RIDE 'EM LOCOMOTIVE –Made of automobile body stock in beautiful colors of red and black. Has rubber tires and hand action ringing whistle. Rugged, will carry weight of an adult. 28"x12½".
790388935 .....**Retail $13.95**

STEAM ROLLER– Extra heavy roller and well proportioned wheels Has loud ringing bell and handle bar in front. Weight capacity about 150 lbs. Red and gray baked enamel finish
790418575 **Retail $8.50**

DUMP TRUCK Has large dual wheels with large rubber tires Comfortable seat and adjustable steering handle. Dumps heavy load easily. Tailboard locks into place when truck body is not in dumping position. Red and green baked enamel finish. 24½" long, 12" high.
790428850 . .... .**Retail $12.50**

HEAVY DUTY RIDER—Complete with siren and flashing searchlights. Made of heavy gauge steel Auto type chassis Size 39½"x15"x 8¾" Seat 11½" from floor. Bulb and red lens on searchlight flashes on and off. 4½" rubber tires
772128530..... **Retail $7.95**

CAL'S COLT—Safe, quiet and stationary. Has enormous play value for children and develops grace and muscular coordination. Sturdily constructed and made of selected wood and tempered steel. Seat and stirrups adjustable for weight and leg lengths

7952A535—Capacity 55 lbs
Size 36"x18"x27".....**Retail $8.00**

7954A665– Capacity 80 lbs
Size 46"x18"x44".....**Retail $10.00**

(A) 1798WF2325 She *$42.50*

(B) 1799WF2325 He *42.50*

Contemporary partners, this pair of watches are beautifully styled in yellow rolled gold plate with stainless steel backs. Precision made with 17 jewels, they feature gilt numerals, markers and second hands. Matching black suede bands truly make these twins.

(C) 1800WF1350 *$24.75*

Sturdy 7-jewel watch in yellow rolled gold plate case with stainless steel back. Large clear dial with gilt numbers and dots. Red sweep second hand makes this an ideal watch for a doctor.

(D) 1801WF2475 *$45.00*

Ultra smart belt sportwatch for the sportsman or active executive. 17-jewel movement in chromium case, square dial with gilt numbers and second hand. Brown alligator cover discreetly blends with any belt.

(E) 1802WF2475 *$45.00*

Feminine and graceful 17-jewel watch in yellow rolled gold plate case with stainless steel back. Modern design endpieces blend with flowing curve of bangle bracelet.

(F) 1803WF2600 *$47.50*

High style in the traditional manner. Sparkling rhinestones cluster at either end of this beautiful 17-jewel watch with white gold plate case, stainless steel back, raised gilt numerals and hands. Perfect for dressy occasions.

(G) 1804WF1350 *$24.75*

Dainty feminine 7-jewel sport watch in round yellow gold plate case with stainless steel back. Legible dial features radium treated hands and numerals. Nurses will like the long red sweep second hand. Handsome black silk cord attachment.

(H) 1805WF2475 *$45.00*

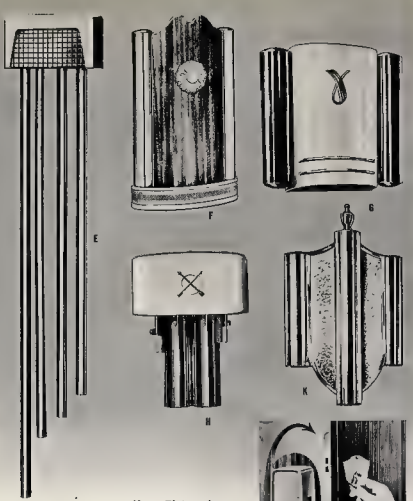
Daring and distinctive 17-jewel watch in yellow rolled gold plate case with stainless steel back. Round dial with raised gilt numerals and hands. Crescent shaped endpieces cleverly repeated in the comfortable expansion band.

(K) 1806WF4400 14 kt. Yellow Gold *$82.50*

1807WF2475 10 kt. Yellow Rolled Gold Plate *37.50*

Handsome, elegantly thin pocket watch with 17-jewel precision made movement. Silver dial with gold numerals, hands and second indicator. Beautiful and practical. Styled for all occasions.

Federal Excise Tax of 10% Not Included



Name Plate and Door Chime combined . . . no electricity or batteries needed!

Rittenhouse and Nutone Chimes

(E) Nu-Tone "Majestic" Chimes. Styled with distinctive simplicity . . . sounds 8 melodious Westminster notes for front door (or only 4 if you prefer). One note for rear door; different single note for a third door, if desired. Handsome Walnut housing with gold-color grille; long satin-brass tubes. Pull chain switch operates small light inside chime case; can be used as a night light. Motor has selector switch; radio-type volume control, plus additional tone adjustment bracket for each tube. Height 49", width 9-5/8", depth 5-1/2". With 24 volt transformer.

848-259 B3670 Majestic Chime . . . $54.95

(F) Nu-Tone "Symphonic" Chime--tight note Westminster chimes . . . sounds 8 melodious notes for front door (or only 4 if you prefer); two for rear door; also one for a third door if desired. Housing in Walnut finish; tubes in satin-brass. Telechron motor with selector switch; radio-type volume control. Complete with 24 volt transformer. 8x14x3¾" deep.

848-267 B2300 Nu-Tone Symphonic $34.50

(G) Nu-Tone "Commander" Chime--smart White plastic housing, chrome trimmed; brass tubes. Sounds 2 rich notes at front door, one at rear. 7x7x3". Transformer not included.

848-283 B485 Commander Chime . . $6.95
848-309 B158 Transformer, 10-volt . 2.40

(H) Rittenhouse "Sentinel" Chime . . . 2 rich, resonant notes sound at front door, single note sounds at rear door. Famed Rittenhouse "Floating Percussion" assures quiet, long-life operation. Beautiful Ivory plastic housing with brushed brass tubes. Overall size: 9x14½". Comes complete with special transformer.

848-358 B1081 Sentinel $15.95

(K) Nu-Tone "Mount Vernon" Chime--Colonial design in gleaming hammered brass. Two notes sound at front door, one at rear. Overall size: 7x3x12" high. Transformer not included.

848-275 B740 Mount Vernon Chime $10.95
848-309 B158 Transformer, 10-volt 2.40

(L) 2-Note Non-Electric Door Chime. Nameplate and door chime combined . . . in gleaming solid brass. No batteries or electricity needed . . . easily installed in a few minutes. Solid brass nameplate with forged brass handle appear on front side of door. Walnut grained housing on room side. Sounds 2 clear, loud musical notes. Has slot to hold either your name or house number. Adjustable to wood or metal doors (even screen doors) from 3/8 inches to 1-3/4 inches thick. Size: 5-1/8" high, 2-1/8" wide.

848-291 B330 Mechanical Chime . . $4.95

Portable Electric Washers

TAYLOR JR. ELECTRIC WASHER

It's electric, it's portable, it has a 10" removable wringer with full 2" balloon type rolls! Stands 29" high overall, 15" in diameter, weighs 34 lbs. . . you can pick it up by carrying handles, to store in closet!

Washes 2 lbs. of clothes sparkling clean in 10 minutes. 1-pc. all-aluminum tub, finished in White baked-on enamel . . . 3 vane cast aluminum agitator . . . full skirt encloses tub and motor. Uses only 6 gallons of water, minimum soap. Shipping weight 34 lbs. AC. From Ohio.

845-982 D3350 Taylor Jr. $49.95

Portable Washing Machine. Plug in any AC outlet!

HANDYHOT ELECTRIC WASHER

Streamlined design with "motor in the top"; compact enough to fit on your pantry shelf.

7-gallon capacity. Washes up to 3 lbs. of dry clothes . . . gets them clean as a whistle--in a jiffy! Just right for the small family's day-to-day washings . . . ideal for baby laundry . . . at summer cottage or school. Highly polished aluminum tub, blue dome. Ht. 14½"; AC-. 20 lbs. From Ill.

848-119 C2331 Handyhot $34.95

Portable Wringer, 7½" rolls
848-127 C663 Wringer . . . $9.95

THE *FLYING FALCON* IDEA

is bound to get around . . .

because the sensational FLYING FALCON offers both Balloon-tire Comfort and Lightweight Pedaling Ease!

Last summer, AMF Roadmaster introduced an amazing new kind of bike ride . . . the "Glidemaster Ride" of the Flying Falcon. It combines the comfort of balloon-tire riding, the pedaling ease of a 3-speed gear shift and the stopping power of hand brakes.

Chances are good you'll see more and more attempts all through '54 to imitate this better bicycle ride.

But first on the market means first in popularity—that's the big sales advantage AMF Roadmaster offers you.

First is a Roadmaster habit. Roadmaster's famous quality plus AMF engineering brought you many great new advances in '53. This combination is constantly at work developing new products for the ever-changing bicycle market.

When you display and sell the complete AMF Roadmaster line—you *make sure* you'll be first with the newest—first with the finest.

The Flying Falcon has this Great Combination of Features!

- **Three-speed gear shift** – easier pedaling
- **Long-coasting balloon tires**—more comfortable riding
- **Hand brakes**—quicker, surer stops
- **Electronically strengthened frame**—more rugged, longer lasting
- **Rocket Ray headlight** – long range "beamibility"
- **Chrome fenders and rims** –gleaming good looks

"the best of everything in bikes"

THE CLEVELAND WELDING COMPANY
West 117th St. and Berea Rd., Cleveland 7, Ohio
A subsidiary of
AMERICAN MACHINE & FOUNDRY COMPANY
New York, N. Y.

LISBETH WHITING LICENSED FOR PINKY LEE NUMBERS

Tying in with one of the fastest growing shows on daytime television, Lisbeth Whiting Company, Inc., 175 Fifth Avenue, New York City, has been awarded by the National Broadcasting Company, a license to manufacture Pinky Lee games

"The marketing of Pinky Lee items will be one of the greatest sales stimulants ever to hit the toy industry," predicts Randy Patterson, general sales manager of the toy firm

"Jet-propelled is really the word for Pinky Lee," adds Randy "He's shot ahead of many popular and long-established

Pinky Lee

names And the kids love Pinky . . . they do his dances and sing his songs.

"Lisbeth Whiting and Pinky Lee make a natural, dynamic team. As a relatively young firm, Lisbeth Whiting Company has also rocketed forth to an envied position as a good source for superlatively packaged items at 'easy-selling' prices. The Perfume Kits are selling all year 'round and are carried by every prominent toy wholesaler in the country as well as mail order houses and department stores. The factory has tripled its production capacity and is eagerly striving to fill a heavy backlog of orders.

Lisbeth Whiting Company has not yet revealed the first Pinky Lee game but promises it will be a "bombshell." The item, created under the supervision and direction of Ted Cott, NBC vice-president in charge of licensing, and Sid Rubin, manager, licensing division, will be shown to the trade in about two weeks by the company's sales representatives, and will be on display in Room 112, 200 5th Avenue, N. Y.

In addition to Lisbeth Whiting's Perfume Kits, the firm manufactures an attractive Bracelet Bangles" kit, $1.79 retail, which enables a child to make four extremely cute bracelets; and also markets the "Official School Coach," $1 retail, a basic and popular number that teaches spelling, adding and subtracting

PLEASE NOTE

The July article relating to the Long Ranger Wigwam manufactured by H. Wenzel Tent & Duck Company, St. Louis, failed to state that the address of Bob Whyte, their eastern sales representative, is Room 1112, 200 Fifth Avenue, New York City 10, or 4546 193 Street, Flushing 58, N. Y.

Roberta Doll Co. Licensed to Make Maxine Number

Roberta Doll Company, Inc., 39 W. 19th Street, New York City, announces its selection by the Milton Berle TV Show for the exclusive creation and manufacture of Milton Berle's TV secretary in the form of a walking doll

This lovable cute personality is now being shown to the trade and its success as to its sales and play value is said to be easily anticipated and assured by orders being booked

"Max" is available in 14-16-19 and 22"

Her entire wardrobe has been styled by Maxine herself and is a facsimile of the apparel worn by the star on TV

An outstanding feature included with each doll is: steno book and pencil and two hair-ribbon bows with comb attached that can be used by the child herself, or for the doll

The many millions of Uncle Milty's nieces figure to have real joy when they take "MAX"ine by the hand and walk with her

Palmer Paint's N. Y. Staff in New FAB Showroom

Nat Krigsman, Burt Breakstone, Marvin Elson, Bernie Antoville

Executives of Palmer Paint Sales are shown above in the company's new Fifth Avenue Building, New York City, showroom, Room 965. Formerly on the 11th floor of the FAB, Palmer now has more than adequate space. In the move they gained two private offices and a larger showroom area for display of the firm's well-known paint sets

Mr Breakstone and Mr. Krigsman took over Palmer's New York operation when Mr. Elson, sales manager, moved his headquarters to Detroit.

The fourth man in the above photo, Bernie Antoville, serves Palmer as eastern district's sales manager.

DOLLS

GIRL DOLL W/SARAN WIG

All plastic fully jointed girl doll with lustrous saran wig which can be brushed, combed and shampooed. Comes with curlers. Sleeping eyes and lashes, painted features. Dressed in deluxe dress with slip, panties, shoes and socks. 1 to box. 1 doz to ctn., 16 lbs. Ideal Toy Corp.

NO. 1607—18".....EACH $ 6.95

QUANTITY ORDERED _____

GIRL DOLL W/VINYL HEAD & ROOTED SARAN HAIR

All plastic fully jointed girl doll. Has lustrous saran wig inserted strand by strand in doll's vinyl head. Comes with curlers. Sleeping eyes and lashes, painted features. Dressed in deluxe party dress with slip, panties, shoes and socks. 1 to box. 1 doz. to ctn., 17 lbs. Ideal Toy Corp.

NO. 1705—17".....EACH $ 5.95

QUANTITY ORDERED _____

SNOOKIE BOY & GIRL IN KNITTED OUTFITS.

Magic skin baby dolls with finely molded heads of boy and girl painted features. Dressed in knitted outfits. Have cooing voices. Can be washed and powdered. In acetate window display box. 18". 1 doz. to ctn., 11 lbs. Ideal Toy Corp.

NO. 0086—10".....EACH $ 2.98

QUANTITY ORDERED _____

SNOOKIE DOLL W/KNITTED OUTFIT & CAP

Magic skin baby with realistic soft head. Cooing voice. Painted features. Soft stuffed. Dressed in colorful one piece knitted outfit with knitted cap to match. Can be washed and powdered. In acetate window display box. 10" tall. 2 doz. to ctn., 11 lbs. Ideal Toy Corp.

NO. 0085—10".....EACH $ 1.49

QUANTITY ORDERED _____

BRIDE DOLL

All plastic, fully jointed, standing doll; moving glasine eyes, lashes; open mouth, teeth, tongue. Saran hair with 2 vynl curlers. Bridal ensemble of figured Ninon material. Complete with bouquet slip, attached panty. 1 to box. 2 dz. to ctn., 30 lbs. Roberta Dolls.

NO. 9014—14".....EACH $ 6.49

QUANTITY ORDERED _____

WALKING DOLL

BABY DOLLS

All latex rubber doll, vynl head, moving eyes, lashes, coo voice; rooted saran hair with 2 vynl curlers; shoes, stockings, ensemble or rayon Scotch plaid taffeta skirt, blouse; velvet bolero jacket. Asst. colors; 1 to box, 2 dz. to ctn., 55 lbs. Roberta Dolls

NO. 3317—17".....EACH $ 6.29

QUANTITY ORDERED _____

NO. 3319—19".....EACH $ 7.29

QUANTITY ORDERED _____

CUDDLY BABY DOLLS

Soft body, vynl head, moving glasine eyes—lashes, rubber latex arms, legs; crying voice, shirt, panty, dressed in snow suit ensemble. Assorted colors. 1 to box. Roberta Dolls.

NO.	SIZE	PACKED CTN.	WT. CTN. Lbs.	PRICE EACH	QUANTITY ORDERED
1018	18"	2 dz.	55	$6.29	_____
1024	24"	1½ dz.	80	$8.29	_____

All plastic fully jointed; moving glasine eyes and lashes, open mouth, teeth, tongue, saran hair (asst. colors); vynl plastic shoes and rayon stockings. Polka dot dress, attached panty. 1 to box. 1 dz. to ctn., 25 lbs. Roberta Dolls

NO. 5619—19".....EACH $ 8.25

QUANTITY ORDERED _____

DOLLS

TWIN SET (BROTHER AND SISTER)

2 pieces of 14" all latex rubber doll' each doll has vynl head, coo voice, shoes, stockings. Dressed in embossed criskay material. Sets made up in Blue, Pink, Maize. 1 set to box, each same color. 1 dz. sets to ctn., 30 lbs. Roberta Dolls.
NO. 888 (TWIN SET).....EACH $ 6.29
QUANTITY ORDERED _____

BABY DOLL

All rubber latex, vynl head; moving glasine eyes, lashes, coo voice, knitted panty, shoes, stockings, ninon dress, full length slip. Comes in assorted colors. 1 to box, 2 dz. to ctn., 40 lbs. Roberta Dolls.
NO. 3615—15".....EACH $ 3.98
QUANTITY ORDERED _____

BABY DOLL — ROOTED HAIR

All latex rubber doll, vynl head, moving glasine eyes, lashes, coo voice, cotton panty, shoes, stockings, Ninon dress, full length slip. Bob style hair. Assorted colors. 1 to box. 2 dz. to ctn.; Roberta Dolls.
NO. 3716—16".....EACH $ 4.98
QUANTITY ORDERED _____

BABY DOLL — ROOTED HAIR

All latex body, vynl head; moving glasine eyes and lashes; coo voice, cotton panty, shoes and stockings. Hair style—Pony Tail, 2 vynl curlers. Flowered percale dress. Assorted colors. 1 to box; 2 dz. to ctn., 60 lbs. Roberta Dolls.
NO. 3118—18".....EACH $ 5.98
QUANTITY ORDERED _____

BOY PAJAMA DOLL

GIRL PAJAMA DOLL

16" all rubber boy doll, latex body, vinyl head glassene eyes, coo voice, dressed in fine printed flannel pajamas. 1 to cello bag; 2 dz. to ctn. Associated Toy & Doll Factories.
NO. 16PB—16".....EACH $ 1.98
QUANTITY ORDERED _____

16" all rubber girl doll, latex body, vinyl head, glassene eyes, voice, dressed in fine printed flannel pajamas. 1 to cello bag; 2 dz. to ctn. Associated Toy & Doll Factories.
NO. 16PG—16".....EACH $ 1.98
QUANTITY ORDERED _____

18" DOLL

9" DOLL

14" DOLL

All rubber doll, latex body, vinyl head with genuine rooted hair saran wig, moving eyes & lashes, coo voice, striped taffeta dress with a picolet bib collar, shoes & socks. 1 to box, 2 dz. to ctn. Assoc. Toy & Doll Factories.
NO. 14RHMEL—14".....EACH $ 2.98
QUANTITY ORDERED _____

25" DOLL

Latex arms & legs, cotton stuffed body, voice, composition head, moving eyes & lashes, open mouth, tongue & teeth, fine mohair wig, lace & ribbon trimmed ninon dress and cap to match, cotton petticoat, rubber panties, shoes & socks, 1 to box. 1 dz. to ctn. Assoc. Toy & Doll Fact.
NO. 424NW—25".....EACH $ 5.39
QUANTITY ORDERED _____

Stuffed body doll, latex arms & legs, hi-grade composition head, moving eyes & lashes, open mouth, tongue & teeth, voice, mohair wig, lace & ribbon-trimmeddress (ninon) with cap to match, petticoat, rubber panties, shoes & socks. 1 to box; 2 dz. to ctn. Assoc. Toy & Doll Factories.
NO. 418—18".....EACH $ 2.98
QUANTITY ORDERED _____

Stuffed body doll, latex arms & legs, voice, fine plastic head, moving eyes & lashes, open mouth, tongue & teeth, mohair wig, lace & ribbon-trimmed ninon dress and cap to match, petticoat, rubber panties, shoes & socks. 1 to box. 2 dz. to ctn. Assoc. Toy & Doll Factories.
NO. 418NWPL—19".....EACH $ 3.98
QUANTITY ORDERED _____

DOLLS

GIRL DOLL W/SARAN WIG

All plastic fully jointed girl doll with lustrous saran wig which can be brushed, combed and shampooed. Comes with curlers. Sleeping eyes and lashes, painted features. Dressed in deluxe dress with slip, panties, shoes and socks. 1 to box. 1 doz. to ctn., 16 lbs. Ideal Toy Corp.

NO. 1607—16" ..... EACH $ 6.95

QUANTITY ORDERED _____

GIRL DOLL W/VINYL HEAD & ROOTED SARAN HAIR

All plastic fully jointed girl doll. Has lustrous saran wig inserted strand by strand in doll's vinyl head. Comes with curlers. Sleeping eyes and lashes, painted features. Dressed in deluxe party dress with slip, panties, shoes and socks. 1 to box. 1 doz. to ctn., 17 lbs. Ideal Toy Corp.

NO. 1705—17".....EACH $ 8.95

QUANTITY ORDERED _____

SNOOKIE BOY & GIRL IN KNITTED OUTFITS.

Magic skin baby dolls with finely molded heads of boy and girl painted features. Dressed in knitted outfits. Have cooing voices. Can be washed and powdered. In acetate window display box. 10". 1 doz. to ctn., 11 lbs. Ideal Toy Corp.

NO. 0086—10".....EACH $ 2.98

QUANTITY ORDERED _____

SNOOKIE DOLL W/KNITTED OUTFIT & CAP

Magic skin baby with realistic soft head. Cooing voice. Painted features. Soft stuffed. Dressed in colorful one piece knitted outfit with knitted cap to match. Can be washed and powdered. In acetate window display box. 10" tall. 2 doz. to ctn., 11 lbs. Ideal Toy Corp

NO. 0086—10".....EACH $ 1.49

QUANTITY ORDERED _____

BRIDE DOLL

All plastic; fully jointed, standing doll; moving glasine eyes, lashes, open mouth, teeth, tongue. Saran hair with 2 vynl curlers. Bridal ensemble of figured Nimon material. Complete with bouquet slip, attached panty. 1 to box. 2 dz. to ctn. 30 lbs. Roberta Dolls

NO. BO14—14".....EACH $ 6.19

QUANTITY ORDERED _____

WALKING DOLL

BABY DOLLS

All latex rubber doll, vynl head, moving eyes, lashes, coo voice, rooted saran hair with 2 vynl curlers, shoes, stockings, ensemble of rayon Scotch plaid taffeta skirt, blouse, velvet bolero jacket. Asst. colors; 1 to box, 2 dz. to ctn., 55 lbs. Roberta Dolls.

NO. 3317—17".....EACH $ 6.29

QUANTITY ORDERED _____

NO. 3319—19".....EACH $ 7.29

QUANTITY ORDERED _____

CUDDLY BABY DOLLS

Soft body, vynl head, moving glasine eyes—lashes, rubber latex arms, legs, crying voice; shirt, panty, dressed in snow suit ensemble Assorted colors. 1 to box. Roberta Dolls

NO.	SIZE	PACKED CTN.	WT. CTN. Lbs.	PR OF EACH	QUANTITY ORDERED
1018	18"	2 dz.	55	$6.29	_____
1024	24"	1½ dz.	60	$8.29	_____

All plastic fully jointed, moving glasine eyes and lashes, open mouth, teeth, tongue; saran hair (asst. colors); vynl plastic shoes and rayon stockings. Polka dot dress, attached panty. 1 to box. 1 dz. to ctn., 25 lbs. Roberta Dolls

NO. 5619—19".....EACH $ 8.25

QUANTITY ORDERED _____

DOLLS

TWIN SET (BROTHER AND SISTER)

2 pieces of 14" all latex rubber doll: each doll has vynl head, coo voice, shoes, stockings. Dressed in embossed criskay material. Sets made up in Blue, Pink, Maize. 1 set to box, each same color. 1 dz. sets to ctn., 30 lbs. Roberta Dolls.
NO. 888 (TWIN SET).....EACH $ 6.29
QUANTITY ORDERED _____

BABY DOLL

All rubber latex, vynl head; moving glasine eyes, lashes; coo voice; knitted panty, shoes, stockings, ninon dress, full length slip. Comes in assorted colors. 1 to box, 2 dz. to ctn., 40 lbs Roberta Dolls.
NO. 3615—15".....EACH $ 3.98
QUANTITY ORDERED _____

BABY DOLL — ROOTED HAIR

All latex rubber doll, vynl head, moving glasine eyes, lashes coo voice, cotton panty; shoes, stockings, Ninon dress full length slip. Bob style hair. Assorted colors. 1 to box. 2 dz to ctn., Roberta Dolls.
NO. 3716—16".....EACH $ 4.98
QUANTITY ORDERED _____

BABY DOLL — ROOTED HAIR

All latex body, vynl head, moving glasine eyes and lashes; coo voice, cotton panty, shoes and stockings. Hair style—Pony Tail, 2 vynl curlers. Flowered percale dress. Assorted colors. 1 to box. 2 dz. to ctn., 60 lbs. Roberta Dolls.
NO. 3118—18".....EACH $ 5.98
QUANTITY ORDERED _____

BOY PAJAMA DOLL
GIRL PAJAMA DOLL

16" all rubber boy doll, latex body, vinyl head glassene eyes, coo voice, dressed in fine printed flannel pajamas. 1 to cello bag. 2 dz. to ctn Associated Toy & Doll Factories
NO. 16PB—16".....EACH $ 1.98
QUANTITY ORDERED _____

16" all rubber girl doll, latex body, vinyl head, glassene eyes, voice, dressed in fine printed flannel pajamas. 1 to cello bag, 2 dz. to ctn. Associated Toy & Doll Factories
NO. 16PG—16".....EACH $ 1.98
QUANTITY ORDERED _____

18" DOLL
19" DOLL

14" DOLL

All rubber doll, latex body, vinyl head with genuine rooted hair saran wig, moving eyes & lashes, coo voice, striped taffeta dress with a picolet bib collar, shoes & socks. 1 to box 2 dz. to ctn. Assoc. Toy & Doll Factories
NO. 14HNMEL—14".....EACH $ 2.98
QUANTITY ORDERED _____

25" DOLL

Latex arms & legs, cotton stuffed ...ty voice composition head, moving eyes & lashes, open mouth, tongue & teeth, fine mohair wig, lace & ribbon trimmed ninon dress and cap to match, cotton petticoat, rubber panties, shoes & socks 1 to box. 1 dz. to ctn. Assoc. Toy & Doll Fact
NO. 42HN—25".....EACH $ 5.39
QUANTITY ORDERED _____

Stuffed body doll, latex arms & legs ...-grade composition head, moving eyes & lashes, open mouth, tongue & teeth, voice, mohair wig, lace & ribbon-trimmed dress (ninon) with cap to match petticoat, rubber panties, shoes & socks. 1 to box, 2 dz. to ctn. Assoc. Toy & Doll Factories
NO. 418—18".....EACH $ 2.98
QUANTITY ORDERED _____

Stuffed body doll, latex arms & legs voice, fine plastic head, moving eyes & lashes, open mouth, tongue & teeth, mohair wig, lace & ribbon-trimmed ninon dress and cap to match, petticoat rubber panties, shoes & socks. 1 to box. 2 dz to ctn. Assoc. Toy & Doll Factories
NO. 419HNPL—19".....EACH $ 3.98
QUANTITY ORDERED _____

RIEMANN, SEABREY COMPANY

INCORPORATED

★ ★

46 YEARS OF SERVICE AND STILL

Your Dependable Source of Supply for Toys

★ ★

DIRECT FACTORY SALESMEN
1107 BROADWAY (At 24th St.)
NEW YORK CITY

On *Permanent Display*

200 Fifth Ave.
Room 408
New York City

Extensive refinements have been made in the Litho Plate line of educational blackboards. There is a model for every child regardless of size and age. Parents like the built-in quality and children like the many ways it can be used in play. Dealers like the sales appeal that means faster turnover and bigger profits. Catalog mailed upon request.

RICHMOND SCHOOL FURNITURE
MUNCIE, INDIANA

AMERICA'S MOST *Preferred* LINE OF PLASTIC INFLATABLES

Jolinno toys

#270
Black Sheep

Four-legged three-dimensional animal, screened in two colors against contrasting background

Contains a bell within the body.

Also a complete line of this type animals which we call "The most lovable character in the world."

@ .59c retail

Plastic Innovations, Inc.

185 Riverdale Avenue, Yonkers, N. Y.
New York Showroom, Room 1460, 200 Fifth Avenue, New York, N. Y.

SELL THE ROCKET LINE!

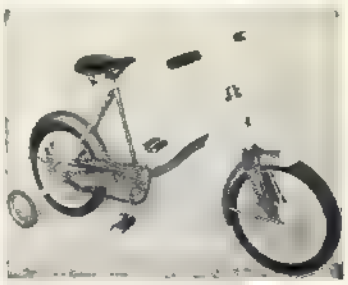
A Child's Delight!

Tubular Velocipede (Model DY-2 to left)

The big semi-pneumatic tires on this velocipede make it easy to sell and a pleasure to ride. Has ball bearing front wheel chrome plated adjustable handle bar and bicycle type truss rod. Comfortable seat crash rail heavy frame. Comes in 10" 12" and 16" size

We Ship Everywhere!

Orders from all over the country testify to quality and satisfaction of our products. Write or call today for specifications and prices.



Boy or Girl Sidewalk Bikes with trainer wheels

Built for hours of solid fun! Has big 18¾" semi-pneumatic molded rubber tires, chain guard and other top features including bicycle type saddle 28 to 34 pound weights.

ORDER TODAY —

McBRIDE & OXFORD MFG. CO. SELMA, ALABAMA

"Howdy-Doodle" Bubble Pipes

THE Lido Toy Company, 321 Rider Avenue, New York City, manufacturer of popular-priced plastic toys, has introduced the *Howdy Doody Bubble Pipe Set*. The heads of the pipes feature all of the characters seen on the Howdy Doody TV Show, *Clarabell, Howdy Doody, Phineas T. Bluster* and other characters well-known to millions of TV viewers throughout the country

Shown here with Bob Smith and Clarabell of the Howdy Doody Show is Seymour Arenstein, sales manager of the Lido Toy Company. This photo was taken at the NBC Studios during one of the televised shows in New York.

The Bubble Pipes are available in the following styles: No. 777, Howdy Doody Character Bubble Pipe Set packaged in a multi-colored box that is ideal for counter and window display. Contains 2 pipes, soap dish and soap that is packed in a cellophane bag This number retails for 29 cents. No. 774, one bubble pipe mounted on a self-selling, colored display card This retails for 10 cents. Also available is the No. 775, packaged one dozen pipes to a counter display card, each retailing at 10 cents. Pipes are in assorted eye-catching colors

Write for complete illustrated catalog to Lido Toy Company, 321 Rider Avenue, New York 51, or visit Lido's permanent showrooms at 200 Fifth Ave., New York, Room 206

• Bunny Bear, Inc., Everett 49, Mass., announces the appointment of Byron F. Olson as sales representative in the states of Washington and Oregon . . . Mr. Olson, with sales experience dating back 15 years, is married and the father of three children. Before coming to Bunny Bear he represented the Hamilton Manufacturing Corp., Columbus, Indiana, makers of Cosco high chairs. He is also associated with the Rice Manufacturing Corp., and Federal Tool and Plastics.

• Bell Products Company, 1517 Washington Ave., St. Louis, Mo., has appointed Hanson Southern Sales, Atlanta, Georgia, as representative in the southern states for the *Bel-Com* two-way intercom set.

The appointment of Hanson Southern Sales rounds out Bell's nationwide representation, which includes Sam Weisman, east; Walter and Arthur Krenzien, central; Invincible Sales Corporation, west; and Lou Frank Sales Company, Canada.

Dwight N. Briggs Dies

The passing, on July 26, of Dwight N. Briggs was felt as a deep personal loss by his hundreds of friends and business associates in toy and stationery circles. Mr. Briggs, long-time New York area sales representative for the Sun Rubber Company, Barberton, Ohio, passed away at the New Rochelle Hospital after a month's illness.

DWIGHT N. BRIGGS

Born in Big Rapids, Michigan, in 1900, Mr. Briggs graduated from Grinnell College, Grinnell, Iowa After service in World War I, he entered the stationery field and is remembered as the founder of the Stationer's 12:30 Club of New York City. He was treasurer of this organization at the time of his death.

As a representative for the Sun Rubber Company, gentlemanly Dwight Briggs earned the respect of everyone he dealt with in the toy and molded rubber goods fields.

Surviving are a son, Dwight W., a daughter, Dorrit M., both of Scarsdale. A brother, Egbert E. Briggs, lives in Sioux City, Iowa.

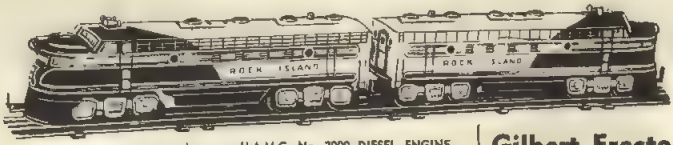
Changes at Murray Ohio

F. J. Hannon, executive vice president of The Murray Ohio Manufacturing Company, 1115 East 152nd Street Cleveland, has announced sales department personnel changes affecting three men.

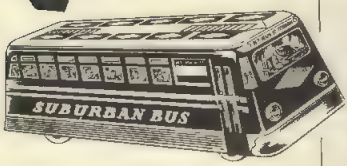
William M. Hannon, formerly sales manager of Murray Ohio's wheel goods division, has been transferred to the president's office, where he will work primarily on administrative duties.

Replacing Hannon as sales manager of the wheel goods division is William C. Keyes, formerly sales promotion manager of wheel goods. William Dunnigan has been appointed assistant to Keyes in his new post

Murray Ohio is one of the nation's leading manufacturers of juvenile wheel goods. The company's products include baby walkers, tricycles, coaster wagons, juvenile tractors, autos, trucks, and bicycles of all sizes



NEW



No. 27—SUBURBAN BUS
with Mystery Motor

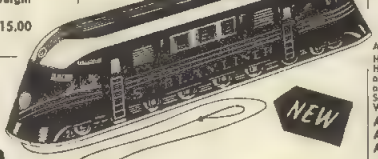
Here's a zippy toy with unusual action. Pressure on top of bus sends it on a long run. No batteries, no keys, no winding. All steel, brilliantly lithographed. 14" long. Each in decorated box. Minimum shipping carton 12 toys. Weight per carton 17 lbs.

WSMC .....doz. $15.00

U.A.M.C. No. 2000 DIESEL ENGINE
"UNIQUE" TWIN DESIEL LOCOMOTIVE

This beauty fits all 3 rail train sets, has special couplers to hook up with any 3-rail train, immediate delivery. An O gage locomotive 29" long, with 16 wheels, the details so realistic that it's a letter perfect miniature of the real thing. Lithographed details include ladders, hand rails, radiators, ventilators and access doors Equipped with remote control reverse mechanism, it has electric headlights, front and rear A find for youngsters and hobby.sts!

U.A.M.C. No. 2000, 60 Cycle ... $10.00 Each



NEW

No. 130—THE STREAMLINER

This all steel pull-along toy is as different as it is durable! Strikingly colorful, this is an excellent plaything for the young child. Bell rings resonantly as car is pulled. Each in individual decorated box. Length 17¾" Minimum shipping carton 12 toys. Weight per carton 22 lbs.

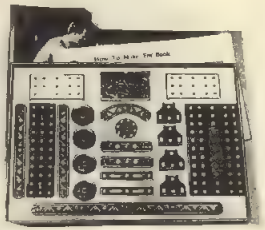
WSMC .....Doz. $19.20

VF 500

CONSTRUCTION—Strong Metal Case.
FINISH—Baked Enamel, Hammered Pattern
SIZE—13" x 9" x 3".
WEIGHT—6¾ Pounds, Indiv dually Packed
COLOR—Pastel Blue

VF 500 ..... ea. $12.00

Gilbert Erector Sets



A C G. No. 1½ ERECTOR SET.

Hours of building fun at small cost! Makes Crane Hoist, See-Saw, Battleship, etc. Contains 4 sizes of steel Girders, 3 kinds of Base Plates, many other parts. Includes "How-to-Make-'Em" Book. Set is 13¼" x 9¾" x ¾". Packed 24 to carton. Weight: 3¾ lbs.

A.C.G. No. 1½ ..... ea. $1.85
A.C.G. No. 2½ ..... ea. 3.20
A.C.G. No. 4½ ..... ea. 7.30

A C G. No. 6½ ERECTOR —
THE ELECTRIC ENGINE SET

One of the most popular sets in the Erector line - and little wonder! With the gleaming array of Girders, Gears, Pinions, Wheels, Plates and the power-packed Gilbert Electric Engine, you can build such famous models as the Airplane Ride, Lift Bridge, Windmill Pump and many others. Miniature House serves as Bridge Tender's shack. Also included is the sensational Magic-Twist Flexible Coupling. Box is 17⅞' wide x 9¾" deep x 3" high

A.C.G. No. 6½ ea. $12.65

Gilbert Magic Sets

A.C.G. NO. 1½ GILBERT MYSTO MAGIC

Nine tricks, all of them made famous by international conjurors! You'll find them easy to master — and startling to perform. Set includes 11 amazing tricks: Vanishing Handkerchief, Cut and Restore Paper Ribbon, Vanishing Rabbit, Mystic Slide, Magic Keys, Photoplasmic Mystery, Phantom Card and others. Set measures 18" x 10" x 1½". Packed 12 to carton. Weight: 16 lbs.

A.C.G. No. 1½ ..... ea. $2.85
A.C.G. No 5A ..... ea. 9.50

A.C.G. No. 10½ ERECTOR
THE AMUSEMENT PARK SET

One of the finest Erectors—builds the exciting Merry-go-Round, plus Parachute Jump and many, many other models. Powerful 110 volt A.C. Engine with forward and reverse gears puts action into completed models. Boiler and Fly Wheel parts enable you to build big Power Plant. Set also has Electro-Magnet and Lights. Set is 22" x 13-3/16" x 2⅞". Packed 1 to carton. Weight. 28 lbs.

A.C.G. No. 10½ ... ea. $36.65

A.C.G No. 7½ ERECTOR—
THE ENGINEER'S SET

A.C.G. No. 7½, ea. $15.70

MAGIC "8" BALL FORTUNE TELLER!

- PARTY "PEPPER-UPPER"!
- PAPER WEIGHT!
- CONVERSATION PIECE!
- ORNAMENT FOR HOME BAR OR DEN!
- THE DIFFERENT GIFT!

ASK IT A QUESTION!

Written answers rise mysteriously into view on "spirit slate" — in 10 seconds. Use it over and over again. Answers to a million questions!

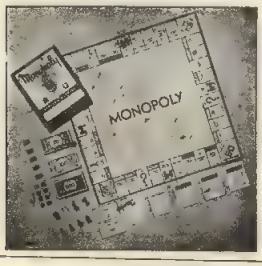
AC ... **$22.80 dz.**

STRING BALLOON PILLARPACK

The only balloon in the world with the ready fixed string. Asst. Colours. Packed 1 gross. This is a very attractive display pack.

LBE 9 String Balloon .... **$4.80** gross
LBE Spiral Balloon .... **$4.80** gross
LBE 424 Balloon with String .... **$4.80** gross
LBE 10 Jazz Balloon with String .... **$6.00** gross

Monopoly



CC-E149 Two-piece Monopoly. The novel and original features of this popular trading game keep "Monopoly" in steady demand, the strong colorful board and box of equipment are separate, can be played by from three to ten players, board size 20x20 inches. Dozen **$25.20**

Birthday Greeting Cards

CC Birthday 5/367 Birthday Cards. Asst. of designs and styles for 5c Retail. 100 in cabinet. .... **$3.25** per cabinet
CC Everyday Cards. Asst. of designs and styles for 10c Retail. 50 in cabinet. .... **$3.25** per cabinet.
Also

15E 1017. Everyday Cards. 34 in cabinet .... **$2.50** cab.
25E 1018. Everyday Cards. 30 in cabinet .... **3.00** cab.
5E 1009. Sympathy Cards. 100 in cabinet .... **2.50** cab.
10E 1002. Birthday Cards. 50 in cabinet .... **2.50** cab.
5E 1108. Get Well Cards. 100 in cabinet .... **2.50** cab.
5E 1015. General Cards. 100 in cabinet .... **2.50** cab.
5E 1007. Thank You Cards. 100 in cabinet .... **2.50** cab.

ALL PRICES QUOTED ARE SUBJECT TO CHANGE WITHOUT NOTICE

Bread or Roll Tray. Lifetime-lovely hand wrought aluminum, with shaped petaled handles. A gracious server for muffins, bread; even asparagus or broccoli!

507-756 B265 Tray 13½x8" wide . . . $3.95

Serving Tray. Etched tulip pattern . . handles arch high for easy gripping. Hand wrought hammered aluminum.

507-764 B365 Tray 16x11½" . . $5.50

Rodney Kent

Hand Wrought Aluminum

Richly etched floral and petaled knobs lend grace to this heavy, hand wrought aluminum--hand hammered and buffed. Each superb piece can be used for everyday--won't wear out, stain or tarnish!

Hostess Susan. Silver aluminum, hand hammered and buffed. Holds toast rack, glass butter and cheese dishes, marmalade, jam jars. Aluminum covers with petal-shaped knobs. Revolves on steel ball bearings.

507-772 B550 11½" diam., 3½" high . $6.25

Candy Dish. Ever-bright hammered aluminum, with sparkling ruby red glass insert . . a lovely contrast to the mirror-finish interior. Cover, with petal-shaped knob. 4½" diameter.

507-780 B195 Candy Dish . . . $2.95

Candy Basket. Your guests will be delighted with this dainty little basket as with the sweets it serves. Gleaming hand wrought, hammered and buffed aluminum.

507-798 B145 8" wide $2.25

Casserole. Hand wrought aluminum; cover has richly etched floral petaled knob. Hand hammered and buffed. Heatproof 8" Pyrex dish.

507-808 B265 1½-qt. size . . . $3.95

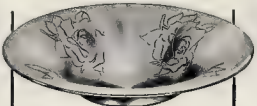
Butter Dish. Silvery hand wrought aluminum, hand hammered and buffed to stay bright. Petaled knob on cover. 8½x3½" tray. Holds ¼ lb.

507-814 B165 Butter Dish . . . $2.50

Aluminum Gifts in Color

Colorama Steins . . set of 4. For those jolly times when good friends get together . . . steins of glowing copper-color aluminum, with big curved handles. Smart for all iced beverages . . indoors or outdoors, in living room or at the basement bar . . you'll use them anywhere, anytime. Wonderfully decorative too, for potted plants or ivy.

507-558 B265 Set of 4 . . . . . $3.95



Party Bowl by Regal . . in Cherry Red! Your party snackery, cheese, cold cuts or other fare, look even more tempting in this handsomely designed and engraved server. Sparkling aluminum (buffed to stay bright) . . delicate floral design is enhanced by the gorgeous clear red color. 14½" diameter.

507-608 B197 Party Bowl $2.95

Colorama Aluminum Juice Tumblers. 8 unbreakable, chip-proof anodized aluminum tumblers in glowing, non-fading colors. Perfect size for 'cokes' and fruit juices . . keep beverages cooler longer. 1 each: Purple, Ruby, Chartreuse, Silver, Blue, Copper, Gold and Green. 8-oz. size, 4¼" tall.

507-533 B333 8-Pc. Set $5.00

DAFFODIL
FIRST LOVE

DAFFODIL
FIRST LOVE

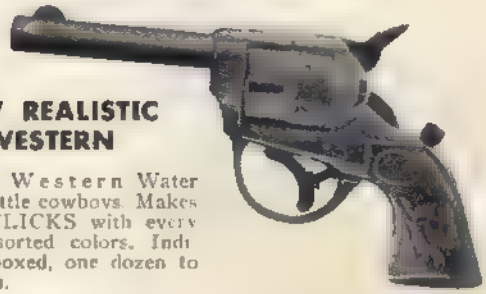
ROOM 966 HOTEL McALPIN *for*

NEW Designs
NEW Construction
NEW Low Prices
NEW & Greater Profits

BOYS AND TOYS, INC.

NEW AUTOMATIC CALIBER WATER GUN

Kids will go for this modern, streamlined automatic caliber water gun. Shoots 300 shots. Assorted colors. Packed three or six dozen lots

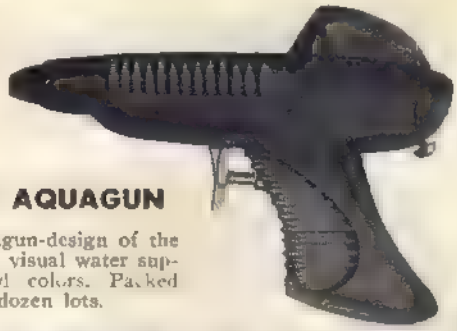


NEW REALISTIC WESTERN

Authentic Western Water Gun for little cowboys. Makes LOUD CLICKS with every shot. Assorted colors. Individually boxed, one dozen to the carton.

NEW SUB-MACHINE WATER GUN

Realistic sub-machine water gun shoots 500 times on one filling! Shots carry over 50 feet. Assorted colors. One dozen to the carton

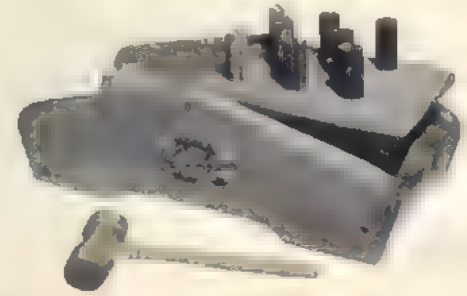


ATOMIC AQUAGUN

Atomic Aquagun-design of the future, plus a visual water supply! Assorted colors. Packed three or six dozen lots.

ROLY POLY CLOWN—

A rollicking toy that will bounce into the heart of any small child. Loaded with parent "impulse" sales appeal to [illegible] Weighted for perfect balance. 7½" high, 10" around its jolly rotund belly. All plastic, no rough edges or sharp points, practically indestructible. Details in gay colors individually packaged. Standard carton 2 dozen. Weight 25 lbs. F.O.B. New York, N. Y.



THE FINEST PEG BOARD EVER MADE

Little people love to hammer. Let them have their fun and save the furniture. 8 different colored pegs fit into a thick sturdy board. The children pound away at the pegs with a strong wooden hammer then, zip—they flip the board over and start in again. Natural wood finish. Built to stand rough usage. 14" long, 6½" wide, 5" high. Individually packaged 1 dozen to shipping carton. Weight approximately 33 lbs. F.O.B. North Anson, Maine.

BOYS AND TOYS, INC.

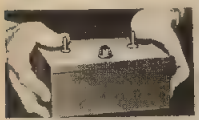
BOYS and TOYS, INC.

55 WEST 13th STREET • NEW YORK 11, N.Y.

Certified 20" REEL TYPE POWER LAWN MOWER

The ROBOT Mower Does ALL the Work — Operates COMPLETELY by Remote Control

It's actually fun to mow the lawn with the revolutionary new Robot power mower! The youngsters, Dad, Mom or even Grandmother will enjoy relaxing at the controls. Just sit back, touch the right or left turn thumb control to make the mower start, stop, reverse, turn to the right or left. Operator may mow around trees, or under low handing branches easier and more accurately than with a conventional power lawn mower. Mows 80 ft. circle without the operator having to move. Carrying arm automatically elevates when mower turns, thus keeping the cord out of the way. Mower can run over cord without harm. Heavy rubber cover prevents it from being damaged. Plugs in any 110 volt outlet.



Operator holds remote contro. panel while sitting next to the area to be mowed. Panel is attached to the mower by 40 ft. cord by flicking switch mower moves left, right, forward reverse.

Mows 40 ft. in any direction — without operator moving!

½ H.P. Top Name Electric Capacitator Motor—Built for years of dependable, trouble-free mowing.

20" Reel Type Mower—Gives smooth, even cut to lawn.

5 Cutting blades are of fully tempered steel and may be adjusted to multiple cutting ¾" to 2¼" height.

10" Wheels—Have semi pneumatic tires.

90 ft. Cord—Has heavy rubber cover which prevents it from being damaged even if mower runs over it.

Easy to operate No tubes or complicated transmitters, simply flick switch on the control panel.

Mower Can Change Direction Instantly—A touch of the control turns mower either right or left.

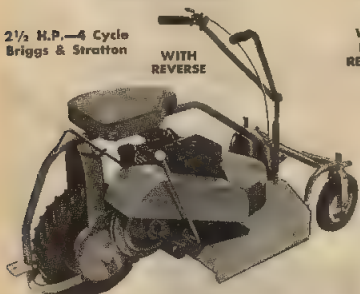
F.O.B. Factory, Des Moines, Ia.

No. 96385F Shipping wt 135 lbs. F.O.B. Des Moines Iowa. List $179.50. Dealer's, ea. $139.90. 2 lots, ea. $131.30. 3 lots, ea. **126.70**

ROOT 24" RIDING ROTARY LAWN MOWER

2½ H.P.—4 Cycle Briggs & Stratton

WITH REVERSE



- **Finger Tip Throttle Control**
- **Goes Up to 5 Miles an Hour**
- **Blade Has Four Cutting Arms—Safety Hinge Type**
- **Shift Lever, Forward, Neutral and Reverse**

No lawn is too big or too much work to cut for the heavy duty Root 24" Riding Rotary Lawn Mower. Sit back on the comfortable foam rubber lined seat cushion with the throttle wide open and the mower surges along at 5 m.p.h. cutting the grass smoothly and evenly. Check these outstanding features: Finger tip throttle control. Puncture proof tires; front wheels 10 x 2"; rear wheels 16 x 4". Reverse speed 4 m.p.h. Precision ground, ball bearing spindle bearings.

No. **96396F** F.O.B. Baxter Springs, Kansas, Wt 280 lbs. List $269.00. Dlr's. ea. **199.50**

Certified 30" RIDING POWER LAWN MOWER

WITH FULL REVERSE

2½ H.P.—4 Cycle Briggs & Stratton

- **Cuts up to one acre per hour**
- **Gear drive transmission**
- **Highly maneuverable because of short wheel base**
- **5 Blades high temper reel type**
- **Forward-Reverse and neutral with variable riding speeds**
- **Fingertip control • Roller bearings • Semi-pneumatic tires**

Cut grass in class with this new easy-to-operate reel type power mower. Completely engineered, tested and built to give years of dependable satisfactory service. Ride in comfort, powered by an efficient 4 cycle gas engine, while the lawn is quickly and neatly mowed. Front wheels 8" x 2½", tractor trend rear wheels 12" x 3". Shipping weight 280 lbs. Shipped from Factory F.O.B. Des Moines, Iowa.

No. **96331F** List $369.50. Dlr's. ea. . . **277.12**

Merchandise On This Page Not Included In Our Freight Offer

CERTIFIED 20" Heavy Duty Rotary Power Mower

- Easy Starting 4 Cycle, 2 H.P. Briggs & Stratton Gasoline Engine
- Lightweight—Extremely Maneuverable
- Blade Guarded from All Directions
- Large, 10" Ball Bearing Rear Wheels, Front Wheels 6" Rubber Tired
- High Tempered Tool Steel Cutting Blade
- Strong, All Steel Non-Breakable Frame

Tops in Quality, Safety, Durability

Now, a power mower rugged enough to slash through tall weeds yet delicate and maneuverable enough to smoothly cut fine lawns and trim up to flower beds, trees and under bushes! Features the famous air foil shaped blade that lifts the grass as it cuts leaving the lawn smooth and even.

Check These Outstanding Features:

4 Cycle Briggs and Stratton—Easy starting 2 H.P gasoline engine.

Air Foil Shaped Blade—Insures even cut of lawn—multiple cutting heights. Resilient mounted blade drives through neoprene rubber to protect engine when blade strikes rocks, etc. Will not "clog up" with grass clippings. Remove guard to cut tall weeds.

Rugged Construction—Steel guards and non-breakable frame give full 360° protection so that stones, acorns, etc., will not be thrown against operator.

Tempered Tool Steel Cutting Blade—Width of cut, 20"

Ball Bearing Wheels—Neoprene sealed, rugged rubber tires. Shipping weight 68 lbs.

No 3299. List $110.00. Dlr's., ea. $82.90, 2 lots, ea $77.80, 3 lots, ea.... **75.10**

Leaf Mulcher Attachment For Above

No. 3300 Shipping weight 4 lbs. List $5.00. Dlr's., each $2.74 2, each $2.59 3, each. **2.49**

Certified 20" Self Propelled Rotary Power Mower

Powered by Briggs & Stratton gas engine. Front wheel drive. Raise clutch lever and mower moves forward, lower and mower stops.

No. 5764 List $142.60 Dlr s., ea. $112.90 2 lots, ea. $105.00 3 lots, ea. . . . **102.20**

No. 5765 Leaf Mulcher for above. List $5.00. Dlr's, ea. $2.74. 2 lots, each. $2.59. 3 lots, ea. **2.49**

CERTIFIED 18" POWER LAWN TRIMMER

LOW COST! EXTREMELY MANEUVERABLE! LIGHTWEIGHT!

A moderately priced, top quality power trimmer designed for anyone who has lots of trimming and wants a smooth evenly cut lawn. The lightweight 4 cycle gas engine eliminates deadweight on the mower. Its minimum of moving parts means long life, dependability and no expensive service costs. 6" wheels, oilite type bearings, semi-pneumatic tires.

CHECK THESE OUTSTANDING FEATURES:

Briggs & Stratton—Lightweight 4 cycle gasoline engine, 1.6 H.P.

Air Foil Shaped Blade—Lifts as it cuts giving lawn smooth, even appearance.

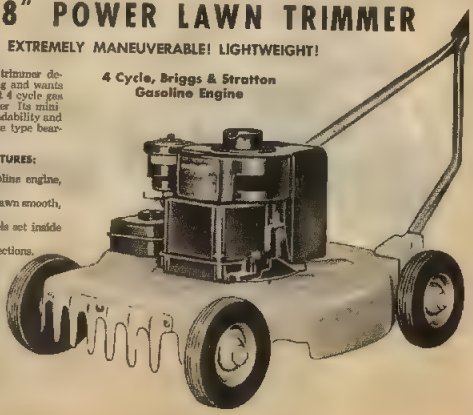
Trims Close to Trees, Flower Beds, etc.—Wheels set inside cutting swatch allowing close trim.

Extra Protection—Blade guarded from all directions.

Rugged Construction—All steel chassis.

Lightweight—Easy to maneuver

4 Cycle, Briggs & Stratton Gasoline Engine



No. 4532 Shipping weight 57 pounds. List $94.95. Dlr's., ea. $66.50 2 lots, ea. $62.40 3 lots ea..... **60.20**

Leaf Mulcher Attachment For Above

No. 4531. Shipping weight 2¼ lbs. List $5.00. Dealer's, each $2.65. Lots of 2, ea. $2.50. Lots of 3, ea.. **2.41**

Merchandise On This Page Not Included In Our Freight Offer

TRACTOR POWER SAWS AND GARDEN TOOLS

WHIZ GAS POWERED TRACTOR WITH 20 IN. CIRCULAR SAW

This rugged tractor, with its 20 in. circular saw and extra rotary blade attachment, will do any job that ordinarily required a power lawn mower or a tractor power saw. Cuts long grass, weeds and sprouts from 1½ to 8 in. high in lawns, pastures, fence rows and wood lots. **Index mechanism adjusts to 4 cutting positions:** horizontal, 30° angle, 60° angle, and vertical, by rotating index lever to required position. Lever locks in desired cutting position. **Can cut through trees up to 12 in. diameter,** saw logs for posts, fence rails, cord wood. Powered by **Briggs & Stratton 2½ H.P. engine.** Clutch lever on handles, easy starting. Giant 20 in. semi-pneumatic rubber tired wheels, with ball bearings for easy rolling. Chassis of heavy steel tubing, reinforced with steel.

Also — SAME TRACTOR SAW AND ATTACHMENTS IN 26 INCH HEAVY DUTY MODEL

Similar to 20-in. model, but built to do heavier work. Cuts and trims heavy lumber, clears dense weeds and extra-heavy brush.

CIRCULAR SAW TILTS TO CUT THROUGH HORIZONTAL OR ACROSS STRAIGHT VERTICAL —OR AT ANY ANGLE BETWEEN

SAW INTERCHANGEABLE
To Use Same WHIZ Tractor with **ADDITIONAL ATTACHMENTS**

WHIZ 20 TRACTOR SAW

Whiz tractor equipped with 20-in. cord-wood type saw cutting blade made of crucible onyx spring steel. Has 2½ H.P. Briggs & Stratton engine.

CAT. NO. 2021. List 164.50. DLRS., EA. **122.50,** Net. **119.95**

WHIZ 26 TRACTOR SAW

The new Whiz heavy duty model. Equipped with giant 26-in. crucible onyx spring steel saw blade. Adjusts to 4 positions. **Powered by Briggs & Stratton 4 cycle, 5 H.P. engine.**

CAT. NO. 2621. List 249.50 DLRS., EA. **184.50,** Net.. **180.81**

WHIZ BRUSH-AND-WEED MOWER ATTACHMENT

Adjustable mower bar housing converts tractor into a heavy duty power mower. Safety levering shaft equipped with two ball bearing mounted wheels with puncture-proof tires. Permits a level cut **even over rough ground. Guard rod extends in front of blade.** Cuts easily through heavy grass or weeds, even in wet weather. Crucible onyx spring steel cutting blade

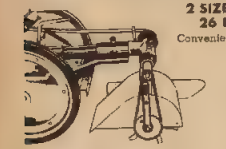
FOR WHIZ 20
CAT. NO. 2022. 20 inch Blade, brush and weed mower attachment. Two wheels, guard and blade. List 13.90. DLRS., EA **10.50,** Less 2%.. **10.39**

FOR WHIZ 26
CAT. NO. 2622. 26 inch Blade, brush and weed mower attachment. Two wheels guard and blade. List 16.90. DLRS EA **12.90,** Less 2% .. **12.64**

WHIZ TRACTOR GARDEN TOOL ATTACHMENTS

2 SIZES TO ATTACH TO WHIZ 20 OR 26 IN PLACE OF CIRCULAR SAW

Convenient accessories for garden or lawn care.



TILLER HOE ATTACHMENT

A 10-in. ball bearing tiller with 14 tines. Depth at cut. 2-in. to 4-in.

CAT. NO. 2024. FOR WHIZ 20 List Price 44.50 DLRS., EA. **32.99,** Less 2% .. **32.33**

CAT. NO. 2624. FOR WHIZ 26 List Price 44.50. DLRS., EA. **33.00,** Less 2% .. **32.34**

POST-HOLE DIGGER ATTACHMENT

Compact unit of heavy-walled tubing. Detachable 7-in. auger. Ball bearing handle. Has dual control

CAT. NO. 2023. FOR WHIZ 20 List 37.50. DEALERS **28.00,** Less 2%. **27.44** Net

CAT. NO. 2623. FOR WHIZ 26 Post Hole Digger for 26-in. tractor. List Price 37.50 DLRS EA **35.50,** Less 2%... **34.79**

DISSTON CHAIN SAW *WHIZ* ATTACHMENT

Cuts through trees up to 40 in. in diameter.

CAT. NO. 2025. FOR WHIZ 20 List Price 76.50 DLRS., EA. **56.75,** Less 2%.... **55.61**

CAT NO. 2625. FOR WHIZ 26. List 86.50 For trees up to 52 in DLRS , EA. **64.75,** Less 2% .. **63.45**

LUTHER 20 INCH-CUT GAS POWER-DRIVEN *PORTABLE* ONE-MAN CHAIN SAW

A lightweight, heavy-duty saw that can handle the most difficult stripping, pruning and felling jobs with ease. Saves time, energy and money! This portable chain saw is packed with plenty of sales-appealing features for the woodsman. A quality-made product that is backed with plenty of national advertising to back up your sales efforts in your community

WITH THIS PORTABLE SAW *ONE MAN* CAN FELL TREES, PRUNE BRANCHES, SAW LOGS FOR FIREWOOD . . . FOR LUMBER . . . OR PULP

Pistol-grip Handle and Throttle Control

Cuts at any angle: horizontal, across vertical, down through. Even makes overhead cuts

Cuts Tree Stumps Close as 1 inch to Ground

Chain is positioned to allow cutting as close as one inch above the ground, safely and simply. New unit-guard lightweight aluminum handle. Handle grip throttle control for operator comfort. **Positive off-on ignition switch complies with forestry regulations.** Carburetor works in any cutting position—gravity feed fuel system eliminates pressure failure and clogged lines, resulting in greater fuel economy. Magnesium and aluminum alloy castings throughout.

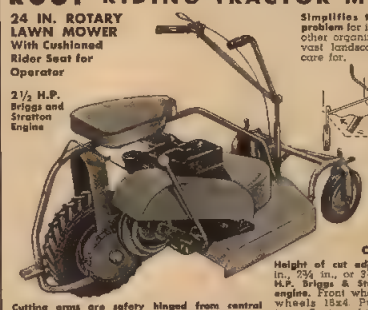
- ★ Air cooled two cycle engine
- ★ Ball and needle bearing
- ★ Waterproof magneto ignition
- ★ Automatic rewind starter
- ★ Gravity feed carburetion
- ★ 1-qt capacity fuel tank
- ★ Gilmer belt drive
- ★ Automatic centrifugal clutch
- ★ Oregon chipper and router chain
- ★ 20-in. cutter bar
- ★ Plunger type chain oiler

CAT. NO. LU-20. List 249.50. DLRS., EA. **187.15,** Less 2%.. **183.41**

ROOT RIDING TRACTOR MOWER

24 IN. ROTARY LAWN MOWER With Cushioned Rider Seat for Operator

2½ H.P. Briggs and Stratton Engine



Simplifies the lawn-care problem for institutions and other organizations having vast landscaped areas to care for.

***4 Rotating Cutting Arms Mow Lawn in* 24 INCH WIDTH**

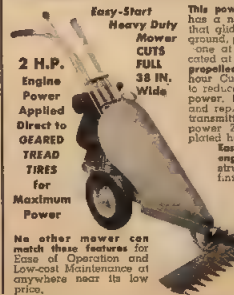
Adjustable Cutting Height

Cutting arms are safety hinged from central discs, eliminating breakage or bending of blades or shaft should blade strike a heavy object. Engaging clutch. **Shifting lever has forward, neutral and reverse positions.** Open throttle forward speed 3 miles per hour. Reverse speed 4 miles per hour. Finger tip throttle control. Precision ground bearings

Height of cut adjustable to 2¼ in., 2¾ or 3¼ in. Has **2½ H.P. Briggs & Stratton gasoline engine.** Front wheels 10x2, rear wheels 18x4. Pneumatic tire tires. Seat cushion lined with seafoam rubber. Heavy walled steel tubing chassis reinforced with steel bars.

CAT. NO. RM-269. List 269.00 DLRS., EA. **199.50,** Less 2%, Net..... **195.51**

GEORGE 38 IN. SICKLE BAR MOWER
With All-Weather Direct-Traction Drive



***Easy-Start Heavy Duty Mower* CUTS FULL 38 IN. Wide**

2 H.P. Engine Power Applied Direct to GEARED TREAD TIRES for Maximum Power

No other mower can match these features for Ease of Operation and Low-cost Maintenance at anywhere near its low price.

This powerful, easy-to-handle Sickle Bar Mower has a newly designed "floating" cutting head that glides easily over both smooth or uneven ground, producing a uniform cut. **Has two clutches** — one at handle for traction drive, the other located at guard to start or stop sickle knife. **Self-propelled** - travels at speed of 1½ to 2 miles per hour. Cutting knife has short stroke, only 1⅜ in. to reduce vibration, giving greater cutting power. **Mower has full protection wood guard** and replaceable shock absorber drive. Power is transmitted directly to geared tires for maximum power. Zerk fittings at all wear points. Chrome plated handles, with white plastic handle grips.

Easy starting 2 H.P. vertical shaft Clinton engine with recoil starter. Sturdily constructed with durable welded steel chassis, finished in attractive green color

GASOLINE POWER TRACTOR 38 IN. SICKLE BAR MOWER

A heavy duty, professional mower that will deliver years of dependable service

CAT. NO. 707-7. List Price 189.50. DEALERS, EACH **142.00,** Less 2%, Net. **139.16**

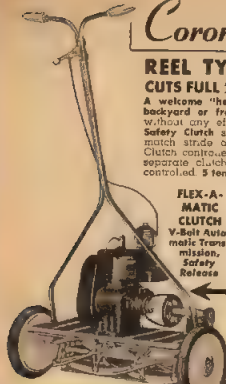
Full Line of POWER LAWN MOWERS—Page 33

Coronet DELUXE POWER LAWN MOWERS

REEL TYPE POWER MOWER

CUTS FULL 22 IN. WIDE; Gasoline Motor

A welcome "helper" for the home-owner with a large backyard or front lawn. Does all the work of cutting without any effort by operator. **Exclusive Flex-A-Matic Safety Clutch** starts up gradually, picks up speed to match stride of operator **Fully automatic, no jerking.** Clutch controlled by throttle lever, eliminating need for separate clutch control lever. **Safety release** manually controlled. **5 tempered crucible chrome alloy cutter blades.** 8 in. rear wheels. **Hyatt automotive precision roller bearings** with self-aligning sleeve. Tubular steel handle, plastic hand grips. **Semi-pneumatic puncture-proof 10-in. rubber tires** on sturdy cast wheels. Durable cast side frames. "Floating Handle" for easy storage. 1.6 H.P. Briggs & Stratton engine, roller chain drive, countershaft to reel.



FLEX-A-MATIC CLUTCH V-Belt Automatic Transmission, Safety Release

CAT. NO. C-252. List Price 129.00. DEALERS, EACH **98.80,** Less 2%, Net **96.63**

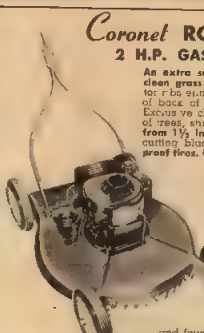
REEL MOWER . . . 18 INCH CUT

Same power mower as described above, except has smaller cutting head. Features the exclusive Flex-A-Matic clutch. Has 10 in. Semi-pneumatic tires, 1.1 H.P. engine.

CAT. NO. C-250. List Price 109.00. DEALERS, EACH **83.38,** Less 2%, Net **81.68**

Coronet ROTARY LAWN MOWER

2 H.P. GASOLINE ENGINE POWER DRIVE



An extra safe, rotary mower that is designed for easy, clean grass cutting. SAF-D-FLECTOR with angled deflector fins eliminates danger of stones and sticks flying out at back of mower. **Shatterproof Deck** protects operator. Exclusive chassis design permits cutting to within ¼ in. of trees, shrubs, buildings, etc. **Cutting height adjustable from 1½ in. to 3 in.** Hardened chrome manganese steel cutting blade, suction action. **Semi-pneumatic puncture-proof tires.** Oilite permanently lubricated bearings. Tubular steel handle, with plastic grips, stands upright for easy storage. **Equipped with Briggs and Stratton 4-cycle light vertical 2 H.P. engine,** mounted on soft rubber shock absorbing ring to eliminate noise and engine vibration. Direct engine drive, slip-type safety clutch.

18 INCH CUT MODEL

CAT. NO. C-218. Two 6-in front wheels, two 8-in rear wheels. List Price 99.85. DLRS., EA **76.40,** Net **74.87**

FULL 20 INCH CUT MODEL

Heavy Duty Model — same as described above, except has larger cutting head and four 8-in. rubber tires. 2 H.P. motor.

CAT. NO. C-220. List Price 114.95. DEALERS, EACH **87.90,** Less 2%, Net. **86.14**

Falls ROTO-CLIPPER POWER MOWERS

GASOLINE MOTOR POWERED ROTARY BLADE

People who know mowers know that these fine quality precision made Falls power lawn mowers are among the safest grass cutting machines made today. **Extra heavy gauge steel housing completely shrouds the blade.** Feather edge blades shear cut without browning grass ends.

SICKLE BLADE CUT 21 INCH WIDE

Rolls Easy on Four 8 INCH Rubber Tired WHEELS

View Through Mower Showing How Close Blade Cuts to Edge

Cuts as Close to Fence or Trees as the Wheels Will Go

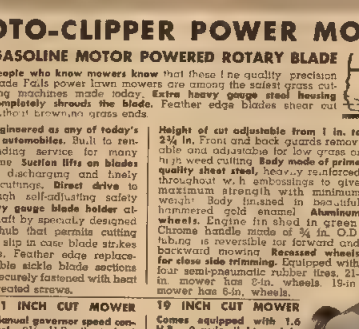
As finely engineered as any of today's streamlined automobiles. Built to render outstanding service for many years to come. **Suction lifts on blades** provide for discharging and finely dispersing cuttings. **Direct drive** to blade through self-adjusting safety clutch. **Heavy gauge blade holder** attached to shaft by specially designed adjustable hub that permits cutting assembly to slip in case blade strikes solid objects. Feather edge replaceable sickle blade sections securely fastened with heat treated screws.

21 INCH CUT MOWER

Manual governor speed control. 2½ H.P. float feed Clinton engine with 3 bearing crankshaft.

CAT. NO. 121. List 121.50. DLRS., EA. **92.98,** Less 2%, Net . . **91.12**

Height of cut adjustable from 1 in. to 2¾ in. Front and back guards removable and adjustable for low grass or high weed cutting. **Body made of prime quality sheet steel,** heavily reinforced throughout with embossings to give maximum strength with minimum weight. Body finished in beautiful hammered gold enamel. **Aluminum wheels.** Engine finished in green. Chrome handle made of ¾ in. O.D. tubing is reversible for forward and backward mowing. **Recessed wheels for close side trimming.** Equipped with four semi-pneumatic rubber tires, 21-in. mower has 9-in. wheels, 19-in mower has 8-in. wheels.



View Down Through Mower Showing How Recessed Wheels Let Blade Swing Full Width Cut

19 INCH CUT MOWER

Comes equipped with 1.6 H.P., 2-cycle light weight float feed Clinton engine. Stamped steel deck.

CAT. NO. SP-19. List 96.75. DLRS., EA. **68.40,** Less 2%, Net . . **65.07**

SICKLE BLADE CUT 19 INCH WIDE

Rolls Easy on 4 6 INCH Rubber Tired WHEELS

Wheels Recessed for Close-to-Edge Trimming

Falls ELECTRIC POWER ROTO-CLIPPER LAWN MOWER

Incorporates all the fine quality features of the gasoline powered Falls mowers, but is powered by ½ H.P. 1750 Deleo electric motor. Overload protected. Convenient ON OFF switch located in motor base. **Has 18 inch sickle blade,** completely protected by extra heavy gauge steel housing. **Front and back guards can be removed and adjusted** for low grass or high weed cutting. Has four 8-in. wheels equipped with semi-pneumatic rubber tires. **Reversible handle permits forward and backward mowing.** Body of prime quality sheet steel, finished in beautiful hammered gold enamel. Engine finished in Green. **Aluminum wheels and handle.** Recessed wheels provide close side trimming. Self adjusting safety clutch. **Adjustable hub allows cutting assembly to slip** in case of blade striking any sort of solid object.

An ideal lawn-trimming machine where silent, smooth operation is required. Completely safe in operation, blade is fully guarded on all sides, eliminating possibility of accidents. Height of cut adjusts from 1 in. to 2¾ in.

18 INCH CUT ROTO-CLIPPER

CAT. NO. 5E-18. List Price 57.00. DEALERS, EA. **43.62;** Less 2%, Net. **42.75**

SICKLE BLADE CUT 18 INCH WIDE

Wheels Recessed for Close-to-Edge Trimming

ATLAS QUALITY DELUXE ALL STEEL LAWN MOWERS

A deluxe mower, especially useful on smaller grass plots in the city as well as for modest suburban lawns. Cuts a path 17 in. wide. **3-blade cutting reel is 6 in. in diameter,** has keen, sharp, hollow ground cutting edges. **Double tubular steel handles** with two shock absorbing rubber grips. Sturdy bar and rubber roller. Equipped with **semi-pneumatic puncture proof rubber tires. Ball bearings.**

CAT. NO. M-6. List Price 30.95. DLRS., EA. **19.97;** 3, EA. **18.85,** Less 2% . . **18.47**

HAND-PUSH TYPE Easy-Rolling . . . CUTS FULL 17 IN. PATH

SPECIAL VALUE ALL STEEL MOWER

A precision built mower. Modern streamlined design, extra strength and added quality features combine to make this an easy sell. Adequate for any lawn trimming task. **5 tool-type, precision hollow ground steel blades,** self-sharpening. Electric welded steel tubing handles with comfortable rubber grips. **Semi-pneumatic tires** of puncture-proof high-tread rubber. **Automotive type, dust-sealed ball bearings.** Rigid, heavy duty side frames, enamel finished.

Cuts Swath 16 in. wide. Height of cut adjusts from ½ in. to 1¾ in.

CAT. NO. M-2. List 25.95. DLRS., EA **16.97.** 3 EACH **16.30,** Less 2%, **15.97**

CUTS 16 INCH PATH

ROYAL DELUXE PORTABLE TYPEWRITER

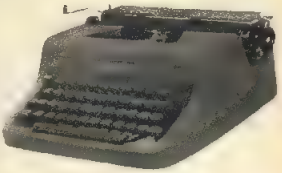
Deluxe is truly a standard typewriter in portable size with 9 sensational new features plus Royal's exclusive "Magic" Margin that sets both margins instantly at the flick of a finger. New "Speed Selector" increases or decreases carriage speed to your personal typing habits. New line meter tells you how many lines to bottom of page for typing neatness. New push button top gives you easy access to touch control, ribbon changing, type-cleaning. New visible tab sets, speed spacer, and carriage controls give you more typing speed. Now, at last, you have a portable typewriter into which you can insert large envelopes with convenience—another office feature. Complete with fiberglas-plastic carrying case

3838AX9595—Pica type, Dove grey finish
3839AX9595—Pica type, Royal tan finish
3840AX9595—Elite type, Dove grey finish
3841AX9595—Elite type, Royal tan finish
.Retail $111.78

All Portable Typewriters are sold to dealers who purchase for resale to ultimate users. The company's established minimum retail price for typewriter models which are under FAIR TRADE must be maintained.

ROYAL COMPANION. Precision built portable made with the same craftsmanship that goes into the Royal Quiet DeLuxe. This typewriter has locked segment shift and a full-size office typewriter keyboard with these important school work symbols: + = ° ! Complete with fiberglass carrying case

3879AX6325—Pica type
3880AX6325—Elite type
.....Retail $79.05



UNDERWOOD PORTABLE TYPEWRITERS and ADDING MACHINES

UNDERWOOD CORRESPONDENT PORTABLE TYPEWRITER—With exclusive "See-Set" margins that set both margins simultaneously to any pre-determined line up to a full 9-inch length. Other features include paper aligning scale, lateral paper guide, single double, triple spacing, balanced segment shift to prevent carriage bobbing, exclusive family keyboard with arithmetical signs as well as business symbols. Complete with Perma Pack carrying case that serves as a desk in close quarters

3866AX6625—Pica type.....Retail $84.75
3867AX6625—Elite type .....Retail $84.75

UNDERWOOD LEADER PORTABLE TYPEWRITER—Has all the essential operating features of office-size typewriters, yet is neatly compact. Designed to meet the typing needs of the entire family with such modern features as 42 key keyboard, full 8-inch writing line, back spacer, right and left shift key, shift lock, carriage release lever, adjustable left hand margin, automatic ribbon reverse, Pica type. Complete with sturdy carrying case that can also be used as an overnight case

3865AX5950 . . ..Retail $71.80

UNDERWOOD CHAMPION FINGER-FLITE PORTABLE TYPEWRITER With all these outstanding features. Key-set tabulation sets stops with a flick of the finger. "See Set" margins set both margins to any pre-determined writing line up to 9 full inches. New longer carriage return lever reduces hand travel. Standard spaced keyboard prevents cramping. Plus single-double-triple spacing, automatic line finder, margin release, line spacer and more. Complete with streamlined luggage finish carrying case

3868AX8275—Pica type . . Retail $103.56
3869AX8275—Elite type Retail $103.56

UNDERWOOD LEADER ADDING MACHINE With simple 10-key keyboard that's so easy to learn, so fast in operation. To add, simply list the figures and pull the lever. The figures and total print on the tape. And Underwood Adding Machines have always been famous for their ability to perform multiplication problems as simply and quickly as adding. Listing capacity 9,999,99; totaling capacity 99,999.99

3870AX9975 . . . . . Retail $122.60
3871AX14300—With direct subtraction. . . Retail $173.77

UNDERWOOD LEADER ELECTRIC ADDING-FIGURING MACHINE—With simple 10-key keyboard for greater speed in listing figures. Addition, subtraction, even multiplication and division are figured instantly, automatically. Automatic total and sub-total keys give red tape figures for quick recognition. All other figures appear in black. Lists up to 99,999.99 with totaling capacity of 999,999.99. Every item listed is instantly visible—no waiting!

3872AX23500 .....Retail $287.80

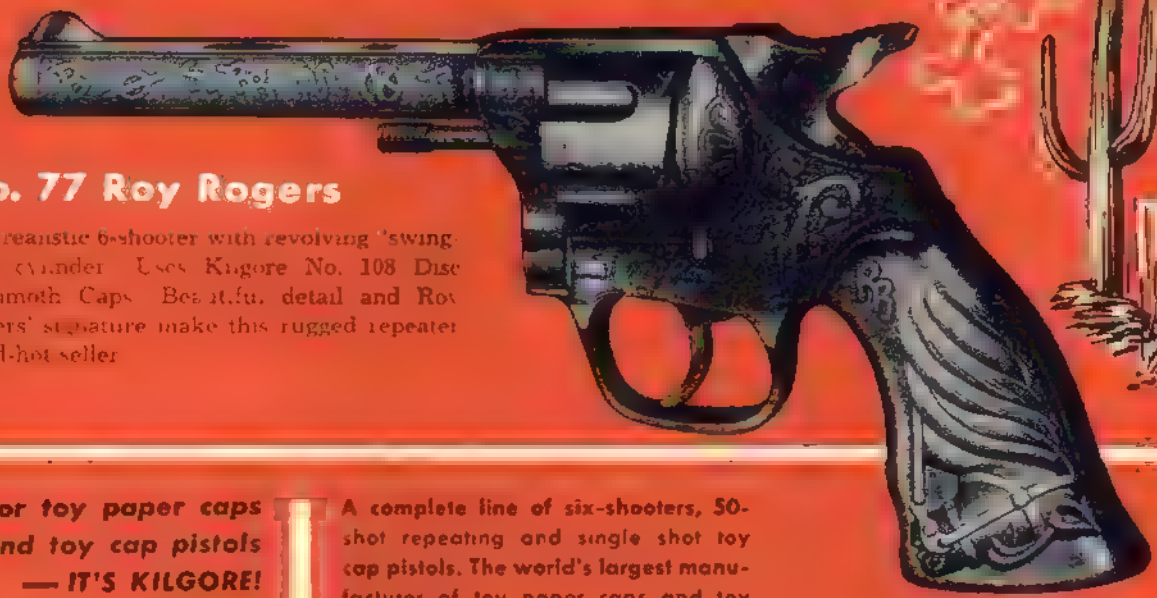
Above Retail Prices Include Federal Excise Tax

No. 55 Roy Rogers

A 50-shot repeater. Thumb-operated safety latch-lever breaks open barrel for easy loading. Real western design . . . a real seller! Uses exclusive Kilgore No. 150 Perforated Roll Caps

No. 66 Roy Rogers

Handsome long-barrel 50-shot repeater, with styling right from the Old West. Bright and beautiful, with Roy Rogers' sales-producing signature. Uses exclusive Kilgore No. 150 Perforated Roll caps



No. 77 Roy Rogers

Big, realistic 6-shooter with revolving "swing-out" cylinder. Uses Kilgore No. 108 Disc Mammoth Caps. Beautiful detail and Roy Rogers' signature make this rugged repeater a red-hot seller

For toy paper caps and toy cap pistols — IT'S KILGORE!

A complete line of six-shooters, 50-shot repeating and single shot toy cap pistols. The world's largest manufacturer of toy paper caps and toy cap pistols

"K" means O.K

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Bldg

Chicago Office
Room 14 102
Mdse Mart

SINCE 1915 IN CAP PISTOLS AND CAPS IT'S BEEN KILGORE

Designed to sell, fast... right off your counters!

SUPERMAN CAPES

COPR
NATIONAL COMICS
PUBL CAT ONS INC

- ***The only authentic "Superman" Cape!***
- ***Exactly as shown on television!***
- ***Ideal for school or play days!***
- ***Rainproof . . . non-combustible!***

Yes, the only authentic "Superman" Cape, designed . . . and made . . . exactly like the one over 25,000,000 viewers see on television! Just like the one "Superman" wears in the comic magazines, with circulations in excess of 2,000,000 . . . and, in over 100 daily and Sunday newspapers!

Made of Firestone Velon, non-combustible, vinyl plastic that carries the Good Housekeeping Seal of Approval. In a blazing red color . . . with the famous "Superman" insignia on the back . . . this cape is light, buoyant and ideal for rain or play. For boys and girls 2 to 10.

Put fabulous "Superman" to work for you today! Be the first to present "Superman" Capes to your customers!

We assist you by furnishing colorful 15 x 30 Window Streamers, 44" 5-color "Superman" easel to display the "Superman" Cape, Newspaper Mats, and Autographed Pictures of "Superman."

RETAILS AT ONLY **$1.49**

Write . . . Wire . . . Phone

AJUST-A-DYPER COMPANY, INC.
Playthings Division
P. O. Box 5843, Crosstown Station
MEMPHIS, TENNESSEE

EVERY SEASON IS YOUR *Selling* SEASON with the BLAKE family of ANIMATED RUBBER TOYS

Meet "JO-BO"!

HE'S FAMOUS!

The acknowledged leader in sales and appeal! Squeeze him...he pops his eyes, nose and ears! Hundreds of thousands sold — 69¢ retail!

*Patent No. 2,668,394

Meet "JO-KO"!

HE'S BRAND NEW!

An appealing little monkey with a jaunty red cap, bowtie and mittens. Squeeze him . . . his ears "pop" 'way out! A terrific new addition to the Blake line — only 49¢ retail!

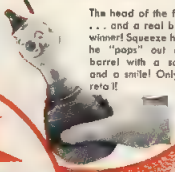
Meet "JO-ROLL"

THE ANIMATED FACE!

Roll him — he comes back right side up! Squeeze him — and everything pops! Display him — and he "sells"! Only 49¢ retail!

Meet "POPPA POP-UP"!

HE'S BRAND NEW!

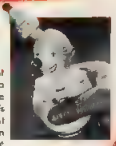


The head of the family . . . and a real bread-winner! Squeeze him . . he "pops" out of his barrel with a squeak and a smile! Only 89¢ retail!

MEET THE CARNIVAL OF TOYS!

61 assorted toys in assorted colors! All your favorites on a strong wire rack! A terrific *selling* display! Toys from 49¢ to $1 retail!

Meet "PO-PO"!



He's got a bright red nose and a circus grin! Squeeze him . . . he lifts his hat and pops out his nose! This clown "sells" — only 79¢ retail!

Meet "SONNY the BUNNY"

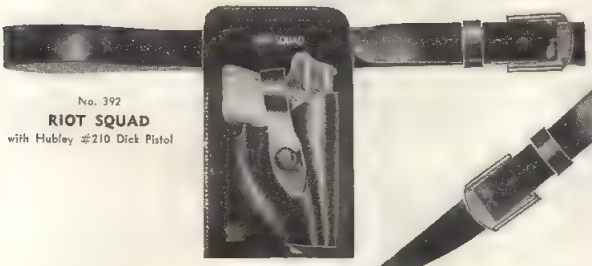
Here's a rabbit with "sales personality"! Squeeze him — he "pops" out of his barrel and groans! A "natural" at $1 retail!

TOY FAIR
HOTEL McALPIN
ROOM 745

BLAKE INDUSTRIES, INC.

● ASK ABOUT THE *Free* BLAKE DISPLAY!

NEW LAW ENFORCEMENT
Holster & Gun Sets
by SERVICE



No. 392
RIOT SQUAD
with Hubley #210 Dick Pistol

No. 390
T-MAN
with Hubley #240
Trooper Pisto

No. 391
UNDER COVER AGENT
with Hubley #210 Dick Pistol

LOOK US UP AT
HOTEL NEW YORKER
ROOMS 727-737

SERVICE MFG. CO., INC. has been famous for over 25 years for the manufacture of police and military holsters and leather goods for Law Enforcement Agencies throughout the world. Now Service brings you exact replicas of authentic Law Enforcement holster and gun sets scaled down to children's sizes. These holster and gun sets are made of ***genuine top-grain cowhide*** in black and are exact in every detail to those worn by uniform and plain clothes officers every day.
Suggested Retail Price including pistol **$2.98**

Packing: Individually packed in eyecatching colorful box. 2 dozen per shipping carton.
Terms: 2/10 net 30 F.O.B. New York.

Write for the new S-BAR-M Holster & Gun Catalog just off the press . . . chock full of handsome illustrations of best-selling S-BAR-M Holster & Gun Sets!

SERVICE Manufacturing Co., Inc.

120 East 16th Street, New York 3, N. Y.

Creators and manufacturers of the S-BAR-M line of cowboy holsters and gun sets.

HOWDY DOODY'S PALS

Get TOP RATING Among TOY BUYERS...

*TV Stars EVERY KID ADORES!

* ZIPPY THE CHIMP

Approved by Toy Guidance as one of the most outstanding soft stuffed creations of the year. An authentic likeness of the live Zippy, star of TV's famous Howdy Doody Show. Made in a combination of black shaggy rayon plush with impish hand-painted vinyl face, hands, ears and shoes. In 2 sizes, 15", 21" to retail for $7., $10.

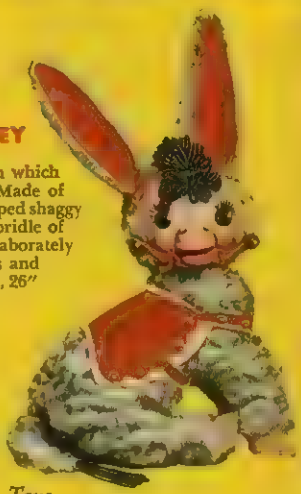
* WINDY THE DOG

WINDY, English Sheep Dog, another favorite of the Howdy Doody Show. Made of long pile hand-sprayed plush with sewn in glass eyes, hand-painted vinyl nose and tongue. In 2 styles, lying and sitting. 3 sizes, 12", 15", 18". Retail $5., $8., $12

* FULLY PROTECTED BY COPYRIGHT

*HELLIE-BELLE

New and unusual cuddle pony with flexible legs that can be placed in many positions. Beautifully made with hand-painted vinyl face, ears, hoofs . . . elaborately groomed with felt harness and bells. In 2 sizes, 15", 25". Retail $7., $12.



*HONKEY-DONKEY

A very attractive creation which will intrigue any child. Made of beautiful quality grey tipped shaggy plush with blanket and bridle of red and white felt . . . elaborately trimmed with gilt braids and jingle bells. In 2 sizes, 19", 26" to retail for $7., $12.

Actual Photos of all Toys.

WRITE For NEW TOY Catalogue

The RUSHTON COMPANY and ATLANTA PLAYTHINGS CO.

578 BANKHEAD AVENUE, N. W., ATLANTA, GA.

SALES OFFICES
New York
Chicago
Los Angeles

HOWDY DOODY'S PALS

Get TOP RATING Among TOY BUYERS...

*TV Stars EVERY KID ADORES!

*ZIPPY THE CHIMP

Approved by Toy Guidance as one of the most outstanding soft stuffed creations of the year. An authentic likeness of the live Zippy, star of TV's famous Howdy Doody Show. Made in a combination of black shaggy rayon plush with impish hand-painted vinyl face, hands, ears and shoes. In 2 sizes, 15", 21" to retail for $7., $10.

*WINDY THE DOG

WINDY, English Sheep Dog, another favorite of the Howdy Doody Show. Made of long pile hand-sprayed plush with sewn in glass eyes, hand-painted vinyl nose and tongue. In 2 styles, lying and sitting. 3 sizes, 12", 15", 18". Retail $5., $8., $12.

*FULLY PROTECTED BY COPYRIGHT

*NELLIE-BELLE

New and unusual cuddle pony with flexible legs that can be placed in many positions. Beautifully made with hand-painted vinyl face, ears, hoofs . . . elaborately groomed with felt harness and bells. In 2 sizes, 15", 25". Retail $7., $12.

*HONKEY-DONKEY

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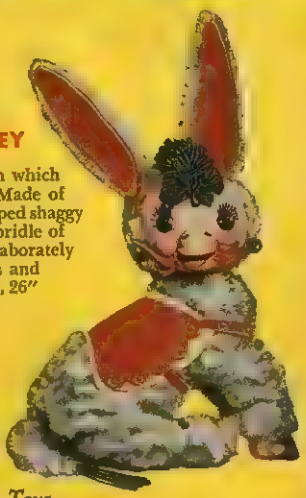


Actual Photos of all Toys.

WRITE For NEW TOY Catalogue

The RUSHTON COMPANY and ATLANTA PLAYTHINGS CO.

578 BANKHEAD AVENUE, N. W., ATLANTA, GA.

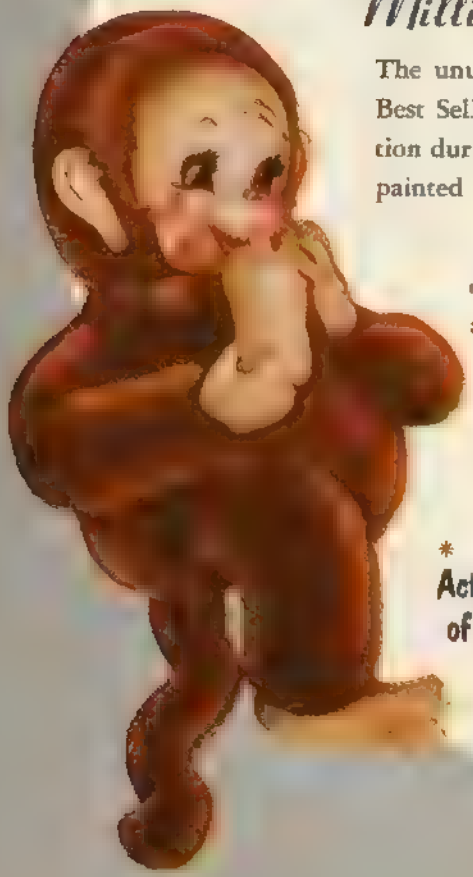
SALES OFFICES
New York
Chicago
Los Angeles

"CHICO" — Is the Toy Millions Will Adore... During 1954

The unusual appeal which made this little monkey the No. 1 Best Seller last year is sure to make him even more of a sensation during 1954. He's made of the finest rayon plush with hand painted vinyl face, hands, and feet . . . 15" tall, retails for $5.98.

Don't miss CHICO—the baby monk and dozens of other original RUSHTON creations on display at the Toy Fair.

The RUSHTON COMPANY
and ATLANTA PLAYTHINGS Co.
578 BANKHEAD AVE., N. W., ATLANTA, GA.



* Actual Photos of "CHICO"

Broadway Magic in these Halloween Costumes

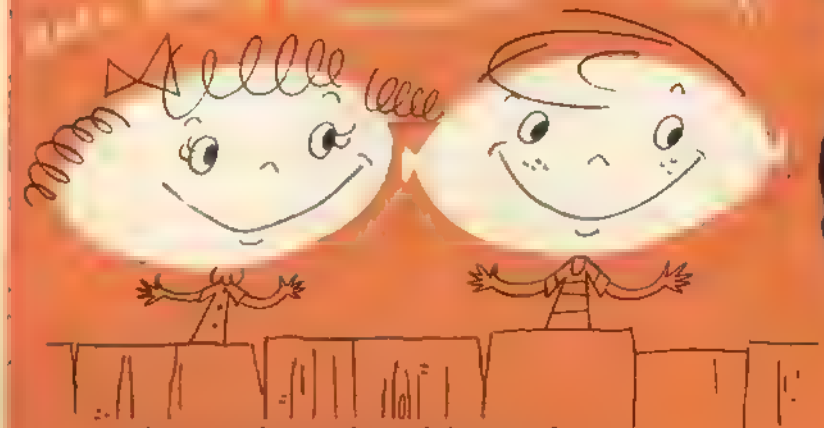
Alvin Colt provides the theatrical touch at Halloween for Bland Charnas with a host of exciting costumes: beautiful color, dramatic design, fresh new ideas! Stock this all-star cast of Wonderland Halloween styles for new-style Halloween profits!

50 Enchanting designs in all!

- Howdy Doody
- Clarabell
- Princess Summerfall Winterspring
- Prince Valiant
- Johnny Jupiter's Reject the Robot!
- and a wide supporting cast of skeletons, gypsies, witches, animals, etc.

Millions of dollars back up your Wonderland Halloween line!

- Howdy Doody: the most famous kiddie character of all time, seen by 5,000,000 children, 5 days a week!
- Reject the Robot: the newest kiddie favorite!
- Prince Valiant: Popular hero of a full length motion picture!
- Clarabell: Supporting character in the Howdy Doody story!... ..and many other highly-advertised, tremendously popular children's favorites!



Order now for earliest delivery of your Wonderland Halloween Costumes

Copr. Kagran Corp.

IN THE TOY WORLD...
EVERYBODY,
BUT EVERYBODY
KNOWS

Howdy Doody

AND

THE RUSHTON COMPANY

AND NOW...

WINDY, THE DOG Retails at $5, 8, 12

ZIPPY, THE CHIMP Retails at $7 & 10

THESE TWO GREAT NAMES
JOIN TO PRESENT HOWDY'S LOVABLE
TELEVISION PALS AND STARS
OF HIS NATIONALLY FAMOUS SHOW...

WINDY THE DOG AND **ZIPPY THE CHIMP**

The RUSHTON COMPANY
and ATLANTA PLAYTHINGS CO.
578 BANKHEAD AVENUE, N. W., ATLANTA, GA.
Design Patent Applied for

copr. KAGRAN corporation

R & B

Announces The Greatest Doll Event Since Moving Eyes!

"ROCK-ME BABY" *

Slowly closes eyes as gently rocked to sleep!

LIFE ½ page-July 19th

Your biggest July Lay-Away Promotion!

Your biggest promotional doll in 1954!

BOX TRANSFORMS QUICKLY, EASILY INTO BEAUTIFUL PRACTICAL CRADLE! *

#1710 — 17" Latex body, complete with cradle box. Retail $7.98
#2210 — 22" Latex body, complete with cradle box. Retail $10.98

Never before a doll with such play value — such promotional value! Baby dolls are coming back bigger and better than ever. And R & B's "Rock-Me Baby" doll gives that big extra push to your doll sales!

Arranbee Doll Company is going all out on "Rock-Me Baby". Half-page advertisement in July 19th issue of LIFE and other national magazines, plus write-ups and showings on television and radio. The biggest advertising and sales promotion campaign in our 35 years.

On your initial "Rock-Me Baby" doll order and all re-orders you get co-op advertising allowance. You get counter displays. You get window streamers. You get a whole raft of sales promotional material!

Promote "Rock-Me Baby" this July to get the best July Lay Away promotion figures in your department's history!

Orders filled in order of receipt. Get yours in now! Cover yourself for the big LIFE July 19th break on "Rock Me Baby"

#1710 — 17" Vinyl body, in corduroy bunting, complete in cradle box. Retail $9.98
#2210 — 22", Vinyl body, in corduroy bunting, complete in cradle box. Retail $12.98

#1715 — 22" DeLuxe cradle, complete with [illegible] Retail $[illegible]

*Patents pending on mechanism for doll's eyes and cradle-box.

"Rock-Me Baby" comes with her own bed — it's her box, that transforms into a rocking cradle! "Rock-Me Baby" doesn't go to sleep just like that! No, sir, she has to be gently ROCKED to sleep — in her Little Mother's arms, or in "Rock-Me Baby's" adorable cradle-bed. As she's rocked, "Rock Me Baby" gets sleepier and sleepier, and her eyes begin to close ever so s-l-o-w-l-y Chances are Little Mother will get sort of sleepy-eyed, too! A top combination — never-ending play value, never-ending sales value

ARRANBEE R&B DOLL COMPANY, INC. SHOWROOM ROOM 1451, 200 FIFTH AVENUE, NEW YORK 10, NEW YORK SAN FRANCISCO 3, CALIF.—WESTERN MERCHANDISE MART, SPACE 989

R&B *Introduces "Little Angel's" New Little Sister*

"LITTLEST ANGEL"

Never before a doll value to match this!

"Littlest Angel", a 10½" toddler doll that walks, sits, stands, turns her head, has sleeping eyes, and a lustrous Saran wig. A sellout promotional retailer at only $2.98.

Companion doll to "Little Angel", the 12½" walking toddler, last year's sellout promotional number about which Mildred Orr Hirth, of the F. G. Orr Company, Wichita 2, Kansas, said

M. H. Shlien, Manager of the Toy Department of the G. Fox Department Store in Hartford, Connecticut, reported.

I. E. Carlson, Toy Buyer of Schuster's, Milwaukee, said:

Equally enthusiastic have been hundreds of other doll buyers about the tremendous potential of the 12½" "Little Angel" toddler at **$3.98**, and 10½" "Littlest Angel" at **$2.98!**

For, "Littlest Angel", a record breaking doll value at only **$2.98**, is certain to rack up your department's top figures for 1954

"Littlest Angel" and "Little Angel" are two of the hottest come-on sellers in your department! A $2.98 or $3.98 sale that brings $10.00 to $20.00 additional sales in dresses.

R&B

SHOWROOM ROOM 1451, 200 FIFTH AVENUE NEW YORK 10, NEW YORK
SAN FRANCISCO 3, CALIF.—WESTERN MERCHANDISE MART, SPACE 989

$2.98

#1010 — "Littlest Angel" 10½" Retail, **$2.98**

#1012 — "Little Angel" 12½" – Retail **$3.98**

Your sale of "Littlest Angel" is a come-on that brings many additional dress dollar sales for you. For purchasers of "Littlest Angel" will be back again and again for additional garments as they add to her wardrobe. **Individual costumes range from 98c to $2.98.**

You simply display several undressed toddlers, plus "Littlest Angel" and "Little Angel" dressed in each style of garment available. Takes very little display space. You fill your orders from dress stocks and undressed doll stock kept beneath the counter!

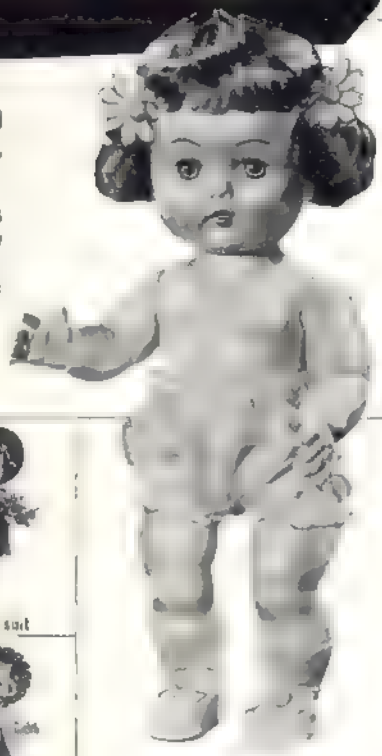
Start your "Littlest Angel" promotion in June!

Promote R & B's *Littlest Angel* NOW!!!

Start turning 10½" of Doll into mountains of 'Doll-ars'!

1954's biggest promotional doll, "Littlest Angel" is a 10½-inch toddler doll that walks, sits, stands, turns her head, has sleeping eyes, and a lustrous, washable, Saran wig. A sell-out at just $2.98!

Each sale of "LITTLEST ANGEL" is a come-on that brings many additional dress dollar sales for you. Customers come back again and again for irresistible new garments, adding continually to "Littlest Angel's" varied, original wardrobe. Discover for yourself how easily one "LITTLEST ANGEL" doll turns into lots of extra 'doll-ars'!



new fashion firsts for '54

JUST $2.98

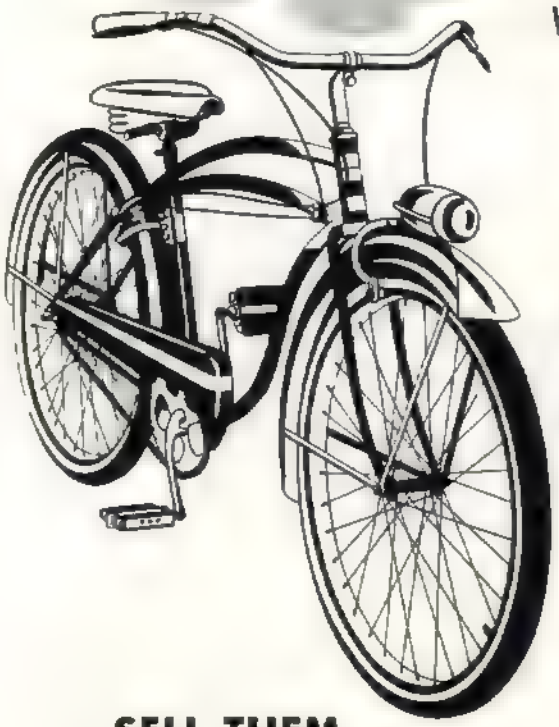
GARMENTS FROM 98c TO 2.98

ARRANBEE R&B DOLL CO., INC.

Showrooms: 200 Fifth Avenue, New York 10, New York
Western Merchandise Mart, San Francisco 3, Calif.

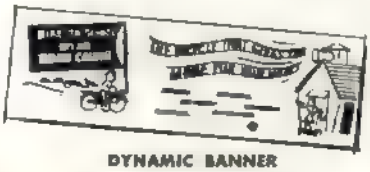
along with these proven best-sellers:

POWERFUL SELLING KIT
to help you send them to school with an EVANS-COLSON bicycle



PUT THESE MONEY-MAKING SALES TOOLS TO WORK FOR YOU...IN ONE PACKAGE YOU GET...

GIANT TEXAS MILLION-DOLLAR BUCKS



DYNAMIC BANNER

FULL COLOR ENVELOPE STUFFER

PRODUCT ILLUSTRATIONS AND COPY BLOCKS

RADIO SCRIPTS & PUBLICITY

WINDOW AND WALL STREAMERS

SELL THEM WITH EVANS FAMOUS FEATURES AND THIS "MORE FOR YOUR MONEY" PROMOTION

Here's a powerhouse display that's an eye-catcher . . . traffic stopper . . . sales builder, that takes a minimum of floor space – packs a maximum of sales punch! It has everything you need to graphically demonstrate the Evans "More for your Money" sales story. Big 4-foot Banner! Giant $1,000,000 Texas Bucks flutter to attract attention – each one talks a separate sales feature. Can be used in the window, on the wall or in a store center position. Comes complete in large envelope, together with direct mail and local sales aids so you can put on a real sales drive. Ask your Evans-Colson Representative about it.

Write for your copy of the new four-color Evans-Colson catalog

EVANS PRODUCTS COMPANY PUTS POWERFUL SELLING ADVANTAGES BEHIND THE POPULARLY PRICED EVANS-COLSON LINE

Whatta line-up to sell MORE in '54

Fourteen terrific toys and kits—look 'em over . . . and send for your big, new four color catalog today

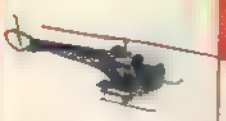
CONSTRUCTION KITS

HSL-1-K
U S N Tandem Rotor Helicopter

47D K
Bell Helicopter with pontoons

1912-K
¾" Scale Model Mercer Race Car

1914-K
¾" Scale Model Mercedes Race Car



H-13-E-K
Bell Helicopter with Landing Skids

38 K
U.S.N. Aircraft Carrier with Catapult and Planes

XC-120-K
Fairchild Pack Plane with Tank and Jeep

ASSEMBLED TOYS

XC 120
Fairchild Pack Plane with Tank and Jeep

47D
Bell Helicopter with pontoons

100
Sport Special

50
Jack-In-The-Lock

10
Locomotive Whistles

5
Scale Model Plastic Airplanes

200
KoCo the Car Clown with Stop and Go Car

The new Saunders-Swadar toy line-up for 1954 is the biggest, most sales appealing collection in our history . . . 14 toys and kits that are cash-register bell ringers! Planes, ships, 'copters, racers and many others with the widest possible age range appeal . . . and priced to really sell . . . fast, steady, year 'round volume, and all individually packaged in striking, colorful easy-to-stock boxes. The entire new line is ready for immediate delivery. Send today for the free, colorful catalog with complete price information and specifications.

Send for your free, complete catalog in full color, with all specifications and price information.

Saunders

100 Rathbone Avenue
Aurora, Illinois

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47D-K
Bell Helicopter with pontoons

1912 K
¾" Scale Model Mercer Race Car

1914 K
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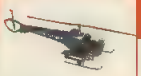

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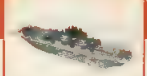

38-K
U.S.N. Aircraft Carrier with Catapult and Planes

XC-120-K
Fairchild Pack Plane with Tank and Jeep

ASSEMBLED TOYS

XC-120
Fairchild Pack Plane with Tank and Jeep

47D
Bell Helicopter with pontoons

100
Sport Special

50
Jack-In-The-Lack

10
Locomotive Whistles

5
Scale Model Plastic Airplanes

200
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Saunders Toy Company

[illegible] Rathbone Avenue
Aurora, Illinois

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47D K
Bell Helicopter with pontoons

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¾" Scale Model Mercer Race Car

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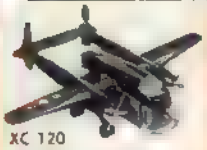

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Fairchild Pack Plane with Tank and Jeep

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Send for your free, complete catalog in full color, with all specifications and price information.

Saunders Toy Company

500 Rathbone Avenue
Aurora, Illinois

Class that surpasses the "400"

it's one of the 104!

the new

BELL *Aircraft* HSL-1

Tandem Rotor Helicopter

construction kit by

Saunders Swadar

This handsome, true-scale model of Bell's newest helicopter, the big, tandem rotor U. S. Navy anti-submarine HSL-1 is one of the 104 outstanding toys of 1954 chosen by panels of wholesalers, retailers, consumers and educators for the Toy Guidance Council. Before the year is over these toys will receive nation-wide TV, radio, newspaper and magazine publicity that will keep your cash register ringing.

The over-all length of the completed HSL-1 body is 13 inches. Fuselage parts are silver gray or metallic blue shock-resistant plastic. Real rubber tires, clear plastic bubble cockpit, free spinning rotors, authentic decals . . . accurate in every detail down to the simulated body rivets. Individually packaged in eye-appealing, three-color boxes, with complete, illustrated, easy-to-follow assembly instructions.

Start cashing in early . . . send today for your supply of the Bell HSL-1 Kits

Write for your FREE full-color catalog illustrating the complete sales-boosting Saunders-Swadar line of kits and completed toys.

$1.49 RETAIL

Saunders-Swadar Toy Company

500 Kirkbone Avenue, Aurora, Illinois

STARTING WORK NOW

ON OUR BIG ANNUAL

BUYERS' GUIDE

FOR 1955

•

Answers Over 30,000 Buying Questions

•

IN DEMAND EVERYWHERE

TOYS *and* NOVELTIES

CHICAGO
NEW YORK
LOS ANGELES
ATLANTA

Follow me to Rooms 951-955, Hotel New Yorker during the Toy Fair!

following in her sister's footsteps... since 1907

Over the past 46 years the parade of Sayco Dolls were successful successors to each of their older sisters. Little mothers the country over have found each individual Sayco Doll a delight to own . . . and when grownup . . . a real pleasure to buy for their own, and their friends' daughters.

In the trade we are justly proud of our reputation for the reliability of the Sayco promise of sales and dealer profit, dependability of delivery, and all-round customer satisfaction.

We invite toy buyers to see our new line for 1954 selling. These dolls with life-like pre-waved rooted *Saran Hair* growing in "skin-soft" *Vinylite* follow the footsteps of their popular sisters.

SINCE 1907
Sayco
DOLL CORP.

FACTORY: 151 Kent Ave., Brooklyn, N. Y. **SHOWROOM:** 1407 Broadway, New York City

See **Sayco** *and see* ***everything*** *in Dolls with rooted Hair!*

following in her sister's footsteps... since 1907

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ALL-YEAR FAVORITE

CADACO · ELLIS

Originators of **GAMES**

- CHICAGO – 1446 Merchandise Mart
- NEW YORK – 407, 200 Fifth Avenue
- SAN FRANCISCO – 989 Merchandise Mart

- Sales Hit New Highs!
- Triple Fun for Teen Ages and Adults . . . 2 to 9 Players
- TRIPOLEY combines Hearts, Poker, Michigan Rummy into famous Game of Kings and Queens . . .

RETAIL PRICE $2.00

SEASON'S

Strathmore

EXCLUSIVE MANUFACTURERS OF MAGIC SLATES

AURORA, ILLINOIS

REPRESENTATIVES

ARTHUR FREY AND SON
200 Fifth Avenue
New York 10, N. Y.

•

CHARLES H. CARROLL
1421 Merchandise Mart
Chicago 54, Illinois

•

McDONALD & SHAW
Southland Hote
Dallas Texas

GREETINGS

See
Sayco
and see
everything in
Dolls with
rooted Hair!

following in her sister's footsteps... since 1907

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SINCE 1907
Sayco
DOLL CORP.

FACTORY: 151 Kent Ave., Brooklyn, N. Y. **SHOWROOM:** 1407 Broadway, New York City

It's a brand New Game!
It's a New Type of Fun!
It's JUBILEE!

It Challenges! It Intrigues! It Builds Enthusiasm!

Here is a truly new game for adults—with basic elements that can sweep it into a nation-wide craze. It's a skill game, easy for beginners but with enough depth to satisfy the most demanding experts. It combines the strategy of the ancient East with the competitive challenge of Today. Lists at $3.00 complete with playing board, tiles, racks, score pegs and playing rules. (Jubilee counter card and banner included in each carton.)

Get in on the ground floor today on the swing to Jubilee!

CADACO-ELLIS

MERCHANDISE MART
CHICAGO 54, ILLINOIS

Originators of Good Games that Build Bigger Sales!

See
Sayco
and see
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Dolls with
rooted Hair!

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Over the past 46 years the parade of Sayco Dolls were successful successors to each of their older sisters. Little mothers the country over have found each individual Sayco Doll a delight to own... and when grownup ...a real pleasure to buy for their own, and their friends' daughters.

In the trade we are justly proud of our reputation for the reliability of the Sayco promise of sales and dealer profit, dependability of delivery, and all-round customer satisfaction.

We invite toy buyers to see our new line for 1954 selling. These dolls with life-like pre-waved rooted *Saran Hair* growing in "skin-soft" *Vinylite* follow the footsteps of their popular sisters.

SINCE 1907
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DOLL CORP.

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For America's Only Authentic Helicopter Line!

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Just display these incredibly detailed scale model helicopters, and watch them outsell almost everything in the field. Strong, consistent national advertising and publicity gear them for fast, high turn-over selling. Dramatic four-color packaging adds more sales appeal to your shelf, counter and window displays. Every model is precision molded of polystyrene plastic. Complete easy-to-assemble kit includes display stand, detailed assembly instructions and fascinating history of helicopter. For big profits, feature the only line of authentic helicopters available anywhere. Order them now!

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Schoenhut

is the world's hallmark of highest quality in toy pianos. We observe this 82nd anniversary with profound appreciation of our responsibility to you: to maintain our level of leadership through peerless instruments, yours to present pridefully to the American public.

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SEASON'S GREETINGS

OUR HEARTFELT THANKS . . .

go out to you at this joyous time of the year as we look back and recall the pleasant association we've enjoyed with you. It is particularly gratifying to recall the confidence and faith you've shown us through the year.

As we approach a New Year, we hope that it will be full of peace and prosperity for you...and that it will see the continuation of our most pleasant association.

Best wishes for the happiest and most joyous holiday season you've ever known.

Sincerely yours,

Otto F. Schoenhut

Otto F. Schoenhut

O. SCHOENHUT, INC., 2046 E. CASTOR AVE., PHILADELPHIA 34, PA.

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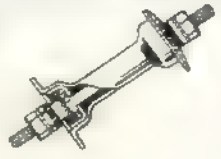

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Exclusive Schwinn front hub design with replaceable cups and cones

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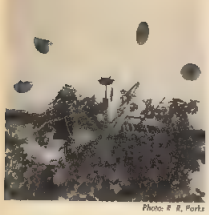

Photo: F. B. Ayers

This windmill on the F. B. Ayers ranch in Ventura County, Calif., trips a hammer against a saw blade. Birds just can't take all the noise.

Photo: Cameron Harvey

Ben Zenk, Madison County, Ill., ties aluminum foil strips at the end of springy wires. The crackling and dancing discourages winged thieves.

Photo: Roy Anderson

A few pebbles, rattling around inside paper bags tied to corn stalks, keep birds away for Karl Longnecker of Benton County, Iowa.

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Carlon pipe is guaranteed to be free from defects in material and workmanship and to perform satisfactorily when stacked and handled in accordance with Carlon's recommended specifications.

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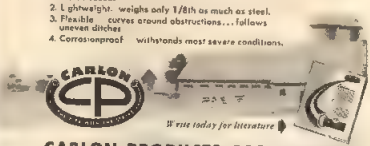

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Work longer . . . feel better! Secret of smoother ride is patented cushioned spring-hydraulic shock absorber.

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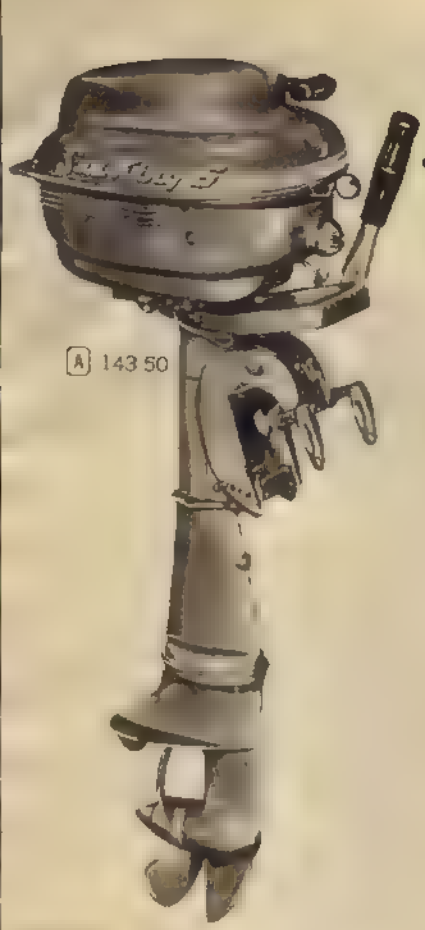
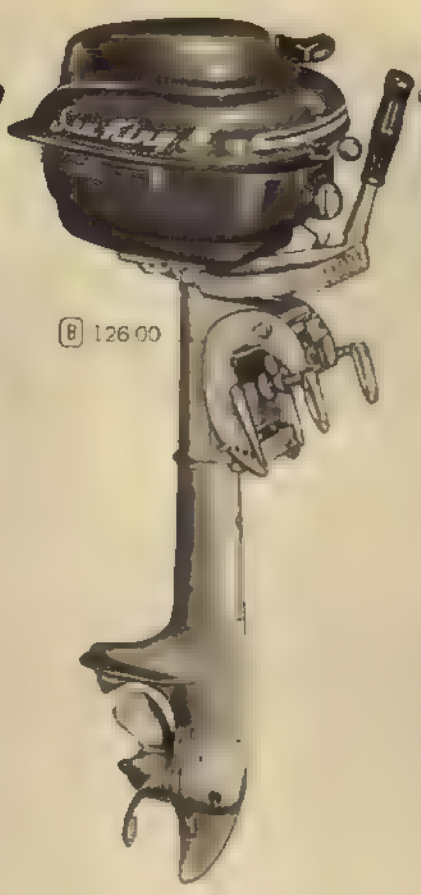
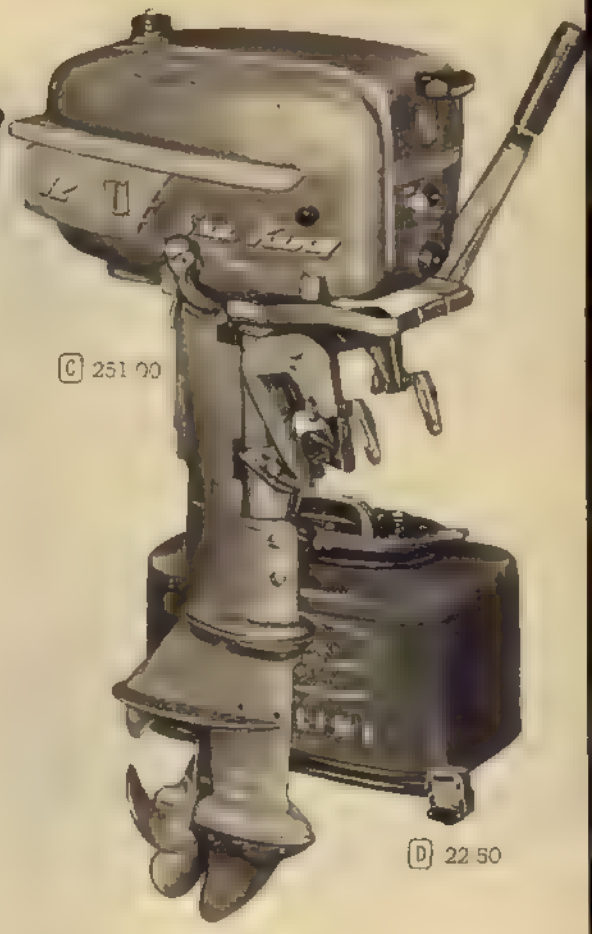


Ⓐ 143 50



Ⓑ 126 00



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Sea Kings Make Fine Gifts for Sportsmen

A SEA KING MOTOR is a sound investment for years of family fun. Low off-season price puts this outstanding motor at the top of your "must" gift list. Sea Kings are built for Wards by a leading outboard manufacturer—guaranteed by Wards—your double assurance of fine performance. Cushion mounted for smooth, really quiet operation, less vibration. Waterproof magneto—coils sealed in plastic for stronger spark, sure starting. Underwater units treated to resist rust-corrosion. Spark, throttle synchronized—full power at all speeds.

Ⓐ SEA KING "5" DUAL CLUTCH OUTBOARD MOTOR. Now you can give him an outboard motor—an exceptional gift any sportsman will enjoy and appreciate for years to come—at the lowest Christmas Catalog price in Wards history. Sea King De Luxe "5" features the dual clutch system—allows you to start in forward or neutral, shift with motor running. Better control when trolling or docking. Flexi-clutch drive unit—spring clutch absorbs propeller shocks—no need for shear pins. 360° pivot permits reversing. Safety lock prevents motor from tipping in reverse position. Tank holds 4/5 gallon. Min. O.B.C. rating of 5 HP at 4000 RPM's. 2 blade propeller with 8-in. diameter. Average speeds 1½ to 12 MPH. Act. wt. 46½ lbs. $14.50 Down.

60 W 9015 R—Ship. wt. 56 lbs. "See Notice".
Was $161.00 now low off-season price . Cash 143 50

Ⓑ SEA KING "5" STANDARD TWIN OUTBOARD MOTOR. The answer to your "special" gift problem—a top performance motor priced within reach of your gift budget. Take advantage of the low off-season price—buy that outboard you've always wanted for fishing or cruising. Has all the features of the De Luxe "5" above but does not have dual clutch system. Direct drive unit does not have neutral position. 360° full pivot reverse with positive safety lock to prevent tilting. Cherokee red baked-on enamel finish with aluminum trim. Tank holds 4/5 gallon. Min. O.B.C. rating of 5 HP at 4000 RPM's. 2 blade propeller with 7½-in. diam. Ave. speeds 1½ to 12 MPH. Act. wt. 45 lbs. $13 Dowr

60 W 9014 R Ship. wt. 54 lbs. "See Notice"
Was $130.88, now low off-season price. Cash 126.00

Automotive type breaker points adjust without removing magneto. Pull cord starter, automatic rewind. Co-pilot pivot bearing adjusts to hold boat on course. Adj. automatic tilt protects underwater units from rocks, logs, etc. Adj. steering handle. Balanced carrying handle. Underwater exhaust for quiet operation, practically eliminates fumes. French blue baked-on enamel, aluminum trim on De Luxe models. Owner's guide, parts list incl. Minimum HP. ratings certified by Outboard Boating Club of America.

Ⓒ SEA KING "12" GEARSHIFT TWIN DE LUXE OUTBOARD MOTOR. The gift of a lifetime—features and accessories designed to give you the ultimate in outboard boating. Synchronized throttle and spark control in twist grip handle for simple, safe, one hand control. Safety lock on gearshift prevents shifting except at safe speed. Automotive type carburetor, pull out choke on front panel. Convenient gas shut-off valve used with fuel system below. Fuel tank holds 2 gallons—enough fuel to run motor at top speed for 1 hour. Minimum O.B.C. rating of 12 HP at 4000 RPM's. 3 blade propeller with 9-in. diam. Average speeds 2 to 22 MPH depending on boat size and weight load. Act. wt. 66 lbs. Priced $40 to $70 below other known motors.

60 W 9016 R—Ship. wt. 90 lbs. $25.50 Down . . . . or Cash 251 00

Ⓓ BO'SUN FUEL SYSTEM. Run all day without refueling. Consists of 6-gal. tank, diaphragm pump, hoses and fittings. Fuel is pumped to carburetor like in automotive systems—no air pressure leaks. 6-ft. neoprene hose has snap-on connectors

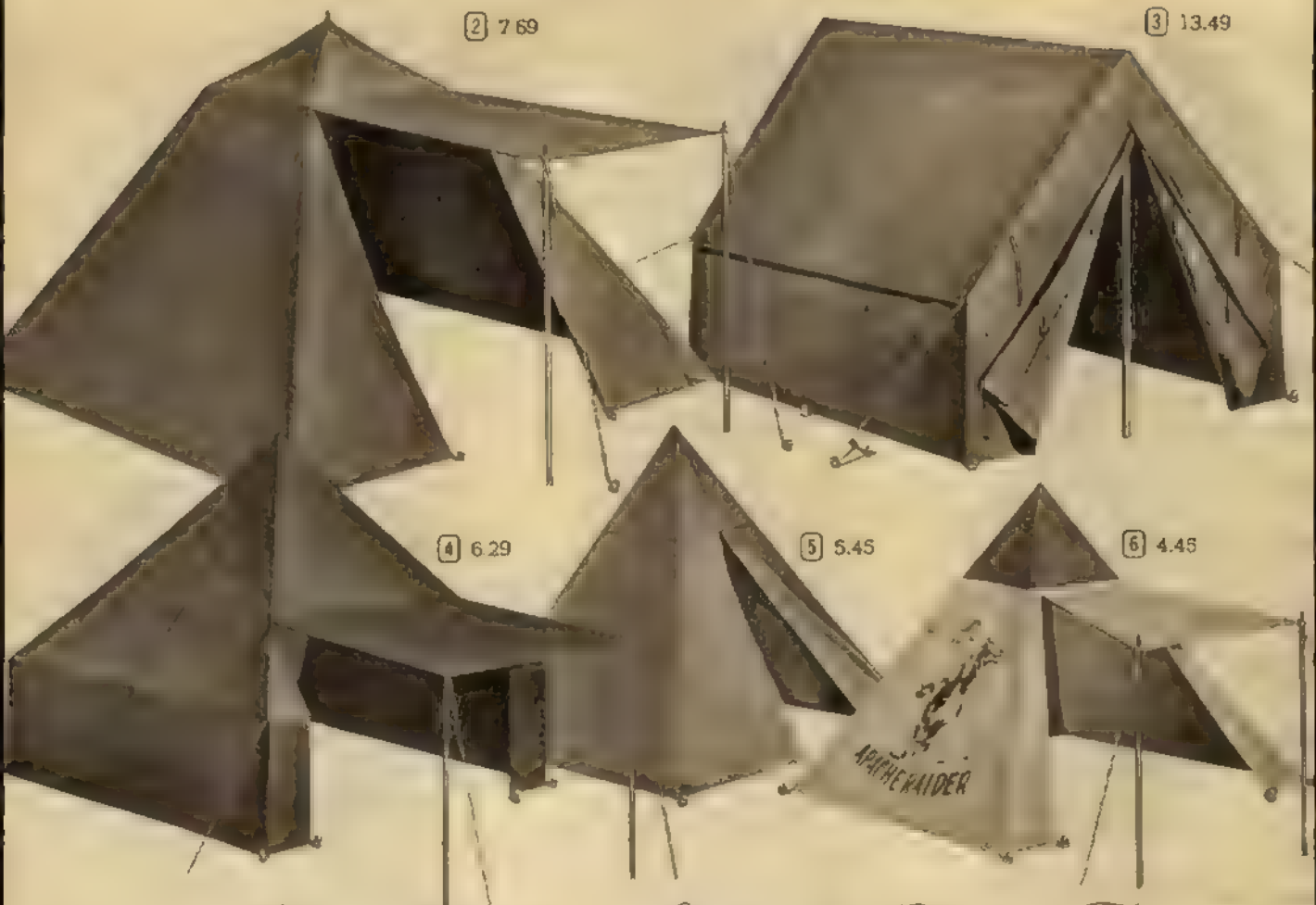
60 W 9130 M—Ship. wt. 15 lbs. *Available.* $2.50 Dn. or Cash 22.50

Ⓔ SEA KING "3" DE LUXE SINGLE OUTBOARD MOTOR. Operating economy, power, and light weight all in one compact unit that the whole family can use—at the lowest price in Wards Christmas Catalog history. 360° full-pivot reverse with positive reverse safety lock. Tank holds ½ gallon. Minimum O.B.C. rating of 3 HP at 4000 RPM's. 6⅛-in. diam. 2 blade propeller. Speeds 1½ to 10 MPH. Act. wt. 29 lbs. Ship. wt. 34 lbs. $9.50 Dowr.

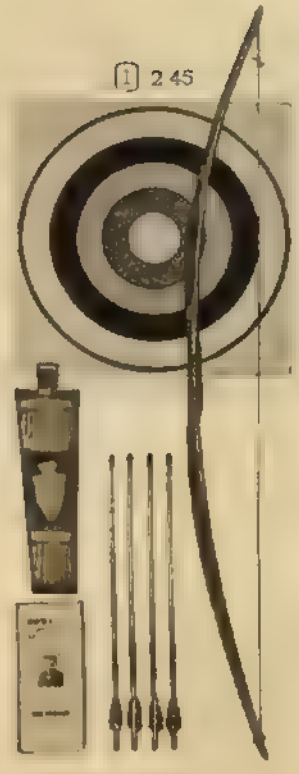
60 W 9004 R—Was $106.00 now low off season price Cash 95 00

Ⓔ 95.00

NOTICE: Motors shipped Freight, Truck or Express. *State Transportation.* For a more complete description of above motors see Wards Gen. Catalog or 1954 Fishing and Hunting Catalog



Play Tents and Archery for Outdoor Fun



1 JUNIOR "COCK ROBIN" ARCHERY SET. Easy to handle 4-ft. hardwood bow. Four 18-in. wood target arrows and cardboard quiver. With paper target. *Mailable.*
60 W 5108 M—With instructions. Ship. wt. 2 lbs.....2.45

OLD HICKORY ARCHERY SET (not shown). For youths or beginners. Includes hand-finished Hickory bow about 5 ft., four 24-in. cedar arrows, leather arm guard, shooting tab, 16-in. target face, and instructions.
60 W 5100 M—*Mailable.* Ship. wt. 2 lbs. 2 oz..... 5.95

JUNIOR ARCHERY SET (not shown). A complete set for youngsters. Includes hardwood bow about 4½ ft., four 21-in. arrows, arm guard, shooting tab, target face. *Mail*
60 W 5104 M—With instructions. Ship. wt. 2 lbs.....4.25

2 UMBRELLA PLAY TENT. Looks just like Dad's camping tent, with more space than is usually found in play tents—7x7 ft. at base, 5 ft. high at peak, 4 ft. at eaves. Lightweight, 4-oz. play tent material -light green color Front awning can be lowered and tied. With poles, ropes, stakes, and instructions. Read "Notice" below.
60 W 9631 M—*Mailable.* Ship. wt. 10 lbs.....7.69

SMALL SIZE UMBRELLA PLAY TENT Same as above, but smaller size 4x4-ft. base, 4 ft. high at peak. Read "Notice" below before ordering
60 T 9643 M—*Mailable.* Ship. wt. 5 lbs.....4.79

NOTICE: Play tents are not designed for camping. They are made of lightweight materials, and are not waterproof or water-repellent. Soiled or used tents are not returnable except for defects in material or workmanship.

3 SCOUT SIZE WALL TENT. A tent that youngsters can use for overnight camping. 6.74 oz. green drill material, treated to repel water. Front flaps tie open or closed. 5x7-ft. base, 5 ft. high at peak, 2 ft. at eaves. With ropes, poles, stakes, instructions. *Mailable.*
60 W 9635 M—Ship. wt. 16 lbs. 13.49

WALL PLAY TENT. Similar in design to tent above, but smaller and lighter weight. Not made for camping—see "Notice" at left. 4-oz. play tent material. 5x7-ft. base, 4½ ft. high at center. With poles, ropes, stakes, instructions.
60 W 9642 M -*Mailable.* Ship. wt. 9 lbs.....9.45

4 JUNIOR "GI" SQUAD TENT. Styled like an army tent for the young soldier. 5x5-ft. base, 4½ ft. high at peak. 4-oz. light green material. Canopy can be lowered for privacy With ropes, stakes, instructions. *Mailable.*
60 W 9632 M—See "Notice" at left. Ship. wt. 6 lbs...6.29

5 INDOOR-OUTDOOR PLAY TENT. Set it up anywhere—no need to fasten to floor. Just set up corner pole assembly, slide tent down over it and it's ready. Corner stakes furnished for outside use. 4-oz. bright yellow material. 4x4-ft. base, 4 ft. high at center. *Mailable.*
60 T 9634 M—Read "Notice" at left. Ship. wt. 6 lbs. .5.45

6 "APACHE RAIDER" PLAY TENT. For young chiefs and braves. Bright yellow with red peak and painted Indian on side. Wide awning door ties open or closed. Mailed ready to set up with poles, ropes, stakes, instructions. 4 ft. high, 5 ft. 8 in. wide across front. *Mailable.*
60 T 9644 M—Read "Notice" at left. Ship. wt. 4 lbs..4.45

7 FISHERMAN'S DE-LIAR. Comb. 8-lb. scale, and 24-in. tape.
60 TP 7999—*Postpaid.*.....2.00
60TP7986—Larger De-Liar. 28-lb. scale, 42-in. tape. *Postpaid.*2.50

8 STEEL'S FISH FINDER. Combined thermometer, charts show depth fish lie. Water-proof.
67 W 7511—Ship. wt. 4 oz...1.79

9 POCKET PEDOMETER Measures distance walked from ¼ to 100 miles. Adj. to length of stride.
67 W 8210 -Wt. 10 oz..4.98

10 COMPASS. Luminous dial. Jeweled needle. Nickel plated brass case.
67 W 8211—Wt. 6 oz..1.49

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Terms: 2/10 net 30 F.O.B. New York.

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The biggest bike-buying, bike-selling season of the year is on! And Shelby offers you a complete line of famous-for-quality Shelby Juveniles to fit every good little boy and girl, every "Santa's" pocketbook. Sell "Santa" a Shelby . . . and watch your profits grow!

Luxury Profits!

Shelby 24" Airflo Super De Luxe, Model 20411, is studded with sparkling, kid-catching features that place it at the very top of the luxury line. Features like . .

- Exclusive Airflo frame
- Powerful chrome headlight
- Electric tail light
- Chrome tank with horn
- Chrome chain guard and luggage carrier
- De luxe scuffguard saddle
- Chrome truss rods
- Whitewhall tires and chrome rims

Promotional Profits!

Shelby 20" Juvenile, Model 20257, is a sturdy, good-looking bike that's just right for the *economy-minded* parent.

- Puncture-proof semi-pneumatic tires
- Full-length chain guard
- Tail reflector
- Quick-action coaster brake

Safety-minded parents "go" for Shelby's Lerncycle Rig. It's quickly and easily adjusted or removed.

Free License Plates!

A Shelby Exclusive!

Every Shelby buyer gets a *free* metal license plate with his or her own name on it—*a real sales pusher!*

If you have not already received your new Shelby Catalogue write.

The Shelby Cycle Company

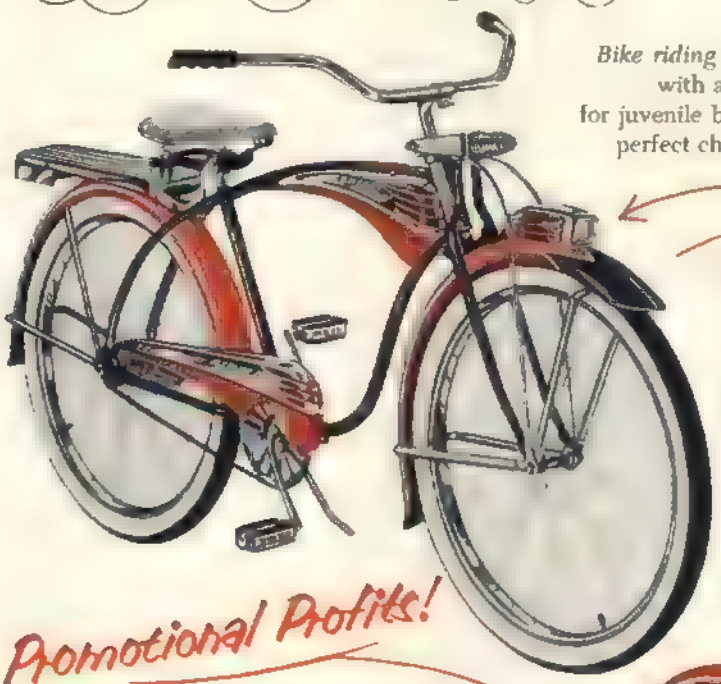
2121 West 117th Street, Cleveland 7, Ohio

Another AMA Product

SHELBY BICYCLES

SHELBY—preferred by youngsters Profitable for you!

Bike riding today is only a step away from playing with alphabet *blocks* So *your store* is a *natural* for juvenile bike sales! And Shelby offers you the perfect chance to cash in on this great opportunity



Luxury Profits!

Shelby 24" Airflo Super De Luxe, Model 20411, is studded with sparkling, kid-catching features that place it at the very top of the luxury line Features like

- Exclusive Airflo frame
- Powerful chroma headlight
- Electric tail light
- Chrome tank with horn
- Chrome chain guard and luggage carrier
- De luxe scuffguard saddle
- Chrome truss rods
- Whitewall tires and chrome rims

Promotional Profits!

Shelby 20" Juvenile, Model 20257, is a sturdy good-looking bike that's just right for the *economy-minded* parent.

- Puncture-proof semi-pneumatic tires
- Quick-action coaster brake
- Full-length chain guard
- Tail reflector

Safety-minded parents "go" for Shelby's Lemcycle Rig. It's quickly and easily adjusted or removed.

Free License Plates!

A Shelby Exclusive!

Every Shelby buyer gets a *free* metal license plate with his or her own name on it—*a real sales pusher!*

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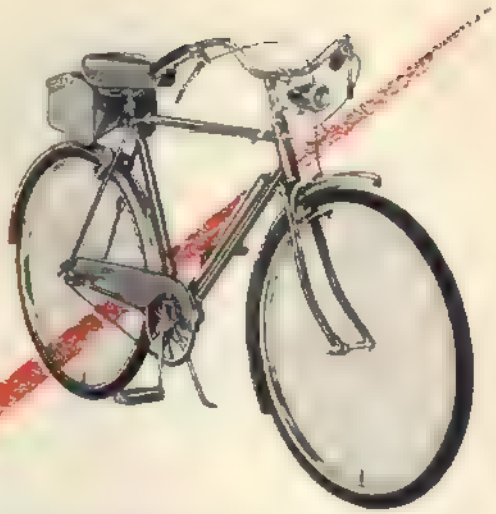
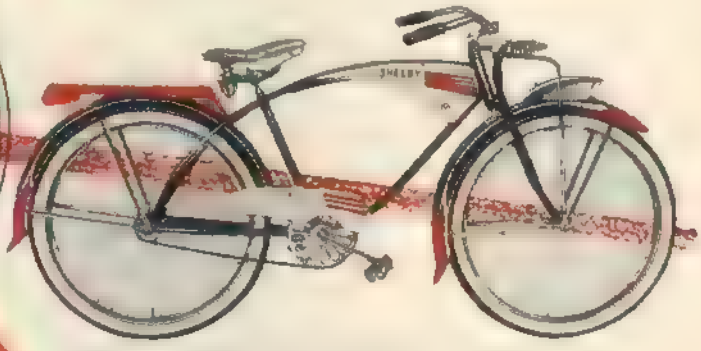
SHELBY BICYCLES

SHELBY

Gives you the NEW COMBINATION for MORE PROFITS!



Shelby's brand-new Traveler, #4218. Exclusive 3-speed Her-cu-matic gear shift, dual-caliper hand brakes, famous Lucas "King Sports" generator set Chrome rims fenders pump saddle springs Large tourist bag White pedals Kickstand, reflector oil can and wrench. Black.



Shelby's all-new balloon-tire line, #52, Illustrated Exclusive Arrow frame Dual-action spring fork Luggage carrier, powerful headlight Chrome rims, flared fenders.

One, two, three... lightweight, standard balloon-tire, juvenile...Shelby has them all. And Shelby dealers get all the advantages, all the profits of covering the market. Now there's a Shelby bicycle for every customer regardless of age or preference. Look at this great new line up.

★ **NEW, Shelby's lightweight Traveler line...** quality built...priced right for more sales!

★ **NEW, Shelby's balloon-tire line.** Right off the drawing boards, chock full of super features every youngster wants!

★ **PLUS, Shelby's complete juvenile line.** 16", 20", 24". Start them on Shelby for a lifetime of profit making sales!

Progressive dealers know Shelby's got the right combination. Why don't you look ahead...be ahead with Shelby, too?

Shelby's 20", #SX-2. Red and white with blue outline stripe, Chrome rims, chain guard, tail reflector Also available in 24" and 26"

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Look ahead... be ahead with SHELBY

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Largest and most Beautiful on the 5g field. Bulk, In Display Boxes with Key Chains or 8" chain and button loop.

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Beautiful Two tone Pos It Coin Holder on Gilt Key Chain
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Featuring—1¾" semi-pneumatic tires
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New Educational card game makes Arithmetic Fun! 12 Different Decks—for different age groups! A 12 times Sales Repeater
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AUTOMOTIVE TYPE STEERING
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FIRE TRUCK
ARMY JEEP
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TOW TRUCK
Sizes appr 16" Width 21" Overall Height 41" Length

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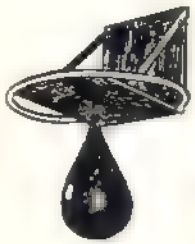

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Punching bag deluxe. Featuring professional tubular ring, fitted on base for wall position. Approx. retail price $8.95.
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You Saw It in
TOYS and NOVELTIES

"One look sells the new look"

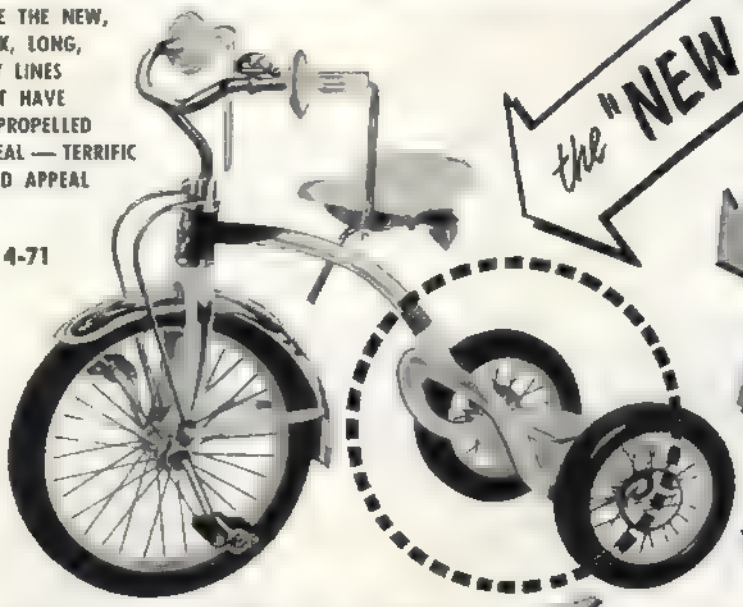
"NEW LOOK" IN VELOCIPEDES

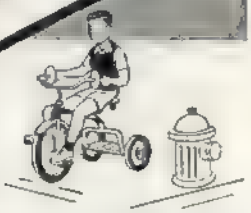
BY Siebert

the "NEW LOOK" golden arrow

NOTE THE NEW, SLEEK, LONG, LOW LINES THAT HAVE JET-PROPELLED APPEAL — TERRIFIC CHILD APPEAL

4-71





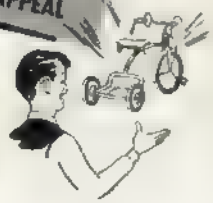
SAFER

Siebert's 'Golden Arrow' with the New Look is safer rugged with new multi-spoke wheel construction, wider axle bearings, larger more stable passenger platform, practically "tip-proof." Safety sells Siebert

MORE MANEUVERABLE

The revolutionary low-slung chassis hugs the ground on turns, its clean lines provide a new freedom of action, surer control Versatility sells Siebert

MORE EYE APPEAL



One look sells the New Look From its shining gold fender to its golden hub caps, the "Golden Arrow" is the velocipede of the future Eye appeal equals buy appeal

RIDES BETTER

New, smooth nylon bearing ride gives the 'Golden Arrow" floating speed . . . makes conventional velocipedes as antique as Model 'T' cars. More Eye Appeal Sells Siebert

REVOLUTIONARY NEW PLATFORM DESIGN PROVIDES A LOWER CENTER OF GRAVITY . . . AND MAKES THE SIEBERT "GOLDEN ARROW" 4 WAYS BETTER!

Siebert Sells . . . . . So Sell Siebert

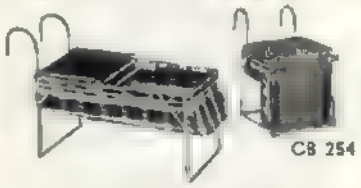
SCORE A SALES BULL'S-EYE with SIEBERT'S COMPLETE LINE!

The New Look is in the new Free Siebert Catalog and the new Free Ad Mat Brochure. Send for yours, NOW!

4-A19 TRAIN-A-BIKE

455-I GOLD STAR

488-I SILVER STAR



CB 254

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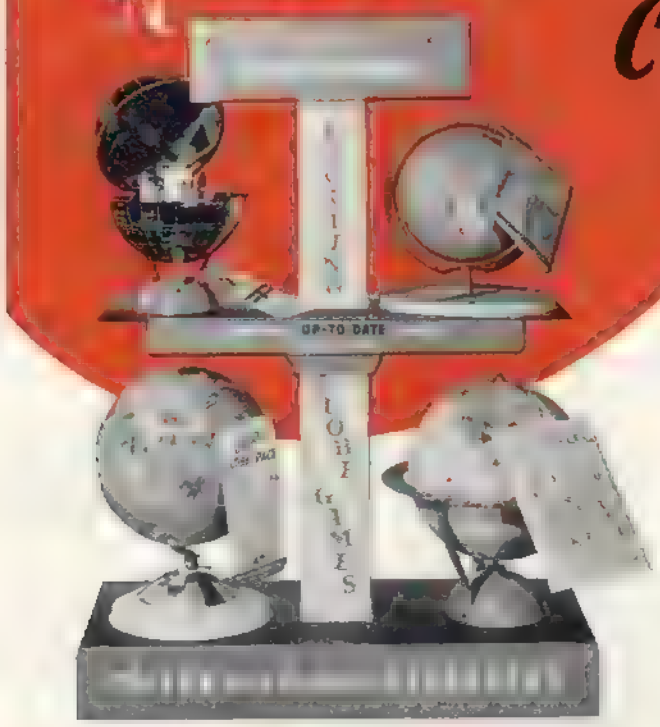
WRITE DEPT. P-6

O.W. SIEBERT

GARDNER, MASS. 1898 1954

NEW! EXCITING MASS DISPLAY



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—Builds PROFITS for YOU

Shoppers stop—and *buy* when you display Replogle Play-Globes all in one place, with this colorful and compelling mass display. You boost profits when you add *impulse* sales to your steady volume of *gift* sales!

This display gives your customers a chance to see, feel, and think about the value of the Play-Globes displayed. Yet, it saves you valuable counter space, measures only 22" wide, 30" high, and 10" deep.

Your distributor has these displays *now!* Contact him today.

GLOBE-GRAMS

Absorbing new word game for all ages. Players spin globe to pick letters, form geographical names. Played singly or as partners, game combines chance and skill. For up to four players, including generous supply of letters. Individually cartoned.

NEW! SURPRISE GLOBE

Beautiful detailed world globe opens at equator to reveal an accurate map of the heavens inside . . PLUS star charts, and four big maps to color, complete with a set of 6 crayons in permanent holder. Packed 12 to a carton.

NEW! COLOR-TRAY

PLAY-IN-BED FUN FOR AGES 3 TO 8

No. 375
$2.95

Here's help for harried mothers with stay-at-homes. Children can draw on glossy white surface of this tray with washable crayons, then wipe it clean. Colorful border pictures illustrate the alphabet. Includes washable crayons, suggested projects and games. All-steel construction, tray-top is 13" x 20", folds flat. Just right for meals in bed, too! Individually cartoned, three to a bundle.

FOR AGES 9 TO 12

PLAY TRAY 7 games in 1, played with magnetic toys $3.95

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KNICKERBOCKER *Presents*

SKIPPY the CLOWN

AND HIS 7 PIECE CIRCUS ACT

$1.98

Suggested Retail Price

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Each piece interlocks to make an endless variety of tricks! Seven separate gaily-colored parts: 7" dressed clown with hand-painted features, terrier dog, ladder, chair, umbrella, dumbell, and stand. Packaged in a bright, eye-appealing, clever display box.

KNICKERBOCKER PLASTIC CO. North Hollywood California

MUSIC BY COLOR, NOTES, AND NUMBER

SWISS TYPE MELODÉ BELLS

Children and grown-ups alike can now play and enjoy Knickerbocker's Melody Bells as featured by Swiss bell ringers in concert prayers. The full diatonic scale of precise tunable bells are musically appealing when played alone or with accompaniment

These brilliantly colored 23½" bells of durable high-impact styrene are packaged in an eye appealing display box which serves as a music stand for the many musical selections included in book form

Teaches:
- MUSIC
- COLORS
- PITCH
- NUMBERS

Music for all age groups!

Knickerbocker's Melodé Bells

Smith-Corona PORTABLE TYPEWRITERS

When you sell Smith-Corona, you sell the finest precision writing instrument of its kind in the world! In a recent coast to coast survey, dealers voted Smith-Corona best by more than 2-to-1! They prefer Smith-Corona over all other makes combined, and report it's the portable that requires the least servicing. That's a real vote of confidence!

"SILENT" Portable

The aristocrat of portable typewriters! Here is finally a portable with the touch and action of an office typewriter - no other portable gives these exclusive new Smith-Corona features: New Colorspeed keyboard. Quick-set margin control, synchronized line space lever, unicycle ribbon reverse, fully enclosed design, tip-touch back-spacer, skidproof feet, retractable paper supports, super-speed escapement . . . plus tabulator, line retainer, both paper fingers and bail, and a unique silent platen which is readily removable (may be interchanged with a harder one). Handsome, rugged case included. Size: 17" long, 14½" wide, 7" high. Ship. wt 20 lbs.

No. 3850. Pica type... **No. 3851.** Elite type... List $103.55. Dlr's., ea. **83.30**

This is ELITE type
This is PICA type

The "STERLING"

Top performance at medium price - has tabulator plus Colorspeed keyboard, superspeed escapement, quick set margins, tip-touch back spacer typebar speed booster, skid-proof feet, piano key action, floating shift . . . 2-position paper bail, adjustable paper guide. Sturdy case. 17"x 14½"x7". Ship. wt. 20 lbs.

No. 3852. Pica type. **No. 3853.** Elite type. List $98.25 Dlr's. ea. . . **79.10**

The "CLIPPER"

Smith-Corona quality at a moderate price! Note Colorspeed keyboard, superspeed escapement, quickset margins, line space lever, typebar speed booster, tip touch back spacer, skid-proof feet, piano key action, floating shift. Sturdy, good looking case included. Size: 17"x14½"x7". Ship wt. 20 lbs.

No. 3855. Pica type **No. 3856.** Elite type List $92.95 Dlr's., ea **75.00**

The "SKYRITER"

The perfect travel companion - the smallest, easiest-to-carry Smith-Corona. Weighs only 9 lbs. complete with aluminum cover that forms its case - so compact it may be carried in a brief case or traveling bag or shipped in a desk drawer. Small in weight and size - but it's a remarkably sturdy and trouble-free machine ideal for students, journalists, salesmen - anyone who has to write "on the road or in the air." Modest price fits the student's budget and it will do his school work right! Note margin release, platen ratchet release, paper release, retractable paper supports, quickset margin stops, backspacer, centering lever 11"x 12¼"x3½" Ship. wt. 11 lbs

No 3857. Pica type List $71.65 **No. 3858.** Elite type Dlr's., ea **57.10**

Smith-Corona Adding Machine

It's convenient, desk size, modern. Very easy to use - just press keys and move handle. Keyboard 9,999.00 - total 999,999.99. Large readable type, punctuated; ciphers print automatically. Has a repeat and clear key, non-add key, single column clearance keys. Single stroke total and sub-total keys. Dustproof case. Uses standard paper rolls. Figures always visible - errors can be corrected before printing. 14"x9"x8½". Ship wt. 24 lbs.

No. 3859. List $114.25. Dlr's., ea. ... **91.70**

Smith-Corona CASHIER

Cash register and adding machine combined; does the work of both at far less than the usual price of a cash register. It's easy to use - just press the keys and move the handle. As a cash register it protects the money taken in, makes balancing of cash easy and gives day-to-day record of business. Records amounts of all cash transactions by use of regular adding machine keys. Keeps track of sales by classes of merchandise by alphabet code keys. Transactions printed on standard adding machine paper roll automatically reversed at rear of machine - paper cannot be rolled back to falsify entries by printing over them. Bell sounds when machine is operated; snap-on handle removable to prevent unauthorized use. Cash drawer has 5 coin compartments, 2 for bills, one for sales tickets, etc. Patented construction of ball bearing rollers imbedded in steel channels and tracks. Capacity 99,999.99. Base 19½"x15¾"x12" high. Ship wt. 25 lbs.

No. 3860. List $177.50. Dlr's., ea. **136.50**

Satisfaction Guaranteed or Money Refunded

Famous Portable Typewriters

A ROYAL QUIET DELUXE PORTABLE WITH "MAGIC MARGIN"

Quiet, smooth operating, tops in high speed performance—with exclusive Royal features. "Magic Margin" sets left and right hand margin instantly. New speed selector adjusts speed to personal typing habits. Line meter shows number of lines left to bottom of page. Push button top springs open—gives easy access to touch control, automatic ribbon changer. Speed spacer, new carriage capacity, instant visible tab setting. Office typewriter keyboard, two color ribbon device, margin release, back space. Grey wrinkle enamel finish. Fiberglas carrying case. Shpg. wt. 20 lbs. *Royal portable typewriters are sold to dealers who purchase for resale to ultimate users. The company's established minimum retail price must be maintained.*

20294W9599—Pica type.....Retail $111.78
20295W9599—Elite type.....Retail $111.78

B REMINGTON QUIET-RITER PORTABLE WITH MIRACLE TAB

The personal portable with the office machine features! Miracle tab sets and clears tab stops from one key at keyboard level. Greater paper capacity accommodates cards, carbon packs. Synchronized carriage scales for centering paper, locating writing line. Action typebar, new visible margins. New fixed paper table and scales has built-in paper edge guide. Single-stroke semi-automatic ribbon changer. Line locating lever allows fractional spacing; longer line space and carriage return lever, personal touch regulator. Green keys. Grey velour finish. Luggage type carrying case. Shpg. wt. 24 lbs.

C SMITH-CORONA "SILENT" PORTABLE TYPEWRITER

Now you can type in utter silence—no clatter, no noise to disturb others! New Page Gage warns you when you have only 2½ in. of typing space left. Line retainer automatically "remembers" writing line when you release ratchet. Removable silent platen for easier cleaning. "Color Speed" full office size keyboard with rimless, fingertip, non-glare keys. Fastest typebar action on any portable; practically impossible to jam; two "quickset" margins. Single, double and triple line spacing; backspace lever, floating shift, skid-proof feet. Adjustable paper guide, retractable paper supports, cushioned tabulator. Grey ripple finish. Luggage type carrying case. Shpg. wt. 17 lbs.

20250W8167—Pica type.....Retail $103.55
20251W8167—Elite type.....Retail $103.55

D SMITH-CORONA "STERLING" TYPEWRITER

Here's super speed, precision action, durability and streamlined beauty! Amazing new Page Gage automatically tells you how much typing space is left within 2½ in. of the page bottom. Eye-ease "Color Speed" keyboard, superspeed escapement; synchronized line space lever for single, double, triple spacing. Acoustical vents, new typebar speed booster, floating shift, skidproof feet, piano key action, tip-touch back space lever. Two 3-position paper bails, retractable paper supports, adjustable paper guide, cushioned tabulator. Grey ripple finish. Luggage type carrying case. Shpg. wt. 17 lbs.

20252W7762—Pica type.....Retail $98.25
20253W7762—Elite type.....Retail $98.25

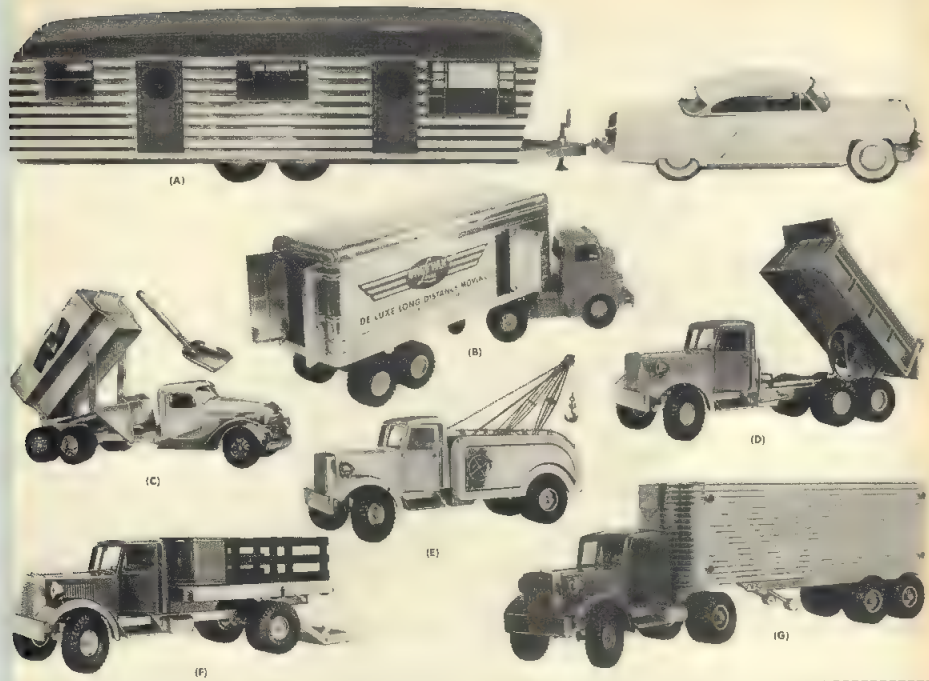
E SMITH-CORONA "SKYRITER" PORTABLE

Baby brother of the world's fastest portables! It weighs exactly 9 lbs. So compact, you can tuck it away in a brief-case, suitcase or desk drawer—only 3 in. high, 11 in. wide, 12 in. long! Yet, it's fast and smooth operating—with a full-size standard 84 character keyboard! Takes full size business stationery. Perfect for travelers. Features include the fast, sure, easy-on-the-eyes "Color Speed" keyboard; error control, line retainer ratchet release. Retractable paper supports, easy-operating "quickset" margins, typebar speed booster spring and personal touch selector. Mist grey finish. Carrying case.

20256W5602—Pica type.....Retail $71.65
20257W5602—Elite type.....Retail $71.65

This is elite type.

EVERY TYPEWRITER AVAILABLE IN



SCALE MODEL TRUCKS—Faithful Reproductions in Miniature

These toys look like the big ones because they are built like the big ones. Accurately detailed for faithful reproduction in miniature. All Aluminum Diecast Cab and Chassis. Extruded Aluminum Bodies and Trim. Finger-Tip Steering. All Doors Open and Close—Latch and Handle Action. Fully Hydraulic Lift Units. Cross-Braced Construction. Heavy Gauge Sections Assure Durability.

(A) HOUSE TRAILER ONLY -Here's the latest Miller Ironson original. Already creating a sensation in the toy industry, this authentic house trailer is engineered with a perfection of detail that is immediately apparent. The unit is equipped with a ballpoint suspension hitch. The top is easily removable for easy access to interior, which is fully carpeted and elegantly furnished in modern. The exterior combines powder blue enamel with highly polished aluminum, a beautiful and durable miniature that is unmatched in the industry. Length 30", width 7½", height 8¼".
77107A1667.....**Retail $25.00**

CAR ONLY FOR ABOVE TRAILER—A beautiful reproduction of the Capri Hard-Top Convertible. Free opening doors on each side and steering. Chassis and body are of die cast aluminum. Chassis and body are of die-cast aluminum. Length 14½", width 5½", height 3½".
77108A335 . . . . . **Retail $5.00**

(B) DELUXE VAN TRUCK—Authentically designed. Die cast cab with realistically detailed signal light and head light. Extra heavy steel chassis. All polished aluminum van body with decorative details. Double rear door and single side door opens and closes. Heavy duty rubber tires with die-cast wheels. Detachable cab. 24½" x 9" x 6".
77227A735 . . . . . **Retail $10.95**

(C) BUDDY "L" HYDRAULIC HI-LIFT DUMPER, With Large Shovel—Mammoth size dump truck with self-energizing hydraulic piston and special knuckle linkage to raise dump body extra high. (Load slides out through chute door in rear.) Large shovel included. All-heavy gauge steel construction. Rugged rubber tires. Plated hub caps. Length 24" up; Width 7¾"; Height 14½". Ship. wt. 9¼ lbs.
77118A665. . . . . **Retail $9.98**

(D) HYDRAULIC DUMP TRUCK—Fully-integrated cantilever hydraulic action. This unit is remarkably realistic. The hydraulic lift action is smooth and powerful, a faithful reproduction to the last detail. Length 17½", width 7", height 6¼". Wt. 8½ lbs.
77106A1200 . . . . . **Retail $18.00**

(E) TOW TRUCK—Rugged and beautiful in white enamel and polished aluminum. Ratchet and pawl action. Finger tip check—chain and drum winch arrangement. Looks and operates like the real thing. Length 17½", width 6¾", height 10¼". Wt. 6 lbs.
77101A1000.....**Retail $15.00**

(F) LIFT-O-MATIC—Pneumatic gate lift—finger-tip spring release. Removable racks. Handsome and durable in brilliant red and polished aluminum. Here's a replica of the newest in big truck design. Length 17", width 7⅞", height 6½". Wt. 7 lbs.
77103A1200.....**Retail $18.00**

(G) FRUEHAUF—Hasp and shackle closure on end doors. Self-compensating rocker bearing action. Three-position carriage stand—automatic self-engaging turntable hitch. A rugged replica of the famous Fruehauf- the sleek trailer of burnished aluminum. Length 27", width 6", height 8⅜". Wt. 11 lbs.
77100A1335 . . . . . **Retail $20.00**

NY-LINT QUALITY SCALE MODEL TOYS

Built with Life-like Realism to Stimulate Imagination

(A) NY-LINT TRAVELOADER As new and fascinating an "action" toy as any young engineer could ever hope to own. A true-scale model of the famous Adams TravelLoader. Strong, heavy gauge steel construction has beautiful baked enamel finish and big, 3¾" diameter rubber-tired metal wheels. 30" x 8" x 10½" 15 shovel blades load onto ribbed rubber conveyor belt. Powered by hand crank.

7946A800 ..... **Retail $11.95**

(B) NY-LINT TOURNAHOPPER—Faithful reproduction of the real thing. Clamshell type dump gates slide aside across full width of bottom opening so big hopper empties clean. Front power unit is double pivoted to hopper so model can snake and turn across rough ground just like real earth movers. Heavy steel construction. Size 22½" long, 5¾" wide, 6½" high.

7947A535 ..... **Retail $7.95**

(C) NY-LINT PAYLOADER—Just like the real Payloader, made by the Frank G. Hough Company. Ny-Lint's working model can dig, load and carry all kinds of materials. Crank raises bucket surely and steadily on two sets of arms. Tip-proof bucket remains level until spring latch is released for dumping or working. Non-stripping, case hardened steel gears. 18" long. Enamel finish.

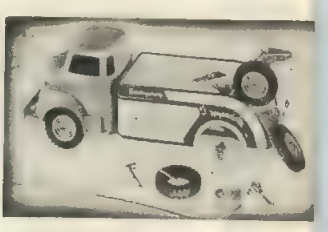
7948A535 ..... **Retail $7.95**

ALL STEEL DELUXE VAN TRUCK—Authentically designed. Highly lithographed steel cab. Extra heavy gauge steel chassis and front bumper. Extra heavy gauge steel van body. Decorative decals on sides. Double rear doors. Heavy duty truck type treaded rubber tires. Individually mounted, dual tandem rear wheels (14 wheels). Wt. 10 lbs. 23" long, 8¾" high, 5¾" wide.

77230A400 ..... **Retail $5.95**

ALL STEEL DELUXE HIGHWAY FREIGHT TRUCK—Litho'd steel cab. Heavy gauge steel freight body with removable steel sides and chain in rear. Heavy duty truck type treaded rubber tires with molded inserts to resemble truck wheels. Individually mounted, dual tandem rear wheels. (14 wheels in all). 23 x 6 x 5¾ in. Wt. 7 lbs.

77231A335 ..... **Retail $4.95**

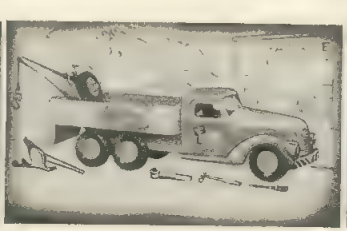


AUTO SERVICE TRUCK WITH TOOLS—Wheels can be removed from axles—tires can be removed from wheels. Threaded axles with nuts. 2 spare tires and wheels. Miniature jack actually works. Tire iron, screw driver, hammer, tire wrench. Lithographed metal body. 2 tool boxes inside truck to carry tools. Truck can also be used as a wrecker truck.

77253A200 ..... **Retail $3.00**

ALL STEEL DUMP TRUCK WITH STEEL SHOVEL—Chassis and dump body of heavy gauge steel. Realistic design. Heavy gauge steel bumper. Includes a 12" steel shovel. Unique dumping arrangement, back opens automatically when body is lifted. Heavy duty truck type treaded rubber tires with molded inserts to resemble authentic truck tires. 6 wheels. 21" long.

77234A200 ..... **Retail $3.00**



BUDDY "L" REPAIR-IT TRUCK—This 26½" long truck is of rugged, heavy gauge steel. Use metal bumper jack to jack up any corner of truck. Hub cap wrench, hammer, screwdriver of hard rubber, to remove tire and replace with spare mounted on boom. All 7 wheels removable and interchangeable. Extra metal tool box. Wrecker boom with weighted hook removable to convert into hauling truck.

77119A400 ..... **Retail $5.98**

WYANDOTTE AUTO TRANSPORT—Here is a colorful auto transport which includes four 5⅝" plastic cars. Body and chassis are made of heavy gauge steel with a baked enamel finish. The cab is made of colorfully lithographed metal. Semi trailer type. Skid rails attach to upper deck to let cars roll down. The tail gate forms unloading ramp for lower deck. Hours of fun for the youngster.

77215A167 ..... **Retail $2.59**

Introducing

THE #500-Range

MUSICAL GOLDEN SERIES

by *Softskin*

Softskin's famous musical toys now made even richer and finer
with gold-trimmed, washable, non-toxic multi-color designs on a rich new *Softskin* plastic.
Soft, cuddly, durable, stuffed with fine cotton,
whipstitched with color-fast vat-dyed threads.
Finest Swiss precision wind-up musical movements
for long-playing (2-3 minutes!) nursery tunes.
Smooth key safely tucked [illegible]. Every movement guaranteed.

To retail
about $5.00

10"-11" tall.
Packed ½, 1 or 2 doz.
Assorted styles and colors.

A rich variety of other washable *Softskin* toys to retail $1 to $3.

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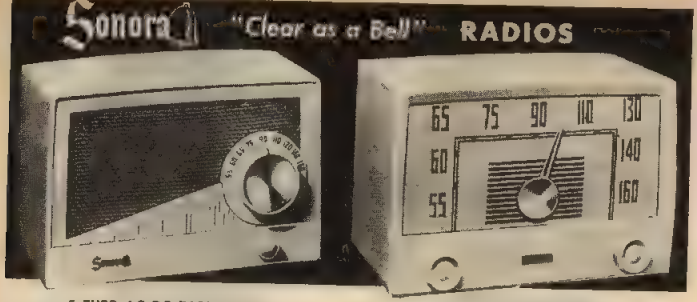
NEW YORK 35, N.Y.

Showroom: 1384 Broadway Room 1104



5-TUBE AC-DC TABLE RADIO

Magnificent in tone . . smart in styling! Its sleek modern lines fit harmoniously in the living room, office or streamlined kitchens A set that's packed with "big set" features in a compact, molded cabinet

Sharp, Easy Tuning for full enjoyment with large full-vision dial Automatic volume control for uniform tone and superior performance eliminates blasting and fading Tunes all standard broadcast stations from 535 to 1620 KC—includes high efficiency "Sonoracope" loop built in cabinet, no aerial or ground required!

Power Packed to give 6-tube superhet performance—5 RCA licensed tubes and rectifier (one double-purpose tube) The distinctive plastic cabinet available in choice of attractive ebony or lustrous white color designed in sturdy simplicity and effectiveness. 8¼"x5¾"x 4½" deep For 105-125 v AC-DC An excellent performer at a really low economy price. Weight 5½ lbs

No 2599 Ebony color List $24.95
Dlr s., ea. $16.80. 3 lots, ea. **15.37**

No. 2633 White color List $27.95
Dlr's ea $18.05 3 lots, ea **16.52**

6-TUBE AC-DC TABLE RADIO

A set that brings *in distant stations . . clearly . . sharply . . easily!* Strikingly beautiful molded plastic cabinet with soft-colored flocked screen front. Wide sweeping semicircular dial makes tuning faster, easier gold color station indicator

Exceptional Performance from the 6 RCA licensed tubes that provide startling 7 tube superSensitive reception because of the powerful rectifier and one double purpose tube. Magnificent tone from the Alnico PM dynamic speaker, automatic volume control does away with annoying fading and blasting

Built-in "Sonoracope" loop for wide selectivity—no aerial or ground required, but equipped with provision for external antenna

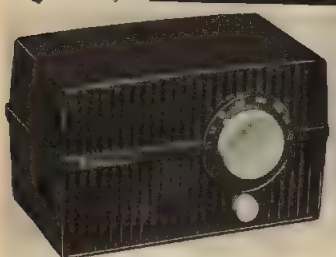
Smart Modern Cabinet in glistening modern *plastic* in rich mahogany or gleaming ivory finish. 10¾"x7"x5¾" deep. Modern superhet circuit, 105-125 volt AC-DC Engineered to give years of top flight entertainment and listening pleasure. Weight 6 lbs.

No. 2634 Mahogany color. List $31.95.
Dlr's., ea. $21.75. 3 lots, ea. **19.88**

No. 2626. White color List $35.95.
Dlr's., ea. $23.35. 3 lots, ea **21.34**

Sonora

NATIONALLY ADVERTISED . . . UNEXCELLED PERFORMANCE



"SONORA" TABLE MODEL

Power packed . . smart looking . . and low priced An amazing set that offers *every* advanced engineering feature, coupled with original and appealing styling plus Sonora's famous "Clear as a Bell" tone that assures the maximum in listening pleasure. A price leader among small table radios but definitely a big-time performer with plenty of station selectivity for long hours of truly pleasurable entertainment fine engineering backed by a great name in electronics!

Ideal for Metropolitan Areas. A set your customers will find is a big-time performer with surprising tonal quality and receiving power Tunes 540 to 1600 kc

Built-in "Sonoracope" Loop included—no aerial or ground needed Gives excellent performance in all areas. This 4-tube set includes rectifier with one double-purpose tube, is packed with power to give 6-tube performance. Carry it anywhere, plug it in on AC, DC current.

Alnico PM Dynamic Speaker with full-vision plastic dial for easy tuning Smart new plastic cabinet in latest streamlined vogue Size 8-9/16"x5"x5" high Weight 4½ lbs.

No. 6033 Mahogany color List $21.95.
Dlr s., ea $14.25. 3 lots, ea. **13.05**

No. 6025 White color List $22.95.
Dlr s. ea. $15.45 3 lots, ea.. . . . . **14.15**

3-WAY PORTABLE

Long range 3-way portable comparable in performance to the best home radios. Compact and powerful with superb modern styling *Sonora* has clear as a bell" tone and powerful reception both indoors and out.

Plays Anywhere Carries and plays anywhere, from 110 volts AC DC or from its self contained batteries. Built-in sensitive "Magnabar" antenna—no aerial or ground required Picks up standard AM broad cast range, 540 to 1600 kc

Excellent Tone. Features large Alnico PM dynamic speaker. Automatic volume control. Convenient full-vision side-tuning dial

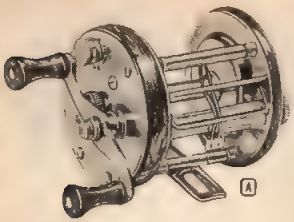
Handsome Styling Rich looking, smartly styled design. Sturdy, rich maroon Polystyrene carrying case with distinctive modern speaker grille treatment Handy carrying handle for taking it along on motor trips, or from room to room Compact size 10¾"x4½"x6⅝" high Shipping weight (less batteries) 7 pounds.

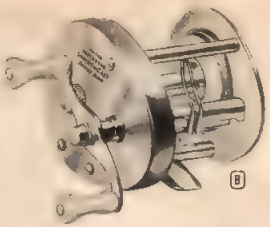
No. 1508. Maroon color. List $39.95.
Dlr's. ea. $26.80. Lots of 3, ea. **24.51**

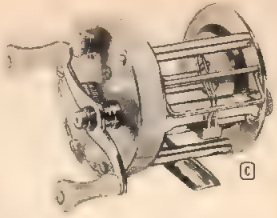
No. 6032 Green color List $39.95
Dlr's., ea. $26.80. Lots of 3, ea **24.51**

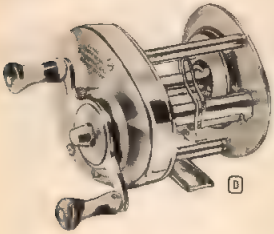
Batteries for Above Portable

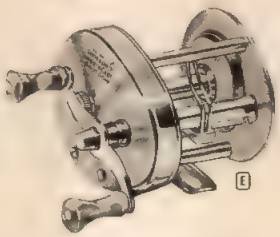
No. 1648 90-volt "B" (1 required) List $3.90. Dlr's. . **2.52**
No. 1530 4½-volt "A" (1 required). List 75c. Dlr's. . . . . **.53**

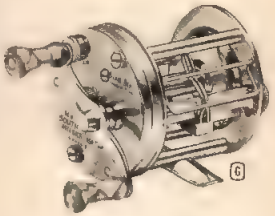


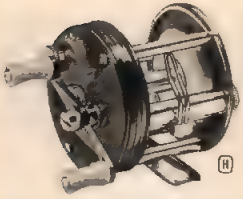


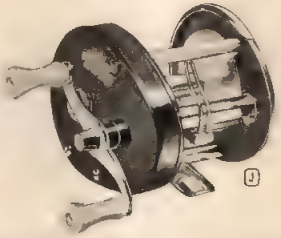


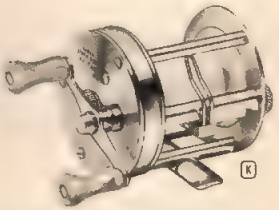












SOUTH BEND Casting Reels for More Fishing Pleasure

A "1250" ANTI-BACK-LASH REEL

An extremely rugged reel with a reputation for top performance! Bail wire braking action does the spool thumbing for you—prevents backlashes, line snarls. Instant oiling spring-closure spool caps and crank nut, hardened prosphor bronze gears. Long wearing stainless steel end plates and crank, mottled maroon plastic grips. Spool dia. 1⅛". Capacity—100 yds., 20-lb. line. Weight 8 ozs.

45192A1500.....Retail **$25.00**

D SOUTH BEND "790S" SMOOTHCAST

For top performance every time! Adjustable "Slip-Clutch" handle enables the angler to play a fish against any desired degree of drag. Direct drive nylon gears assure smoother, more accurate casts. Phosphor bronze bushings, spool speed control, balanced crank. Handsome frame and spool are chromium plated brass, plastic handles. Spool dia., 1½". Capacity—100 yds., 20-lb. line. Weight 8½ ozs.

45203A810.....Retail **$13.50**

H SOUTH BEND "60" REEL

One of the lightest, fastest and sportiest reels made! Has adjustable spool speed control, level-wind and chrome plated palm rest. Quadruple-multiplying spiral-cut drive gear assures longer, more accurate casts. Phosphor bronze bushings, jeweled spool caps, plastic arbor. Three-piece take-down construction allows fast, easy cleaning. Streamlined maroon anodized frame. Spool dia. 1¼". Capacity—50 yds.

B SOUTH BEND "900" SMOOTHCAST

Here is South Bend's finest Smoothcast reel! Direct drive nylon gears are smooth, quiet, fast—assure casting ease and accuracy. Phosphor bronze bushings, positive spool speed control, balanced double-end crank. Chromium steel alloy frame is rust and tarnish resistant—can be used for fresh or salt water fishing. Maroon plastic head ring, smoky pearl handles. Spool dia. 1⅛". Capacity—100 yds. 20-lb. line. Weight 7½ ozs.

45201A1350.....Retail **$22.50**

E SOUTH BEND "790" SMOOTHCAST

A favorite with novice and veteran angler alike! Direct drive nylon gears for smoother, more accurate casts, longer wear. Micrometer spool speed control permits casting lures of various weights without backlashes. Rugged frame and spool are chromium plated brass, handles are black and white mottled Pyralin plastic. Spool dia. 1¼". Capacity—100 yds. 20-lb. line. Weight 8½ ozs.

45198A720.....Retail **$12.00**

J SOUTH BEND "780" SMOOTHCAST

A leader in performance and appearance! So lightweight you can cast all day without noticeable effort or fatigue. Nylon direct drive gears are smooth, quiet, fast, wear longer than metal. Phosphor bronze bushings, positive spool speed control, level-wind carriage screw. Has beautiful maroon anodized aluminum alloy frame, chrome plated palm rest, quartz Pyralin plastic handles, aluminum spool, plastic arbor. Spool dia. 1¼". Capacity—100 yds.

C "1000" ANTI-BACK-LASH REEL

Bail wire braking action prevents backlashes, tangled line. New special closing spool caps and crank nut permit oiling without removal of parts. Smooth-running, spiral-cut, quadruple-multiplying gears, phosphor bronze bearings and bushings. Amber plastic headcap ring and handles, chrome finished frame. Spool dia. 1⅛". Cap. -100 yds. 20-lb. line. Weight 9 ozs.

45101A960.....Retail **$16.00**

G "550" ANTI-BACK-LASH REEL

Unfailing dependability and service—under all fishing conditions! No more backlashes—bail wire brake device does the thumb work for you—prevents line snarls. Phosphor bronze bearings and bushings, jeweled spool caps, quadruple-multiplying spiral-cut gears. Chrome plated brass frame, plastic handles. Spool dia. 1½". Capacity—100 yds. 20-lb. line. Weight 8½ ozs.

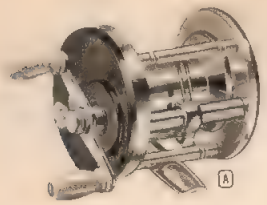
45190A750.....Retail **$12.50**

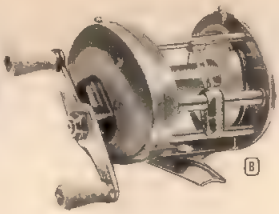
Same as above, but left-hand model.

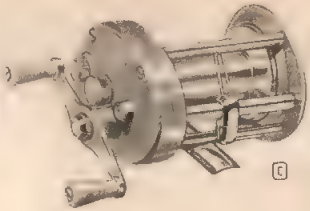
45194A810.....Retail **$13.50**

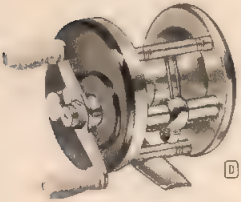
K SOUTH BEND "666" FREECAST REEL

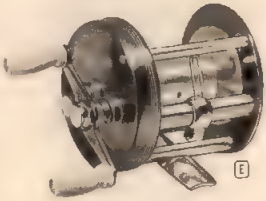
Casts smoothly, easily, accurately! Spool speed control adjusts to meet varying lure weights and wind conditions. Long wearing phosphor bronze bearings and bushings, brass gears, floating steel pinion. 3-pc. take-down construction for easy cleaning. Frame is chrome-plated brass—resistant to tarnish and rust. Brown and white mottled Pyralin handles. Spool dia. 1½" Capacity

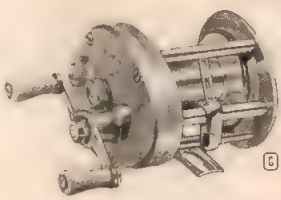


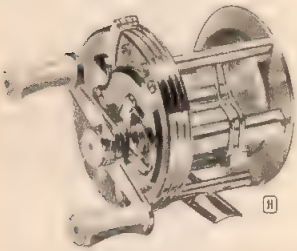


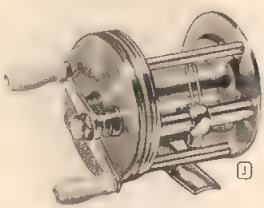


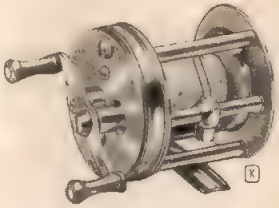












Nationally Famous Casting Reels for All-Purpose Fishing

A J. A. COXE "25C" CORONET

Finest casting reel with automatic free spool! Aluminum construction. Handle disengages on cast, automatically engages on retrieve. Lighter, quieter, smoother operation with new 1-pc. aluminum spool expertly machined for perfect balance. Exclusive cross-bolt construction permits 10-second takedown without tools. Phosphor bronze gears and bearings, level wind pawl. Cowhide case included. Capacity—100 yds. 15-lb. line. Weight 4¾ oz.
45181A1980.....Retail **$33.00**

D J. A. COXE "25N" CORONET

For extremely light plugs and tournament casting. Narrow aluminum "floating" spool revolves around stationary cross-bolt for greater casting ease, less weight, less wear. Aluminum construction. Precision level wind—screw and pawl are protected from dust, sand and grit. Line winds smoothly insuring consistent action. Phosphor bronze gears and bearings. Cowhide case. Cap.—75 yds. 10-lb. line. Weight 4½ oz.
45184A1980.....Retail **$33.00**

H J. A. COXE "65C" DO-ALL

Expertly designed, all purpose reel for salt water, river or lake trolling. Coxe "Auto Mesh" feature permits free spool action with gears always in mesh. Extra smooth Star Drag adjusts instantly without danger of line or rod breakage. Handy thumb lever releases non-reversing handle for free spool casting. Equipped with sturdy reinforced metal spool. 5 outside ports for easy lubrication. Chrome plated frame. Capac-

B OCEAN CITY "2000" REEL

A strong, rigid reel with one-piece frame of lightweight, sturdy Zephaloy. Equipped with super Smoothkaster anti-backlash casting control, dirt-protected level wind unit. Lightning-fast one-piece Zephaloy spool, convenient click, sturdy bridge construction. Anodized forest green frame with heavily chrome plated trim. Outside oiling system. Gear ratio: 4 to 1. Spool width 1⅛". Capacity—100 yds. 15-lb. line. Wt. 6 oz.
45114A1500.....Retail **$25.00**

E J. A. COXE "30C" REEL

All-aluminum 1-pc. Coxe spool revolves around stationary cross-bolt for effortless distance casting with amazing backlash protection. Feather-touch drag can be adjusted to any weight lure. Long wearing phosphor bronze bearings, quadruple-multiplying gears, level wind screw and pawl. Brilliant maroon anodized aluminum head and tail plate. Capacity—100 yds. 15-lb. test line. Weight 5¾ oz.
45187A750.....Retail **$12.50**

J J. A. COXE "60C" REEL

Top performance at low cost! Chrome plated brass frame. 1-pc. floating aluminum spool with famous Coxe cross-bolt construction for better casting with less weight, less wear. Smooth running quadruple-multiplying gears, phosphor bronze bearings and easy-to-adjust drag. 10-second take-down makes cleaning and upkeep effortless. Dust-protected level wind screw and pawl. Line winds on smoothly. Capac-

C OCEAN CITY "1950W" REEL

Streamlined level wind reel! Features extra wide, true running Zephaloy spool with large arbor. Improved wheel type calibrated anti-backlash control for easier smoother casts. Strong bridge construction, on-off click Self lubricating bearings. Gear ratio 4 to 1. One-piece frame. Plate diameter 2". Spool width 2". Capacity—150 yds. 15-lb. line Weight 6¾ oz.
45113A990.....Retail **$16.50**

G OCEAN CITY "1950" REEL

For smoother, more accurate casts. Wheel type anti-backlash control prevents line from tangling—keeps it smooth running. Features strong bridge construction, on-off click, lightning fast 1-pc. Zephaloy spool with large arbor, self-lubricating bearings. Rigid streamlined frame of lightweight strong Zephaloy. Gear ratio 4 to 1. Plate diameter 2". Spool width 1½". Capacity 100 yds. 15-lb. line. Weight 6 oz.
45112A750.....Retail **$12.50**

K MARTIN "10" CASTING REEL

A perfect cast everytime! Fly-Wate spool eliminates backlash, allows smooth accurate casts. Matched spiral bronze "Hunting Tooth Gears" operate smoothly, resist corrosion and wear. Oilite self-lubricating spindle bearings and end plates; polished, anodized handles, cork arbor. Quick take-down without tools for effortless cleaning.

(B)

(A)

(A) MYSTERY CAR AND TRAILER—This sparkling new automobile and trailer combination will be a great favorite with all the youngsters. Car is powered by a mystery motor—no key, winding needed. Brightly litho'd. 27¼" overall
77167M175 ..... **Retail $2.50**

(B) TRUCKING SET—12" trailer truck set with solid wood cabs and bodies. Red cab and trailer chassis, blue dump body, other colorful parts. All bodies interchangeable on chassis, all wheels detachable.
74097A350 ..... **Retail $4.95**

(C) FRICTION FIRE ENGINE—Light pressure and push activates friction motor, propels fire truck, sounds siren. Bright red plastic construction, extension ladder extends to 21". Adjustable front wheels, 15¼" long overall
78281M133—Minimum sold, 2 pieces..... **Retail $2.00**

(D) TRICKY TROLLEY—Just push down trolley pole—let it up—and Whizzz the bell ringing streetcar scoots along. Powered by plastic spring motor. Constructed of Styrene plastic. Size 8x3½x4".
78063M66—Minimum sold, 2 pieces..... **Retail $1.00**

(E) CLOWN MOBILE—Here's the hot rod clown! Powerful, impact-proof plastic motor requires no winding and no keys. Just pull the colorful clown back and watch car chug across the floor. Real rubber wheels, plastic body. Size 4x6x7".
78054M66—Minimum sold, 2 pieces..... **Retail $1.00**

(F) MAGIC CROSSROADS—Speeding cars stop and go as if by magic. Two cars with precision wind-up motors race around beautifully lithographed modern crossroads. Cars alternately stop and go preventing collision. 18½x9½".
77294M160—Minimum sold, 2 pieces..... **Retail $2.39**

(G) SPARKLING HOT ROD CAR—Measures 2⅛" wide, 2½" high and 5⅛" long. Sturdy plastic construction. With light pressure and push, car propels along as harmless sparks light up motor block. Boxed
77071M480-Doz.—Minimum sold, ½ dozen..... **Retail $0.69**

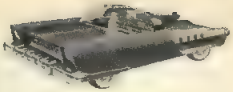
(H) DELUXE SCALE MODEL SEDAN—With friction motor, it goes forwards or backwards. 9" plastic body, steel chassis, baked enamel finish. Silver-plated bumpers, radiator grille. Rubber tires. No winding.
7862M66—Minimum sold, 2 pieces..... **Retail $0.98**

(J) STOCK CAR, Whiz on Wheels—Looks like the real thing. Streaks along on "revved-up" friction motor. Shock-resistant red plastic with stock numbers, aluminum sprayed grille, bumpers, motor. Removable hood, 8¼" long.
7826M66—Minimum sold, 2 pieces..... **Retail $0.98**

(K) SPARK SHOOTING JAGUAR—With brand new, speedy friction motor. Shoots sparks from back of car as it races along. 9" car, with driver, in red plastic with steering wheel, lift-up hood, windshield
7828M87—Minimum sold, 2 pieces..... **Retail $1.29**

(L) HARD TOP CONVERTIBLE, AUTOMATIC WINDSHIELD WIPERS—With friction motor and screaming siren, this 9¾" long convertible has automatic windshield wipers. Transparent windows and silver-trimmed accessories. Rubber wheels.
7828M113—Minimum sold, 2 pieces..... **Retail $1.69**

(M) DREAM CAR—Low slung, impact resistant plastic body is 10½" long. Has Bomber Bubble convertible top that snaps on and off. Friction motor and high gloss chrome trim. Highly streamlined design.
78058M133—Minimum sold, 2 pieces..... **Retail $2.00**



(M)

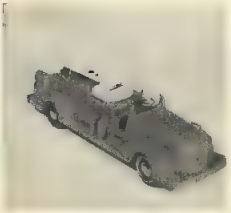
(L)

(K)

(J)

(H)

(G)

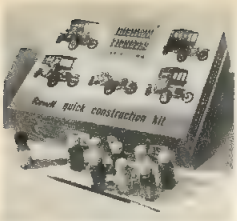


(C)

(D)

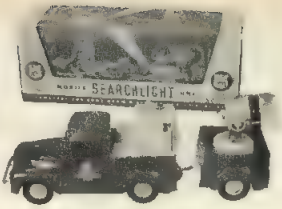
(E)

(F)



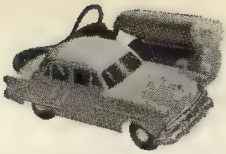
REVELL SERIES II 5-WAY GIFT PACK—Consists of complete construction kits for building a 1914 Stutz "Bearcat", 1910 Cadillac Limousine, 1908 Buick "10" Runbic, 1910 Studebaker Electric Coupe and 1915 Model "T" Ford Sedan ¾" scale, model autos—plus 7 assorted paints, thinner, brush and cement.

78269A297 ..... **Retail $4.45**



MOBILE SEARCHLIGHT UNIT WITH FRICTION MOTOR—A friction motor truck and trailer with searchlight unit that throws 200 foot beam in any direction. Operated by two flashlight batteries. Can send messages by Morse Code. Overall length 15½", width 4½", height 5¼". Truck and trailer have balloon tires.

78293A335.....**Retail $4.95**

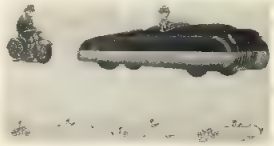


REMOTE CONTROL MODEL CARS—Quality built faithful reproductions of 1953 Ford, Studebaker and Pontiac cars. 1/25th actual size (8 x 2½ x 2¾"). Molded of tough Tenite Zinc die-cast plated bumpers and grille . . . metal chassis . . . rubber tired disc wheels . . . built-in free wheeling action. Driven by 5-pole enclosed electric motor complete with power pack. Operated by rubber bulb thru 72" capillary cable

7558A467—Ford
7562A467—Studebaker ..... **Retail $7.00**
7563A467—Pontiac

REVELL SERIES I 5-WAY GIFT PACK—Contains complete construction kits for building a Model "T" Ford, 1900 Packard Roadster, 1909 Stanley Steamer, 1903 Cadillac Touring and 1903 Model "A" Ford ¾" scale, authentic model autos. Pack also includes 7 bottles of paint, thinner, brush and cement.

78199A235 ... . **Retail $3.49**



MOTORCYCLE COP AND SPEED CAR—A mechanical wonder. The cop chases the speeding car and catches it . . . both automatically stop. Superbly styled in the design of the future. Automatically powered with precision wind-up "Futurmatic" no-key motor. Has loud siren. Size of car, 8½" x 4"; motorcycle 4" x 4".

77275A220 .....**Retail $3.29**

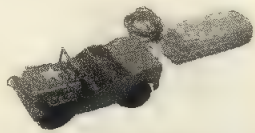
POWERHOUSE REMOTE CONTROL TRACTOR—Just press the button and watch it go. Climbs mountains, over obstacles . . . pushes . . . pulls many times its own weight—all by remote control. Sturdy power packed performance forward and reverse propelled by mighty "Run-Rite" motor. Realistic design. Powered by 2 flashlight batteries. Safe. Overall size, 4½" x 4⅛" high

78296A335 . . . **Retail $4.95**

SCALE CONSTRUCTION KIT—Includes auto body parts of bright red plastic with brass radiator grill, horn, headlamps and buggy lamps. Metal axles, windshield, frame, wire strips for top frame. Accurate ¾" scale model is 7⅛ x 3¾ x 5¼". Driver included.

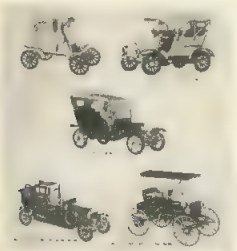
Minimum Sold—2 Pieces

78198M133—1913 Maxwell
78197M133—1917 Ford Coupe } **Retail $1.98**



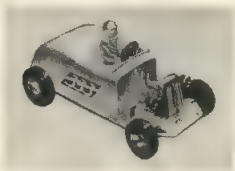
GEE-I REMOTE CONTROL JEEP—Now in vibrantly striking color combinations including red, blue, green. Solid rubber wheels and metal base 6½ x 2½ x 2½". Runs on standard flashlight batteries with push-button control. "Run-Rite" motor guarantees hours of running over pavement, rugs—even steep grades.

78240A200 .... **Retail $2.95**



REVELL SERIES III 5-WAY GIFT PACK—Contains complete construction kits for building a 1904 Oldsmobile Delivery Wagon, 1907 Sears Touring "Buggy", 1911 Rolls Royce Town Car 1904 Nash Rambler and 1910 Pierce-Arrow Tourer. Authentic ¾" scale models. Pack also includes paint, thinner, brush and cement

78268A297..... **Retail $4.45**



REVELL "HOT ROD" CONSTRUCTION KIT—Contains all the material for constructing a big ¾" scale authentic replica of a Hot Rod. Amazing, realistic detail. No carving, shaping or sanding. Easy-to-follow instructions.

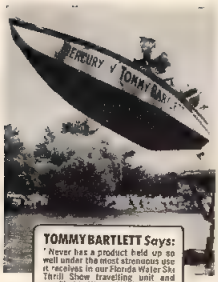
Minimum Sold 2 Pieces

78270M100 .... **Retail $1.49**

TWO-TONE COLOR FLYWHEEL MODEL CARS—Authentic 1953 model reproductions of Ford, Pontiac and Studebaker autos—1/25th actual size. Molded of durable Tenite. Zinc die-cast plated bumpers and grill . . . metal chassis . . . rubber tired disc wheels. Driven by flywheel—actuated by hand.

Minimum Sold—2 Pieces

78285M100—Two-Tone Ford
78286M100—Two-Tone Studebaker } **Retail $1.50**
78287M100—Two-Tone Pontiac



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KB-17. The most beautiful outboard cruiser afloat. 17 Ft.—6 Ft. Beam. Over 25 MPH with 25 HP Engine Sleeps 2. Weight with cabin under 600 lb 2 people can launch Without cabin $354.00, with cabin $495.00. Bunk kit $50 extra. (Below)

All prices f.o.b. St. Joseph, Mo.

PACIFIC COAST SAILING RACES

(*Continued from page 69*)

The first boat to cross the finish line at Boca Chica, one of the two entrances to Acapulco, at 10:45 A.M. Central Standard Time on January 24, was the Island Clipper Class sloop Conejo, with a total elapsed time of 12 days 18 hours 13 minutes 5 seconds. She automatically eliminated the scratch boat Novia del Mar, and two others above her on the handicap list. As she is owned by Wolf Shoenborn of the Club de Yates, Acapulco, she was given a great ovation. The win by an Acapulco yacht should make for more Mexican entries in future races. Dr. Don Spiers' Jasada, followed with an elapsed time of 13 days 21 hours 50 minutes 44 seconds, to be followed less than one hour later by Moonbeam

The hospitable Mexican and American population outdid themselves in entertaining the racing crews, culminating in the grand festival and trophy presentation dinner at the Club de Yates. The President of Mexico was represented by Brig. General Peñez, who gave the winning trophy to Senor Shoenborn. Secretary of the Navy Trophy for second place was presented to Moonbeam by Rear Admiral Miguel Manzarraga, Commander of the Acapulco Naval Base. There were many other fine trophies.

So successful was this inaugural race that it will be run again this month (January 1954) and at the time of writing seven entries have been received; several of these are repeaters. After this year it will be run every even year, alternating with the Honolulu race which is run every odd year.

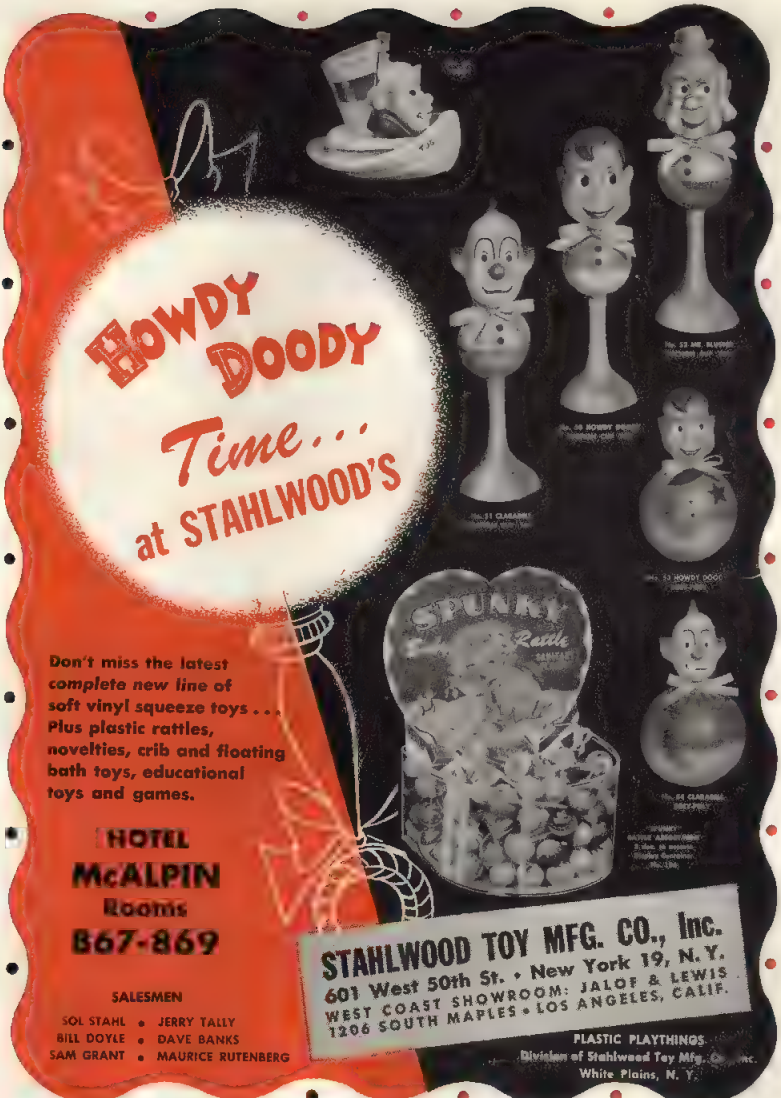
Los Angeles-Honolulu Race

The year 1953 being odd numbered, the race started off Los Angeles Harbor Light on July 4. Thirty-two starters crossed the line. Light winds had been predicted for some days before the race by the weather man, who gradually changed his forecasts as the date of the start neared.

The 1953 race was noteworthy in that one of the vessels was the 161-foot schooner Goodwill owned by Ralph Larrabee. There were many inexpert opinions of how she would perform. Her spinnaker pole was 70 feet long, engineered and made by the Douglas Aircraft Company, and the vessel had to be equipped with special gear to handle it. It was predicted by some people that the pole and the 11,000 square-foot spinnaker would be unmanageable in a heavy sea, and that there was bound to be accident and loss of life in its use. The crew had worked together as a team for weeks, and had handled the gear in all but blue water conditions. There were no accidents, and her hard-working crew brought her across the finish line in a cloud of canvas. She carried everything she could crowd on: spinnaker, jib, gollywobbler, foretopsail, main, and maintopsail. She actually ran away from the fast motor boats used by the committee. Her time was 11 days 2 hours 17 minutes 24 seconds, an excellent showing, which would have been a record but for the 10 day 10 hour record established by Morning Star in 1949.

At exactly noon, the Coast Guard Cutter Yocona, which was to accompany the fleet on the 2400-mile race, fired the starting gun. First across were Chubasco and Morning Star, which holds the record. Her rig has been changed from schooner to ketch, permitting her to carry a larger fore triangle, and larger spinnakers and head sails than was formerly possible under her schooner rig.

Smack in the path of the racers lies Catalina Island. Close-winded vessels try to make it around the west end before the wind peters out in the late afternoon. Gaff rigs have no choice but to run down around the east end with the strong chance of being becalmed in the lee for as much as 18 hours. The



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- Backed by service policy

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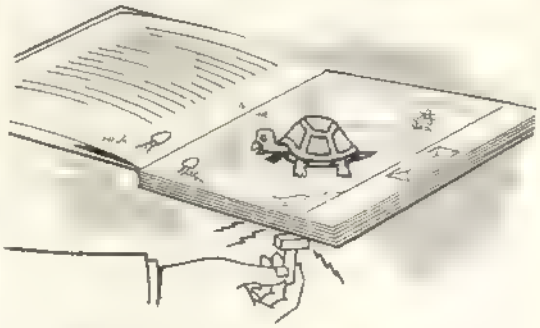

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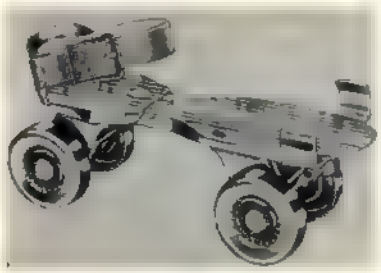
New Toy Review of 1954

Pink Pram

Playtime Products' doll carriage design for the toddler was featured recently in a model nursery show. The unique design for baby's first doll carriage was recommended as an ideal plaything for the child who is learning to walk.

Pink Pram has a plastic body and hood of delicate pink that can be kept clean with a damp cloth. The pusher of triple chrome and the soft white rubber tires are distinctive touches.

Retail price of the carriage, made by PLAYTIME PRODUCTS, INC., 442 N. Detroit St., Warsaw, Ind., is $7.95.



Clipper Skate

KINGSTON PRODUCTS CORP., 1400 N. Webster St., Kokomo, Ind., has announced production of its Clipper skate, a new single-row ball bearing roller skate. Model No. 612, the Clipper, has heavy duty construction throughout.

The stylish number is individually packaged for convenience in selling and storage. It will retail under $3.

Additional changes in other models of the Kingston line of roller skates have been made; new price lists and new catalog pages are available now from the company.

Gunstock-shaped Rack

PARRIS MANUFACTURING CO., Savannah, Tenn., has introduced its solution to the problem of keeping a boy's play equipment from underfoot. It is a novel rack made in the shape of gunstocks.

The rack, of grained knotty pine, has 11 pegs to hold the unwieldy possessions that usually clutter a boy's room—guns, holsters, lassoes, caps, fielder's gloves, and other belongings.

The attractive appearance of the gunstock racks makes them appropriate also as hat racks in dens, lodges, clubs and rumpus rooms. The clear finish can be painted to blend with any color scheme.

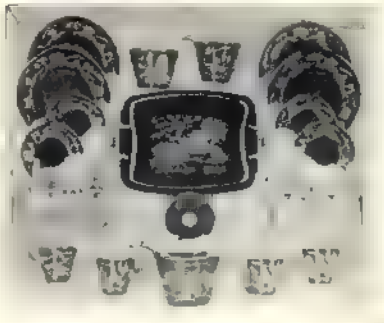
The racks measure 24½" by 23½" by 3" and weigh three pounds; they are also available in a 27½" by 27½" by 3" size.

Pagoda Tea Set

Latest addition to the Banner Tea Set line is a good-looking Pagoda Tea Set. Moulded in black plastic with golden screening, the set consists of 30 pieces—cups, saucers, cake plates, tea pot, creamer, sugar bowl, napkin holder, tray, knives, forks and spoons.

The napkin holder and tableware are finished in Banner's Metallone golden finish.

Manufactured by BANNER PLASTIC CORP., 60 Beckwith Ave., Paterson, N. J., the sets are individually packed in colorful display box, to retail at $3.98 and slightly higher in Denver and west.



Glo-Lites

Designed for the juvenile trade for use on bicycle fenders, wagons, doors, grilles scooters, boats, caps, pockets, jackets, and other possessions of a youngster, are Glo-Lite signs. Self-adhesive, and waterproof, each sign reflects all lights.

Glo-Lites are available in these designs, Indian head, Satan's head, skull and crossbones, and "stop" sign. The designs are carried out in red and white beads, or red and yellow beads.

Forty-eight assorted signs, individually packaged in a cellophane envelope, are attractively mounted on a three-color 7" by 11" serve-yourself display card. Packed 36 cards to a carton, Glo-Lites are made by INDUSTRIAL REPRODUCTIONS INC., 341 E. 162nd St., New York 51.

Campbell Kids

Latest additions to OAK RUBBER CO.'S line of Squeeze-Me toys for the carriage trade are two Campbell Kids, based on the trade-mark characters of Campbell Soup Co.

The lovable little toys have tinted faces and color-decorated uniforms. They are available in cellophane bags to retail at 59¢ each and in individual boxes at 69¢ each.

Oak Rubber is at Ravenna, Ohio.

Bright New Patterns in Fine Semi-Porcelain, Long

A GOLDEN HARVEST BY STANGL

Distinctive, dramatic dinnerware planned to blend with modern or traditional for formal or informal settings Simple, classic coupe shape. Subtle, fresh colors. Hand carved pattern is hand-decorated under a glaze—permanently protected against washing or fading out. Cinnamon shaded wheat, golden and white lillies, chocolate colored leaves rest against the grey background of this semi-porcelain. Underside of flat pieces is cinnamon colored.

A place setting consists of bread and butter plate, dinner plate, cup and saucer.

16-pc. starter set includes 4 place settings.
25290W1667.....Retail $25.00

7-pc. completion set includes one each covered sugar, creamer, 8 in. round vegetable, 12¼ in. chop plate, salt and peppers.
25291W1683.....Retail $16.25

D DENISE BY POPE-GOSSER

Highly glazed, traditionally shaped, semi-porcelain dinnerware looks like china! The delicate Denise pattern adds a gracious touch to each piece. A dainty garland of pink roses and green leaves circle the borders. Pie crust edge is highlighted by a gold line, another outlines the well of the flat pieces and bottoms of holloware.

A place setting consists of a 4 in. bread and butter plate, 8 in. dinner plate, fruit dish, lug soup, cup and saucer.

53-pc. set includes 8 place settings, plus one each 10 in. platter, covered sugar, creamer, 7 in. oval vegetable dish.
25274W3130.....Retail $46.95

93-pc. set includes 12 place settings; 12 five in. salad plates. One each: 8 in. platter, 12 in. platter, covered sugar, creamer, 7 in. oval vegetable dish, 7 in. round vegetable

B THISTLE BY STANGL

Colorful, bold, striking Thistle pattern on fine, semi-porcelain. The summer colors are preserved under a glaze—protects them from fading and wear. Each piece is carved by hand, decorated by hand. Individual design brings dash to any table setting and it's all hand crafted! Forest green and spring green leaves complement the deep rose and plumb-colored thistle heads against a white background. Underside of flatware is cinnamon colored. Popular classic coupe shape pieces.

A place setting consists of bread and butter plate, dinner plate, cup and saucer

16-pc. starter set includes 4 place settings.
25292W1333.....Retail $20.00

7-pc. completion set includes one each covered sugar, creamer, 8 in. round vegetable, 12½ in. chop plate, salt and peppers.
25293W883.....Retail $13.25

E SYMPHONY BY POPE-GOSSER

Regal elegance that complements the finest table and most discriminating taste. Lustrous, highly glazed, fine semi-porcelain has a china-like appearance. White dinnerware simply bordered with bands of platinum that accent the delicate green shades of the three leaf center motif.

A place setting consists of 4 in. bread and butter plate, 8 in. dinner plate, fruit dish, lug soup, cup and saucer.

53-pc. set includes 8 place settings. One each: 10 in. platter, covered sugar, creamer and 7 in oval vegetable dish
25276W3397.....Retail $50.95

93-pc. set includes 12 place settings, plus 12 five in. salad plates. One each, 8 in. platter, 12 in. platter, covered sugar, creamer, 7 in. oval and 7 in. round vege-

C COUNTRY LANE BY BROCK OF CALIFORNIA

Adds charm and warmth to any table setting. Highest quality pottery dinnerware in rimless, modern shapes. Farm scenes in rich brown, butter yellow, mulberry red and meadow green on an eggshell background. Shown in color with accessories on page 100

A place setting consists of bread and butter plate, dinner plate, cup and saucer.

16-pc. starter set includes 4 place settings
25271A925..... Retail $13.95

7-pc. completion set consists of one each, covered sugar, creamer, milk can style salt and peppers, serving bowl, 10½ in. platter.
25272A865.....Retail $13.25

8-pc. salad, soup set consists of 4 each salad plates and soup bowls.
25273A750.....Retail $11.25

G PUSSY WILLOW BY GEORGE

Creates the perfect mood for casual contemporary or Early American settings. Ranchero shaped, semi-porcelain Decorated with true-color pussy willows in soft tones of grey, rust and green against white

A place setting consists of 4 in bread and butter plate, 8 in. dinner plate, fruit dish, cup and saucer

35-pc. set includes 8 place settings. One each: covered sugar, creamer, 7 in. oval vegetable dish and 8 in. platter
25163W1433.....Retail $21.50

53-pc. set includes 8 place settings, 8 soup bowls One each, covered sugar, creamer, 7 in. oval vegetable dish, 10 in platter
25164W2233.....Retail $33.50

95-pc. set includes 12 place settings. 12 soup bowls, 12 salad plates. One each: 7 in. oval and round vegetable dish, covered casserole, 8 and 10 in. platter, gravy boat,

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*FABRICS BY STANLEY J. CHERTOK

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Marine Antennas

Here is a new, inexpensive yet extremely efficient Center Loaded Marine Antenna that is properly proportioned to the lines of the smaller craft. It has unusual features of flexibility and easy dismounting which cannot be found in other antenna equipment. Available in side-cabin (illustrated) or deck mounting. This Premax Marine Antenna will greatly increase the signal strength of any installation over that of an ordinary "whip." Ask your marine store or write direct for bulletin and prices.

PREMAX PRODUCTS

DIVISION CHISHOLM-RYDER CO., INC.

5421 HIGHLAND AVE., NIAGARA FALLS, N. Y.

Here's the New 1954 Scottie-Craft

THE QUALITY OUTBOARD CRUISER

and only $1545.00 F.O.B.

Called the world's finest outboard express cruiser, Scottie-Craft made sensational sales history in 1953. And, now a newly designed and more glamorous Scottie-Craft is unveiled for 1954. It's a real beauty, 17' 9" x 6' 8", built of finest materials to the highest standards of craftsmanship to provide years of real cruising enjoyment.

Write today for complete information

INTERNATIONAL SHIPBUILDING CORP.

471 NORTH EAST 79TH STREET MIAMI 38, FLORIDA

PROPORTIONEERS, INC.

The new Synchro-Master is a device designed especially to overcome the excess vibration and beat of a pair of engines which are out of phase. The Synchro-Master is a simple device made by a Division of Proportioneers, Inc., Providence, Rhode Island. It is arranged so that one throttle lever will control both engines and keep them in step without further attention on the part of the helmsman When necessary to maneuver, the Synchro-Master is instantly thrown out of service, permitting the engines to be hand-controlled as required

GARDINER PRODUCTS

Gardiner Products of Kansas City, Missouri, have a one-piece rainsuit with detachable hood. Made of General Fashon, the Rain-Zip Coverall is an extremely comfortable boating, duck-hunting or fishing garment—soft and lightweight to the body, yet completely waterproof.

NAUTALLOY FITTINGS

Aluminum Marine Hardware Co., Inc., Auburn, N. Y., producers of Nautalloy Fittings and pioneers in the production of non-corroding aluminum hardware for the outboard trade, has again come through with new and varied items for the coming season.

A streamlined, inexpensive windshield bracket has just been introduced and will undoubtedly be a most popular item. An inexpensive adjustable stern pole light has also been added to Nautalloy's expanding line.

The manufacturers have also introduced a complete line of light-weight all aluminum pulleys. All of these pulleys are completely chrome-finished, equipped with machine polished aluminum sheaves.

Nautalloy marine products include a complete line of outboard hardware, boat mouldings, boat lights, steering wheels and steering accessories

ARROWHEAD RUBBER

Bumper strips designed and fully tested to provide complete protection to your boat from scuffs and abrasions resulting from inadequate protection at dockside, are being manufactured by Arrowhead Rubber & Mfg. Co., Spring Park, Minnesota.

A light-colored, non-marking rubber, molded into tough resilient strips 18 inches long, 1½ inches wide and ⅝ inch thick to provide the maximum coverage for dock plants and dock posts, the strips may be easily mounted by driving the rustproof nails into the dock.

DUNHAM BRIDGE DECK KIT

A Mahogany Bridge Deck Kit, specifically designed for Chris-Craft kit boats, offers several advantages for both customer and dealer. From the customer's viewpoint, it adds beauty and strength to the completed boat and provides a convenient place to mount his steering wheel It is made of the finest materials and comes complete with brass screws ready for easy assembly and installation.

For the dealer, it offers a quick and easy solution to the question that every customer is sure to ask before his boat is completed—"Where and how can I mount a steering wheel in my kit boat?"

The 14-foot Bridge Deck Kit can be adapted to fit the Chris-Craft 10-foot Racing Pram and 12-foot Runabout by simply cutting off the excess length. The 16-foot Bridge Deck Kit fits the 16-foot Chris-Craft Deluxe Runabout. The manufacturer states that this is the only Bridge Deck for Chris-Craft kit boats now available in kit form.

The kit is available from Dunham Pontiac, Marine Dept., Needham, Mass.

BARKER TOTE-KASE

The new Barker Tote-Kase provides an easy, convenient way to carry an outboard motor and also to protect it against dust, dirt and water while traveling or in storage. It also prevents marring the motor while handling or in transit and keeps the car trunk or trailer free from oil, grease or water which might drip from the motor.

Tote-Kase is available in seventeen contour-tailored models for Johnson, Evinrude, Mercury and Martin Motors, from Barker Mfg Co., Honeoye Falls, N. Y

(A) DE LUXE ALARM CLOCK-RADIO

6147EF2876 Green Finish *$39.95*
6148EF2876 Yellow Finish *39.95*

Exciting new cabinet design that fits perfectly in bedroom, kitchen or anywhere in the home. Clock may be set to any automatic "turn-on" tune for radio and any appliance plugged in. May also be set so that buzzer sounds approximately 10 minutes after "turn-on" time. Sleep switch shuts off radio or appliance from one to sixty minutes after switch is set. Dependable Telechron electric clock. Standard American 540-1600 kc. band, plus short wave band 1700-3400 kc. for Police, Aviation, Amateur calls. Indicators for Civilian Defense frequencies. "Alnico-5" speaker. Built-in antenna. 5 tubes including rectifier. Automatic volume control. 110 volt A.C. only. UL Approved. Size 12 x 6½ x 5¾ in. Shpg. wt. 8 lbs.

(B) "CAPRI" 3-WAY PORTABLE RADIO

6149EF3847 Forest Green Finish *$54.95*

Functional design makes the attractive plastic cabinet practical as well as beautiful. Gray plastic knobs and tuck-down handle, silvery escutcheon. Grill and trim are accented with touches of gold. Full AM standard broadcast band reception, 540-1600 kc. 4 x 6 in. Alnico PM speaker, new Ferrite-Bar antenna for greater sensitivity and selectivity, convenient top controls. 6-tube operation. Fully tuned radio frequency stage plus three-gang condenser. Automatic volume control. Automatic battery saver cut-off. Easy-open cabinet. Operates on A.C. or D.C. or on standard self-contained battery pack (not supplied). Size 11⅛ x 9⅝ x 4⅞ in. Shpg. wt. 9 lbs.

(C) DE LUXE TABLE RADIO

6150EF2300 Standard and Short Wave Bands *$31.95*

Beautifully styled in combination of black and red to blend perfectly with modern or period furnishings. Covers complete standard broadcast band plus Aviation, Police, Amateur calls in 1700 to 3400 kc. short wave band. Also has indications for Civilian Defense frequencies 5 tubes including rectifier. "Alnico-5" speaker. Built-in antenna. Automatic volume control. Band switch on back of cabinet. Sweep station dial gives easy to read, easy to tune dial. A.C.-D.C., 60 cycle. Size 12⅛ x 7½ x 7 in. Shpg. wt. 7 lbs.

(D) "GADABOUT" 3-WAY PORTABLE RADIO

6151EF2897 Maroon Plastic *$39.95*

Wonderfully compact radio for operation on A.C. or D.C. electrical current or standard self-contained battery pack (not supplied). Modern cabinet accented with gold touches. Standard AM broadcast band 540-1600 kc. Alnico 5 PM speaker. Ferrite-Bar antenna. Top of cabinet convenient controls. 5-tube performance. Automatic volume control. Automatic battery saver cut-off. Easy-open cabinet. Size 10 x 8 x 3¼ in. Shpg. wt. 7 lbs.

(E) AM TABLE RADIO

6152EF1796 Russet Red *$24.95*

Colorful sturdy one-piece plastic cabinet with contrasting controls. 5-tube operation. Multi-loop antenna eliminates need for outside aerial. Alnico 5 PM speaker. Volume, on-off switch, tuning control. Automatic volume control. Complete standard broadcast band 540-1600 kc. 117 volt A.C.-D.C. operation. Size 8⅝ x 5½ x 5⅜ in. Shpg. wt. 6 lbs

LYCEUM BRASS INSTRUMENTS FOR BAND AND ORCHESTRA

Made under our trade name by an internationally known American manufacturer of fine instruments—name on request. Used by leading symphonic and popular orchestras. Each instrument is fully guaranteed. Every instrument is carefully regulated before shipment to assure its arrival in perfect playing condition.

Allow 10 days for shipment, F.O.B. New York City

Use separate order form for merchandise shipped direct from factory (YF stock numbers)

LYCEUM STANDARD CORNET, TRUMPET AND TROMBONE

(A) 6154YF5600 Cornet. Shpg. wt. 11 lbs. *$94.50*

(B) 6155YF5600 Trumpet. Shpg. wt. 11 lbs. *94.50*

(C) 6156YF5025 Trombone. Shpg. wt. 20 lbs. *89.50*

High grade instruments at very low prices. Cornet and trumpet have valves that are precision ground and fitted. Medium size bore. Tone tune and intonation are as perfect as can be made. Trombone has slides of pure nickel silver, ground and lapped by precision methods. Sturdy construction, excellent tone, good response and intonation. Beautifully engraved. Permalacquer finish for protection.

(D) TROMBONE CASE

6157YF1890 Shaped Case *$33.75*

Wood veneer shell, covered with top quality black keratol. Silk plush lining. Shpg. wt. 22 lbs.

(E) DELUXE TRUMPET OR CORNET CASE

6158YF1800 Gladstone Style *$32.00*

Wide grain simulated alligator covering, genuine leather binding. Lustrous silk plush lining. Solid brass hardware. Room for music, music stand and mutes. Shpg. wt. 14 lbs.

TRUMPET OR CORNET CASE (Not Illustrated)

6159YF840 Gladstone Style *$15.00*

Glazed brown embossed alligator finish, leatherette, silk plush lining. Shpg. wt. 13 lbs.

LYCEUM PROFESSIONAL CORNET, TRUMPET AND TROMBONE

(F) 6160YF8400 Cornet. Shpg. wt. 12 lbs. *$150.00*

(G) 6161YF8400 Trumpet. Shpg. wt. 12 lbs. *150.00*

(H) 6162YF7800 Trombone. Shpg. wt. 20 lbs. *140.00*

Finest professional quality brass instruments unequalled in tone, intonation and ease of blowing. Cornet and trumpet have top and bottom caps, finger buttons and braces polygon sided for modern styling. Heavy mouthpiece receiver. Nickel silver rings, red-bronze bell. Trombone has extra long slide cups, invisible slide lock. Beautifully balanced easy and comfortable hand hold. Superb tonal quality. All permalacquered for protection of finish.

SEW UP YOUR SALES!!

with

SEW-O-MATIC SEWING MACHINES

in

Attractively Packaged

Three-Color Folding Box

ON DISPLAY DURING TOY FAIR

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HOTEL McALPIN
ROOM 412
March 8th to 17th, inclusive

1107 BROADWAY
SUITE 405
Permanent Showroom

WE WILL ALSO FEATURE MANY OTHER FAST SELLING TOYS AND NOVELTIES

- JUMP ROPES
- METAL SOLDIERS
- WOOD PULL TOYS
- MECHANICAL TOYS
- PAINT SETS
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- XMAS TREE ORNAMENTS
- MUSICAL INSTRUMENTS
- MUSICAL TOPS

F. J. STRAUSS CO., INC. 1107 BROADWAY, NEW YORK 10, N. Y.

SALES OFFICES

WEST COAST. VERNE S. BRADFORD, 51-12 Caspar Avenue Los Angeles, Calif — CI 7-2855.

SOUTH SILON SALES, 896 St. Charles Ave. N.E., Atlanta, Ga. Ve 6466.

MOUNTAIN STATES- MOUNTAIN STATES SALES CO. 210 Mining Exchange Bldg Denver, Colo. Phoenix Mdse. Mart, 246 S. 1st St., Phoenix, Ariz. 157 Motor Ave., Salt Lake City, Utah.

CANADA: F. J. STRAUSS CO., 1535 Sherbrooke St. West, Montreal, Quebec, Canada.

You're "in solid" with the Strombecker line!

"REGULUS" Guided Missile
—one of the newest models in Strombecker's "AIR-SPACE" series. Wing, tail, and nose parts of colored PLASTIC; fuselage of ready-shaped pine wood. Complete with display stand **29¢**

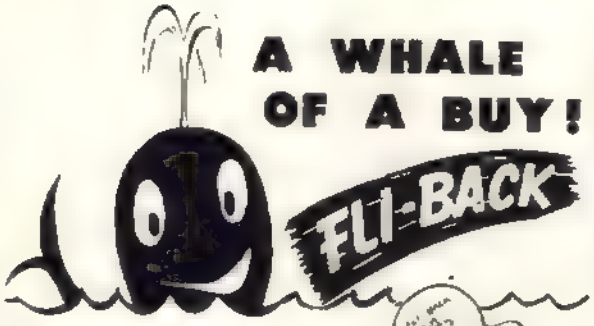
Ready for take-off! Spotlight on new Strombecker items like the "Regulus," above . . . streaking to new heights of popularity! New Jet kits . . . timed *right* . . . *priced right* . . . for quick turnover and profit. You'll get an exciting new outlook on solid models for '54 . . . in room 540 . . . at Strombeck-Becker's New York office. See the complete line, including these newest Strombecker headliners:

Equally popular with young America are Strombecker Wood Playthings. Toymen and parents alike respect the high quality of manufacture . . . and the sound play principles involved. You can profit the year 'round with the *entire* Strombecker line. Be sure to see the parade of best-selling old favorites and brand new items such as these:

Stop, look, listen! We are beating the drum extra loud this year for you to join the parade and get the profits that the Strombecker line of Playthings and Model Kits will bring you! See us in room 540—200 Fifth Ave., N. Y. C.

Strombecker

PLAYTHINGS AND SOLID WOOD MODEL KITS

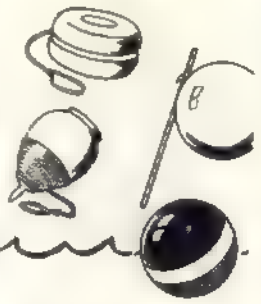


A WHALE OF A BUY!

FLI-BACK

YEAR 'ROUND TOYS

- Famous Fli-Back Paddle Ball Games . . . the fastest selling low priced action games
- Whirl-King Return Tops
- Champion Spinning Tops
- Sponge Play Balls . . . Return Balls . . . Baseballs
- Balloons and Balloon Sticks



FLI-BACK SALES CORP. HIGH POINT, N. C.

Experienced Toy Manufacturers Since 1931 . . .

STRUCTO

AMERICA'S FINEST "QUALITY-PRICE" LINE OF TOYS FOR AMERICAN BOYS

WRITE FOR CATALOG

No. 706 AUTO TRANSPORT TRAILER

No. 822 WRECKER TRUCK (wind-up)

- Complete Line of Road-Building Equipment
- "Live-Action" Fleet of Scale-Model Trucks
- "Child-Conditioned" Mechanical and Pull Toys

STRUCTO MFG. CO., FREEPORT, ILL.

LOOK who's batting for SHELBY!

YOGI BERRA!

Star catcher of N. Y. Yankees!

- With FREE autographed photos to bring kids into your store!
- Selling famous SHELBY bicycles in nationwide advertising!

Are you putting his power to work for you?

Better write Shelby Cycle Co. 2121 W. 117th St., Cleveland 7, Ohio

Another AMF Product SHELBY BICYCLES

NOW! NEW LOW PRICE on FLEXO-SPACE Self-Service Island

ANNOUNCING our new low prices on FLEXO-SPACE Self-Service Islands. Here is your opportunity to follow the trend of thousands of aggressive merchants like yourself and modernize your store with Self-Service fixtures. Do it with FLEXO SPACE at a savings of 50% over competitive islands. FLEXO-SPACE gives you Self-Service, Mass Display and 300% more Selling Space than one flat-type counter. Yes, in only 12½ Sq. Ft. of floor area you get 50 Sq. Ft. of Selling Space. Raise or lower the middle shelves every 2" within 15 adjustments. FLEXO-SPACE is a complete Island! Your customers shop on 4 sides from 5 large Self-Service shelves. The time-saving and money-making advantages of FLEXO-SPACE have been "Tested and Proved" by thousands of retail merchants. New amazingly low prices on FLEXO-SPACE at almost 50% less than you expect to pay. Without obligation write for FREE catalog on FLEXO-SPACE and other Self-Service fixtures. Do it now—Today!

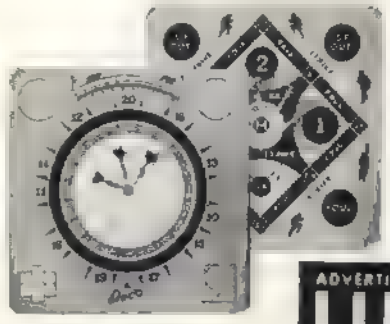
Mfgs. write for special extra low prices.

ADD SALES COMPANY
822 York Street Manitowoc, Wisconsin

A "Twenty Point" winner for your toy line!

Deco

DARTS AND DART GAMES



"Power" Backed With National Advertising

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November 22

DART BOARD EQUIPMENT CO.

2000 N. Tenth Street Philadelphia 22, Pa.

Sam Drelich, New York
The Toy Market, Chicago
Bernard Hicks San Francisco
Arthur Block Dallas, Texas

Send for Our Catalog

AMERICA'S FINEST "QUALITY-PRICE" LINE OF TOYS FOR AMERICAN BOYS

No. 320
BOTTOM DUMP

STRUCTO

No. 330
STRUCTO SCRAPER

- Complete Line of Road-Building Equipment
- "Live-Action" Fleet of Scale-Model Trucks
- "Child-Conditioned" Mechanical and Pull Toys

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STRUCTO MFG. CO., FREEPORT, ILL.

Now Available . . .

1954 PLAYTHINGS DIRECTORY

13,500
CIRCULATION

Indispensable for determining at a glance who makes what toy and where.

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The PLAYTHINGS DIRECTORY
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ORegon 5-2140

A Complete Line

Spec

Played The World Over

Toy

Spec-Toy-Colors, Inc. MANUFACTURERS and CREATORS TOYS AND NOVELTIES

35-35 35th STREET, LONG ISLAND CITY 1, N. Y.

IMAGINEERED TO SELL

ANOTHER JrAce PRODUCT

Prestige Toy*

Selected by

TOY GUIDANCE COUNCIL

LAWRENCE TACKLE JrAce No. 315

22-PC. FISHING OUTFIT

This 22-pc. outfit features a 4-ft. fibreglass rod with pistol grip handle; double-multiplying geared reel; steel tackle box. Made by an authentic fishing tackle manufacturer for real fish-

List $5.98

NEW YORK TOY & GAME MFG. CORP.

200 FIFTH AVENUE, NEW YORK 10, N. Y.

Factory: LAWRENCE, MASS.

. . . Checklist

Continued from page 137)

(3) Is a receiving book kept? It needn't be a book. It can be a Kardex file, ledger, or a series of scraps of paper

The important thing is that there should be a permanent record maintained of what was delivered, when, from what shipper, via what carrier, by what truck, and in what form (as determined by quick examination)

FURTHER CHECKING

(4) The existence of a planned delivery examination does not eliminate need for the traditional retail checking procedure. "Here's why," one merchant explains. "You can't—it just isn't practical, any more than it's desirable—to completely check each item in a shipment. If there are, let's say, 144 widgets in a package the receiving employee can't do more than note that all 144 are there and that they appear on the surface to be in good condition. It's at the checking table that we determine widget by widget—that the quality as well as the quantity called for on the order is there, that the invoice agrees with the order and the shipment with the invoice. Sometimes, it will happen that mistakes not noticed at the initial receiving check-over are caught here."

SET TIME AND PLACE

(5) Appointing a set area of the storeroom (or lack of it, a back-of-store spot) *and an hour and day of the week* for checking merchandise makes, in the end, for less work. It's when checking piles up that the people who do it tend to perform their work with something less than efficiency, and that what could be a small chore becomes a major—and unwanted—job.

(6) Is a shipment shelved immediately after checking? Allowing 'checked' merchandise to remain in boxes or scattered on the storeroom floor makes it easy for new shipments to become mixed with it, with resultant confusion and waste of time—which is, so means waste of overhead dollars.

(7) The ideal time to price-mark

BEISTLE CHRISTMAS DECORATIONS

THE BEISTLE COMPANY

DISPLAY: 200 FIFTH AVENUE, NEW YORK N. Y.

MAIN OFFICE: SHIPPENSBURG 2, PENNSYLVANIA

Write for information about our

COMPLETE LINE OF

MOULDING SETS

Popular priced to retail at

$1.00 and $2.00

New York Representative

ERNEST NATHAN

200 Fifth Avenue Bldg., New York, N. Y.

HANDI-CRAFT CO.

3207 CHIPPEWA

ST. LOUIS 18, MO.

SENSATIONAL NEW PLASTIC TOYS INCREASE PROFITS

— Payton Products terrific new plastic toys are sure fire sales producers. Priced low for volume sales, the line was specifically designed for constant repeat business.

Send for catalog P today!

PAYTON PRODUCTS

200 Fifth Ave. N.Y. 10, N.Y.

ORegon 5-8940

visit . . .

RIEMANN, SEABREY

Ready as always with one of the largest, most complete displays of desirable, dependable lines in the toy industry.

45 Years of Service

RIEMANN, SEABREY CO., INC.

1107 Broadway (At 24th Street)

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Fifth Floor Tel.: CHelsea 2-5160-5161

Barney E. Myers

Able, Better Coverage of the STATE of OHIO

Former divisional sales manager for large midwest toy manufacturer now an established factory representative, handling TOYS. Open for one good line. Concentrating on Ohio. Frequent contacts.

MYERS & CO.

1136 Highland Avenue
CUYAHOGA FALLS, OHIO

A Complete Art Service . . .

EVERETT A. HOPPMAN

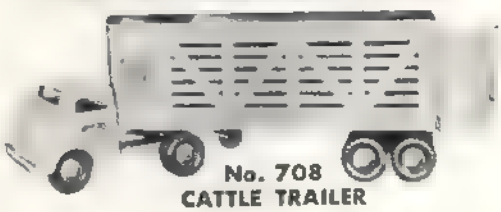
118 E. 28TH STREET NEW YORK 16, N.Y.

LExington 2-7835-4641

AMERICA'S FINEST "QUALITY-PRICE" LINE OF TOYS FOR AMERICAN BOYS

No. 704
GRAIN TRAILER

STRUCTO



No. 708
CATTLE TRAILER

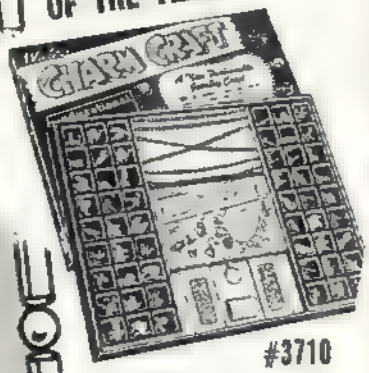
- Complete Line of Road-Building Equipment
- "Live-Action" Fleet of Scale-Model Trucks
- "Child-Conditioned" Mechanical and Pull Toys

WRITE FOR CATALOG

STRUCTO MFG. CO., FREEPORT, ILL.

WALCO

EDUCATIONAL TOYS and BEADCRAFT OUTFITS SELL 12 MONTHS OF THE YEAR!



#3710

CHARM CRAFT OUTFIT

Complete with 54 beautiful charms in plated metallic colors, including gold silver, pink, blue, red, copper, precise accurate supply of plated metal chain, jump rings, necklace clasps, beads, thread & needle and complete instructions.

WALCO QUALITY UNSURPASSED

WALCO BEAD COMPANY
37 WEST 37th STREET
NEW YORK 18, N. Y.

LARGEST DISTRIBUTOR of BEADCRAFT SUPPLIES in AMERICA

STEVEN

YEAR 'ROUND SELLERS

Wood Construction Toys

PIXIE BUILD-A-TOY

KIT NO 0 retail 39c (No 39 56 pieces)
KIT NO 1 retail 59c (No 59 85 pieces)
KIT NO 2 retail 98c (No 98—137 pieces)
KIT NO 3 retail $1.98 No. 200—303 pieces

KALEIDOSCOPES

NO. 130- Kaleidoscope (Deluxe) retail $1.29
NO. 50- Kaleidoscope retail 49c
NO. 25- Kaleidoscope retail 29c

NO. 36—Pixie Pic-Up Stix .. retail 25c

STEVEN MFG. CO.
5930 ST. LOUIS AV., ST. LOUIS, MISSOURI

Representatives:
BERNARD FUNK
Room 322 200 Fifth Ave., NEW YORK
LEE SHERMAN
122 E. 7th St., LOS ANGELES, CALIF.
MAX FROLIC
21 Wellington East, TORONTO, ONTARIO

. . . Alabama Shop

(*Continued from page 67*)

complishments in school work, savings, home chores, etc. "Through reading and other sources," says this dealer, "parents are becoming better educated about toys for their children and it is up to us who sell them to encourage and spread this tendency."

Bill Edmundson estimates that roughly 40 per cent of annual volume is done in December, 20 per cent in November and the other 40 per cent in the other 10 months of the year.

Mr Edmundson engaged architect Martin Lide to design his new building with an eye-catching front of interesting lines and modern window displays between the two front entrances. Exposed redwood is combined with red brick on the exterior; and at front the redwood slopes from sidewalk to roof line, which helps project the name, emblems and windows in three-dimension effect.

NEAR-SQUARE INTERIOR

The interior has 10,000 square feet of space and is almost square. Principal departments are laid out around the perimeter so that forward stock can be kept stored immediately behind the displays. This saves clerical time and facilitates inventory control by sales clerks in each department who are called in on the buying conferences.

The center area of the interior is broken into wide aisles to help circulate store traffic, permit a view of all departments, and give the customer a feeling of casual informality. Air conditioning also promotes the leisure shopping idea.

The interior is carefully planned so that items for a particular age group is close together. Inside the right door is the display of all wheel goods and larger playthings for indoors and outdoors. Beyond this is the doll department. Across back of the store is the model train and H. O. model department, featuring in scale miles the equivalent of two and one-half miles of track and all three makes of trains. The left side of the store has an office just inside the entrance followed by the infants' toy depart-

MORE FOR YOUR DOLLAR AT STAR!

LOOK to the "STARS" for your best-selling dolls . . . in all ranges to beat all competition.

•

WALKERS . . . talkers . . . vinyls, etc. headlined by STAR'S famous DOROTHY COLLINS DOLL . . . the hit of the toy fair. SEE THEM NOW!

•

200 Fifth Ave., N. Y. (Room 207)

STAR DOLL CO., Inc.
63 TIFFANY PL., BROOKLYN 2, N. Y.

POLYETHELENE TELEPHONES

FLEXIBLE, UNBREAKABLE, NON-TOXIC

To Retail At 98c, 79c, 29c

New York Representative
Ernest Nathan
200 Fifth Ave.
Building
New York, N. Y.

HANDI-CRAFT CO.
3207 Chippewa • St. Louis 18, Mo.

BEISTLE DECORATIONS

add to party fun . . .
ring up profits for you!

YEAR 'ROUND FAVORITE

Styled for beauty. Highest quality white Art Tissue. Your choice of nine sizes. Bells for all occasions.

Catalog for Wholesalers

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THE BEISTLE COMPANY
Main Office: SHIPPENSBURG 1, PA
Display: 200 FIFTH AVE. N. Y.

CHILD LIFE MAGAZINE

The largest and oldest children's magazine

SELLS TOYS 365 DAYS A YEAR

Write for facts:

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136 Federal St.
Boston 10, Mass.

visit . . .

RIEMANN, SEABREY

Ready as always with one of the largest, most complete displays of desirable, dependable lines in the toy industry.

45 Years of Service

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1107 Broadway (At 24th Street)

★ **NEW YORK 10, N. Y.** ★

Fifth Floor Tel.: CHelsea 2-5160-5161

Barney E. Myers

Able, Better Coverage of the STATE of OHIO

Former divisional sales manager for large midwest toy manufacturer now an established factory representative, handling TOYS. Open for one good line. Concentrating on Ohio. Frequent contacts.

MYERS & CO.

1136 Highland Avenue

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A Complete Art Service . . .

EVERETT A. HOPPMAN

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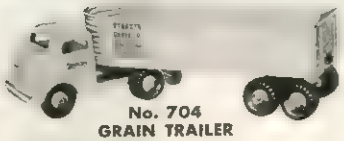
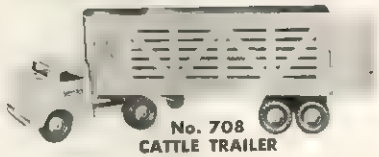
AMERICA'S FINEST "QUALITY-PRICE" LINE OF TOYS FOR AMERICAN BOYS



No. 704
GRAIN TRAILER

STRUCTO



No. 708
CATTLE TRAILER

- Complete Line of Road-Building Equipment
- "Live-Action" Fleet of Scale-Model Trucks
- "Child-Conditioned" Mechanical and Pull Toys

WRITE FOR CATALOG

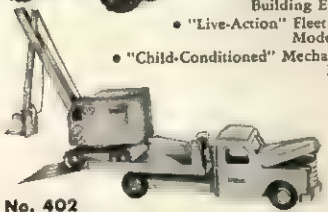
STRUCTO MFG. CO., FREEPORT, ILL.

STRUCTO

WRITE FOR CATALOG

No. 340
STRUCTO END-LOADER

- Complete Line of Road-Building Equipment
- "Live-Action" Fleet of Scale-Model Trucks
- "Child-Conditioned" Mechanical and Pull Toys



No. 402
MACHINERY TRUCK AND STEAM SHOVEL

AMERICA'S FINEST "QUALITY-PRICE" LINE OF TOYS FOR AMERICAN BOYS

STRUCTO MFG. CO., FREEPORT, ILL.

A Grand Item for Christmas Selling!

Appeals to Young and Old

Something new—novel—practical—profitable. It's already proving to be a terrific seller. Here's a low cost electric clock assembly kit "The Build-o'clock" for a most fascinating hobby. With it, one can build a high quality, SELF-STARTING, ELECTRIC CLOCK, with a guaranteed **Lanshire** movement. Can be done in as little as 90 minutes without any special tools or tools. All vital parts are numerically stamped for easy and permanent identification.

Kit comes in three colored illustrated, self-explanatory box, 16" x 12" x 2 1/2" for self selling or impulse buying. Smart snap wheel design with green ceramic case, brass bezel, glass crystal. Complete instructions in every box. Not a toy but an attractive serviceable electric clock. A winner to retail at $7.95. Packed 12 to a master carton.

- *Send trial order for 12 or more at customary discount. Better Hurry now for Christmas Selling!*

Lanshire CLOCK & INSTRUMENT CORP.
Suppliers to Industry for over a Quarter Century
7548-58 SOUTH LOOMIS BOULEVARD, CHICAGO 20, ILLINOIS

YODER HORNS

QUALITY PRICED TO SELL

PARTY HORNS

CHROME-BRITE . . .
GOLD-BRITE PLATED UNBREAKABLE ACETATE PLASTIC

EYE CATCHING . . .
HIGH QUALITY . . .
FAST SELLING PROVEN PRODUCTS

YOU'LL PROFIT WITH YODER
WORLD'S LARGEST PRODUCERS OF GOOSE HORNS

FOR TRICYCLES
MODEL 390 CHROME-BRITE
GOLD-BRITE PLATED
MODEL 375 RED—BLUE—YELLOW

FOR BICYCLES

MODEL 420
CHROME-BRITE
GOLD-BRITE
PLATED

MODEL 400
RED—GREY
BAKED ENAMEL

WRITE FOR CATALOG

YODER MANUFACTURING CO.
1823 E. 17th STREET • LITTLE ROCK, ARKANSAS

PRESTIGE REPRESENTATION

PROGRESSIVE TOY MANUFACTURERS ARE PREPARING NOW FOR 1955

Our organization is equipped to take over your selling problems. We have 10 salesmen covering the greater portion of the United States contacting all major and minor users of toys. Our present volume is in the millions. Department stores, jobbers and chains all over the country will vouch for our reputation.

Selling toys is our specialty and has been for over 23 years. Our 200 Fifth Avenue air-conditioned showroom is one of the most modern and impressive in the building.

Reply stating all particulars about your line and commission paid. Send brochures. All information held in strictest confidence.

We are running this ad for 3 months in order to evaluate all replies.

BOX 1006, TOYS AND NOVELTIES
200 Fifth Avenue, New York 10, N. Y.

Sol linno toys

. . . "America's Most *Preferred* Line of Plastic Inflatables"—

GIVES YOU THAT ***PLUS*** FEATURE

—with two exciting new display units designed to arrest every eye . . . and to conserve every inch of your much-needed stock space. These colorful display units are your own "Super Salesmen"—alive with the sparkling appeal that produces fast, fast turnover. Wire, write or phone for samples and details about highly desirable discounts.

Counter display unit: contains
1 dz. 18" Six-panel balls
1 dz. 22" Diamond rings
1 dz. 21" Sitting toy

Plastic Innovations, Inc.
185 Riverdale Avenue, Yonkers, N. Y.
New York Showroom, Room 1460, 200 Fifth Avenue, New York, N. Y.

Floor display unit: Contains 3 dz. beautifully assorted toys

Now Available . . .

1954 PLAYTHINGS DIRECTORY

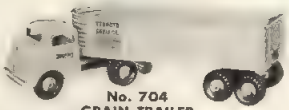
13,500
CIRCULATION

Indispensable for determining at a glance who makes what toy and where.

•

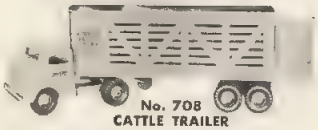
The PLAYTHINGS DIRECTORY
71 WEST 23rd STREET NEW YORK 10, N. Y.
Oregon 5-2140

AMERICA'S FINEST "QUALITY-PRICE" LINE OF TOYS FOR AMERICAN BOYS



No. 704
GRAIN TRAILER

STRUCTO



No. 708
CATTLE TRAILER

- Complete Line of Road-Building Equipment
- "Live-Action" Fleet of Scale-Model Trucks
- "Child-Conditioned" Mechanical and Pull Toys

WRITE FOR CATALOG

STRUCTO MFG. CO., FREEPORT, ILL.

AMERICA'S FINEST "QUALITY-PRICE"
LINE OF TOYS FOR AMERICAN BOYS

STRUCTO

WRITE FOR CATALOG

No. 700
TRANSPORT TRAILER

No. 702 STEEL CARGO TRAILER

- Complete Line of Road-Building Equipment
- "Live-Action" Fleet of Scale-Model Trucks
- "Child-Conditioned" Mechanical and Pull Toys

STRUCTO MFG. CO., FREEPORT, ILL.

HERE IS Spunky

the horse that grows!

Early buyers can be assured of prompt shipments.
Order your samples or regular stock immediately.

Write for free literature

Stutzman Bros. Mfg. Co. — Box 577 - Topeka, Kansas

FUNFLOTES by HODGMAN

THE NEW SURF-FLOTE *to sell* AT A LOW POPULAR PRICE

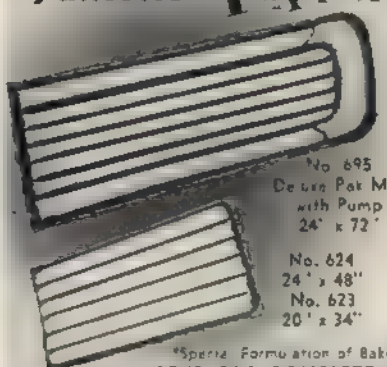
No. 724
MADE OF STURDY COATED FABRIC IN BRIGHT COLORS

Made from strong fabric heavily rubberized with two layers of specially compounded rubber and then vulcanized. Inner partition of Hodgman I-Beam construction for maximum strength. Lock type air valve. When inflated, smallest Funflote can support two adults; larger sizes, three or more with safety.

No. 700

No. 723

Famous PLAST-A-PLY* *Flotes*



No. 695
De Luxe Pat Mat with Pump
24" x 72"

No. 624
24" x 48"

No. 623
20" x 34"

They're light buoyant, easy to handle and last for years. Made of heavy gauge Plast-A-Ply* with Hodgman's I-Beam construction, which has been standard with our more expensive mattresses for years for extra strength. Has rust-proof, lock type air valve — no caps to lose — and reinforced rust-proof metal grommets with rope attached

*Special Formulation of Bakelite Krene

SEND FOR COMPLETE CATALOG.

HODGMAN RUBBER CO. FRAMINGHAM, MASS.
NEW YORK 432 Fourth Ave. CHICAGO 549 W. Randolph St. SAN FRANCISCO 1355 Market St.

AUTOMATIC BOWLING ALLEYS

TENPIN RESET AND BALL RETURN

FUN YEAR 'ROUND INDOORS—OUTDOORS

PLAY ROOMS - SUN PARLORS - LAWNS
PORCHES - CAMPS - GIFTS
BIRTHDAYS - PARTIES

JACK SHAPIRO
200 N. WELLS
CHICAGO 6
ILL. WISC.
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A. DARUSMONT
462 WOOD AVE.
CINCINNATI 20
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FRANK J. PETERSON
2033 VERETIAN DR. S.W.
ATLANTA
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2303 W. NINTH ST.
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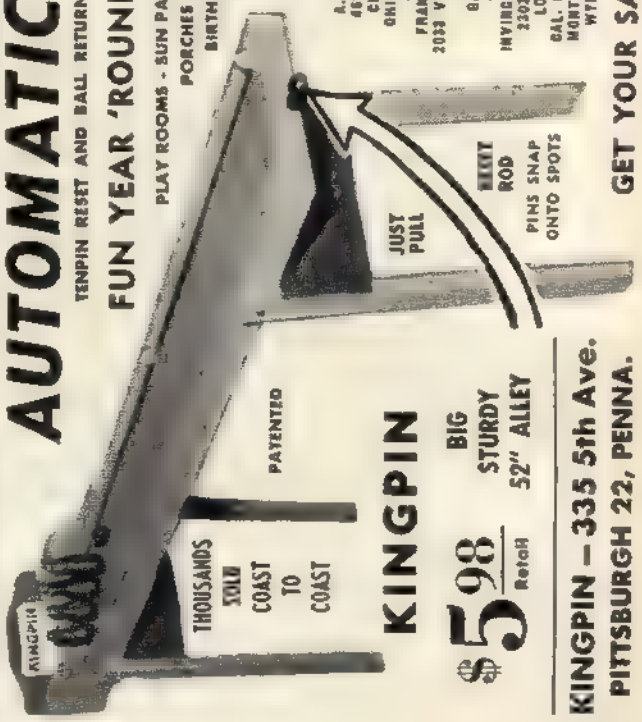
MONT. IDA. UTAH COL.
WYO. N. M. ARIZ.



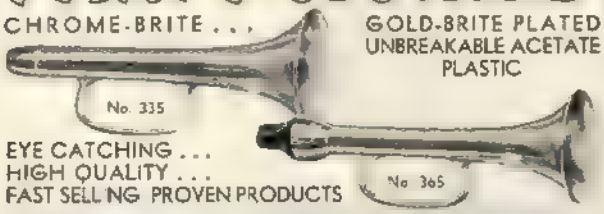
GET YOUR SAMPLES

KINGPIN — 335 5th Ave.
PITTSBURGH 22, PENNA.

YODER QUALITY HORNS
PRICED TO SELL

PARTY HORNS

CHROME-BRITE . . .
GOLD-BRITE PLATED UNBREAKABLE ACETATE PLASTIC

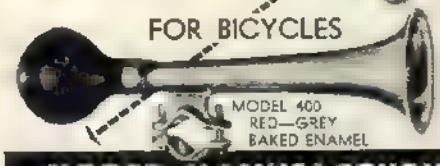


EYE CATCHING . . .
HIGH QUALITY . . .
FAST SELLING PROVEN PRODUCTS

YOU'LL PROFIT WITH YODER
WORLD'S LARGEST PRODUCERS OF GOOSE HORNS

FOR TRICYCLES
GOLD BRITE PLATED
MODEL 375 RED—BLUE—YELLOW

FOR BICYCLES



MODEL 420
CHROME-BRITE
GOLD-BRITE PLATED

WRITE FOR CATALOG

YODER MANUFACTURING CO.
1823 E. 17th STREET • LITTLE ROCK, ARKANSAS

Push Tinkertoy

CASH IN ON RECORD AD PROGRAM!

Stock and display TINKERTOY for record sales Ads in *Parents' Magazine, Child Life, Children's Activities, Country Gentleman, Christian Science Monitor* . . . "American Toys" promotion in *LIFE* and *national TV* . . . plus 13 weeks of Toy Guidance Council, *national TV* set you up for the highest Tinkertoy turnover, ever!

Tinkertoy the prestige toy!
Master Tinkertoy with Electric Motor!
Tom & Betty Tinker!

Stock and display TINKERTOY

Feature America's Favorite —All Year 'Round

THE TOY TINKERS
DIVISION OF A. G. SPALDING & BROS. INC
807 Greenwood St., Evanston, Ill.

PRESTIGE REPRESENTATION

PROGRESSIVE TOY MANUFACTURERS ARE PREPARING NOW FOR 1955

Our organization is equipped to take over your selling problems. We have 10 salesmen covering the greater portion of the United States contacting all major and minor users of toys. Our present volume is in the millions! Department stores, jobbers and chains all over the country will vouch for our reputation.

Selling toys is our specialty and has been for over 23 years. Our 200 Fifth Avenue air-conditioned showroom is one of the most modern and impressive in the building.

Reply stating all particulars about your line and commission paid. Send brochures. All information held in strictest confidence.

We are running this ad for 3 months in order to evaluate all replies.

BOX 1100, TOYS AND NOVELTIES
200 Fifth Avenue, New York 10, N. Y.

AMERICA'S FINEST "QUALITY-PRICE" LINE OF TOYS FOR AMERICAN BOYS

No. 320
BOTTOM DUMP

STRUCTO

No. 330
STRUCTO SCRAPER

- Complete Line of Road-Building Equipment
- "Live-Action" Fleet of Scale-Model Trucks
- "Child-Conditioned" Mechanical and Pull Toys

WRITE FOR CATALOG

STRUCTO MFG. CO., FREEPORT, ILL.

STRUCTO

GIVEN OUTSTANDING RECOGNITION BY TOY GUIDANCE COUNCIL

3 NUMBERS SELECTED AS "PRESTIGE TOYS" OF 1954

The three Structo toys below were chosen as "prestige toys" from among thousands submitted to the Toy Guidance Council. Structo is indeed grateful for this recognition . . . and justly proud. It is a fine tribute to the constructive play-value built into all Structo toys. They not only amuse, but develop skills, exercise young minds and help children grow into better, more useful citizens.

"PACKED WITH PLAY VALUE"

NO. 300 ROAD GRADER

Color: Orange . . . Front wheels steer . . . Scraper blade rotates, raises, lowers, tilts . . . 6 heavy-duty rubber wheels . . . Floating tandem rear wheels . . . Realistic "Diesel" motor. 14, 16 and 22 gauge steel. Retail price, $3.98. Approximate shipping wt., doz. 60 lbs. L. 18", W. 7", H. 7½".

"BUILT TO LAST A CHILD-TIME"

NO. 402 MACHINERY TRUCK and STEAM SHOVEL

21½" Orange Truck has removable loading skid, crank-operated winch with steel chain. Hood raises revealing "Fireball" motor. 26½" Blue Steam Shovel has two cranks that control unloading of shovel and raising and lowering of boom. Cab revolves. Both packed as one unit. Retail price, $6.95. Approx. shipping wt., doz. 86 lbs.

"CHILD-CONDITIONED"

NO. 706 AUTO TRANSPORT

Structo's newest. Color: White Cab, Red Trailer . . . Natural aluminum Chassis . . . 10 rubber wheels. Included are 4 die-cast scale-model 1954 automobiles. Ramp extends at rear for loading and unloading. Retail price, $5.95. Approx. shipping wt., doz. 68 lbs. L. 27", W. 5⅝", H. 6¼".

STRUCTO MANUFACTURING COMPANY
FREEPORT, ILLINOIS

CHOSEN A HORTONCRAFT PRESTIGE TOY

HORTONCRAFT TOTE BAG

NO. T-5

T-5 TOTE BAG FOR TEENS $4.98

- Best grade saddle-tan tooling cowhide
- Solid brass hardware attached
- Pre-punched lacing holes
- Easy-to-follow instruction sheet
- Design sheet for tooling
- 6M English alphabet en monogram sheet

ALSO T-3 TOTE BAG FOR TOTS $2.98
AND DON'T FORGET These stoplos

#200 NEW HOBBY KIT

Billfold, 6-Hook Keycase, Cigarette Case and Pocket Purse. Furnished in matched brown, beige or red.

ALSO #1 Fun Folio
#300 Deluxe Hobby Kit
#500 Premium Hobby Kit

HORTON HANDICRAFT CO.
FARMINGTON 45, CONN.
FIRST IN LEATHER CRAFTS

23 Years of Service and Know How

AMERICA'S
LEADING LINES ONLY

• **JUNIOR TOY CORP.**
VELOCIPEDES AND SIDEWALK BIKES

• **CLEVELAND WELDING CO.**
"ROADMASTER" BICYCLES AND LIGHTWEIGHT CYCLES

REPRESENTED BY

BERT SCHEUER, INC.

• **RADIO STEEL and MFG. CO.**
COASTER WAGONS AND SCOOTERS

• **SKILCRAFT CORP.**
HANDY ANDY TOOL SETS, MICROSCOPE and DRAWING SETS

REPRESENTED BY

SCHEUER SALES CORP.
200 FIFTH AVENUE, NEW YORK 10, N. Y. ORegon 5-6430

23 Years of Service and Know How

23 Years of Service and Know How

Artlee SALES CORP.
TAKES PRIDE IN
ANNOUNCING

Murray Gilbert
as Eastern Sales Representative
for
Artlee's DRAMATIC LINE OF
HOBBY-DOODLE CRAFT KITS
AND OTHER POPULAR TOYS

Visit Room 521
200 Fifth Ave. Building

MURRAY GILBERT
Also representing
"Beat The Clock" Game Kit by LOWELL TOY MFG. CO.
"Slinky" Products by JAMES INDUSTRIES
Metal Toys by ROBERTS MFG. CO.

STRUCTO
AMERICA'S FINEST "QUALITY-PRICE"
LINE OF TOYS FOR AMERICAN BOYS

WRITE FOR
CATALOG

No. 706 AUTO TRANSPORT TRAILER

No. 822 WRECKER TRUCK (wind-up)

- Complete Line of Road-Building Equipment
- "Live-Action" Fleet of Scale-Model Trucks
- "Child-Conditioned" Mechanical and Pull Toys

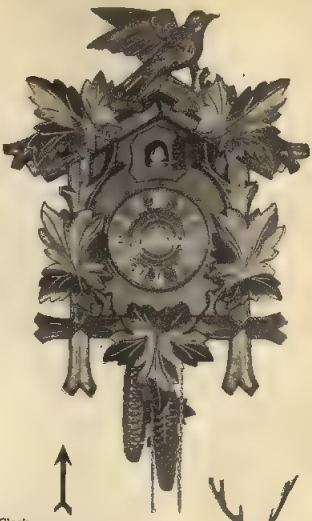
STRUCTO MFG. CO., FREEPORT, ILL.

Cuckoo Clock
No. C-2454-1. Imported Cuckoo Clock $27.30
Sells for $23 50 Plus Tax
The carvings are one Bird and five leaves. Cuckoo once at half hour and Cuckoos the full hour. Self-adjusting Strike. Height 13". Width 9".

Style King Cuckoo Clocks

Imported from the Black Forest in Germany

Assembled and Checked in the U.S.A.



Cuckoo Clock
No. C-2454-2. Imported Cuckoo Clock $35.30
Sells for $30.00 Plus Tax
The carvings are one Bird and five leaves. Height 18". Width 13". Self-adjusting strike. Cuckoo once for half hour and full hour cuckoo strike.

Cuckoo Clock
No. C-2454-3. Imported Cuckoo Clock. $37.30
Sells for $32 00 Plus Tax
The deep carvings are three Birds and seven Leaves. Full cuckoo at the hour with single call at half hour. Self-adjusting strike. Height 15 inches; width 11 inches.

These Cuckoo Clocks Are Fitted with the Finest "BADUF" Self-Adjusting Strike Movements Guaranteed for One Year By Importer

Cuckoo Clock with Music
No. C-2454-4. Imported Cuckoo Clock .$90.00
Sells for $75 00 Plus Tax
Extra deep carvings. Deer Head and Hunting Scene. Height 22½ inches; width 14 inches. Full cuckoo at hour and one cuckoo at half hour. At the hour after the cuckoo completes the hour two dancing figures appear and dance to the music. Self-adjusting Strike. 3 weights.

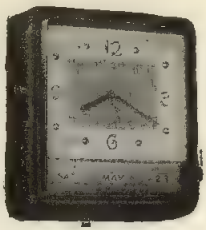
Lux Clocks and Their New Calendar Clock

The Clock Every one wants

BLUE BIRD PENDULETTE

No. N-2464-1. Swinging Bird Pendulette $4.66
Sells for $3.75 (Plus Tax)

BLUEBIRD PENDULETTE CLOCK (it does all except Cuckoo) Attractively designed Novelty clock made of Moulded Wood—A rustic house with Leaf trimmed trellis featuring Bluebird swinging to and fro, feeding its young as clock is in operation—LUX 30-hour Guaranteed Key wind Movement with ornamented Chains and Weights—Mahogany color case Height 7" width 4"



ELECTRIC CALENDAR CLOCK

No. C-2464-2
Bronze Case Lux Calendar Clock .. $12.60
No. C-2464-3
Red Case Lux Calendar Clock 12.60
No. C-2464-4.
Yellow Case Lux Calendar Clock 12.60
No. C-2464-5
White Case Lux Calendar Clock 12.60
Sells for $9.95 (Plus Tax)

America's First all Electric Calendar Clock. Tells the Day—Tells the date—Tells the Time All automatically Superbly Crafted by Lux. Self Starting Electric Movement. Size 6 1/32"x7 9/64", Lustrous Polystryane Case.

CUCKOO STYLE PENDULETTE

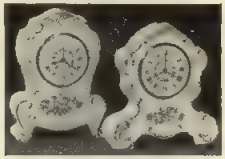
No. C-2464-6 Bobbing Bird Pendulette $4.66
Sells for $3.75 (Plus Tax)

BOBBING CUCKOO STYLE PENDULETTE CLOCK (it does all except Cuckoo). A Miniature of the ever-popular Cuckoo style clock made of Moulded Wood in **Walnut Finish** with Leaves in high relief and Bird on top of house—**Red Bird bobs in and out of window** as clock is in operation 30 hour LUX Guaranteed Keywind Movement. Ornamented Chains and Weights—Height 7 1/4" width 4 1/2"

LUX ALARM

No. C-2464-7. CLARIDGE. Plain Dial $4.12
Sells for $3.25
No. C-2464-8. CLARIDGE. Luminous $5.34
Sells for $4.25

48 hour 'Thin' Movement and quiet "tick Height 4 1/2 Inches. 4 Inch Dial. Ivory color Case.



LUX DRESDEN-TYPE CLOCKS

No. C-2464-9. Dresden Type Clock.. .$12.50
Left Height 7 Inches
No. C-2464-10. Dresden Type Clock 12.50
Right Height 6 1/2 Inches
Sells for $9.95 (Plus Tax)

Authentic Reproduction—Hand Painted Gilded Raw Glazed China Cases fitted with Lux 40-hour alarm Movements

LUX PETITE ALARM

No. C-2464-11. Petite Plain Dial ... $6.60
Sells for $4.95 (Plus Tax)
No. C-2464-12. Petite Luminous Dial 7.74
Sells for $5.95 (Plus Tax)

The most beautiful Boudoir clock in the popular priced range—Made in USA—Single Key winds both Clock and Alarm Guaranteed Lux movement— White Color Baked Enamel Finish Extremely readable porcelain dial—Heavy pedestal base—Width 2 3/8", height 3 1/4"

ENCHANTED COTTAGE

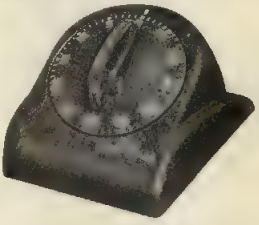
No. C-2464-13. Green Roof Cottage ...$3.96
No. C-2464-14. Red Roof Cottage 3.96

It seems right out of Hans Christian Andersen with the little bird bobbing in the attic window Ideal for Nursery, Kitchen and Playroom. Powered by the famous Lux 30-hour guaranteed Key wind movement. Bright Green or Red Roof over white front in durable molded wood. Height 7 1/8 inches, width 4 1/8 inches.

LUX SYMPHONY ALARM

No. C-2464-15. Symphony Alarm $3.50

A new and distinctive Alarm Clock of Individual Design Full Molded Walnut color Plastic Case with Dial Numerals clearly embossed on a contrasting background. Sides of case made with Ornamental Ridges—Bowed Glass covers hands and minute marks only—Fitted with Precision made Movement. Height 4 1/4"; width 6 3/4".



LUX MINUTE-MINDER

No. C-2464-16. Mahogany Color Case $6.50
No. C-2464-17. White Color Case 6.50
Sells for $4.95 (Plus Tax)

The Minute Minder—long a kitchen "must" for good cooking. Now with its new distinctive styling and decorative colors. Take this handy timer into the living room, bedroom or for use anywhere around the house. Reminds one of appointments—favorite radio and TV programs. Use for Game timing—Photo developing—Sun and Heat lamps and for timing home permanents. Let the kiddies use to time their games, chore time and clean up time or study time and practice time.

Rich Mahogany, Plastic Ivory Numerals.
White Plastic with Bright Red Numerals.

PRICES SUBJECT TO CHANGE WITHOUT NOTICE

New Toys on Parade

Junior VIP Desk Set

The Junior VIP, a handsomely styled desk and chair set, has been introduced by CARRIAGE TRADE MODERN of 60 E. 42nd St., New York City. Of hardwood construction, with tapered-screw-on legs the set features a natural wheat finish with matching color accents on the suspended storage compartment and on the chair

The desk, designed for today's big children, measures 26" high by 18" by 32".

Lido Fashion Shoppe

LIDO TOY CO.'S newest production is a dolly paint-it-yourself set consisting of a standing doll, hat, five clothing pieces, artist palette, six assorted water colors and one artist brush. The colors are washable

The box is multicolored with a cellophane window. The back of the box features an instruction chart for mixing colors. The Fashion Shoppe, No. 1093, lists at 69c east of the Rockies

Lido is at 321 Rider Ave., New York 51 N. Y.

"Swingin' Sue" Doll

'Swingin' Sue," a 28-inch walking doll, described by its manufacturer as "the only doll that swings her arms as she walks," has been brought out by the M and H NOVELTY CORP., 104 West 14th St., New York, N. Y.

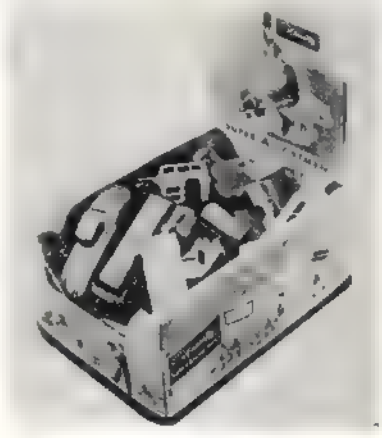
"Swingin' Sue" retails for $9.98, and is also available with a vinyl head and a rooted Saran wig for a slightly higher price. This large doll steps out smartly, turning her head from side to side and swinging her arms in true walking rhythm. She has a washable latex body, plastic head, stylish Saran hair, and a choice of attractive dresses

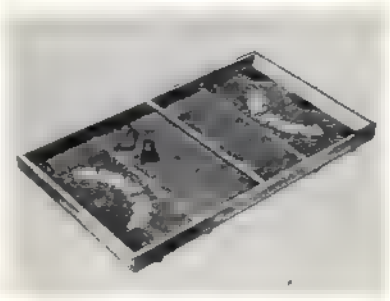
M and H Novelty is represented by the Tell Sell Corp., 200 Fifth Avenue, N. Y.

Super Assortment

The Dillon-Beck Manufacturing Co., has brought out a new $5 Wannatoy K-10 assortment for retailers. It consists of 50 assorted color, plastic 10c Wannatoys in a heavy counter display carton. It is packed in 12 assortments to a shipper, weighing approximately 30 pounds

National sales representative for Dillon-Beck is the SMITH-BENNY SALES CO., 11 West 42nd St., New York City





Paddle Pool

An exciting new game is designed for use in schools and playgrounds, not only as entertainment but as an aid to physical therapy and the development of muscular coordination. Paddle Pool, the new game, is also usable for family fun the simple rules are readily understood even by children.

The game requires no skill—yet skill increases with practice, keeping the players' interest at a high level. The game can be played as singles or doubles, indoors or out, on floor, lawn, or table. The board is 26" by 46", with playing field of scuff proof hardboard stained green to avoid glare, heavy mesh pockets, side rails lock-jointed with wire pin reinforcements and finished with clear preservative. Four paddles, two balls and complete instructions come with each set

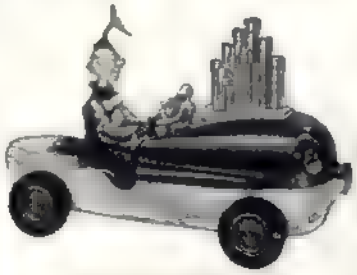
The game weighs only 14½ pounds, and takes about the same storage space as a folding card table. Priced under $15, it is available from HOWARD MFG. CO., Kent Wash., and HOWARD MFG. CO. OF CALIFORNIA, 2428 E. 56th St., Los Angeles 58

Cork Gun and Target Set

Boys will have fun practicing to improve their aim on Knickerbocker's Cork Gun and Revolving Target Set. The toys on the standing target spin merrily when hit by the corks. Ideal for parties and bazaars, the outfit can be used competitively if scores are kept. The plastic cork gun may be bought separately without the target.

KNICKERBOCKER PLASTIC CO. is at 11501 Hart St., P.O. Box 3996, Victory Center, North Hollywood, Calif.

HAPPY HARRY



MUSICAL PULL TOY

Legs, arms and head move up and down; plays gay tunes. Multi-colored. Indiv. Packaged.

CAT. NO. 6500—Retail . $2.49

NOSCO plastics, inc.

ERIE, PENNSYLVANIA

BONGO BOARD

The Fascinating New Game of Balance

East of Mississippi River

WASHBURN-DECKER

545 - 5th Avenue

New York, New York

West of Mississippi River

ATHERTON INDUSTRIES

172 University Avenue

Palo Alto, California

The CONSTRUCTIVE FUNCTIONAL Toy

Toco Craft

IT WILL PAY TO STOCK THIS

NEW CONSTRUCTION SET

"Build It —Paint It"

ENJOYMENT ENGINEERED for DURABILITY and SAFETY

KAY MANUFACTURING CO.

8747 Grand River Ave., Detroit 4, Mich.

". . . and in this corner— The Champ!"

DOUGHBOY'S new, colorful bouncing boxer, will be ready for action this year—this fall, to be exact.

"The Champ," trim, fast-moving and tough, is out to take all comers.

He'll make his official bow just about the time summer vacations are ending, and school days are resuming.

Doughboy Industries Plastics Division introduced *"The Champ"* at a special showing held at the New Yorker Hotel in connection with the firm's sales meeting.

Sales representatives from all over the nation acclaimed "The Champ" for his action, and also praised two "stable mates," also 'Champs,' shown at the same time. "The Champs" will sell for $4, $3 and $2.

All are made of strong, inflatable Krene plastic film, and seams are sealed with the exclusive Doughboy heat-seal seamers. Art work is colorful and original. It was done by Bueford Smith, creative artist.

Nationally televised prize fights have generated a new wave of interest in the art of self defense among small boys and teen-agers of the nation, and these "champs" will be in great demand.

(Continued on page 173)

TOP-FLIGHT TOY LINES

Replogle

Peter Puppet Russell

Nassau B & M

Bender

NATIONALLY REPRESENTED BY

LEVY & FRYER INC.

ROOM 1453

MIMI KAY DOLL KITS

"SEW E-Z" TO MAKE

Each kit complete with all materials and trimmings (except stuffing to make an 8" felt doll and costume. Patterns stamped on materials. Illustrated instructions.

12 popular styles for repeat sales.

RETAIL ONLY

$1.00

Packed in attractive window box with full-color photo of finished doll.

MIMI KAY SPECIALTIES

914 Hayes

Oak Park, Ill.

BOOST YOUR SALES WITH . .

Trio QUALITY

Footballs

Basketballs & Sets

Punching Bag Sets

Boxing Gloves

Playground Balls

Baseball Equipment

Highest Quality Lowest Prices

Trio MANUFACTURING CO

2511 Mallor Street Chicago 47, Illinois

Um..m..m..what a doll!

SUN'S NEW "BANNISTER BABY" ®

You've seen CONSTANCE BANNISTER'S irresistible babies in magazines . . . roto sections . . . everywhere. Now see the equally irresistible Sunbabe, inspired by these Bannister babies . . . created by people who know what customers want in doll-appeal. See "Bannister Baby" and the entire new Sun line at the Toy Fair— Rooms 818-822 in the Hotel New Yorker

she **DRINKS**

she **WETS**

she **CRIES**

she **SLEEPS**

© Constance Bannister, 1954

Photographs by Constance Bannister

she's **TUBBABLE** . . . . . *she* **SELLS** . . . . . *she's made by* **SUN**

the **SUN RUBBER** company, Barberton, Ohio

The symbol of Leadership

TRANSOGRAM

GOLD MEDAL

Toys and Games

SINCE 1915

"T" is the trademark of America's most extensive supplier of the toys and games your customers want . . . TRANSOGRAM! You'll find the big "T" on every Transogram product, package and ad.

PRODUCTION: Transogram has built new modern facilities to keep abreast of increasing demands. Transogram customers will benefit from the savings yielded by this added production.

DESIGN: Transogram is a BIG line, featuring exciting new items, plus classics that have moved off your shelves in seasons past. Each product is carefully researched and quality manufactured for maximum durability, and packaged for maximum eye appeal.

PROFITS: Transogram offers can't-be-beaten, dollar-for-dollar value! Profit by buying Transogram in depth, by displaying and promoting Transogram throughout the year.

PROMOTION: 1954 will see the largest advertising campaign in Transogram history . . reaching over 150,000,000 readers and television viewers.

DOLLS AND SOFT DOLLS

18" DOLL

All rubber doll, latex body, vinyl head with rooted hair saran wig, moving eyes & lashes, hi-grade ninon dress - lace & flower trimmed, rubber panties, voice, petticoats, shoes & socks. 1 to box. 2 dz. to ctn. Assoc. Toy & Dolls.
NO. M418RH—18".....EACH $ 4.98
QUANTITY ORDERED _____

22" INFANT DOLL

Realistic; all rubber, latex body, hi-grade vinyl head, coo voice, dressed in sleeping garment, wrapped in quilted taffeta blanket, ribbon trimmed. 1 to box. 1 dz. to ctn. Assoc. Toy & Doll Factories.
NO. 201P8—22".....EACH $ 4.98
QUANTITY ORDERED _____

22" WALKING DOLL

Plastic body; hi-grade vinyl head with rooted hair saran wig, either marcel or ponytail, moire skirt and blouse with picolet insert & lace trimming, cotton undergarment, plastic shoes & socks. 1 to box. 1 dz. to ctn. Assoc. Toy & Doll Factories.
NO. 1422RH—22".....EACH $14.98
QUANTITY ORDERED _____

BABEE BEE

B&R

No. 10027
BABEE BEE

Absolutely tubbable; vinyl head, rubber body; cries, blows bubbles, wets, drinks. Layette style sacque with accessories. 1 to box. 6 to ctn., 13½ lbs. Sun Rubber Co.
NO. 10027—13".....EACH $ 4.98
QUANTITY ORDERED _____

SO-WEE SET

B&R

No. 10341
"SO-WEE" SET

Rubber doll with the drink wet-cry feature. Comes with accessories to amuse and educate. 1 to box, 6 to ctn., 11½ lbs. Sun Rubber Co.
NO. 10341—10".....EACH $ 2.98
QUANTITY ORDERED _____

GROWLER BEAR

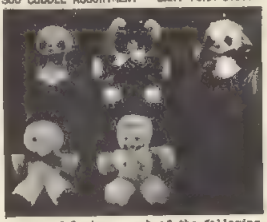
B&R

A plush growler bear with shaped arms and legs. Has clamped-in moving eyes, vinyl nose. Color: Brown, Gold. 16" high. Indiv. boxed. Gund Mfg. Co.
NO. 8021/16.....EACH $ 9.19
QUANTITY ORDERED _____

F 200 LAZY ASSORTMENT - SANI-FOAM STUFFED

Consists of 4 pieces each of the following 3 styles: F200 Dog; F200 Bear, F200 Lamb. They have button eyes, embroidered nose, mouth, ribbon around neck. Suspended from detachable elastic jingle bell strap. Sani-Foam (foam rubber) stuffed. Pliofilm bag. 7" long. Assorted colors. Packed: 1 dz. assorted, bulk. Gund Mfg. Co.
NO. F 200 ASSORTMENT.....EACH $23.75
QUANTITY ORDERED _____

F 300 CUDDLE ASSORTMENT - SANI-FOAM STUFFED



Consists of 3 pieces each of the following 4 styles. They have button eyes, ribbon around neck. 9½" high. Pliofilm bags. 1 dz. asst., bulk. Gund Mfg. Co.

STYLE	COLOR	
F 300 Bear	Brown w/Tan	Vinyl Nose
F 300 Panda	Black w/White	Vinyl Nose
F 300 Elephant	White w/Red	
F 300 Doll	Blue w/Pink	Vinyl Face

NO. F 300 CUDDLE ASST.....EACH $23.75
QUANTITY ORDERED _____

TF 100 TERRY-FOAM ASSORTMENT

Consists of 2 pieces each of 6 styles. Made of terry cloth, stuffed with Sani-Foam. Has ribbon around neck, felt nose and slumber-type eyes. Colors: asst. stripes, plaids, solids. Pliofilm bags. 8-11" long. Packed: 1 dz. asst., bulk Gund Mfg. Co.
NO. TF 100 TERRY-FOAM ASST.....EACH $23.75
QUANTITY ORDERED _____

SOFT DOLLS

TF 104 TERRY SLUMBER PUP & WASH CLOTH

Slumber zipper pup made of Terry Cloth, Sani-Foam stuffed. Has matching wash cloth in zipper pouch in back. Slumber-type eyes, felt nose, ribbon around neck. Colors: asst. stripes. 14" long. 1 in plioflim bag; 1 dz. to ctn. Gund Mfg.
NO. TF 104.....EACH $ 2.98
QUANTITY ORDERED _____

F 811 CUDDLE CAT - SANI-FOAM STUFFED

Plush cuddle cat, Sani-Foam stuffed, has button eyes, embroidered nose, mouth, ribbon around neck, voicemaker in body. Color. White w/Pink. 13" high. 1 to box. Gund Mfg. Co.
NO. F 811 CUDDLE CAT.....EACH $ 2.98
QUANTITY ORDERED _____

F 823 CUDDLE ELEPHANT - SANI FOAM STUFFED

Plush. Sani-Foam stuffed. Button eyes, ribbon around neck, voicemaker in body. Color Grey w/Pink. 13" high. 1 to box. Gund Mfg. Co.
NO. F 823 CUDDLE ELEPHANT.....EACH $ 2.98
QUANTITY ORDERED _____

F 820 CUDDLE PANDA - SANI-FOAM STUFFED

F 821 CUDDLE BEAR - SANI-FOAM STUFFED

Plush cuddle panda, Sani-Foam stuffed. Button eyes, vinyl nose, ribbon around neck, voicemaker in body. Color. Black w/White. 13" high. 1 to box. Gund Mfg. Co.
NO. F 820 CUDDLE PANDA.....EACH $ 2.98
QUANTITY ORDERED 2

Plush. Sani-Foam stuffed. Button eyes, vinyl nose, ribbon around neck, voicemaker in body. Color: Brown w/Tan. 13" high. 1 to box. Gund Mfg.
NO. F 821 CUDDLE BEAR.....EACH $ 2.98
QUANTITY ORDERED 2

F 528 SOFTY DOLL SANI-FOAM STUFFED

Plush. Sani-Foam stuffed. Vinyl plastic face, cotton curls, ribbon around neck. Suspended from detachable elastic jingle bell strap. Color Pink w/White. 12" high. 1 to box. Gund Mfg. Co.
NO. F 528 SOFTY DOLL.....EACH $ 2.98
QUANTITY ORDERED _____

F9928 SWEET DREAMS DOLL, SANI-FOAM STUFFED

Slumbering doll, Sani-Foam stuffed. Vinyl face, golden yarn hair, plush head. Wears removable pajama, ribbon around neck. Color: Pink, Blue. 15" long. 1 to box. Gund Mfg. Co.
NO. F 9928 SWEET DREAMS DOLL.....EACH 2.98
QUANTITY ORDERED _____

F 9926/25 JIBBER JABBER MONKEY

Long-pile plush, Sani-Foam stuffed. Vinyl hands, feet and face with painted eyes. Voicemaker in body, ribbon around neck. Colors: Brown, Gold. 17½" long. 1 to box. Gund Mfg. Co.
NO. F 9926/25 JIBBER JABBER MONKEY.EACH $ 2.98
QUANTITY ORDERED _____

F 823

B&R

F 5555 NOVELTY ASSORTMENT

Consists of 1/3 dz. each of the following 3 styles. All are Sani-Foam (foam rubber) stuffed

F 823 Cuddle Elephant—has voicemaker in body, button eyes, ribbon around neck. 13" high. Colors: Grey w/Pink, Blue w/Pink.

F 1952 Dressed Clown—has painted plastic face with golden yarn hair. Wears percale suit, suspended from detachable elastic jingle bell strap. 14" high. Colors. assorted.

F 6013 Loose Pup—loose-jointed. Has slumber-type eyes, felt nose, ribbon around neck, suspended from detachable elastic jingle bell strap. 12" long. Color. gold.

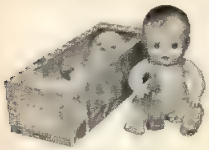
Gund Mfg. Co.

NO. F 5555 NOVELTY ASSORTMENT.....EACH $35.75
QUANTITY ORDERED _____

LATEX DOLLS

Pete and Repete Twins

D215 8346—**Pete and Repete (Sneaky Twins).** Two 16" magic skin baby dolls with realistic heads, cooing voice, dressed in colored knitted suits. Put up in acetate window box. .. .. .. **Per set $4.00**



D215 9162—**"So-Wee" Drinking, wetting Baby Dolls.** Each fully guaranteed, 10" tall, movable head, decorative features, stationary plastic eyes, made of molded rubber with voice, jointed arms and legs, nursing bottle, dressed in bib, diaper and knitted bootees Each in box **Each $2.68**

D215 9348½—**"Betty Bows."** New drinking and wetting doll. The only rubber doll that wears a ribbon through her hair Warm-toned, movable vinyl head on fully jointed rubber body, 12 inches tall blows bubbles, drinks, wets, sleeps and cries. Life like, looked-in plastic eyes are long lashes Dressed in ready sun dress, bonnet and bootees Bubble pipe and nursing bottle are included Individually boxed. .. .. .

ALL PLASTIC MINIATURE PARTY DOLLS

D215/9365½—**Miniature All Plastic Party Dolls,** moving eyes with wigs, 3 inches tall, assorted dresses, 13 styles fancy rayon and silk dresses Each in an attractive cellophane box
Per dozen $15.60

D215/9366½ — Same as D215/9365½ — but all brides. Each in box. **Per dozen $15.60**

D215/9367½—**Miniature Party Dolls, all plastic with wigs, 8 inches tall,** moving eyes, 13 styles of beautiful dresses, assorted rayons and satins Each in box. **Per dozen $24.00**

D215/9368½ — Same as D215/9357½ — but all brides. . . . . **Per dozen $24.00**

D215/9369½—**The Operetta Series, 12 inch party dolls,** all plastic with wigs, moving eyes, head, arms, dressed in beautiful costumes copied from famous operettas such as Oklahoma, Red Mill, Rosalinda, Naughty Marietta, Showboat and others. Each in a beautiful display box
. . . . . **Each $2.60**

D215/9370½—Same as D215/9369½ but brides only. . . . . **Each $2.60**

ROYAL DOLLS

D215/9440½—**Tearums Walking Toddler Doll** with a lock grip mechanism designed to withstand all the abuse a youngster will impose on her limbs. All plastic. She shakes her head from side to side as she hustles along to charm her playmates, with her silk lace trimmed undies and distinctive dress and bonnet of a washable crease and soil resistant fabric, trimmed with embroidered permanent finished organdy, imported baby vale lace and ribbon streamers. 12 inches tall. Vinyl plastic slippers. Each in a box **Each $9.50**

DRESSED DOLLS

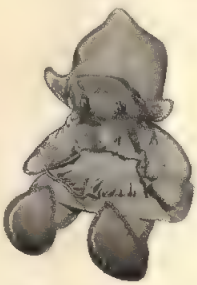
D215/9260½—**Dressed Baby Doll.** Full 24 inch plastic, unbreakable head, open mouth, tongue and teeth, moving eyes and lashes, full turning head She sleeps, she sits, she cries. Has beautiful Nancy bang mohair wig in blond, brunette and red. 3 styles of dresses in Scotch plaid and white taffeta combination. The bonnet is matching and has lace trim Cotton stuffed body life like skin arms and legs Also has rubber panties, shoes and stockings individually boxed . . . . . **Each $5.60**

DIAPER BABIES

D215/9357 — **Full Composition Diaper Babies,** jointed arms and legs, painted eyes and hair. Height 8 inches. Bulk packing **Per dozen $6.00**

D215/9359—Same as D215/9357 but **Colored Baby Doll.** . . . . . **Per dozen $8.00**

PLASTIC VINYL COVERED SOFT BODY DOLLS



D215/9208 — **Dutch Girl,** 14" tall, made of washable plastic with colorful artistic designs screened on in durable paint which is guaranteed not to flake or rub off, cotton stuffed Packed each. . **Each $2.68**

D215 9204—**Clown, 17" tall.** Made of washable plastic with colorful artistic designs screened on. Cotton stuffed, sanitary, odorless and color fast. Packed bulk. . . . . **Each $2.68**

SOFT VINYL DOLLS

D215/9156 — **Vinyl Plastic "Lad-N-Lassy" Twins.** Flexible squeeze dolls with whistle consisting of girl doll 9" tall, simulated painted dress, basket in one arm and moving arms with painted shoes and stockings, bobbed hair. Boy doll 9" tall with simulated painted romper, shoes and stockings, moving arms and curly topped hair. Packed in colorful cellophane window display box. . . . . **Each $2.88**

D215 9130—**Vinyl Plastic Debby Doll,** 5¾" tall, decorated romper painted features and hair, squeek squeeze whistle Each in cellophane bag. 1 dozen in a box . **Out of stock**

D215/9133 — **Vinyl Baby Doll, Drinking and Wetting,** 8" tall, painted features jointed arms and legs, dressed with diaper and bottle, each in cellophane bag. 1 dozen in a box.
Per dozen $14.40

D215/9139—**Vinyl Plastic "Squeeky Family," Gift Set of 3 Squeeze Toys** with whistles, colorfully decorated. Consisting of 6" doll, 7" honey bear and 5" novelty elephant. Packed in colorful cellophane window display box.
. . . . . **Each $2.68**

MUSICAL CLOWN DOLL

D215/9208—**Musical Clown.** 16 inch height Made of combination plush and plastic. Hand painted vinyl face, colorfully decorated. Individually boxed. . . . . **Each $8.00**

DOLLS AND SOFT DOLLS

18" DOLL

All rubber doll, latex body, vinyl head with rooted hair saran wig, moving eyes & lashes, hi-grade nylon dress - lace & flower trimmed, rubber panties, voice, petticoats, shoes & socks. 1 to box. 2 dz. to ctn. Assoc. Toy & Dolls.

NO. W418RH—18".....EACH $ 4.98

QUANTITY ORDERED _____

22" INFANT DOLL

Realistic: all rubber, latex body, hi-grade vinyl head, coo voice, dressed in sleeping garment, wrapped in quilted taffeta blanket, ribbon trimmed. 1 to box. 1 dz. to ctn. Assoc. Toy & Doll Factories.

NO. 201PB—22".....EACH $ 4.98

QUANTITY ORDERED _____

22" WALKING DOLL

Plastic body; hi-grade vinyl head with rooted hair saran wig, either marcel or ponytail, soire skirt and blouse with picelet insert & lace trimming, cotton undergarment, plastic shoes & socks. 1 to box. 1 dz. to ctn. Assoc. Toy & Doll Factories.

NO. 1422RH—22".....EACH $14.98

QUANTITY ORDERED _____

BABEE BEE

B&R

No. 10027
BABEE BEE

Absolutely tubbable, vinyl head, rubber body, cries, blows bubbles, wets, drinks. Layette style sacque with accessories. 1 to box. 6 to ctn., 13½ lbs. Sun Rubber Co.

NO. 10027—13".....EACH $ 4.98

QUANTITY ORDERED _____

SO-WEE SET

B&R

No 10541
"SO-WEE" SET

Rubber doll with the drink wet-cry feature. Comes with accessories to amuse and educate. 1 to box, 6 to ctn., 11½ lbs. Sun Rubber Co.

NO. 10541—10".....EACH $ 2.98

QUANTITY ORDERED _____

GROWLER BEAR

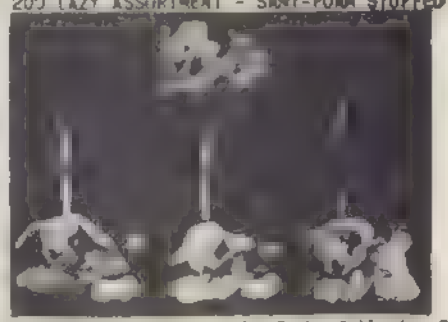
B&R

A plush growler bear with shaped arms and legs. Has clamped-in moving eyes, vinyl nose. Color Brown, Gold. 16" high. Indiv. boxed. Gund Mfg. Co.

NO. 4021/16.....EACH $ 4.19

QUANTITY ORDERED _____

F 200 LAZY ASSORTMENT - SANI-FOAM STUFFED

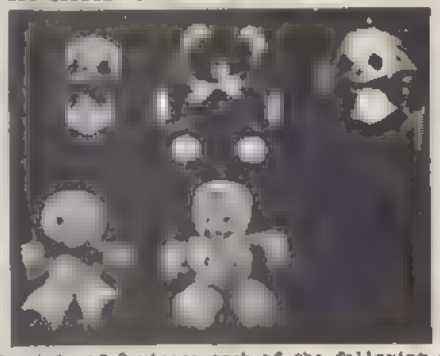


Consists of 4 pieces each of the following 3 styles: F200 Dog; F200 Bear, F200 Lamb. They have button eyes, embroidered nose, mouth, ribbon around neck. Suspended from detachable elastic jingle bell strap. Sani-Foam (foam rubber) stuffed. Pliofilm bag, 7" long. Assorted colors. Packed. 1 dz. assorted, bulk. Gund Mfg. Co.

NO. F 200 ASSORTMENT.....EACH $23.75

QUANTITY ORDERED _____

F 300 CUDDLE ASSORTMENT - SANI-FOAM STUFFED



Consists of 3 pieces each of the following 4 styles. They have button eyes, ribbon around neck. 9½" high. Pliofilm bags. 1 dz. asst., bulk. Gund Mfg. Co.

STYLE	COLOR	
F 300 Bear	Brown w/Tan	Vinyl Nose
F 300 Panda	Black w/White	Vinyl Nose
F 300 Elephant	White w/Red	
F 300 Doll	Blue w/Pink	Vinyl Face

NO. F 300 CUDDLE ASST.....EACH $23.75

QUANTITY ORDERED _____

TF 100 TERRY-FOAM ASSORTMENT

Consists of 2 pieces each of 6 styles. Made of terry cloth, stuffed with Sani-Foam. Has ribbon around neck, felt nose and slumber-type eyes. Colors asst. stripes, plaids, solids. Pliofilm bags, 8-11" long. Packed: 1 dz. asst., bulk Gund Mfg. Co

NO. TF 100 TERRY-FOAM ASST.....EACH $23.75

QUANTITY ORDERED _____

SOFT DOLLS

TF 104 TERRY SLUMBER PUP & WASH CLOTH

Slumber zipper pup made of Terry Cloth. Sani-Foam stuffed. Has matching wash cloth in zipper pouch in back. Slumber-type eyes, felt nose, ribbon around neck. Colors: asst. stripes. 14" long. 1 in plio film bag; 1 dz. to ctn. Gund Mfg

NO. TF 104.....EACH $ 2.98

QUANTITY ORDERED _____

F 811 CUDDLE CAT - SANI-FOAM STUFFED

Plush cuddle cat, Sani-Foam stuffed, has button eyes, embroidered nose, mouth; ribbon around neck, voicemaker in body. Color: White w/Pink 13" high. 1 to box. Gund Mfg. Co

NO. F 811 CUDDLE CAT.....EACH $ 2.98

QUANTITY ORDERED _____

F 823 CUDDLE ELEPHANT - SANI-FOAM STUFFED

Plush. Sani-Foam stuffed. Button eyes, ribbon around neck, voicemaker in body. Color: Grey w/Pink. 13" high. 1 to box. Gund Mfg. Co.

NO. F 823 CUDDLE ELEPHANT.....EACH $ 2.98

QUANTITY ORDERED _____

F 820 CUDDLE PANDA - SANI-FOAM STUFFED

F 821 CUDDLE BEAR - SANI-FOAM STUFFED

Plush cuddle panda, Sani-Foam stuffed. Button eyes, vinyl nose, ribbon around neck, voicemaker in body. Color: Black w/White. 13" high. 1 to box. Gund Mfg. Co.

NO. F 820 CUDDLE PANDA.....EACH $ 2.98

QUANTITY ORDERED _____

Plush. Sani-Foam stuffed. Button eyes, vinyl nose, ribbon around neck, voicemaker in body. Color: Brown w/Tan. 13" high. 1 to box. Gund Mfg

NO. F 821 CUDDLE BEAR.....EACH $ 2.98

QUANTITY ORDERED _____

F 528 SOFTY DOLL - SANI-FOAM STUFFED

Plush. Sani-Foam stuffed. Vinyl plastic face, cotton curls, ribbon around neck. Suspended from detachable elastic jingle bell strap. Color Pink w/White. 12" high. 1 to box. Gund Mfg. Co.

NO. F 528 SOFTY DOLL.....EACH $ 2.98

QUANTITY ORDERED _____

F9928 SWEET DREAMS DOLL. SANI-FOAM STUFFED

Slumbering doll, Sani-Foam stuffed. Vinyl face, golden yarn hair, plush head. Wears removable pajams, ribbon around neck. Color: Pink, Blue. 15" long. 1 to box. Gund Mfg. Co.

NO. F 9928 SWEET DREAMS DOLL.....EACH 2.98

QUANTITY ORDERED _____

F 9926/25 JIBBER JABBER MONKEY

Long-pile plush, Sani-Foam stuffed. Vinyl hands, feet and face with painted eyes. Voicemaker in body, ribbon around neck. Colors: Brown, Gold. 17½" long. 1 to box. Gund Mfg. Co.

NO. F 9926/25 JIBBER JABBER MONKEY.EACH $ 2.98

QUANTITY ORDERED _____

F 6023

B&R

F 5555 NOVELTY ASSORTMENT

Consists of 1/3 dz. each of the following 3 styles. All are Sani-Foam (foam rubber) stuffed.

F 823 Cuddle Elephant—has voicemaker in body, button eyes, ribbon around neck. 13" high. Colors: Grey w/Pink, Blue w/Pink.

F 1952 Dressed Clown—has painted plastic face with golden yarn hair. Wears percale suit, suspended from detachable elastic jingle bell strap. 14" high. Colors: assorted.

F 6013 Loose Pup—loose-jointed. Has slumber-type eyes, felt nose, ribbon around neck, suspended from detachable elastic jingle bell strap. 12" long. Color: gold.

Gund Mfg. Co

NO. F 5555 NOVELTY ASSORTMENT.....EACH $35.75

QUANTITY ORDERED _____

Just a few of the MANY Sun Playthings that SELL FAST the YEAR 'ROUND

Designed for volume selling at low, "natural" prices!

A proven year 'round profit maker at 39¢

No. 11064
Inflated vinyl
"BUNNIE"

Two cute, life-like vinyl animals to move steadily at 49¢

Animal Assortment
No. 14043—6 each
14042 14044

No. 14044
"DOGGY"

No. 14042
"KITTY"

No. 11071
"OSWALD"
RABBIT

No. 11070
"PORKY PIG"

No. 11521
"THUMPER"
RABBIT
in window box

Special Latex Character Toys to sell at only 59¢

No. 11520
"PLUTO" DOG

30 million children see Disney Characters every week on Disneyland TV!

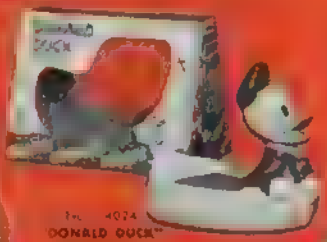
No. 11522
"DONALD DUCK"

Latex character toys. A sure thing at 69¢

No. 11524
"MICKEY MOUSE"

No. 11515
"DUMBO"
ELEPHANT

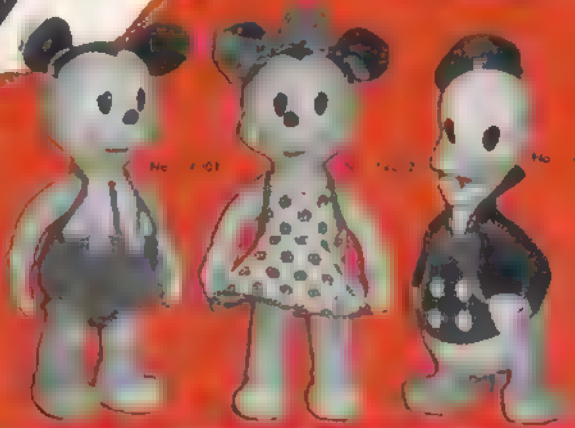
Floating toys for bathrooms, pools, bathing beaches 98¢



No. 4024
"DONALD DUCK"

"DIPPY DUCK"
with loud squawk

No. 4022
"CLEO THE FISH"



Large vinyl standing toys—full 11" tall! No gamble here at 79¢

No. 14001 Mickey Mouse in colorful cotton sunsuit.

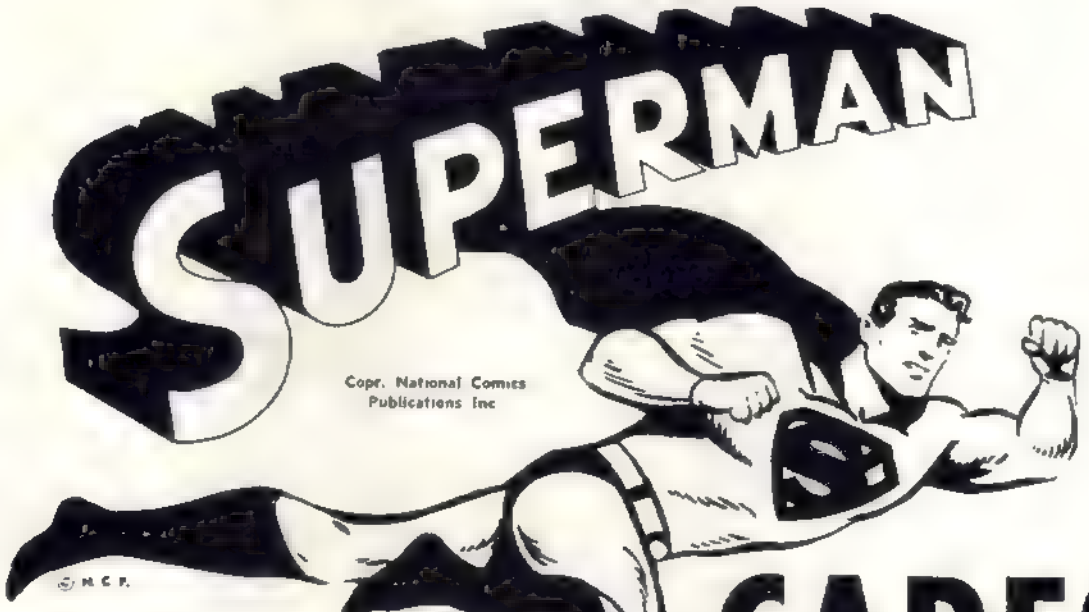
No. 14002 Minnie Mouse in perky cotton sundress.

No. 14003 Donald Duck in painted sailor suit.

THE SUN RUBBER COMPANY

New York Office—200 Fifth Avenue
ORegon 5-8815

Be the first . . . to stock and sell . . . famous



CAPES

It's for play! It's for protection!

It's the "Superman" Cape — exactly as shown on television! Made of Firestone's sturdy velon plastic in a blazing red with the famous "Superman" insignia right where everyone can see it! Completely rainproof this "Superman" Cape retails for $1.49. It's perfect traffic protection!

LIST PRICE:

$1.49

IDEAL FOR ALL THOSE "BACK TO SCHOOL" DAYS!

Write . . . Wire . . . Phone

Adjust-A-Dyper Company, Inc.

Playthings Division

P. O. Box 5843, Crosstown Station

Memphis, Tennessee

WOODY WOODPECKER

in Action

the quick-selling toy item that 'taps' more sales for you!

Here he is — WOODY WOODPECKER — the fabulous Walter Lantz creation of movies, radio and TV — the greatest action toy of the decade! Designed for year-round selling, WOODY WOODPECKER is the surest, quickest way to 'tap' more toy sales than ever before.

WOODY WOODPECKER is an 'action' toy with built-in sales appeal for youngsters. He's got color — realistic action — sound — and he's so easy to operate. Child simply raises WOODY to the top of pole . . . and down he comes, pecking all the way.

Sturdily constructed for continuous use, WOODY is made from 1 heavy gauge steel strand, gaily coated in 5 bright colors. Pole is ¼ in. solid steel rod, topped with 3 in. red wooden ball. Base is 4 in. diameter, bright red high impact styrene. Unbreakable steel spring holds WOODY to pole.

Comes in individual box printed in 8 vivid colors. Packed 3 doz. to carton. Shipping weight less than 24 lbs.

Retails at $1.00

Send your order in today . . . and let WOODY WOODPECKER start making SALES for you!

DISTRIBUTED BY

REUBEN H.

LILJA

COMPANY, INCORPORATED

113-124 North Green Street

Chicago, Illinois

New Toys on Parade

Balla-Rolla Balance Board

An exciting, hilarious game called Balla-Rolla Balance Board is the latest addition to the line of CARROM INDUSTRIES, Ludington, Mich. An action game, it develops coordination for many other forms of sports.

The object of the game is to balance oneself on a 32"-long board which rides on a 5" by 8" wooden roller. A considerable degree of skill can be developed, according to the company, in balancing on the wooden platform which is provided with specially designed non-slip treads on each end. The wooden roller is fitted to move freely in a hardwood frame on the underside of the balancing board.

Balla-Rolla Balance Boards are packed singly in a shipping carton. The package weighs 10 pounds.

"Tama Talker" Doll

An unusual new doll "who talks a blue streak," according to its manufacturer, the ADVANCE DOLL AND TOY CO., West Haven, Conn., has just been brought out.

The doll is called Tama Talker, and she talks, sings, and recites rhymes, all by means of a recording mechanism and motor concealed within her. The Columbia Recording Co. records, which are interchangeable, include familiar rhymes such as "One, two, buckle my shoe," and in addition Tama laughs and asks to be picked up. Standing 25" tall, she has a soft body, vinyl head, arms and legs, rooted Saran wig in either pony tail or bob style, and wears embossed dresses designed by Rita Langley of J and R Langley Co., Manchester, N. H.

Manufactured to retail at $14.95, Tama Talker follows Advance's "Winnie" and "Wanda" dolls, which are self-propelled, moving unaided by means of a winding mechanism and motor. Winnie walks unaided, talks, sings and recites — while Wanda walks alone but doesn't talk. Winnie retails for $24.95, and Wanda, at $10.95.

Fuzzy Fun

"Fuzzologists" is the name ART ROSS gives to enthusiasts of his new hobby material, Fuzzy Fun. The item consists of multi-colored chenille that twists into numerous fascinating shapes.

Fuzzy Fun is available in Stock No. 600, Deluxe Fuzzy Fun, to retail at $1. It is packed three dozen to a carton, and weight is 35 pounds per gross. It is also available in a junior size, Stock No. 8, to retail at 29c. Packing is six dozen to a carton; weight is 15 pounds per gross.

ART ROSS is at 22 E. 17th St., New York City 3.

Flying Circus

Newest addition to popular mobiles is a Walt Disney flying circus. The set contains five favorite characters from Disneyland dressed in colorful circus costumes, a red and white circus tent top and three modern design cross bars. All the pieces are die cut and printed on both sides in four colors.

The figures are suspended from each unit and move by air currents which make the Disney characters whirl and dance. Complete instructions and equipment for assembling are included in the eye-catching box.

Suggested retail price is 98c. The manufacturer is U. S. PLASTIC CO., 2570 E. Walnut St., Pasadena 8, Calif.

Kiddie Garment Bag

Latest product from the WEILL SPECIALTY CO., 1650 E. 38th St., Brooklyn 34, N. Y., is a Kiddie Garment Bag. Made of heavy duty vinyl plastic with a full 30" zipper, it measures 30" by 11" by 15".

The bag is gaily embossed with favorite nursery characters and will hold up to 12 garments. The boys' design is in blue or maize, the girls' design in pink, maize or red. The garment bag retails for $1.98.

Luttinger and Weil Combine to Represent Manufacturers

Monroe J. Weil

Mac Luttinger

Monroe Weil and Mac Luttinger have announced their combining of interests in the establishment of the firm of Luttinger & Weil.

With the re-opening of their new showroom, Suite 356, in the Fifth Avenue Building, they announce they are ready to welcome and serve their many friends in the toy industry.

Mr. Luttinger will continue to travel the midwest, and Mr. Weil will cover the east. The south will be served by Aaron Schwartz, who has been traveling this territory as representative of Weil Associates, Inc. These outstanding salesmen bring many years of successful selling and merchandising to this merger.

Mac Luttinger has served as a salesman and manufacturers' representative in the toy industry since 1945, and is an active member of the Toy Knights of America.

Monroe Weil, who has served for many years as secretary of the Toy Knights and is currently filling a second term as vice-president of that organization, is a son of Saul J. Weil, pioneer American toy manufacturer, who has been in the toy industry since 1907. Following military service, Mr. Weil entered the toy trade as a salesman and subsequently formed his own sales organization which ultimately led to the establishing of the new firm of Luttinger & Weil.

Aaron Schwartz, who has made a multitude of friends in the comparatively short time he has been traveling the south, is a native of, and currently resides in, New York City. Mr. Schwartz is a registered pharmacist and brings the experience of many years of wholesale selling and retail merchandising to the firm.

Visitors to Room 356 will find the following lines on display: H. Davis Company, crafts and activity items for girls and boys; Harry E. Wanner Mfg. Company, Lancaster Batons, Whips, Pig's Eye Gums; Educational Products Company, Hi N-Lo Stilts, Jiggle Stilts, Pogo Sticks; Plas-Trix Company, Scrabbler Pocket Puzzle, Game Puzzles, Paint-A-Puzzle, Water Guns, Doll Bodies, Inc., popular priced Undressed Dolls, Playmore, Inc., Intercom Telephones and Telegraph Sets; A. & L. Novelty Company, Boudoir Dolls, Stuffed Animals and Novelties.

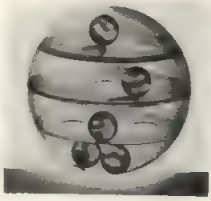
Miss Sheila Kaye is in charge of the New York showroom.

Tarrson's "3-in-1" Puzzle Ball

An amusing toy, game of skill and bath toy all in one is being presented by Sidney A. Tarrson Company, 712 N. Franklin Street, Chicago. It is but one of several new Tarrson items out in time for the Toy Fair.

The "three-in-one" toy described above is a crystal clear, 4" diameter, durable acetate ball. It contains five colorful marbles and three platforms, and the ball has to be manipulated until all five marbles have dropped through the holes in the platform and down to the bottom.

According to the manufacturer the toy is usable as a rattle or a tub toy by the very young or as an "eye and hand coordination" item by older children and adults.



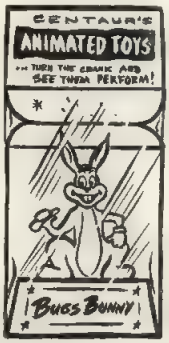
The retail price of the new "three-in-one" toy is 98c.

CENTAUR MAKING PLASTIC WARNER CARTOON CHARACTERS

"Toy buyers and dealers can expect to reap the greatest profits ever from the Warner Brothers Cartoon characters, Bugs Bunny, Elmer Fudd and Tweety, now being manufactured in pliable, plastic form by Centaur Productions," states Norval Crutcher, president of the firm, which is located at 125 Linden Avenue, Burbank, Cal.

"With the established international fame of these characters and the hundreds of organized fan clubs, the public will enthusiastically welcome Bugs, Elmer and Tweety as created in the unique animation of Centaur Toys," he added.

Designated a licensee by the Warner Brothers, Inc., the Centaur Company has accurately reproduced these national favorites in both mood and appearance.



Perfectly suited to Centaur's own special animation, these characters are rollicking as ever, mounted on a sturdy styrene red and blue plastic base, and moving to a crank which an 18-months-old baby can turn.

The actions of these Warner cartoon characters familiar to every child and adult in the country are recreated in the Centaur animation. Bugs ("What's Up Doc") Bunny munches on his eternal carrot and wiggles his flopping long ears, with that familiar expression suggesting an impending explosive unpredictable act. He comes in the Warner Brothers coloring of grey, white and pink.

Tweety the Canary has that soulful "Who, me?" expression, hands in front clasped piously and seated with his enormous feet raised on either side. He is colored yellow with blue eyes and an orange-tinged bill and feet.

Elmer Fudd is "huwwo-ing" with his usual complete politeness, tipping a derby. He's dressed in a brown suit, with that dignified wing-collar he always wears. It's the same old bald-headed, round-faced, big eyed gentleman of the cartoon screen.

Ready for immediate shipment to anywhere in the country, these cartoon characters are packed four each to a dozen display box, or assorted to order.

WE'RE ON OUR WAY!
TOY FAIR
WITH SURPRISES GALORE FOR '54!
Terri Lee
BE SURE TO VISIT MY "TERRI LEE BABYLAND" IN ROOM 546... AND SEE "TERRI LEE IN 3-D!" ... OF COURSE, MY PRETTY NEW COSTUMES WILL ALSO BE IN ROOM 553, AS USUAL!
"BABY LINDA" WILL BE THERE, TOO, WITH SOME SURPRISES OF HER OWN!
Exhibiting at Hotel New Yorker, Two Showrooms, 553 and 546
TERRI LEE, INC.
APPLE VALLEY, CALIFORNIA

BE SURE TO VISIT MY "TERRI LEE BABYLAND" IN ROOM 546 ... AND SEE "TERRI LEE IN 3-D!" ... OF COURSE, MY PRETTY NEW COSTUMES WILL ALSO BE IN ROOM 553, AS USUAL!

"BABY LINDA" WILL BE THERE, TOO, WITH SOME SURPRISES OF HER OWN!

EXHIBITING AT HOTEL NEW YORKER TWO SHOWROOMS, 553 AND 546

TERRI LEE, INC.

APPLE VALLEY, CALIFORNIA

AIR CHAMP

RADIO KITS

• SALES-TESTED!
• PROFIT-PROVEN!

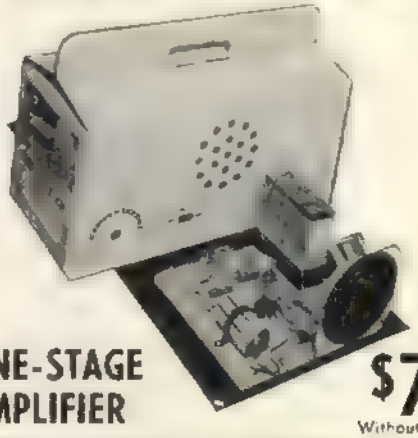
"SELF-ASSEMBLY" KITS

SCREW DRIVER ONLY!

Air Champ CRYSTAL RECEIVER . . .

Entire Kit assembled with only six screws. No batteries or Electric Plug-in, no soldering—parts firmly anchored. Includes Antenna for easy Radio Wave pick-up plus two long-lasting crystals.

$3.00



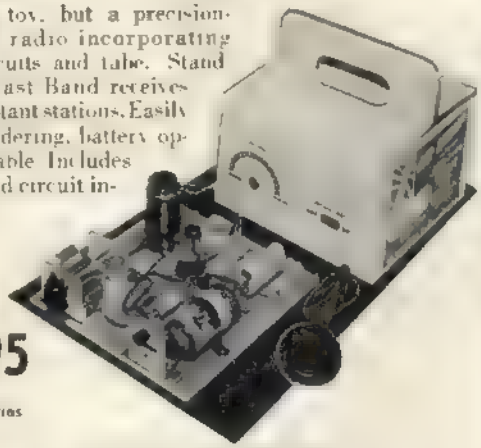
ONE-STAGE AMPLIFIER

$7.95
Without Batteries

Complete unit necessary for converting Air Champ one-tube set into a powerful two-tube unit for loudspeaker operation. Can also be easily connected to a record player for excellent music reproduction. A snap to assemble, no soldering, battery operated. Price includes beautiful hardboard carrying case making it easily portable. Comes with assembly diagrams, circuit schematics and instruction booklet.

Air Champ 1 TUBE RECEIVER

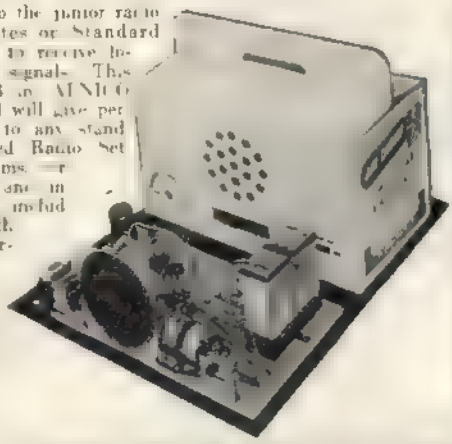
Not just a toy, but a precision-engineered radio incorporating modern circuits and tube. Stand ard Broadcast Band receives local and distant stations. Easily built, no soldering, battery operated, portable. Includes assembly and circuit instructions.



$7.95
Without Batteries

Air Champ 2 TUBE RECEIVER

Special appeal to the junior radio amateur. Operates on Standard Broadcast Band to receive local and distant signals. This set includes a 4 in. ALNICO PM Speaker and will give performance equal to any standard manufactured Radio Set. Assembly diagrams, circuit schematics and instructor booklet included. Complete with attractive fiberboard portable case.



$12.95
Without Batteries

Air Champ FIXED CRYSTAL SET

$6.95

For the more advanced Hobby Enthusiast. This permanent type crystal detector guarantees excellent reception. This set is capable of receiving all standard broadcasts within a 50 mile radius. Plywood mounting database assembly. No soldering necessary. Simple to put together with just 8 wood screws. No parts necessary to complete set.

Air Champ SHORT WAVE ADAPTER KIT

Make your own one- or two-tube Air Champ radio kit a short wave kit in less than five minutes. When converted, will receive foreign and local short wave stations including police, marine and amateur broadcasts. Makes an excellent short wave receiver kit.

$2.25

DURING TOY FAIR, See Us At
McALPIN HOTEL, Room 1145

AIR CHAMP SALES CO.

57-31 BERGENLINE AVE. (Dept. T.N.)
WEST NEW YORK, NEW JERSEY

Nobody - but nobody - but TERRYTOONS gives you All these merchandising and selling advantages!

1. Terrytoons Barker Bill on TV!
2. Terrytoons Movies!
3. Terrytoons Comic Books!
4. Terrytoons Funnies in 75 Papers!
5. Terrytoons Story Books!
6. Biggest Thing in Macy Parade!
7. Terrytoons Merchandise!
8. Promotion Ideas for Your Product!

Here's sales force

MIGHTY MOUSE

BARKER BILL

PUDDY THE PUP

TERREY BEARS

for

TERRY TOONS

Licensees...

The Broadest All-Media Retail Support Yet!

1. TERRYTOONS TV: Mighty Mouse, sponsored by General Mills on a 79-station CBS-TV hookup, seen by 12,500,000 kids each week!
2. TERRYTOONS MOVIES: Seen by 25,000,000 kids each week!
3. TERRYTOONS COMIC BOOKS: Read by over 1,000,000 kids each week!
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6. BIGGEST THING IN THE MACY PARADE: The giant Mighty Mouse balloon seen for the 4th consecutive year by millions!
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8. PROMOTION AND MERCHANDISING IDEAS: Tailor-made to sell your products!!!

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THE GELT

The greatest pre-selling and selling campaign in toy history can be *yours*—opening up sales volume you never dreamed possible!

Join these successful firms who already enjoy the Terrytoons license:

Bar Zim Toy Mfg. Co.
Bayshore Industries
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Ed-U-Cards Inc.
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Samuel Lowe Co.
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Bernard Scherel
Spec-Toy-Culors Inc.

All the famous Terrytoons characters are *now available* on an EXCLUSIVE BASIS—ready to go to work for *you!* Write; wire; or telephone NEw Rochelle (N. Y.) 2-3466, for full information on the Terrytoons Plan to help sell your products!

TERRYTOONS, Inc.
38 Centre Street, New Rochelle, N. Y.

I'd like to see your complete franchise plan for boosting the sales of our product.

*Name*_____

*Company*_____

Address_____

☐ ATTENTION: TOY BUYERS AND MERCHANDISE MGRS. Check here if you would like complete information on all Terrytoons franchise manufacturers and products available. PM

TERRYTOONS, INC.

"BLOND DOLLS WHO WALK, TALK, SING..."

BY GEORGE POPKIN

The following, unsolicited column is reprinted from The Providence Journal Providence, R. I., of Nov. 26, 1953, through the courtesy of the author and that paper.

"Talk, talk, talk, talk, that's all the dolls do this Christmas," an alarmed father was saying.

"Stop it, Henry," his wife was saying. "Mummy, please pick me up. I'm so tired," the doll was saying.

The doll had a reason to be tired. Her name is Winnie, and she talks, talks, talks while she walks, walks, walks—all by herself.

Little girls present were the only ones not saying anything.

Their tiny mouths were not shut. In fact, they were open wide enough to win a dentist's acclaim.

The star of this toy store drama was a cute, albeit pudgy, blonde in blue organdy, standing 24 inches tall.

In the past, walking dolls had to be led by the hand like babies. You manipulated their wrists.

Winnie, however, is all wound up. She's automatic. She's a doll, a real gone doll.

A LEVER DOES IT

You press lever B and a record inside her starts playing.

She walks up to complete strangers and says, "Hello, my name is Winnie. I can walk and I can talk and I can sing." (For a blonde, that's a big deal.)

Whereupon the midget braggart sings "Farmer in the Dell," recites "Little Bo Peep" and "Jack and Jill."

Then comes the punch line about being tired.

If you're a sucker for "Jack and Jill," you wind up the blonde again.

If you're dazed enough or the little mother is insistent enough, you can buy enough assorted refill records to keep you away from home for weeks.

WALK, TALK and SING IS WHAT SHE DOES ALONE!

NO HOLDING, KICKING OR PUSHING!

ONE WINDING
MAKES WINNIE WALK AND TALK

BE SURE TO SEE
"WINNIE, THE WALKING-TALKING DOLL"
AND HER SISTER
"WANDA, THE ONLY UNAIDED WALKING DOLL"
AT THE
HOTEL NEW YORKER — ROOMS 1122-1123

The Advance Doll & Toy Co.

Showrooms: 366 FIFTH AVENUE
Room 1012, NEW YORK, N. Y.

Factory: 106 WATER STREET
WEST HAVEN, CONN.

The Two Greatest "ADVANCES" In Dolls

"WANDA" THE WALKING DOLL

The Only Dolls In Existence That Walk Unaided

"WINNIE" THE WALKING, TALKING and SINGING DOLL

And that isn't all . . . We are forever adding to our line of amazing features in dolls. For pleasant surprise and revolutionary ideas in the advancement of dolls—visit our showrooms at . . .

The American Toy Fair

HOTEL NEW YORKER—ROOMS 1122-1123

March 8th to 17th, inclusive

THE ADVANCE DOLL & TOY CO.

Factory: 106 WATER STREET
WEST HAVEN, CONN.

Showrooms: 366 FIFTH AVENUE
Room 1012, NEW YORK, N. Y.

BRAINSTORM BEANIE

A PROVEN HIT SINCE TOY SHOW

DEPARTMENT STORES
TOY STORES
SCHOOL STORES
AT THE BEACH
THE MOUNTAINS

NATIONAL ADVERTISING ABOUT TO BREAK

SPECIAL OFFER

$1.00 Retail with Battery

Brainstorm Beanie can be a profitable HIT for you too. We'll send a dozen — parcel post paid — at $7.75 a dozen to get you started.

Order today — prove to yourself that Brainstorm Beanie is a terrific item.

Be sure to send the name of your jobber — distributor.

THE ELECTRIC GAME CO.
701 LYMAN STREET
HOLYOKE, MASS.
First and Best in Electric Games

more than 114,000,000 buying consumers will see **GLOLITE NATIONAL ADVERTISING!**

WOW!

The hottest number in town!

phone **GLOLITE** *today for*
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TREE LITE SETS *and* **LAMPS**

OPEN 7 DAYS A WEEK . . . 24 HOURS A DAY

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San Francisco	60 Federal St.	GArfield 1-1986
Miami, Fla.	853 N.E. 79th St.	Miami 84-9422
St. Joseph, Mo.	409 N. Third St.	3-2581

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Philadelphia	232-34 N. Second St.	LOmbard 3-0674
		LOmbard 3-0675
Boston	401 Sumner St.	HAncock 6-3380
Cleveland	2101 Superior Ave.	PRospect 1-5465
Detroit	6915 Michigan Ave.	VInewood 2-2620
		VInewood 2-2621
Atlanta	156 Edgewood Ave., N.E.	CYpress 7591
		CYpress 7592
Minneapolis	725 Second Ave., North	GEneva 7971
Los Angeles	212-22 S Los Angeles St.	MAdison 5-2687
		MAdison 5-2688
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under wraps till now . . .
for the "unveiling"
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Hotel McAlpin
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during the
TOY FAIR
GLOLITE the
ONLY nationally
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at COMPETITIVE
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Watch VALENTINE'S new Television Promotion!

Foremost In

WALKING DOLLS • ROOTED HAIR DOLLS

VALENTINE DOLLS, INC.

200 FIFTH AVE. Room 1457 NEW YORK 10, N. Y.

Dave Bieler • Lee Pelunis

Honey Bears

Appealing cuddly brown bears, all nice quality plush and cotton stuffed, mischievous eyes, squeak voices.

AE 1115B Height 15". ..... Doz. **$27.00**

AE 1303B. Height 20". ..... Doz. **$48.00**

AE 1502B. Height 25". ..... Each **$5.00**

Panda Bears

Good quality plush covered black and white bears, roving eyes, bow ribbon, plastic nose, squeak voices.

AE 1301. Height 11". Doz. **$16.20**

AE 1115A. Height 15". ..... Doz. **$27.00**

AE 1303A. Height 20". ..... Doz. **$48.00**

AE 1502A. Height 25". ..... Ea. **$5.00**

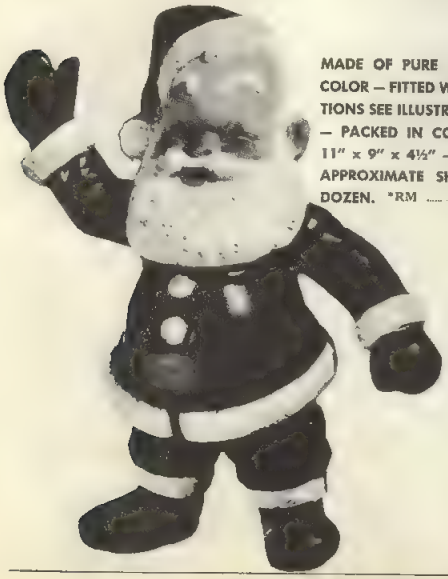
R-18 "ROOFUS" The ROOSTER Packed in Colorful Display Carton — Size 10½" x 9½" x 3⅞" — 6 to a Shipping Container — Shipping Weight about 7⅛ lbs. to ½ Dozen.
RM ..... **$20.00** doz.

"THE LITTLE FOLKS" SANTA

Style No. R-17

RM $20.00

MADE OF PURE NATURAL LATEX RUBBER — FLESH COLOR — FITTED WITH SPECIAL VOICE — FOR DECORATIONS SEE ILLUSTRATIONS — HARMLESS COLORS USED — PACKED IN COLORFUL DISPLAY CARTON — SIZE 11" x 9" x 4½" — 6 TO A SHIPPING CONTAINER — APPROXIMATE SHIPPING WEIGHT 7½ LBS. TO ½ DOZEN. *RM $20.00



R-16 "HUGGER" The BEAR
Packed in Colorful Display Carton—Size 12⅛" x 5¾" x 4"—6 to a Shipping Container—Shipping Weight about 7⅛ lbs. to ½ Dozen.
RM ..... **$20.00** doz.

The "41" Sedan sleeps 6, two toilets, two cabins and deckhouse. One of the all-time favorite models for cruising and fishing.

The "41" Convertible Sedan, the newest model, sleeps 6—provides open cockpit roominess with enclosed deckhouse comfort. **On display at the Boat Show.**

ANCHORS AWEIGH . . .

for the 1954 Matthews fleet.
Four husky beauties—smart conservative styling—superb workmanship—unmatched quality—your ultimate choice for fishing or cruising.

If you want smooth, level-running comfort —unsurpassed sea-going ability —long trouble-free operation and the highest re-sale value in the nation, your choice will be a Matthews "41".

May we mail you a free catalog describing your favorite model?

THE MATTHEWS CO.

PORT CLINTON 4, OHIO
DEALERS COAST TO COAST
In Miami—Matthews Cruisers, Inc., 1825 Biscayne Blvd.

The "41" Sport Cruiser is the nation's favorite off-shore fishing cruiser. Sleeps 5, two toilets, has aft cockpit 20 feet long.

The "41" Flying Bridge Double Cabin is the favorite Model for living aboard and extended cruising. Sleeps 6 and is luxuriously appointed throughout.

"WHEREVER YOU CRUISE . . . YOU'LL FIND A MATTHEWS"

Just a few of the MANY Sun Playthings that SELL FAST the YEAR 'ROUND

Designed for volume selling at low, "natural" prices!

A proven year 'round profit maker at 39¢

No. 11064 inflated vinyl "BUNNIE BUSTER"

Two cute, life-like vinyl animals to move steadily at 49¢

Animal Assortment No. 14045 – 6 each 14042, 14044

No. 14044 "DOGGY"

No. 14042 "KITTY"

No. 11071 "OSWALD" RABBIT

No. 11070 "PORKY PIG"

No. 11521 "THUMPER" RABBIT in window box

Special Latex Character Toys to sell at only 59¢

No. 11520 "PLUTO" DOG

© Walt Disney Productions

30 million children see Disney Characters every week on Disneyland TV!

Latex character toys. A sure thing at 69¢

No. 11524 "MICKEY MOUSE"

No. 11522 "DONALD DUCK"

No. 11515 "DUMBO" ELEPHANT

Floating toys for bathrooms, pools, bathing beaches

DONALD DUCK

DIPPY DUCK

"CLEO THE FISH"

Large vinyl standing toys – full 11" tall! No gamble here at 1.29

No. 14001 Mickey Mouse in cotton colorful sunsuit.

No. 14002 Minnie Mouse in pansy cotton sundress.

No. 14003 Donald Duck in painted sailor suit.

THE SUN RUBBER COMPANY

BARBERTON, OHIO

New

cellular plastic flutter board
water wonder

- ★ **Lightweight** — weighs only 12 ounces
- ★ **Buoyant** — supports 150 lbs. in water
- ★ **Tough** — unbreakable, won't absorb water
- ★ **Self-maintaining** — needs no paint or refinishing
- ★ **Safe** — its surface prevents injuries

The cellular plastic Water Wonder is the most buoyant, trouble free flutter board ever made for beach and indoor use.

Molded in one unit, the Water Wonder will not break, absorb water or deteriorate in any way. Its resilient surface reduces noise and clatter and eliminates danger of injury to other swimmers.

Measuring 12" x 22", Water Wonder also serves as a jr. size surf-board for children up to 125 lbs. It comes in blue and red at a bulk price of $3.95 each for minimum order of 6. Write for further information.

ANOTHER SPONGEX PRODUCT

THE SPONGE RUBBER PRODUCTS COMPANY 49 Derby Place, Shelton, Connecticut

---

45 YEARS
OF SERVICE
and STILL . . .

"Your Dependable Source of Supply for Toys"

RIEMANN, SEABREY CO., Inc.
1107 Broadway (At 24th Street)
NEW YORK 10, N. Y.
Fifth Floor Tel.: CHelsea 2-5160-5161

TOM AND BELLE TINKER

The carriage and crib toys which have been a hit with generations of American infants!

Unbreakable, safe, with permanent finish in a rainbow of colors. Seven inches, head to toe. Packaged to sell on sight—and priced right!

By the makers of famous, nationally advertised TINKERTOYS. Write for catalog and prices now!

THE TOY TINKERS
Division of A. G. Spalding & Bros. Inc.
807 Greenwood St., Evanston, Ill.

BUY FROM THESE DEPENDABLE HOBBYCRAFT JOBBERS

Midwest. Trost Model Craft & Hobbies, 3111 W. 63rd St., Chicago, Ill.

National Model Distributors, 2516 N. Greenview Ave., Chicago 14.

United Hobby Distributors, Inc., 2811 W. Diversey Ave., Chicago, Ill.

Dealers Hobby Supply, Ottumwa, Iowa.

Haw-Ki Hobby Supply, 523 W. 4th St., Davenport, Iowa.

Sky Hobby, Inc., 1214 Farnam St., Omaha 2, Neb.

East. Bronco Hobbycraft Co., Inc., 134 W. 21st St., New York, N. Y.

Polk's Model Craft Hobbies, 314 Fifth Ave., New York 1.

Scranton Hobby Center, 315 Adams Ave., Scranton, Pa.

Modelcraft Distributors Co., 652 Hudson St., New York 14, N. Y.

West. Western Model Distributors, 1576 W. Adams Blvd., Los Angeles, Calif.

P. D. Hays Co., 2643 Martinway, Olympia, Wash.

D. C. Parker, 820 Mission St., San Francisco 35, Calif.

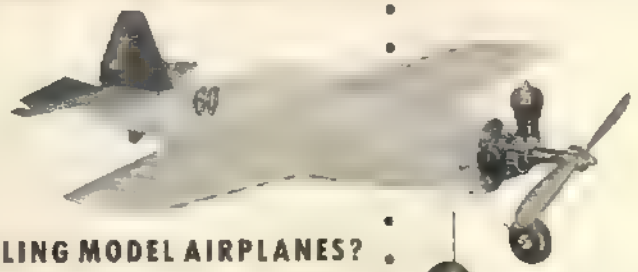
Northwest. Margo Kraft Distributors, Inc., 419 S. 6th St., Minneapolis 15, Minn.

New England. Northeast Hobby Distributors, 87 High St., Boston, Mass.

Southwest. Ace Model Distributors, 3145 Park Ave., St. Louis 4, Mo.

Sky Hobby, Inc., 523 Southwest Blvd., Kansas City 8, Mo.

• Bersted's Hobby Craft, Monmouth, Ill., has recently issued an attractive, 4-page folder, featuring its rubber molds and art molding and coloring sets for school, home and camp, for which the company is enjoying a continuous demand.



SELLING MODEL AIRPLANES?

Earning profits — satisfied customers. What! on a toy counter? **CERTAINLY — READ THIS.**

You and I know that only modern engines built for modern merchandising is the key.

Thimble-Drome

1. Thimble-Drome engines are the only engines but that the average inexperienced boy can start quickly and easily even when they are new.
2. They are mass produced for price
3. Built to such close tolerances that each and every one starts and runs uniformly well.
4. Finished so smoothly they need no break in running
5. Fitted so perfectly they last much longer
6. And they have more than normal power

TD-3

Equipped with Space Bug Jr. Engine

$10.95

Regardless of what engine powered toy you intend to merchandise, insist it be equipped with

Thimble-Drome Engines

All engine manufacturers boast. Only the L. M. Cox Mfg. Co., Inc., can deliver the 6 listed requirements for successful hobby-toys.

L. M. COX
MANUFACTURING COMPANY
BOX 476, SANTA ANA, CALIF.

It will pay you to have

TOYS and NOVELTIES

come to you every month.

$3.00 a year.

"West of the Rockies"

Go Western!

LARGEST RANGE
Of Model, Hobby and Craft Supplies In the West.

WESTERN MODEL Distributors
LEADERS SINCE 1933

2 Convenient Locations

LOS ANGELES
2601 So. Broadway

OAKLAND
1106 5th Avenue

NEW CATALOG BY KRAMER BROS.

Largest and most attractive brochure in Kramer Brothers' 23 years of serving the model-hobby industry, is the new 1954 consumer catalog.

Designed specifically for the retail dealer's sales promotional program, the catalog contains a most complete array of model, hobby and craft merchandise.

It features toy trains in all scales, toy train accessories,

landscaping materials, model kits of all types, hobby and craft kits and materials, and a complete new line of model toys.

One of the firm's popular services is the annual consumer catalog furnished to dealers at cost—less than 3 cents per copy.

The new edition is printed in rotogravure, with eight of its 32 pages printed in attractive color. Measuring 7½ x 10⅛ inches, it is designed as a self-mailer . . . and is a powerful selling aid.

Kramer Brothers carries a full inventory of every item pictured in the catalog, and coupled with KB's 24-hour free delivery service in an area of seven states, it saves the dealer from investing in huge inventories.

A free sample copy may be obtained from Kramer Brothers, 319 Fallsway, Baltimore 2, Md.

• A meeting of the board of directors of the Model Industry Association was scheduled to be held October 9-10 in Cleveland.

SELLING MODEL AIRPLANES?

Earning profits — satisfied customers, What! on a toy counter? **CERTAINLY — READ THIS.**

You and I know that only modern engines built for modern merchandising is the key.

TD-3
Equipped with Space Bug Jr. Engine
$10.95

Thimble-Drome

1. Thimble Drome engines are the only engines built that the average inexperienced boy can start quickly and easily even when they are new.
2. They are mass produced for price.
3. Built to such close tolerances that each and every one starts and runs uniformly well
4. Finished so smoothly they need no break-in running
5. Fitted so perfectly they last much longer
6. And they have more than normal power

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Thimble-Drome Engines

All engine manufacturers boast. Only the L. M. Cox Mfg. Co., Inc., can deliver the 6 listed requirements for successful hobby-toys.

L. M. COX
MANUFACTURING COMPANY
BOX 476, SANTA ANA, CALIF.

Mention
TOYS and NOVELTIES
When
Writing to Advertisers

DESIGNED ESPECIALLY FOR YOUNGER SPORTSMEN.

Shoots arrows or steel balls. Aluminum frame, pistol-grip and arrow support. Best quality rubber sling. Powerful, accurate.
Kit contains "Rangefinder" Junior, 50—¼" Diam. Steel Balls, N. S. A. Target, Extra Sling Bands with Rubber. In attractive multi-color display box, complete. See your dealer (if he doesn't have it, have him write us.)

"Even Robin Hood never had it so good"

DEALERS, JOBBERS, DISTRIBUTORS, MANUFACTURERS' REPRESENTATIVES: WRITE FOR LITERATURE AND PRICE LISTS.

WALDROP ENTERPRISES
801½ HOUSTON ST.
ARLINGTON, TEXAS

ACE *Deluxe* MIDGET RACER

a thrilling 10" model everyone's favorite

One of 16 Famous ACE Kits

Simplified • Anyone can Assemble

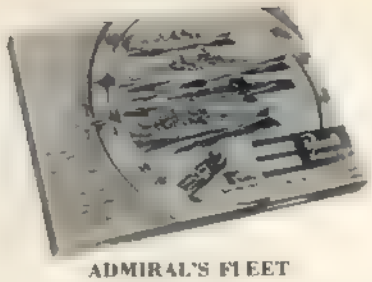
Most parts pre-shaped, easy to build. Each kit packed in colorful carton. Fast selling profit line—

ORDER FROM YOUR JOBBER
or write direct for illustrated catalog

ACE PRODUCTS
60 N. San Gabriel Blvd.
Pasadena 8, California

Revell's Second Annual *Father's Day Promotion*

"HI, DAD!"



ADMIRAL'S FLEET

BY launching the biggest summer advertising promotion in the history of plastic hobby kits, Revell, Inc., is proving that one hobby manufacturer just does not believe in seasonal sales slump!

Life magazine will carry a full page in the June 14 issue, out June 11, really selling the exciting Revell *"Admiral's Fleet"* for Father's Day, June 20.

"This Father's Day. . . . Give Dad More Than A Gift. . . . Give Him A Hobby" is the theme for this dynamic ad showing Revell's dramatically illustrated "Admiral's Fleet" package and its five super-detailed ship models.

The five vessels — Battleship U.S.S. Missouri (Mighty "MO"), Destroyer U.S.S. Sullivans, Baltimore Class Heavy Cruiser, PT-Boat and ATOM-powered Submarine Nautilus—comprise the biggest hobby package ever offered.

Demand for the *Mighty "MO"* biggest seller in the Revell line, and the *"Nautilus,"* has been spurred by front cover and front page news all year. The Fleet pack also will offer Revell's new Destroyer and Heavy Cruiser kits for the first time.

"Everything but salt air and seaspray is in this *Life* page," Revell president Lewis H. Glaser points out. "We're confident that the nautical feeling of the ad will inspire many new hobbyists to start a marine collection, and we're furnishing them all the necessary equipment—seven colors of paints, brush, thinner and cement—with the models at no extra charge." Cost of the complete set is $6 95 retail.

Enthusiasm for this summer campaign for hobbies has been growing steadily as the word spreads via the enormous mailing program which started April 12 notifying the trade. A four page *Life*-size cover folder, reproducing the ad and announcing the free issue of merchandising aids supplied with orders, was sent to nearly 20,000 jobbers and dealers. Five subsequent mailings, including a smaller French folder with a *Life* cover, a jumbo postcard, and letters, all carrying reprints of the ad, are scheduled to be sent at about two-week intervals until the ad appears.

A wealth of material for merchandising the "Admiral's Fleet" will be packed into every order of six packages. A bright orange strip will be fastened around each box, announcing *"Father's Day Gift Set."* Cases will contain window posters and easeled display cards with reprints of the ad and the "Advertised in *Life*" logos, 13 x 16-inch window strips, announcing Revell's Admiral's Fleet advertised in *Life*, with a reminder of Father's Day June 20, and 3 column x 10-inch newspaper ad mats on the Fleet set for Father's Day.

Full page trade ads are also being devoted to the promotion, which is Revell's second annual Father's Day selling event. "Revell expects that other manufacturers will join this program as time goes on," Glaser said.

SELLING MODEL AIRPLANES?

Earning profits — satisfied customers. What! On A Toy Counter? **CERTAINLY—READ THIS.**

You and I both know that only modern engines built for modern merchandising is the key.

TD-3

Equipped with Space Bug Jr Engine

$10.95

Thimble-Drome

1. engines are the only engines built that the average inexperienced boy can start quickly and easily even when they are new
2. They are mass produced for price
3. Built to such close tolerances that each and every one starts and runs uniformly well
4. Finished so smoothly they need no break-in running
5. Fitted so perfectly they last much longer
6. And they have more than normal power

Regardless of what engine powered toy you intend to merchandise, insist it be equipped with

Thimble-Drome ENGINES.

All engine manufacturers boast. Only the L. M. Cox Manufacturing Co., Inc. can deliver the 6 listed requirements for successful hobby-toys.

L. M. COX

MANUFACTURING COMPANY

SANTA ANA, CALIFORNIA

BUY FROM THESE DEPENDABLE HOBBYCRAFT JOBBERS

Midwest. **Trost Model Craft & Hobbies, 3111 W. 63rd St., Chicago, Ill.**

National Model Distributors, 2516 N. Greenview Ave., Chicago 14.

United Hobby Distributors, Inc., 2811 W. Diversey Ave., Chicago, Ill.

Dealers Hobby Supply, Ottumwa, Iowa.

Haw-Ki Hobby Supply, 523 W. 4th St., Davenport, Iowa.

Sky Hobby, Inc., 1214 Farnam St., Omaha 2, Neb.

Mid-West Sales Co., 725 7th St., Rockford, Ill.

East. **Bronco-Modelcraft, Inc., 652 Hudson St., New York 14, N. Y.**

Polk's Model Craft Hobbies, 314 Fifth Ave., New York 1.

Scranton Hobby Center, 315 Adams Ave., Scranton, Pa.

West. **Western Model Distributors, 1576 W. Adams Blvd., Los Angeles, Calif.**

P. D. Hays Co., 2643 Martinway, Olympia, Wash.

D. C. Parker, 820 Mission St., San Francisco 35, Calif.

Northwest. **Margo Kraft Distributors, Inc., 419 S. 6th St., Minneapolis 15, Minn.**

New England. **Northeast Hobby Distributors, 87 High St., Boston, Mass.**

Southwest. **Ace Model Distributors, 3145 Park Ave., St. Louis 4, Mo.**

Sky Hobby, Inc., 1511 Central St., Kansas City, Mo.

Hobby Manufacturers At Chicago Toy Show

• Several hobby manufacturers exhibited at the Chicago-Midwest Toy Show, Hotel Morrison, Chicago, June 27-July 2, and next year, L. Wm. Baker & Associates, who conducted the show, hopes for many more.

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Thimble-Drome Engines

L. M. COX

MANUFACTURING COMPANY

BOX 476, SANTA ANA, CALIF.

Snazzy ACE

CONVERTIBLE

All the Beauty of a Real Car!

Simplified Parts

EASY TO BUILD

One of 17 Famous ACE Kits

Most parts pre-shaped, easy to build. Each kit packed in colorful carton. Fast selling profit line—take your pick or stock them all!

ORDER FROM YOUR JOBBER

or write direct for illustrated catalog

ACE PRODUCTS

60 N. San Gabriel Blvd.

Pasadena 8, California

"West of the Rockies"

Go Western !

LARGEST RANGE

Of Model, Hobby and Craft Supplies In the West.

WESTERN MODEL Distributors

LEADERS SINCE 1933

2 Convenient Locations

LOS ANGELES

2601 So. Broadway

OAKLAND

1106 5th Avenue

SHIPMODELS
FINISHED MODELS TO SELL YOUR KITS—
MARITIME
SELECT
HISTORIC FIREARM
Lunstrum 1186 BROADWAY N.Y.1, N.Y.

"0" Gauge Model Trains for Scale and Tinplate operation.
1954 Catalog showing complete line 25 cents.
Write for information and free literature, Dept. T
THOMAS INDUSTRIES
SHAWNEE, OKLA.

HObbyline HO TRAINS
Sell Themselves
John A. English & Co., Morrisville, Pa.

CYCLE MANUFACTURERS
OLD TIME BICYCLES
PLASTIC QUICK CONSTRUCTION KITS
Volume Priced - Nationally Advertised
Write for new catalog sheet.
59¢
ENTERPRISE MODEL AIRCRAFT
234 E. 2nd Street • Mineola, L. I., N. Y.

TIGER SHARK 10¢ Retail
EACH IN CLEAR CELLOPHANE BAG
12" WING SPAN
ALL BALSA STUNT GLIDER
TIGER SHARK 18" WING SPAN
Catapult Launched
Individually Boxed
25¢ RETAIL
5¢ gliders—model cements—color dopes
LERCON HOBBY PRODUCTS
1185 RANDALL AVENUE, BRONX 59, N. Y.

THE PAINT THAT COMPLETES EVERY HOBBY KIT SALE!
'NAMEL
COLOR KIT
#69
FOR ALL PLASTIC HOBBY KITS
PACTRA Chemical Co. 1213 N. Highland Ave. Los Angeles 38, Calif.

Vibra-Tak in New Leather Case

A new leather carrying case is now supplied with the Fowler Vibra-Tak pocket tachometer. This case protects the precision markings on the tach from possible scratches when the instrument is kept in a tool box, and protects clothing if the tach is carried in the pocket.

A pencil-size precision "slide rule," Vibra-Tak gives instant rpm readings from 2,000 to 15,000, and enables the modeler to test comparative performance of his engine with different kinds of fuel, glow plugs, props, or other accessories. It is useful in competitive flying, and does the work of instruments ordinarily available only at $50.00 to $60.00, according to the company.

Vibra-Tak is built of high stress aluminum with wire reed indicator. It is said to be practically indestructible. Tuning slide is knurled for easy use. Markings are accurate and deep-etched. Price, including case, is $5. Vibra-Tak is available from Verdell Instrument Sales Co., Box 212, Burbank, California.

■

• An 82-year-old woman, Louise Gardner of 5749 Dorchester, Chicago, has a hobby of collecting dolls. At a tea on February 15, she turned over 400 dolls to the Museum of Science and Industry for exhibition purposes. A retired kindergarten teacher, she has spent much of her life trying to make children happy. She began to collect dolls about 15 years ago.

■

War Wife Suggests Hobby Work to Keep Occupied

"Find an interesting and constructive hobby and work at it," is the advice of Mrs. Margo Visser of Edgewood, Pa., to women whose husbands are away from home in military service.

The suggestion, voiced in The *Pittsburgh Press*, told how Mrs. Visser, whose husband is with the U. S. Military Intelligence in Germany, is occupying her time. "If you are sufficiently busy," she said, "there is little time to worry about separation and loneliness."

Wooden Playthings
• Toddler Train
• TrainAPART
• Tug-APART
• Zoo-APART
• Pull Trains
• 'Bill Ding"
Wooden Scale Model Kits
Planes • Trains • Ships
Strombecker
STROMBECK-BECKER MFG. CO., Moline, Illinois
200 Fifth Avenue, New York City

DEALERS WRITE
FOR THE COMPLETE
TROST A to Z LIST
Our complete A to Z list of "TROST LINES" includes most of the best known brands, plus many lesser known parts and supply items you never know just where to buy. This list will help you keep your stock complete. Write for it now.
TROST
Modelcraft and Hobbies
3140 W. 63rd St. Chicago 29
PLANES-TRAINS-SHIPS-PARTS-SUPPLIES

The FIRST Kits Designed for the Toy Trade
JIGTIME MODELS
FU 130
TOP FLITE MODELS INC.
2635 South Wabash, Chicago 16, Ill.

x-acto
HOBBYCRAFT SETS
X-acto Hobby Tools and Craft Kits have been top favorites with both children and their parents. Retail from 60¢ to $30. Send for free, 28 page catalog.
X-ACTO, INC.—48-41 Van Dam St., Long Island City 1, N. Y.

New Fiftieth Anniversary Models prove again—
Thompson is America's "first"* outboard boat!

One look at Thompson's Fiftieth Anniversary line and you see right away why "*Thompson Beats the World on Boats*"! Sleek new models designed and built as only Thompson knows how. New improvements, new features—and traditional Thompson quality and craftsmanship in every detail.

Every Thompson is designed and built for speed, stability, safety—to plane beautifully, ride level, turn fast and sharp. Built for long life—fine quality materials, husky construction, skilled workmanship. Built to save you money—in two big factories that lower costs, save on freight.

That all adds up to more fun—more real dollar-for dollar value. So get your money's worth—get a Thompson!

FREE '54 THOMPSON CATALOG
Shows complete Fiftieth Anniversary line — outboards, rowboats, canoes, "Take-Along" models. Design and construction details, motor hp recommendation chart, accessories prices. Mail coupon for copy

***Five Outstanding Thompson "Firsts"**

- Thompson was FIRST to design an outboard boat that would plane and handle, the burn. This made practical the use of high speed motors.
- Thompson was FIRST with full length spray rails. Thompson spray rails add strength and rigidity, steady the boat, prevent rolling, increase planing qualities, protect the sides of the boat—and keep passengers and boat dry, at speed.
- Thompson was FIRST, with a ... keel for ... of low speed.
- Thompson was FIRST to eliminate the hollow water line at the bow, thus giving the boat more buoyancy, and ability to ride over large waves instead of cutting through them. Treat rugged ... handler going in choppy water.
- Thompson was FIRST to use hollow and round strip planking with compressed seams, for lasting lightness.

No other boat offers so much!

THOMPSON BROS. BOAT MFG. CO.

(Mail to nearest address:) 210 Ann Street, Peshtigo Wis
710 Elm Street, Cortland, N. Y

Send me your FREE 1954 catalog. I am interested in:

☐ Outboard ☐ Rowboat ☐ Take Along* ☐ Canoe

Name _____

Address _____

City _____ State _____

there's more than meets the eye...

Lido means
* EXTRA SALES for you!
* EXTRA PROFITS for you!
* EXTRA VALUES for you!

#237 LIDO CASTLE
Complete with mounted and foot Knights, Battle Horses, Interchangeable Weapons, Cannons and Shells. Looks like the real thing! Assorted colors. *Knights and weapons made of unbreakable miracle plastic.* Cutouts from box sets up into a life-like castle $2.00* retail
*East of the Rockies

Be sure to check our proven best selling line. Write for complete illustrated catalog, describing the many fast moving profitable Lido Line.

Lido TOY COMPANY
200 5th AVENUE • ROOM 206
Plant: 321 Rider Ave., N. Y. 51
LUdlow 5-9400

Bunny-time
is just around the corner...
Gunds
NEW EASTER LINE
IS READY!

Nowhere but nowhere will you find a more exciting... more colorful... more complete line of bunny-time toys. Fashioned with care and pride, GUND'S new Easter Family sets the style for a wonderful Easter parade of new and unusual designs in stuffed toys. For quality merchandise for sure profits... for promotions unlimited, plan your Easter of Gunds now!

Write for Gund's new Easter Catalog today!

Gund MANUFACTURING COMPANY • J. SWEDLIN INC.
300 FIFTH AVENUE, NEW YORK 10, N.Y.
New York • Chicago • San Francisco • Los Angeles • Seattle • Montreal

Perfect set-up
TO STEP UP YOUR PROFIT

1. We're pushing Tinkertoy with the biggest national advertising in its class. Ads in *Parents' Magazine, Child Life, Children's Activities, Country Gentleman, Christian Science Monitor* . . . "American Toys" promotion in LIFE and *national TV*. . . plus 13 weeks of Toy Guidance Council *national TV* spell record profits for you.

2. You cash in when you stock and display TINKERTOY.

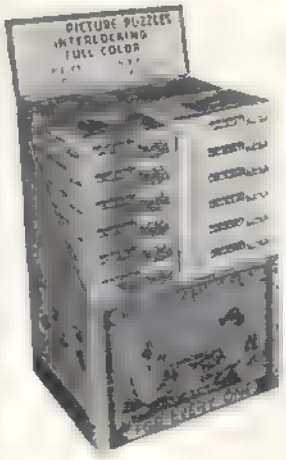
Tinkertoy is prepriced!
Motor Tinkertoy with Electric Motor!
Tom & Betsy Tinker

Feature the favorite—
TINKERTOY!

THE TOY TINKERS
DIVISION OF A. G. SPALDING & BROS. INC.
807 Greenwood St., Evanston, Ill.

Another Popular
Built-Rite TOY

Perfect for Mid-Winter



No. 3461
BOXED PUZZLE ASSORTMENT

A complete assortment of Boxed Picture Puzzles from our REGULAR LINE of BUILT RITE PICTURE PUZZLES

Packed in attractive printed Display Case. Size 16" wide 21" long and 40" high. Case contains 72 Puzzles with 350 pieces each, 12 Puzzles with 500 pieces, 12 Puzzles of 600 pieces, 6 Puzzles with over 1,000 pieces.

This item is available now for the Big Puzzle Season. Here is a real item with tremendous display value in attractive compact form. Case weight is approximately 48 lbs.

Write us today for complete catalog

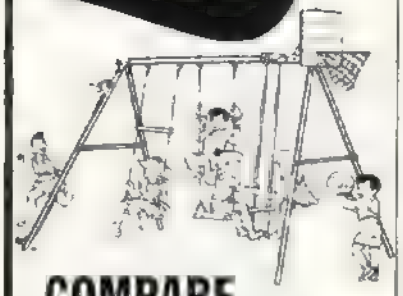
SHOWROOMS — 200 FIFTH AVENUE, N. Y. — MERCHANDISE MART, CHICAGO

WARREN PAPER PRODUCTS CO.
LAFAYETTE • INDIANA

COMPARE AND SEE THE DIFFERENCE—

BENDER BUILT means BETTER BUILT!

COMMENDED PARENTS MAGAZINE



COMPARE

Bender's quality . . . the heavier metal tubing . . . the heavy cadmium plated hardware . . . the ball-bearing swing hangers and the sturdy rugged all-steel construction. ONLY BENDER offers a deluxe model with the exclusive patented SAF-T-LOK Clamp Hood which provides maximum strength and rigidity.

COMPARE

Bender's complete line . . . the NEW Promotional numbers and the standard high quality deluxe models . . . See them all at our permanent showrooms, or write today for your copy of Bender's 1954 Catalog.

BENDER
Playground Equipment, Inc.
RM 1453 - 200 FIFTH AVE N Y 10

REPRESENTED BY Levy Sales Organization Fever

service. The trouble is too many are so hungry for business they sell anyone, so it may take some time to make them see the danger of such practices. Actually it can ruin the department store business the way it is going."

"That would be too bad, for department stores have only recently been sold on the idea of maintaining an active toy department the year 'round," I observed. "What about late showings of changes from Toy Fair samples?" I continued.

"That is especially bad in dolls. Too bad, for that is one classification we would like to make commitments on early, but there is always the fear something 'hot' will appear late in the summer and we will need a good part of our allocation for such items."

MAKE PIRACY COSTLY

"What about piracy? Isn't that one of the reasons the doll people bring out late numbers?

"Yes, there is probably more piracy in that type item than many others, but I don't think there is much that can be done about piracy except what a lot of manufacturers have already worked out. Make such a good item at such a good price that it will cost as much to copy it, which results in no profit in imitating. Any merchant or customer would rather have the original, if the price is the same as the imitation."

"Your mentioning department stores being hurt by cut-rate houses . . . don't you think they also have a problem competing with independent stores who put 100 per cent effort behind toys the year 'round?"

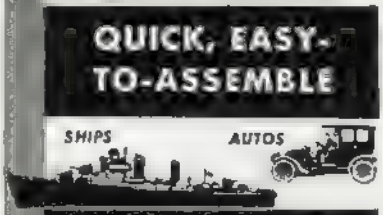
"That is true, and the chains have really shown the way for year 'round business, especially in impulse items."

Thank you Mr. Wall for some interesting opinions and comments. With your sound background they fit right into the core of good toy buying.

Join... and SERVE!

Revell's

QUICK, EASY-TO-ASSEMBLE



HOBBY KITS

Your big opportunity for big profits is in "selling Revell" to today's fastest-growing market—hobby-conscious America!

REVELL, INC.
4223 Ocean Park Ave., Venice, Calif.
NEW YORK OFFICE
Room 1208, 200 Fifth Ave. N.Y.C.

NO OTHER CAN MATCH

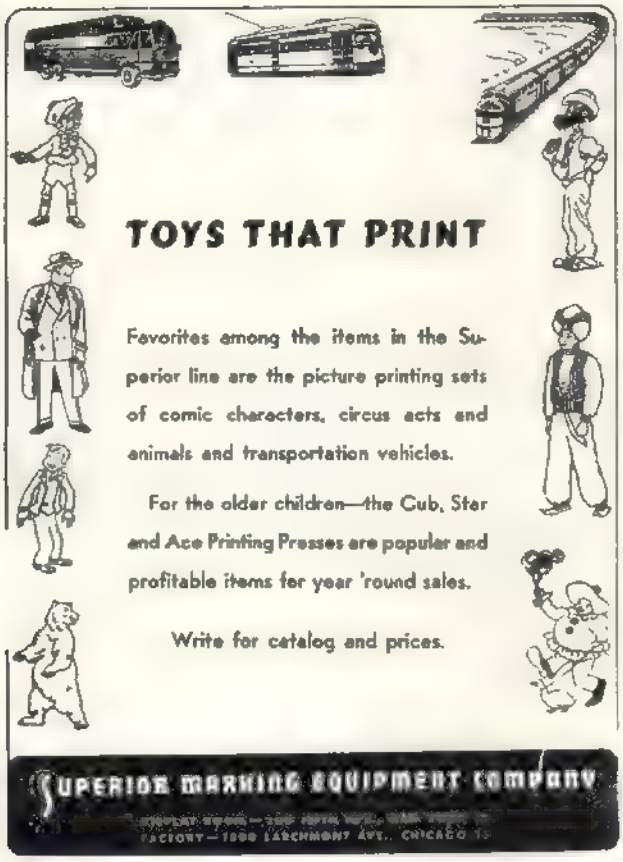
Ed-u-Cards
QUALITY GAMES
Originality
Variety - Value
Write for catalog
25¢
Ed-u-Cards, 164 Duane St., New York 13, N.Y.

It's got to go
...it's REMCO!
REMCO IND. Inc.
113 N. 13th St. Newark 7, N. J.

it's always
PLAYTIME
WITH
Litho Plate
Educational Slated Blackboards
Richmond
Spelling Boards

The exclusive Educational Charts and sturdy construction of the easel desks make LITHO PLATE Blackboards truly lifetime playthings.
Richmond Spelling and Number Boards interest the kiddies at all ages. See these quality items.

RICHMOND SCHOOL FURNITURE CO.
Factory and Main Office
MUNCIE, INDIANA, U. S. A.
New York Office: Room 400, 19th Ave. Building



TOYS THAT PRINT

Favorites among the items in the Superior line are the picture printing sets of comic characters, circus acts and animals and transportation vehicles.

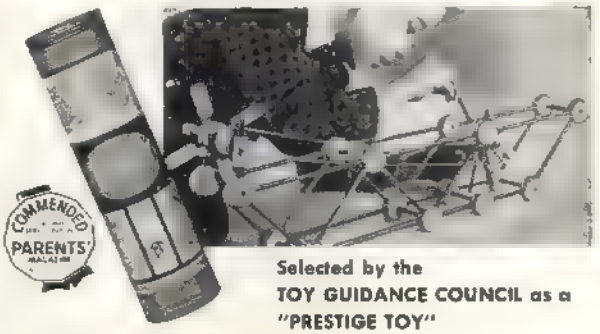
For the older children—the Cub, Star and Ace Printing Presses are popular and profitable items for year 'round sales.

Write for catalog and prices.

SUPERIOR MARKING EQUIPMENT COMPANY
FACTORY—1256 ARCHMONT AVE., CHICAGO 13

FOR FAST TURNOVER, BIGGER PROFITS, SELL THE TINKERTOY LINE!

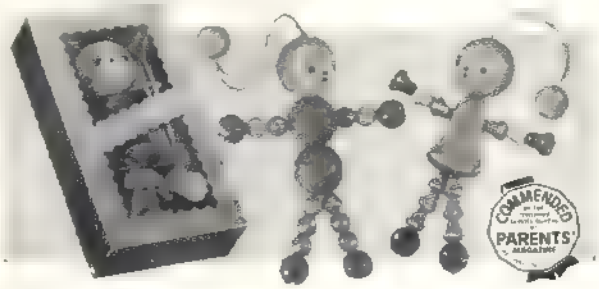
Big, *year-round* consumer advertising starting in June, will appear every month until Christmas. LIFE, PARENTS' MAGAZINE, COUNTRY GENTLEMAN, CHILDREN'S ACTIVITIES, CHILD LIFE and TWO 13-WEEK NATION-WIDE TELEVISION HOOK-UPS



Selected by the TOY GUIDANCE COUNCIL as a "PRESTIGE TOY"

TINKERTOY, original wooden construction educational toy In continuous demand for forty years. Packaged for self-service Low priced for quick turnover. 5 sizes 69¢ to $2.89, retail.

NEW—EDUCATIONAL—FEATURED IN LIFE TOY PROMOTION. More action, instruction and entertainment with a real two-speed electric motor. $9.95 retail.



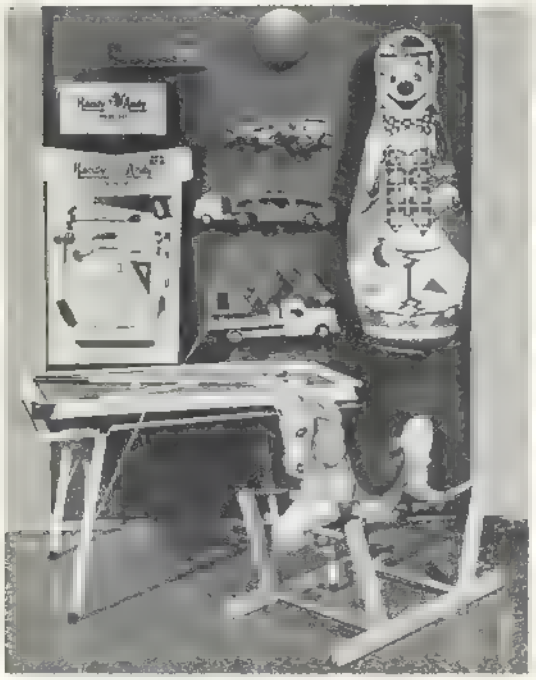
TOM AND BELLE TINKER, carriage and crib toys A favorite with generations of American infants. Unbreakable. Ten safe colors. Each 7 inches long, $1.00 retail.

FEATURE THESE NATIONALLY ADVERTISED ALL-SEASON TOYS

THE TOY TINKERS

DIVISION OF A. G. SPALDING & BROS. INC
807 Greenwood St., Evanston, Ill

Nine TGC "Prestige Toys" Included in Eyerly Lines



Eyerly Associates, 1442 Merchandise Mart, Chicago, direct factory agents, announce that in their showrooms visiting buyers can find nine of the 104 toys selected by Toy Guidance Council judges as "prestige toys for 1954."

"Seven of the nine product lines we represent," states Jack Eyerly, "include items chosen in the TGC program. We are proud to be justified in our belief that we sell toys that are among the finest produced in this country."

The nine "prestige" toys carried by Eyerly Associates are shown in the accompanying illustration and are identifiable as follows:

Doughboy Industries' Bobo the Clown, an inflatable bounce-back toy; Barr Rubber Company's 4 Star Official Size Basketball; Wonder Products' Wonder Horse DeLuxe; Structo Manufacturing Company's Road Grader, Machinery Truck and Steam Shovel, and scale model Auto Transport Trailer; Skil-Craft Corporation's Handy Andy Tool Set; Burrowes' Pool Table; and the Saunders-Swadar Copter, modeled after Bell Aircraft's newest plane of that type

Doughboy Revamps Boxes

Climaxing a series of studies which began many months ago, the plastics division of Doughboy Industries is now set to introduce new packages for its line of inflatable plastic pools and toys.

These boxes will give merchants a compact, attractive counter-item display and it will serve as a special showcase for the toy or pool which it contains, the Doughboy people disclosed in a special report on the project.

The new package has a folded die-cut cover so that the Doughboy logo and toy illustration will stand up when the cover is folded back and so that the toy shows through the open box. The box is made of heavy corrugated cardboard and in special tests held up to 200 pounds.

The top of the box which folds back and stands up is white, red, light blue and yellow on a dark green background, a preview of the carton disclosed. On the sides of the box are colored diamonds with the Doughboy emblem.

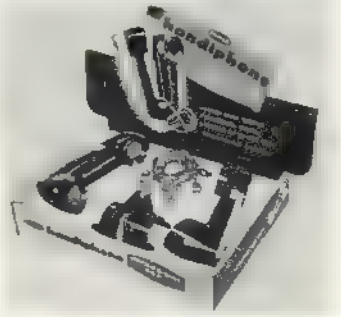
Each box will carry information on the company, a note about Bakelite Krene plastic, the Doughboy forti-plyed sales message, and a word about the heat-seal seam. Also on the box will be the name of the toy and the age group for which it was created. There will also be instructions covering the manner in which the various toys should be used.

Doughboy this year is swinging into the most extensive sales promotion, advertising and publicity program in the history of the firm and every move is being closely coordinated through a team made up of the company's sales representatives all over the nation. All are reported working in close cooperation with the retail outlets for the various products.

REMCO HANDIPHONE SET TO RETAIL FOR $4.95

Remco Industries, one of the world's largest manufacturers of Juvenile Communication Sets has come out with a battery-operated Handiphone Set which retails for the low price of $4.95 complete.

This new Remco Intercom Set is a professionally designed set complete with everything necessary for operation. It will work up to one mile in distance with extremely high speaking clarity. The signal



buzzer is operated by pressing the button, placed for greatest possible convenience on the side of phone. The wire comes set up with plugs which are plugged into the phones when setting up the set. There is no stripping of wires necessary. Instructions are: Just plug in the wires and start talking. Two plastic wall hangers are provided with this set for easy and attractive placement of the phone.

The batteries are guaranteed for long periods of shelf life and are conveniently placed in the rear of the phone. The set is attractively boxed in a corrugated container.

This item has been selected by the Toy Guidance Counsel as one of its 104 prestige toys and will be promoted on television throughout the country. It retails for $4.95.

NEW MECHANICAL TOY BY LINCOLN LINE, INC.

The accompanying illustration shows the model #11 sports car currently being featured in the enlarged line of mechanical toys manufactured by Lincoln Line, Inc., 1144 North Campbell Avenue, Chicago 22.

Made of shock-resistant plastic, this

realistic action toy is nine inches long, three inches wide, and three inches high. It is finished in light red and silver colors and equipped with a "Continental" spare tire. A powerful friction motor gives it plenty of pep and ginger.

The complete assortment of Lincoln Line mechanical toys and other popular priced sellers is on permanent display in New York at the showroom of Larry Schmidt, 200 Fifth Avenue, and in Chicago at the showroom of Eyerly Associates, Merchandise Mart.

NO. O.A. 14 GLOBE BANK

Has lock and key Globe is 3" diameter 4 doz case. 2¼ lbs. doz

No. O.A. 14 ..... doz. $2.40

NO. O.A. 17 BASEBALL BANK

Has lock and key. Bait is 3" diameter. 4 doz case 2¼ lbs doz

No. O.A. 17 ..... doz. $2.40

NO. O.A. 16 DRUM BANK

Has lock and key 3" in diameter, 3" high 12 doz case 2 lbs. doz

No. O.A 16 ..... doz. $1.50

OA 74 WORLD GLOBE

Entire Item made of 5 color lithographed metal Globe is 6" in diam and stands 9" high Zodiac lithoed base with Zodiac instruction printed on individual

OA87 ..... doz. $10.20

OA 44 MINIATURE TRAP DRUM SET

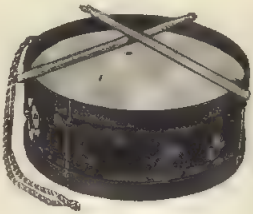
Brightly decorated in red, white & blue Large drum 6¼" in diameter Small trap drum, cymbal, triangle and 2-8" sticks Both heads printed 2 colors Each in two color boxes.

OA. 44 ..... doz. $10.20

NO. G.S.W. DRUM

Both heads metal Lithoed in 4 colors 6¼" diam 2-8" sticks

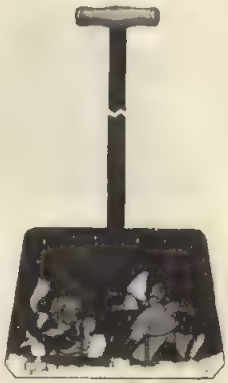
No. G.S.W. ..... doz. $6.00



No. O.A. 42 DRUM

Heavy parchment heads, 18" neck sling. Lithoed in 4 colors. 2-12" sticks. 11" diam.

No. O.A. 42 ..... doz. $8.40



NO. O.A. 39 SNOW SHOVEL

Bright litho design. "T" grip handle, 23" long. Blade 10 x 7"

No. O.A. 39 ..... doz. $4.20

NO. O.A. 46 DRUM

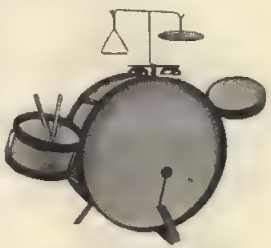
Top head cloth-bottom heavy parchment Four color litho 2-12" sticks. 13" diam 18" neck sling. Each in printed chip box

No. O.A. 46 ..... doz. $14.40

ETL No. JB-59

- √ Bass Drum 8¼" x 4½"
- √ Colourfully lithographed
- √ 2 coloured drum sticks.
- √ Neck cord.
- √ Packed 3 dozen per carton.
- √ Weight 33 lbs. per carton.

doz. $5.40



NO. O.A. 48 TRAP DRUM SET

Ivory body, red rims, 16" diam. bass drum Front head bass printed 2 color design Drummer side cloth Steel foot beater Small drum 6¼" diam. with top head cloth Tom-Tom drum 6¼" diam. with cloth "T" holds triangle and cymbal. Wooden bar holds 2 nickled bells Legs to hold bass drum and 2-8" sticks. Easily assembled with step by step instruction sheet Each in corrugated case

No. O.A. 48 ..... $3.50 ea.

MUSICAL TOYS

They're Exciting!
They're Terrific!
They're . . .
MATTEL MUSIC MAKER SENSATIONS FOR 1951!

Backed by the most phenomenal success of recent years in the field of popular priced toys

JUNIOR HURDY-GURDY

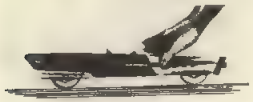
SPE No. M.I. 419

Exquisite, fanciful and salable. Gay litho'd cabinet with circus illustrations

419 and 419X Hurdy-Gurdy

Size: 6¼" x 5⅛" x 3"

No. SPE .....Dozen **$10.80**



Hold car firmly, give Speed Streak friction motor a quick push. As wheels revolve, let Dream Car speed away.

M.I. 465 . . . . . Dozen **$24.00**

A .MATTEL "Mousterpiece"

Brilliant 4 color illustration litho'd on metal Plated plastic bell Plays "Hickory Dickory Dock" as crank is turned "When the clock strikes One" . . the sleeping cat's eyes pop open . . the bell rings, jumps up and uncovers the hidden mouse

M.I. 456 .....Dozen **$24.00**

M.I. 430 .... Dozen **$24.00**

Each musical Blackbird Pie boxed in individual 3 color, compact, counter display unit

M.I. 467 . . . . . Dozen **$24.00**

THE MUSICAL TOY THAT ACTS

Stock No. MI-503 .

$48.00 doz.

1. **You turn the music crank.**
2. **Play and sing the song.**
3. **Somebody pops out the door at the end of each verse.**

Cast of characters in order of appearance:

The FARMER, the FARMER'S WIFE, the CHILD, the CAT, the RAT and the CHEESE STANDS ALONE.

Sing and play one more complete song of the FARMER IN THE DELL and all the characters jump back into the house.

M.I. 421 .....Dozen **$18.00**

MATTEL MUSIC MAKER BOOKS

Books That Play Real Music

No. M.I. 472 "MARY HAD A LITTLE LAMB"

Classic childhood favorite . . with text and full playable score on Mattel Music Box

No. M.I. 472 .....Dozen **$12.00**

No. FFI 1059 THE SAFEST ELECTRIC TOY IRON!

GLO-IRON

ON-OFF SWITCH

the safe, plastic toy that actually . . .

No. FFI 1059, doz. $10.20

» » » The Largest Mask Manufacturers in the World

OUR 83rd YEAR

MASKS–PAPER HATS

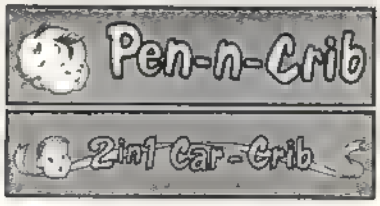
NOISEMAKERS • SERPENTINES • CONFETTI

DESSART BROTHERS, INC.

Masquerade, Carnival and Party Goods

Showrooms:
45 Irving Ave. Brooklyn 37, N. Y. • Arthur Frey, 286 5th Ave., N.Y.C.

RICH TOYS



Wood Rocking Horses - Moulded Plastic Rocking Horses and Spring Bouncing Horses - Bowling Alleys - Combination Games - Shoofly and Gliders - Cradles and Doll Cribs - Pre School Toys - Artist Benches - Peg Tables - Tots Stools and Juvenile Furniture - Doll Houses

RICH Industries, Inc. Manufacturers of RICH TOYS JUVENILE FURNITURE

TUPELO, MISS.

NEW YORK SALESROOM • 452 FIFTH AVENUE BUILDING

JUMPING JIMINEY: A MARSUPIAL!

NO. 1012 HOP ALONG KANGAROO

in other words

HOP ALONG KANGAROO

another of the famous

Elka *Originals*

Elka's authentic replica has young 'un in pouch. Jiggle the elastic band and she leaps, jumps and dances. Fine quality plush stuffed with lightweight cotton.. Soft and cuddly. Beige, pink or blue. Size: 15". Retails @ $2.98

See The Entire Line of Elka Originals
Send For Our New 1954 Catalog

Elka Toy & Novelty Mfg. Corp.

Factory 30 W. 24th St., New York 10, N. Y.
Sales Office & Showrooms 384 Broadway N. Y. and 200 Fifth Ave., N. Y.

EDUCATIONAL

ELECTRIC QUIZ GAMES

The Playway to Knowledge
FOR ALL AGES

ELECTRIC QUIZ FOR ALL AGES

Jacmar

Kiddie Quiz Visual teaching for very tots

Manufacturing Company, Inc.

OUR ONLY OFFICE AND FACTORY
115 West Broadway • New York 13, N. Y.
Tel.: BA 7-7896

ROAD GRADER NO. 600-4

Scale Model—rotating blade. 17" long, 6¾" high; 7¼" wide. Individually packed, 6 to shipper—Weight 30 lbs.

Tonka Toys

MOUND METALCRAFT, INC. MOUND, MINN.

THE TOY MARKET

ROOM 1424 MERCHANDISE MART • CHICAGO 54, ILL.
Permanent Display of America's Leading Toy Lines

featuring Nationally Known Lines That Sell

- **GARTON TOY COMPANY** Wheelgoods, Sleds, Juvenile Automobiles, etc.
- **KUSAN INC.** KnoZoo Blox, Rattles, Trains, etc.
- **DELUXE WOODCRAFT CO., INC.** Rocking and Swinging Horses
- **DARTBOARD EQUIPMENT CO.** Darts and Dart Games
- **SUBURBAN TOY & MFG. CO.** Batons—Junior Golf Sets—Work Benches

AMERICA'S LARGEST MANUFACTURERS OF

BELLS

OF ALL KINDS

JINGLE BELLS • LIBERTY BELLS • Merrie BELL HANGERS

BELL A BALSO PRODUCT DIVISION

THE BALL & SOCKET MFG. CO., Inc.

New York Office: 30 WEST 32nd STREET
FACTORY: WEST CHESHIRE, CONN.

MAKE MORE MONEY WITH FAST SELLING ACME BRAND CAPS & LEADER BRAND SPARKLERS

ACME BRAND Roll and Single Shot Caps with improved Fire Power are the best caps manufactured. Compare our Caps with any other make and prove our claims are justified.

ACME'S LEADER BRAND Sparklers, a brilliant, long burning Sparkler. Available in No. 8 No. 10 regular and Colored, No. 14, No. 20 and No. 36 Sizes. We also can supply the New and Amazing Imported Glitter Sparkle.

Send for FREE Samples and be convinced.

We manufacture and distribute a complete line of Commercial and Display FIREWORKS. Send for illustrated catalog

ACME SPARKLER & SPEC. *Div. of Acme Fireworks Corp.*
River Grove, Ill. (Suburb of Chicago)

Or, contact nearest representative

STATE OF MICHIGAN
C. P. MacDonald Co.
1615 Fourth Avenue
Bay City, Michigan

NORTH CENTRAL
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SOUTH WESTERN
Scott-Fifth Sales Co.
1505 W. Berry
Fort Worth, Texas

WEST COAST
Dave M. Richman Sales Agency
923 Alandale Avenue
Los Angeles 36, California

STATE OF WISCONSIN
Star Novelty Manufacturing Company
P. O. Box 548
Wisconsin Rapids, Wisconsin

ROCKY MOUNTAIN AREA
The Mountain States Sales Co.
623 Mining Exchange Bldg.
Denver, Colo.

FORMULATING PLANS for the new "22" merchandising plan inaugurated by Richard-Barry, Inc., of New York, are, left to right: Iris Gluck; Alyson Skipp Hoyland, of Hoyland-Lewis, Inc., which is spearheading campaign; production manager Irwin Kritchek; Mike Goldenberg, president of Richard-Barry, Inc.; and Jane Olson, publicity director for the firm.

New "22" Ad Service For Retailers

"22," a new advertising-merchandising service for local toy retailers, makes its debut on September 1, heralded by a national publicity and advertising campaign.

"22" is both a mat service and a merchandising guide. It provides mats and illustrations for every type of toy; complete advertising copy for each illustration; headline captions; and professionally-designed layouts for display and promotion Further, it stresses merchandising techniques keyed to the budget of the small retailer. In compact, simplified form, "22" brings the "tools of the advertising business" to the retailer's desk, saving him time, effort and money.

Released by Richard-Barry, Inc., of New York City, "22" was originated by Pennsylvanian Mike Goldenberg, a former ad-man-turned-toy-merchant, president of Richard-Barry, Inc. For the past ten years Mike has operated his own sporting goods-toy store in a Pittsburgh suburb.

Promoted at Luncheon

The new merchandising service was presented to the toy market at a luncheon for toy manufacturers, July 20, in New York's George Washington Hotel, as a cooperative venture between manufacturers and retailers designed to cut advertising production costs for local toy dealers who do an annual volume of business from $30,000 to $150,000.

Subscribers to the service, which will be sold directly and through jobbers, will receive two 11 by 17 books, containing complete advertising material and merchandising techniques; plus ten full pages of mats. One is for reference, the other for cut-outs and paste-ups of ads.

With the aid of "22," the retailer simply selects a mat for the item he wishes to advertise, matches it with corresponding copy and captions, attaches his signature cut, and the ad is ready for production. Ready-to-go promotions tying in with suggested ads are outlined, all using proven merchandising techniques.

"22" derives its name from the theme of the service Everything revolves about the numerals 22, from the low cost of the service to the retailer (only $22) to the number of pages in the book. Cataloged in "22" are 22 promotional ideas, 22 holiday and special occasions to exploit, 22 departmental and window display uses based on eight available displays, 22 catchy captions and headlines, etc.

Although it is primarily aimed at toy retailers who have a net annual income up to $150,000, Mr. Goldenberg told TOYS & NOVELTIES that there are numerous small-town dry goods and department stores who will find "22" an invaluable aid in planning their sales merchandising campaigns, particularly stores that do not maintain a full-time advertising staff. Manufacturers will also benefit by obtaining increased coverage of local newspaper advertising through use of their mats by the local retailer.

Holiday Advertising

Merchandising displays will be made available through the "22" service, and special supplementary editions will be published at intervals to tie-in with seasonal trade. The basic publication to be released this September is a complete guide to Christmas holiday advertising, as well as a comprehensive, all-year-round toy advertising almanac, according to Mr. Goldenberg.

A jobbers' subscription campaign is currently under way, with the goal set at distribution among 2,200 toy retailers. The service is backed by leading toy manufacturers whose products will be represented in the publication.

Gearing and initiating the campaign for Richard-Barry, Inc., in launching "22" is the Hoyland-Lewis Advertising Agency of New York City. Inquiries about the service should be directed to Miss Alyson Skipp Hoyland, of that agency, 207 East 43rd St., New York 17, N. Y.

"Trigger," New Riding Pony

Another famous name has joined the *Train-Rite* stable of children's rides. The new, sturdy mount for little rangers is *"Trigger,"* famed horse of Roy Rogers. Trigger is a Palomino with white flowing tail and mane. He is made of dura-fibre, a new moulded product with great sales appeal, making a light, safe, colorful product. Natural hardwood rockers have a musical mechanism to give the children added pleasure

Trigger has both a crossbar footrest and stirrups. Saddle height is 14½", overall height 24½", body is 23" long

with 31" rockers. Weight 7 lbs. Suggested retail price is $11.95.

A vigorous campaign to give little Roy Rogers fans a miniature of the real Trigger includes an advertisement in the November 15 issue of *Life* magazine, and participation in all the Roy Rogers Christmas promotions to dealers.

Trigger is manufactured exclusively by Moulded Products, Inc., Maple Plain, Minnesota, whose dura-fibre products include Harry the Hairless Horse, Gertie the Goose, Train-Rite Training Chairs, and other items for girls and boys.

A Smart Tip To The Smart Buyer:

DON'T MISS EXTRA PROFITS IN '54

WRITE FOR OUR COMPLETE CATALOGUE—TODAY, TO STUDY 2 NEW LINES OF MONEY MAKERS.

MAGIC-GUIDE + ADVANCE GAMES

ADVANCE DESIGN DEVELOPMENT – DETROIT 4, MICH.

OVER 30 YEARS OF FAMOUS QUALITY TOYS

- New American Plastic Bricks and Checkers
- Popular American Bricks
- "Hewn" American Logs
- Embossed Safety Blocks, Checkers and Dominoes
- Plastic Blocks

HALSAM

HALSAM PRODUCTS CO. AND ELGO PLASTICS, INC.
CHICAGO 13 NEW YORK 10

No. 6 Monkey Doodle Retails $1.98 — No. 10½ Monkey Doodle Dandy Retails $2.98

MORE
MONKEY BUSINESS

Elka's Original Dancing Monkey, the biggest hit of '53—even bigger for 1954.

These are only two of the ELKA ORIGINALS that have set the toy trade on fire. See this remarkable line in its entirety

Send for the new Elka 1954 catalog.

Elka TOY & NOVELTY MFG. CORPORATION
FACTORY: 30 WEST 26TH STREET, NEW YORK 10, N. Y.
Showrooms: 1384 Broadway and 200 Fifth Avenue, New York

BELLE DOLL & TOY CORP.

34 Hubert Street — New York 3, N. Y.

Showroom: 200 Fifth Avenue

Manufacturers of

Quality Dolls of Distinction at POPULAR PRICES

See Our New 1954 Creations

Featuring: Vinylite Baby Dolls

Sales Representatives: ANDY FLEISCHHACKER

Tonka Toys
by
MOUND METALCRAFT, INC.
Mound, Minnesota

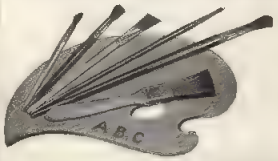
This outstanding scale model of the heavy duty road grader is quality built—The easily accessible steering column turns the front wheel section at the slightest touch—The heavy steel blade is adjustable in any direction—Six heavy treaded rubber tires and lugged wheel plates. L. 17" H. 8¾" W. 7¼"

MOUND METALCRAFT, INC.
MOUND, MINN.

NO OTHER CAN MATCH

Ed-u-Cards
QUALITY GAMES
Originality
Variety • Value
Write for catalog
25¢
Ed-u-Cards, 164 Duane St., New York 13, N.Y.

PAINT SET MANUFACTURERS and CONVERTERS



WATER COLOR BRUSHES FOR YOUR PAINT SETS AS LOW AS 75 CENTS PER GROSS

APPLICATOR BRUSH CO., INC.
100 WATER STREET • BROOKLYN 1, N. Y.

A Smart Tip To The Smart Buyer:

DON'T MISS EXTRA PROFITS IN '54

WRITE FOR OUR COMPLETE CATALOGUE—TODAY, TO STUDY 2 NEW LINES OF MONEY MAKERS.

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OVER 30 YEARS OF FAMOUS QUALITY TOYS

- New American Plastic Bricks and Checkers
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No. 6 Monkey Doodle Retails $1.98 — No. 10½ Monkey Doodle Dandy Retails $2.98

MORE
MONKEY BUSINESS

Elka's Original Dancing Monkey, the biggest hit of '53—even bigger for 1954.

These are only two of the ELKA ORIGINALS that have set the toy trade on fire. See this remarkable line in its entirety

Send for the new Elka 1954 catalog.

Elka TOY & NOVELTY MFG. CORPORATION
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Quality Dolls of Distinction at POPULAR PRICES

See Our New 1954 Creations

Featuring: Vinylite Baby Dolls

Sales Representatives: ANDY FLEISCHHACKER

Tonka Toys
by
MOUND METALCRAFT, INC.
Mound, Minnesota

This outstanding scale model of the heavy duty road grader is quality built—The easily accessible steering column turns the front wheel section at the slightest touch—The heavy steel blade is adjustable in any direction—Six heavy treaded rubber tires and lugged wheel plates. L. 17" H. 8¾" W. 7¼"

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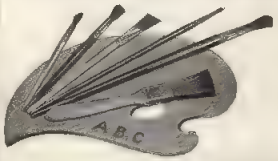

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APPLICATOR BRUSH CO., INC.
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JUMPING JIMINEY: A MARSUPIAL!

In other words

"HOP ALONG KANGAROO"

another of the famous

Elka *Originals*

Elka's authentic replica has young un in pouch. Juggle the elast c band and she leaps, jumps and dances. Fine qual ity plush stuffed w th lightweight cotton. Soft and cuddl'y. Beige pink or blue. Size 15". Retails @ $2.98.

See The Entire Line of Elka Originals
Send For Our New 1954 Catalog

Elka Toy & Novelty Mfg. Corp.

Factory 30 W. 24th St., New York 10, N. Y.
Sales Office & Showrooms 1384 Broadway, N. Y. and 200 Fifth Ave., N. Y.

NO. 1012 HOP ALONG KANGAROO

WRECKER TRUCK
No. 250-4

Tonka Toys

Factual scale model heavy 20 gauge steel construction plated hoisting crank, bumper, grill, headlights and wheel discs. Six large rubber tires, sturdy chain and hook. Length 12¾ inches, height 6 inches, width 6½ inches. Individually packed 6 to shipping carton — weight 20 lbs.

MOUND METALCRAFT, INC. MOUND, MINN.

A Proven Fast-Selling Item!

KARD-PAK

WALLET INSERT

Designed to hold 16 cards or pictures, the newly created Kard Pak Wallet insert slips easily and securely into the owner's present wallet. This new card holder eliminates the object enable sport binding which causes window wallet wear.

RETAIL PRICE **50¢**

Made of flexible plastic — will not dry out, crack or tear, and once inserted in the billfold it becomes an integral part—even to be unaware of ordinary card holders is not apparent.

2 color display box makes sales-impelling display — holds 48 KARD-PAKS.

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IF YOU ARE LOOKING FOR ANYTHING . . .

We can help you. Through our Chicago and New York offices and editorial representatives on the Pacific Coast we cover the entire toy trade. We can tell you promptly where to get the toy or service you desire. No charge to you or anybody else. Part of our service to the industry and we enjoy it!

This ready-to-fly, hand-launched airplane comes individually packaged in cellophane bag . . . packed 4-dozen to eye-catching 3-color counter display box requiring only 10" x 12" space. Made of choice, strong Testors Balsa with realistic 2-color printed trim; can be assembled in 30 seconds without cementing. Wing-span is 12"; overall length—9". A truly tremendous number that will ring up money-making sales for you! Order today...

TESTOR CHEMICAL COMPANY • ROCKFORD, ILL.

TESTORS Go-Hi

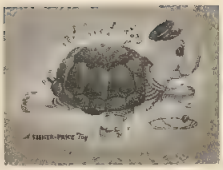
BIG SELLER at just 10¢

FISHER PRICE PULL TOYS

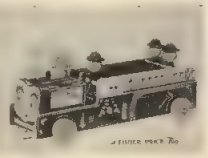
T248/6783 — Musical Push Chime, lithographed 4 color patterns are laminated to solid wood wheels, easily assembled, no bolts or nuts to lose, size of cylinder 7⅝ inches wide, 5 inches in diameter, push stick 18½ inches long, 2 pieces in box.
Per dozen $20.00

T248/6777—Buzzy Bee Pull Toy. Brilliant color and action with concealed buzzing sound, sturdily built of solid wood, steel axle, spring suspended antennae and plastic wings, life like colors, size 6 inches long 5 inches wide, ⅛ dozen in box
..Per dozen $10.00

T248/6780—Merry Mutt. Jolly Xylophone player, lithographed in brilliant doggie colors, Merry Mutt's music-making paws move up and down to bang out a lively tune with his wooden mallets Enameled wood wheels, base and platform, nickeled wires and nickeled steel xylophone keys 3 inches long. Toy 8 inches high, 7½ inches long. Packed ½ dozen in box
Per dozen $13.20



T248/6787—Timmy Turtle. A new musical toy. Legs swing back and forth; tail wags as he happily notes along. Gay musical notes sound from high impact shell sturdy wood construction; hardwood wheels and cap; vinyl visor Size 9" wide; 11¼" long; 6¾" high. Each in box.
. . . . . .Each $3.80



T248/6784 — Winky-Blinky Fire Truck. When toy is pulled, eyes roll up-down, nickeled bell rings and heads of rear fireman revolve up and down. Roomy truck body, solid wood construction with red, white and gold lithographs. For children 3 to 5. Size 12 inches long, 5 inches high 4⅛ inches wide Each boxed. Each $2.68

T248/6788—Roller Chime A new musical toy that brings greater value and new beauty of sound to chime toys. Clappers on top roller strike revolving bright-finish xylophone bars mounted on colorful sound pipes, beautiful chime - sounds result. Threaded handle easily assembled solid wood wheels, attractively lithographed in bright colors Size 7½ inches wide, 6 inches in diameter
Each $4.00

T248/6779 — Jolly Jumper Frog. Rolling, "goughy" eyes. Realistic "Crook Crook" sound, ludicrous action as acetate legs "flip-flop" around rear wheel raising body up and down. For 1 to 6 years old Size 6 inches long, 4 inches wide.
Per dozen $12.00

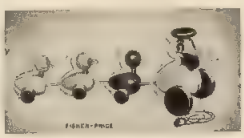
T248/6785—Rooster Katy Kackler. A fascinating mixture of whimsy and realism with unlimited fun value ingenious repeating mechanism, sound "Cluck cluck, cluck, squawk! cluck, cluck, cluck" as wings and feet move up and down Sturdy wood construction For children 1 to 8 years Size 7½ inches long, Each in box.
Each $3.34

T248/6778—Woofy Wagger. Wood pup filled with child appeal Ills spring tail wags excitedly and he swings from side to side with whimsical action as he sounds "Woof Woof" Solid wood wheels, felt ears, steel axles, for 1 to 4 years old 6½ inches long, 5¼ inches high. Packed 1 dozen.
Per dozen $12.00

T248/6789—Gold Star Stage Coach. Galloping horses make realistic hoof beat sounds as driver sways side to side Gold box and coach have hinge covers Separate mail pouch For 2 to 6 years old Length 15½ inches long, 8½ inches high Each in box.
Each $4.00

T248/6786 — Fisher Price Snoopy Snuffer. Snoopy 'Woofs' loudly with his concealed voice as he swaggers along with his ludicrous jointed leg splay footed gait. He is solid wood, full 4 color photography, rubber paws, flappy cloth ears, coil spring tail 15½ inches long, 6 inches wide, 5¼ inches high. Each in box
Each $3.80

T248/6776 — Mickey Mouse Puddle Jumper. As the car putt-putts along, the rear end sways to and fro almost bouncing Mickey out of the seat Solid wood body and enameled wheels strong steel axles Size 6½ inches long, 5 inches high and 3¾ inches wide 1 dozen to shipping carton.
. . . . . Per dozen $10.00



T248/6782—Quacky Family. It combines the action, sound and color that two to sixers love, Durable hardwood; strong metal connectors; plastic beaks; enameled in bright colors. Size 13" long, 5" high. Each in carton.
Per dozen $20.00

CHIME PULL TOYS

A
GONG BELL
TOY

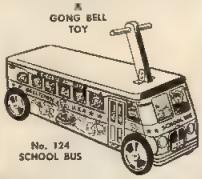
No. 232
PONY CART
CHIME

B248/660 — Pull Chime Assortment. Consisting of 4 each Dutchie Dog, Noah's Ark and Pony Cart chime Attractively illustrated Each toy packed in individual box Packed 1 dozen, 2 kinds in shipping carton Weight 22 lbs. . .Per dozen $16.00

A
GONG BELL
TOY

No. 255
SUPER MARKET CART

B248/661—Super Market Cart. Lithographed in brilliant colors to show a wire shopping basket on wheels chucked full of famous brand groceries. Aluminum finish tubular steel handle and plated grips in all four steel wheels. Strongly constructed throughout. It has shiny steel legs and plated tubular axles, miniature empty boxes of well known brand merchandise are included for extra play value. Basket is 8x11 inches Each in corrugated box. Weight 5 lbs. Each $4.00

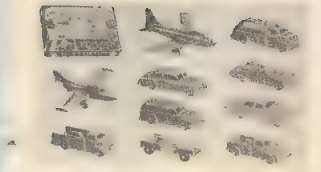


A
GONG BELL
TOY

No. 124
SCHOOL BUS

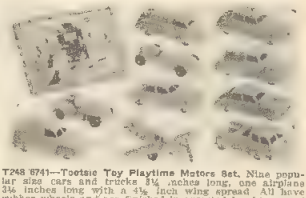
B248 662—School Bus. This big (20" long) School Bus will delight any youngster Brilliantly lithographed and well constructed for long use Its big real rubber tires make it ideal for both indoor and outdoor use. Gongs in all four wheels ring merrily Top is removable for loading Packed each Weight 6½ lbs.
. . . . . Each $5.20

TOOTSIE TOY DIE CAST TOYS



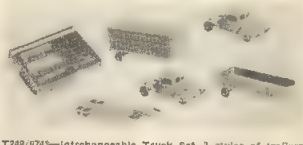
T248 6745—Tootsie Toy Motor Set, 9 piece set of latest design cars, trucks and one big convair plane all with Tootsie Toy "roll-ezy" construction rubber wheels, all finished in assorted brilliant colors Packed in gift box . . . . . Each $2.80

T248 6747—10 Pc. Playtime Set of brilliant colored jumbo size tootsie toys, 8 cars and trucks and 1 large and 1 small airplane, all with "roll-ezy" construction rubber wheels Put up in gift box. Each $4.30

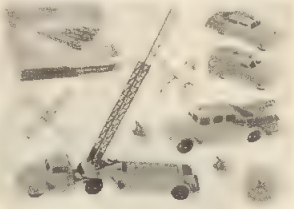


T248 6741—Tootsie Toy Playtime Motors Set. Nine popular size cars and trucks 3¼ inches long, one airplane 3¼ inches long with a 4¾ inch wing spread All have rubber wheels and are finished in assorted bright enamel colors. A perfect set for children, ages 2 to 6 years. Packed in attractive gift box Per dozen $21.60

B248/6746—Tootsie Toy Interchangeable Truck Set. Pe . . . features of the real thing Being able to change [illegible] semi-trailer cabs from utility truck to shipping band and heavy machinery hauler is a feature all children like. "Roll-ezy" construction. Rubber wheels . . . . . Each $3.60

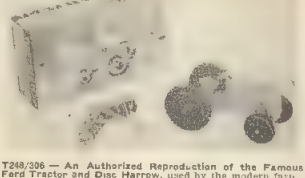


T248/6743—Intrchangeable Truck Set, 3 styles of trailers "roll ezy" construction rubber wheels, attractively colored length of trucks 5½ inches Packed in lithographed gift box. . . . . Each $2.20



T248 6744—Tootsie Toy Fire Department Set. 10 pieces The sound of the siren stops all traffic Consists of Aerial Ladder Truck 8¾ inches long, 1¾ inches wide and 2 inches high, ladder tower with extension measures 8½ inches, raises and revolves. Fire Engine is latest design, 5 inches long, 1⅝ inches wide and 2 inches high; Fire Chief's Car is 4 inches long. Fire Ambulance with Red Cross signals, 4 inches long All with Tootsie Toy exclusive "Roll-Ezy" construction, rubber wheels, 2 extra ladders, 3½ inches long, Junior Fire Chief Badge that can be worn, miniature Fireman's Axe, shovel and 2 hats Packed in attractively designed box measuring 13x10x2¾ inches . . . . . Each $2.60

T248 306 — Tootsie Toy Tractor with Shoveling Wagon. Utility wagon with removable sides and ends Movable scoop Overall length 14" Each in gift box . . . . . Per dozen $24.00

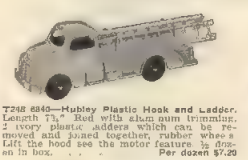


T248/306 — An Authorized Reproduction of the Famous Ford Tractor and Disc Harrow, used by the modern farmer, made of die cast metal, rubber tired wheels, attractively enameled tractor, length 4¾ inches, disc harrow [illegible] inches Packed 1 set in Illustrated gift box Per dozen $12.00

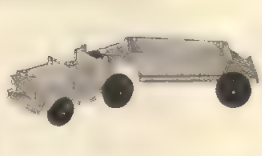
T248 6742—Tootsie Toy Freight Train Set, 6 pieces, the detail a [illegible] and this set could be classed as a collector's item [illegible] . . . Per dozen $24.00

HUBLEY'S PLASTIC TOYS

T248/6636 — Hubley Plastic Motorcycle. Length 9". Finished in red and green blue man Rubber wheels. Packed 1 dozen to box. . . . Per dozen $4.50



T248 6840—Hubley Plastic Hook and Ladder. Length 13." Red with aluminum trimming. 2 ivory plastic ladders which can be removed and joined together, rubber wheels Lift the hood see the motor feature ½ dozen in box. . . . Per dozen $7.20



T248 6842 — Hubley Plastic Earth Mover. Length 14". Orange with aluminum trimming, 4 black rubber wheels plus spare behind driver seat, trailer bottom opens wheever at rear is thrown Each in box. Per dozen $24.00

T248/6839 — Hubley Plastic Dump Truck. Length 6¼". Assorted colors. Aluminum trimming, rubber wheels. Tailgate swings open when dump is raised When hood is lifted It exposes a 6 cylinder motor to work on. Packed ½ dozen. Per dozen $7.20

T248 6844—Motor Transport. Length 13¾ inches. Red plastic cab and trailer with bright trimming Cab lifts off completely, exposing an accurately detailed V-8 engine Bright metallic plastic chassis, radiator grille and gas tanks. Trailer hitch on rear. Chassis enclosed with realistic detail. Detachable trailer 9¾ inches long Carries four plastic toy Cadillac cars which can be driven off or on the trailer over the removable plastic ramp Ramp hooks into trailer When not in use it is carried out of sight underneath. Toy Cadillac cars are yellow, green, blue, tan, with bright aluminum trim Each over 4 inches long. Black rubber wheels. Each boxed. . . . . Each $2.34

T248 5862 — Hubley Plastic Road Roller. Length 5½" Green body with red wooden wheels and roller. Each in box. Per dozen $4.00

T248 6843 — Hubley Plastic Tanker. Length 12¾" Red with aluminum trimming 14 black rubber wheels plus two on removable trailer support. Rear wheels on trailer have knee action Remove the cab see the motor Each in box. . . . Per dozen $24.00

TOY TRUCKS AND EARTHMOVING EQUIPMENT

JUMBO CAR ASSORTMENT

This deluxe assortment consists of Lincoln Capri, Mack Truck, Oil Truck, Cadillac Sedan, Chrysler Sedan and Buick experimental Sportster. Assorted colors. 6" long. Pkd. 1 doz. Wt. 3 lbs.

No. 954/5030.....Jumbo assortment
Per Dozen..... $ 2.32

AUTO AND TRUCK ASSORTMENT

Miniature trucks and cars 4" long in assorted colors. Rubber wheels. Pkd. 1 doz. to a box, 24 doz. to a carton. Wt. 41 lbs. per carton.

No. 955/1180.....Auto & Truck Asst.
Per Dozen..... $ 1.44

AIRPLANE ASSORTMENT

Four super jets and one civilian plane, just like they see in the air. They come in assorted bright colors. 3½" long with 4½" wingspread. Pkd. 1 doz. Wt. 3 lbs.

No. 956/1200.....Airplane Assortment
Per Dozen..... $ 1.44

CAR AND TRUCK ASSORTMENT

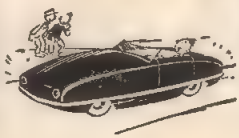
Assortment of ten styles of cars and trucks in brilliant colors. 3¼ in. long. Pkd. 2 doz. to a box, 24 doz. to a case. Wt. 60 lbs. per carton.

No. 957/529.....Car & Truck Asst.
Per Dozen..... $ 1.00

PULL-N-RIDE TRUCK

Big, sturdy dump truck of heavy gauge steel for riding. Has removable saddle seat and handle. Spring lift dump box has lock lever for safe riding. Heavy rubber tires. Pkd. 1/12 doz. Wt. 7¾ lbs. per carton.

No. 3722.....Pull-N-Ride Truck
Each..... $ 3.32



REPAIR IT UNIT

Rugged, heavy gauge steel truck 26½" long. Complete with jack, which will actually pick up corner of truck, assortment of tools and spare tire. All wheels removable and interchangeable. Pkd. 1/12 doz. Wt. 8 lbs. per carton.

No. 3667.....Repair-It-Unit
Each..... $ 4.00

DUMP TRUCK

All steel construction. Extra large dump body. Hinged tailgate. Rubber tires. Size 13½x6¼x4¾ inches. Pkd. 1 doz. Wt. 29 lbs. per carton.

No. 958/3312 Sand & Gravel Dump Truck
Per Dozen..... $ 12.00

SCOOP-N-LOAD CONVEYOR

Designed for sand pile engineers. Loading scoop in rear transfers sand to conveyor belt which carries it to top and pours it out through chute. All steel construction with rubber tires. Size 18x8x3¼ inches. Pkd. 1 doz to a carton, Wt. 30 lbs.

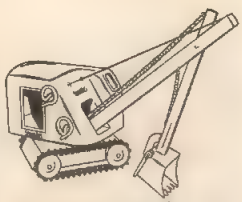
No. 959/3329 Scoop-N-Load conveyor
Per Dozen..... $ 16.00

SUPER MKT. DELIVERY TRUCK

Many miniature food package for added play value. Rugged, all-heavy gauge steel construction. Heavy duty rubber tires. Packed 1 doz. Wt. 25 pounds.

No. 960/3325 Super Mkt. Delivery Truck
Per Dozen..... $ 12.00

STEAM SHOVEL



Blue, all steel construction. Heavy duty rubber tractor treads. Two cranks operate boom. Cab revolves. 26½ in. long. Pkd. 6 to a carton, Wt. 21 lbs.

No. 105.....Steam Shovel
Each..... $ 2.65

MINIATURE CARS - TRUCKS - TOOTSIE TOYS

BILD-A-TRUCK

The following different kinds of trucks can be assembled and attached to either cab: log, gasoline, flat-bed truck, stake truck, closed and open van. Dual rubber wheels. Pkd. 2 doz. weight 50 lbs.

No. 943/7600.....Bild-A-Truck
Per Dozen..... $ 19.90

TOOTSIETOYS
MOTOR SET

Set of eight medium size TOOTSIETOY cars and trucks and two jet airplanes. Rol-Ezy construction. Assorted colors. In big display carton. Pkd. 2 doz. Wt. 41 lbs.

No. 944/7200.....Motor Set
Per Dozen..... $ 17.52

FIRE DEPT. SET

Set of eleven pieces consisting of 1 Aerial Ladder Truck, Fire Engine, Fire Chief's Car, Fire Ambulance and 7 miniature firemans accessories. Pkd.. in beautifully designed box, 2 doz. to a carton, Wt. 40 lbs.

No. 945/5211.....Fire Department Set
Per dozen..... $ 15.84

INTERCHANGEABLE TRUCK SET

Being able to change the two semi-trailer cabs from utility truck to shipping van and heavy machinery hauler. Pkd. 3 doz. weight 54 lbs. per carton.

No. 946/4900 Interchangeable Truck Set
Per Dozen..... $ 13.50

TRACTOR

Replica of Ford Tractor with movable scoop and utility wagon. Overall length 14 inches. Pkd. 3 doz. Wt. 35 lbs. per carton.

No. 947/290 Tractor W/Scoop & Shovel
Per Dozen..... $ 11.80

JUMBO MOTOR SET

Set of four TOOTSIETOY trucks, bus, and autos. Rol-Ezy construction. Assorted colors, rubber wheels, Pkd. 3 doz. Wt. 48 lbs. per carton.

No. 948/7250.....Jumbo Motors Set
Per Dozen..... $ 11.20

AUTO TRANSPORT

Double deck auto carrier with four cars. Overall length 9¾ inches. Rol-Ezy construction. Rubber wheels. Pkd. 6 doz. Wt. 45 lbs. per carton.

No. 949/207.....Auto Transport
Per Dozen..... $ 7.60

TRACTOR AND DISC HARROW

Reproduction of the Ford Tractor and Disc Harrow used by the modern farmer. Tractor is 4¾ inches long. Pkd. 6 doz. Wt. 40 lbs. per carton.

No. 950/289.....Tractor & Disc Harrow
Per Dozen..... $ 6.28

DUMP TRUCK

It actually dumps and the tail-gate swings open. Dual Rubber wheels. Assorted colors. Overall length, 4½", Pkd. 1 doz. weight 3¼ lbs. per carton.

No. 951/249.....Dump Truck
Per Dozen..... $ 3.20

TOW TRUCK

It's Rol-Ezy constructed with dual Rubber wheels. Overall length including swivel-tow hook 5½". Pkd. 1 doz. weight 3 lbs. per carton.

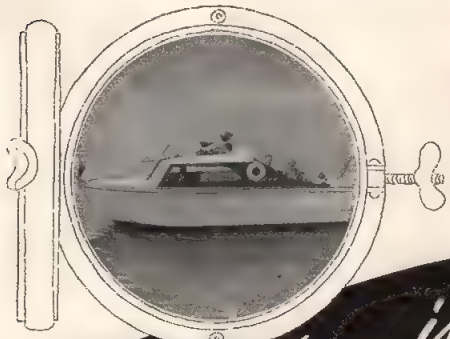
No. 952/245.....Tow Truck
Per Dozen..... $ 3.20

ARMY JEEP

Finished in regulation Army green, Yellow and brilliant red. Rubber wheels. 5" long. Pkd. 1 doz. Wt. 3 lbs. per carton

No. 953/285.....Army Jeep
Per Dozen..... $ 2.80

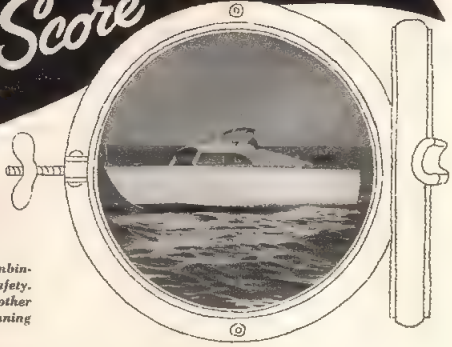
Take a look at the TOPPER Twosome



Topper Outboard
SEDAN CABIN CRUISER

. . . deep V hull of exceptionally sturdy construction . . . a miracle of marine engineering . . . priced to make pleasure cruising for the millions a reality.

Sure to Score in '54!



Topper Outboard
CABIN CRUISETTE

. . . the sportsman's dreamboat . . . combining streamlining and speed with safety. Roomier cockpit, flying bridge and other features add up to more fishing, funning or sunning.

They're high, wide and handsome. The biggest, most luxurious 19-footers afloat. Big in value, too, because few other boats can come close to them in price, low upkeep . . . and seaworthy performance.

If you've never owned a cabin cruiser, start with a TOPPER. And here's why: *you ride in it, not on it!* It's so safe, folks who now own a TOPPER tell us it's fun to take the kids out on a weekend No worries The deep, safe cockpit compares favorably with many larger boats. The watertight engine compartment in the stern makes TOPPER the quietest, cleanest outboard cruiser on the market. The surprisingly roomy, well-ventilated cabin with two full-length bunks allows you plenty of headroom and storage space

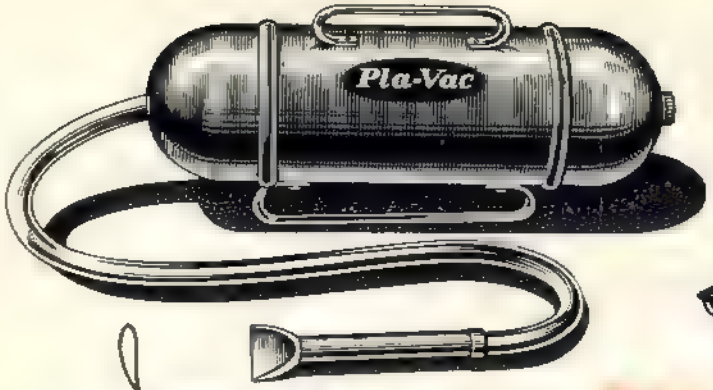
But why whet your appetites when you can wet the keel of your own TOPPER Cruiser now! One close look will show you that TOPPER is SURE TO SCORE IN '54

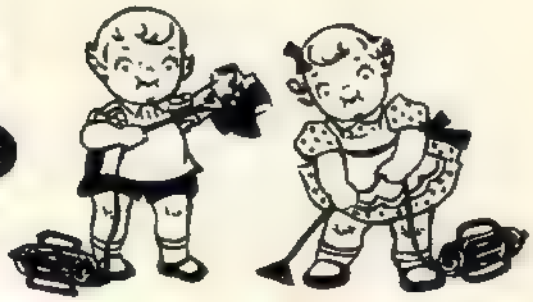
See the TOPPER Twosome at the New York Boat Show, January 15th-25th in Space A-6 or at the Chicago Boat Show, February 5th-14th
If you can't make it to the show, write TODAY for our new catalog!

TOPPER BOAT CO.

5816 RITCHIE HIGHWAY • BALTIMORE 25, MARYLAND • Bernard J. LeGaullon, Owner

Phone: Prospect 3131 • Nights, Weekends & Holidays: Prospect 3256-J





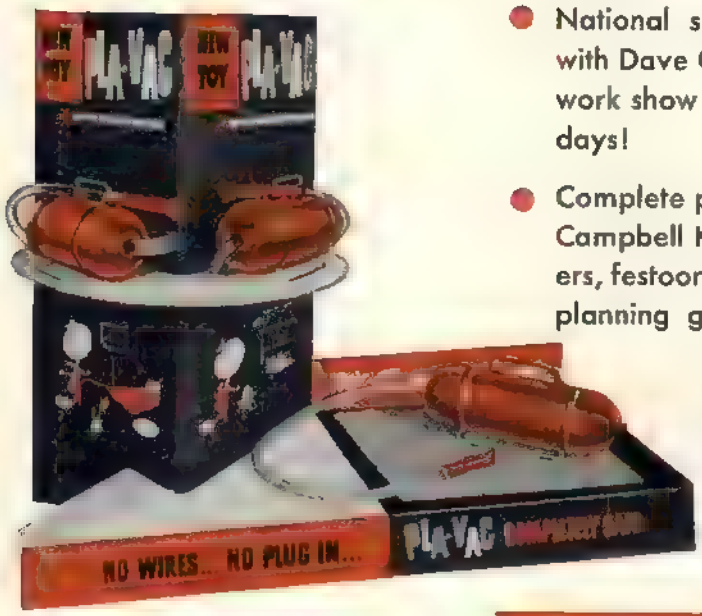
Pla-Vac

PATENT PENDING

America's FIRST battery operated vacuum cleaner . . . joins the Campbell Kids' Birthday Celebration to bring you the greatest 'profit party' in years!

Here's Plenty of 'Live' Ammunition to Help You STIMULATE SALES!

- To be launched in LIFE, November 1st issue in a huge, color-packed 7-page section!
- National sales impact on NBC-TV's "Today" with Dave Garroway . . . famous 53-station network show . . . starting November 1st for 5 BIG days!
- Complete promotional kit . . . including life-size Campbell Kids cut-outs, blow-ups, window posters, festoons, streamers, mats . . . and a detailed planning guide!



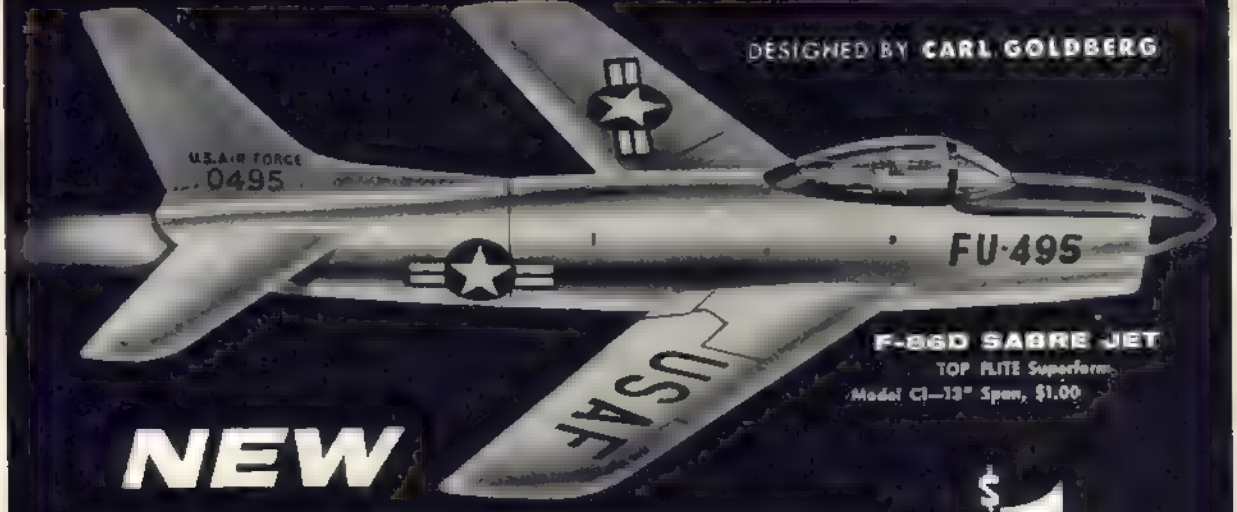
This special display set-up assures fast, easy sales! Comes complete with carpeting, container for demonstration particles and rocks for display of sample PLA-VACS.

Order your supply of the new, improved PLA-VACS NOW . . . and be ready for the profit-making results of this tremendous sales push!

Gay Toys, Inc.

6432 CASS AVENUE • DETROIT 2, MICHIGAN

DESIGNED BY CARL GOLDBERG



F-86D SABRE JET
TOP FLITE Superform
Model C1—13" Span, $1.00

NEW

THESE REALISTIC FLYING MODELS WITH SUPERFORM BALSA FUSELAGE SHELLS AND PLASTIC PARTS WILL SELL ON SIGHT!

$1

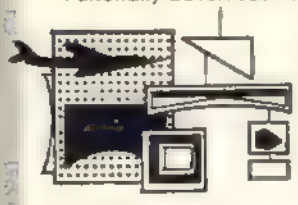
DOUGLAS SKYROCKET
TOP FLITE Superform
Model C2—12" Span, $1.00

LOOK AT THIS EXPLODED VIEW OF TYPICAL SUPERFORM MODEL

GOES TOGETHER LIKE MAGIC!

LOOK AT THIS SENSATIONAL TOP FLITE DEAL!
you get 24 asst. kits—your cost
$15.75
and included with every deal, you get
A BUILT-UP MODEL
an eye-catching mobile
displays, etc.

LOOK AT THESE SELLING AIDS
nationally advertised in **LIFE**



Air Trails
Model Airplane News
West Coast Model News

displays, mobiles
actual built-up models
everything you need to do
big business

MONTH after MONTH

The most beautiful flying scale models ever. Top Flite Superform balsa fuselage shells are die-cut for exact fit . . . then permanently pre-formed to actual rounded contours! Many molded plastic parts, rubber wheels, and colorful decals. No tools needed! Comic-book style plans for easiest assembly.
for JETEX and CATAPULT!

as advertised in LIFE

TOP FLITE

THESE PLANES ARE REALLY HOT!
CALL YOUR JOBBER RIGHT NOW!

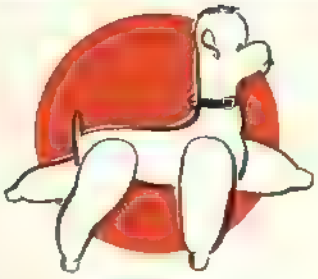
TOP FLITE MODELS, INC. 2643 S. Wabash, Chicago 16, Ill.

THE

ARISTOCRAT

TOYS OF DISTINCTION

As cute and cuddly a pooch as ever paraded up Park Avenue. The Aristocrat is fully jointed . . . he sits, he stands, he sleeps, he begs. Small fry will love his antics . . . parents too. Don't miss this new toy wonder!



Knickerbocker Toy Co., Inc.

FACTORY: 650 Avenue of the Americas New York 11
SHOWROOMS: Room 302, 1.07 Broadway New York City

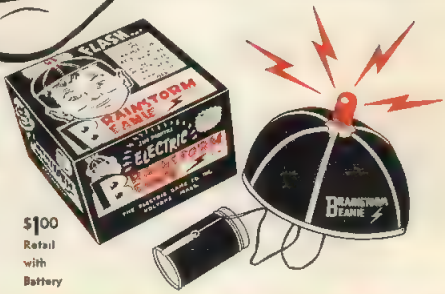
BRAINSTORM BEANIE

A PROVEN HIT SINCE TOY SHOW

DEPARTMENT STORES
TOY STORES
SCHOOL STORES
AT THE BEACH
THE MOUNTAINS

NATIONAL ADVERTISING ABOUT TO BREAK

SPECIAL OFFER



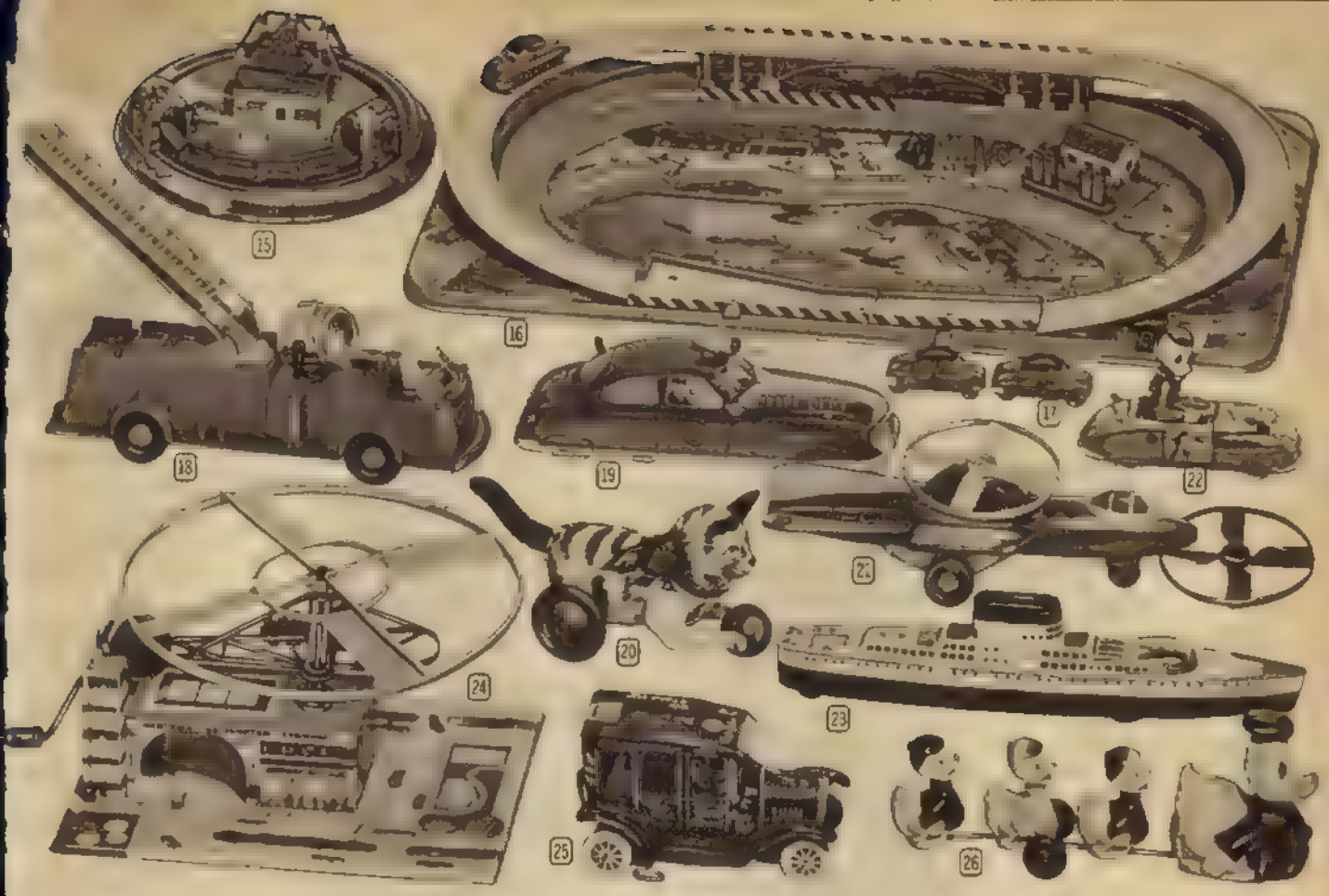
$1.00 Retail with Battery

Brainstorm Beanie can be a profitable HIT for you too. We'll send a dozen — parcel post paid — at $7.75 a dozen to get you started.

Order today — prove to yourself that Brainstorm Beanie is a terrific item.

Be sure to send the name of your jobber — distributor.

THE ELECTRIC GAME CO.
702 SYLVAN STREET
HOLYOKE, MASS.
First and Best in Electric Games



Action are Entertaining to All Ages

15 HONEYMOON EXPRESS. Runs in tunnels over bridge. Lithographed steel; spring motor
48 T 2901—Abt. 9¼-in. diam. Wt. 1 lb. 4 oz. . 94c

16 CROSS COUNTRY TURNPIKE. 3-in. metal car can be switched to 3 separate highway systems. Spring motor; lithographed metal base. For additional cars see (17) below. *Motorbike.*
48 T 2936M—27½x15 in. Ship. wt. 3 lbs..... 3.49

17 EXTRA CARS. For (16) above or Speedway, Page 177. Long-running clockspring motor
48 T 2937—Set of two 3-in. cars. Wt. 5 oz. .. .89c

18 PLASTIC FIRE ENGINE with siren and search-light. Friction motor. Ladder ext. to 21 in
48 T 2947—Abt. 13 in. long. Wt. 1 lb. 10 oz.. 2.79
86 W 3259 X—2 Batteries for above. Wt. 8 oz. 28c

19 FIRE CHIEF CAR. Siren wails, light flashes. Steel body; spring motor; rubber wheels.
48 T 2878—Abt. 11¼ in. long. Wt. 1 lb. 8 oz.. 1.87
86 W 3259 X—2 Batteries for above. Wt. 8 oz. 28c

20 MYSTERY KITTY KAT. Press tail down and away she goes with wooden ball. Attractively lithographed metal; clockspring motor.
48 T 2835—Abt. 8½ in. long. Ship. wt. 12 oz 94c

21 SOLAR ROCKET with friction motor, launches flying discs into the air with siren-noise as it runs along. Sparks fly in enclosure. 2 flying discs 4½-in. diameter, included.
48 T 2951—Abt. 14¼ in. long. Wt. [illegible] oz 1.85

22 DONALD DUCK DIPSY CAR. Lithographed steel car races and bobs in all directions. Donald moves with action of car; spring motor
48 T 2803—Abt. 5½ in. long. Ship. wt. 10 oz 89c

23 "LUXURY LINER." Replica of a modern steam ship. Propelled by friction motor. "Atomic power" emits sparks in enclosure. Steel body
48 T 2949—Abt. 14¾ in. long. Ship. wt. 12 oz. 94c

24 MIDTOWN HELICOPTER TERMINAL. The "Copter Port" of the future in lithographed steel. Hand crank winds mechanism to launch "Copter". The faster you wind the higher it flies—to 30 or 40 ft. Fuselage 8¾ in., rotating blade 10¾ in. diam., flexible plastic. Launching mechanism in base about 12 in. long, 9¼ in. high
48 T 2950—Ship. wt. 1 lb. 8 oz 2.69

25 JALOPY FORD. Replica of teen-agers' delight. Brightly lithographed metal. Spring motor
48 T 2854—Abt. 6⅞ in. Ship. wt. 12 oz 94c

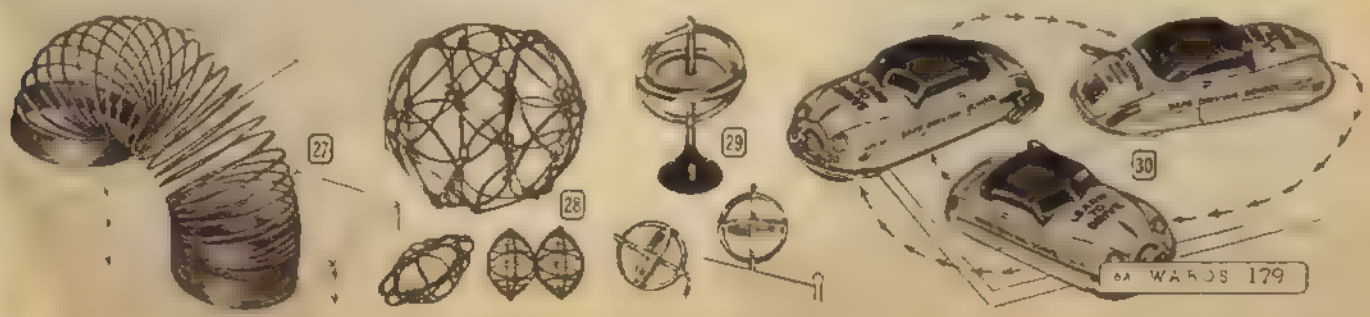
26 DIZZY DONALD AND HIS NEPHEWS. Donald leads nephews a merry chase as they swing comically behind him. Plastic, spring motor.
48 T 2948—11 in. long overall. Wt. 12 oz. ...1.45

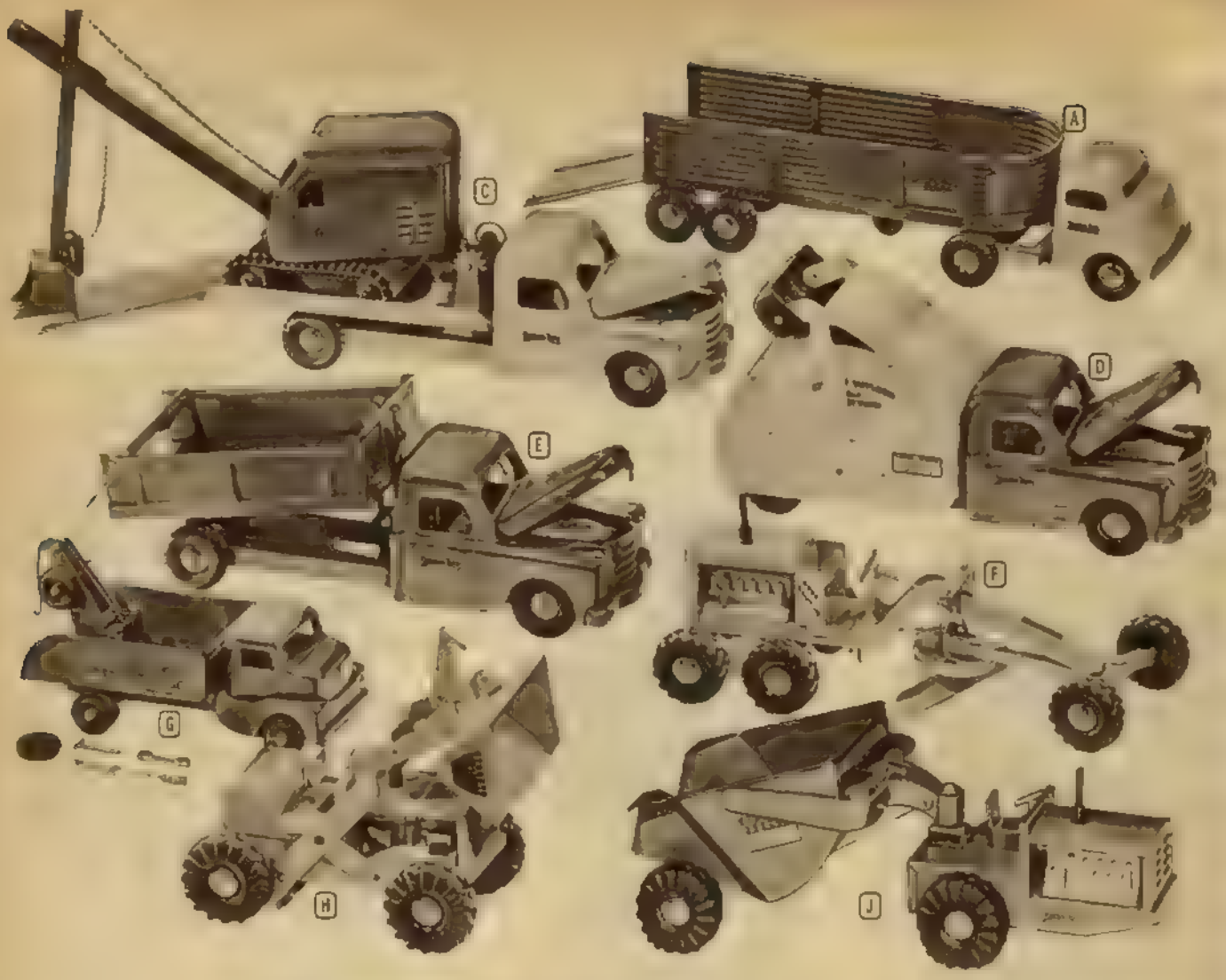
27 SLINKY . . . an unusual toy that almost seems to be alive. Walks by itself down stairs and slopes. Performs amazing contortions in your hand. Made of spring steel, abt. 3-in. diameter
48 T 2921—Ship. wt. 12 oz..... 89c

28 THE DOODLER. Forms endless variety of [illegible] shapes and patterns. Inspired by [illegible]. Business toy [illegible] spring motor, wheel [illegible] the colorful [illegible]
48 T 2923—Abt. [illegible] in. Ship. wt. 4 oz. 89c

29 SET OF TWO GYRO TOPS. Pull the string and [illegible] way they whirl. 1 gold, 1 silver-colored top [illegible] precision made, scientifically balanced, all metal. Complete with 2 shiny black stands. 2 pieces string for spinning. Abt. 3 in. high
48 T 2890—Ship. wt. 10 oz..... Set of 2 85c

30 DRIVING SCHOOL CAR. It speeds up to very edge, stops, turns and goes in another direction, won't run off flat surface. Car of lithographed metal, spring motor. About 6¾ in. long
48 T 2895—Ship. wt. 6 oz. . 89c





Nationally Known "Structo" Action Toys

A STEEL CARGO TRAILER. Sturdy die-cast aluminum cab and chassis, heavy-gauge steel body. Enamel finish white cab, red trailer. Retractable dolly wheels. Trailer detaches from cab. 14 rubber tires; floating tandem dual wheels in rear. Details of grille, etc. carefully carried out. Size: 20¾ in. long, 5⅜ in. wide. *Malleable.*

48 T 1357 M—Ship. wt. 5 lbs. . . . 4.49

B CATTLE TRAILER TRUCK. White cab and red trailer. Cab and chassis of durable die-cast aluminum. Body made of heavy-gauge steel, reinforced with 14-gauge steel stakes. Retractable dolly wheels. 14 rubber wheels. Floating tandem dual wheels. Rear doors open. Sturdily made, authentic reproduction of real cattle truck. Size: 21⅜x5⅝x7⅜ in. high.

48 T 1375 M—Ship. wt. 6 lbs. 8 oz. 4.98

C MACHINERY TRUCK AND STEAM SHOVEL. Removable tail skid lowers for loading shovel, steel chain mechanism operates by hand crank. Big 21½ in. truck of heavy steel, orange enamel finish, rubber wheels, metal hubcaps. Hood raises. Fire-bell, motor." Steam shovel 15½ in. long (Ext. to 26½ in.) blue enamel finish, endless rubber treads; cab revolves, boom raises and lowers; dumps automatically. *Malleable.*

48 W 1365 M—Ship. wt. 6 lbs. 8 oz. 6.39

48 W 1366 M—Steam Shovel only. Ship. wt. 3 lbs. 8 oz. 3.59

D UTILITY TRUCK. Red and white enameled steel. Hood raises; plastic "motor." Crank raises travel bucket to dump load. Entire truck dumps by releasing lever. 21½ in. long.

48 T 1388 M—Wt. 5 lbs. 12 oz. *Mail.* 4.49

STRUCTO TOYS, (A) through (J), are actual scale models of heavy motor equipment. Hoods raise and lower, parts move as on the real vehicles. These models are made of heavy-gauge steel and die-cast aluminum, reinforced for extra strength, realistically enameled, outstanding for their excellent construction, authentic appearance and realistic action.

E DUMP TRUCK. Sturdily constructed for rugged play. Made of steel with durable red enamel finish. Truck is big enough to carry a load of sand or toys. Body raises by pushing lever, tailgate opens automatically for unloading. Hood can be raised and lowered for access to plastic "motor." Truck has solid rubber tires with large metal hub caps. Equipped with shiny dummy headlights, other realistic details. Size overall 20x6¾x6¼ in. high. Shipping weight 4 lbs. 8 oz.

48 T 1360 M—*Malleable* 2.39

F ROAD GRADER. Realistic piece of road building machinery. Well-constructed of heavy-gauge steel with bright orange baked-on enamel finish. Interesting working parts give it plenty of play value. Steering wheel controls front wheels. Scraper blade raises and lowers, tilts and rotates. Six big heavy-duty treaded rubber wheels and floating tandem rear wheels. Realistic Diesel-type "motor." Made for "rugged duty." Size: 17½ in. long, 7 in. wide.

48 T 1296 L—Wt. 5 lbs. 4 oz. 3.59

G TOW TRUCK with 4 small tools. Red finish heavy-gauge steel. Crank operated winch on boom. 6 rubber wheels plus 2 spare wheels. Wheels can be removed from axles; threaded axles with nuts. 11¾x5⅜x6 in. high.

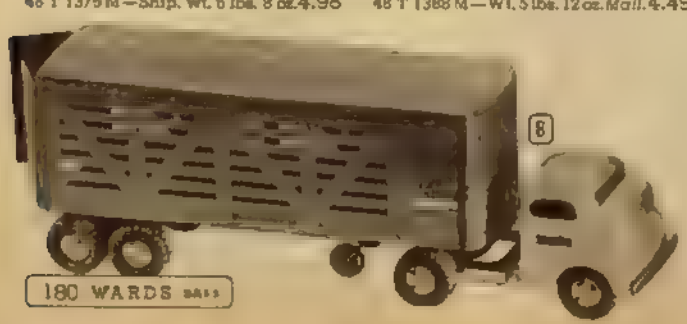
48 W 1377—Ship. wt. 2 lbs. 8 oz. 1.79

H END LOADER. Heavy-gauge steel, orange baked-on enamel finish. Bucket raises over 10½ in. by screw-type crank. Load may be held in any position—trip lever for unloading and automatic latching of bucket. Diesel-type "motor." Extra large heavy-duty rubber wheels. 15¼x6½x6¾ in.

48 T 1375—Ship. wt. 4 lbs. 12 oz. 3.59

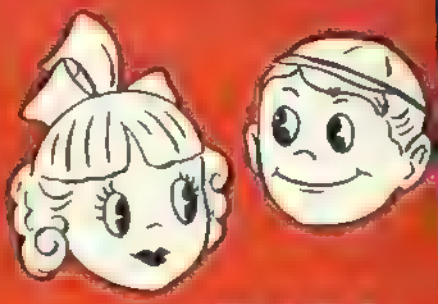
J STRUCTO ROCKER. A replica of the mammoth earth moving equipment used by real road builders. Sturdy construction; red enamel finish, extra large heavy duty rubber wheels; "Diesel" motor. Universal coupler connects Rocker body to tractor. Crank operated winch raises and lowers body for lifting and dumping. 20x6½x6⅝ in. high. *Malleable.*

48 T 1396 M—Ship. wt. 5 lbs. 3.59



C. G. WOOD COMPANY

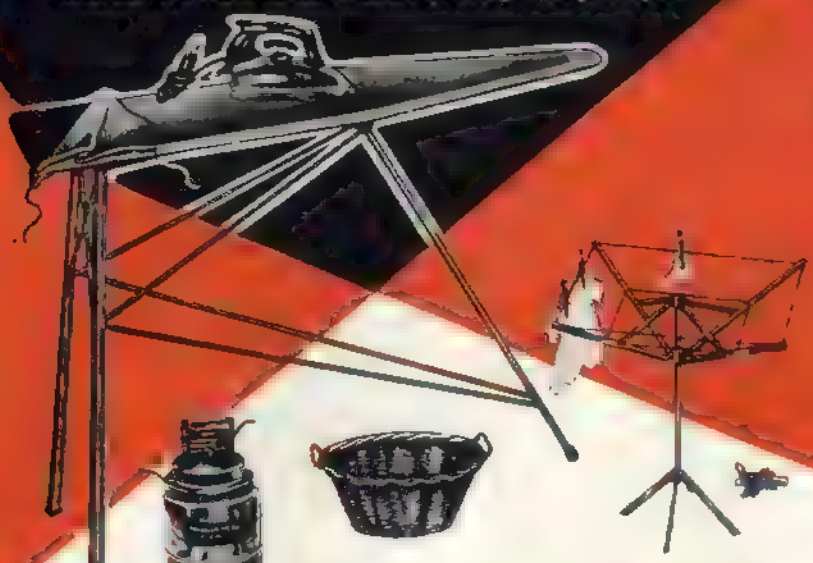
Just a few of our extensive line of Modern Miss and Modern Boy Play Toys.



Modern **MISS**

Modern **BOY**

TOYS



LAUNDRY SETS

WASHING MACHINES

RANGES

FLOOR and TABLE MODEL POOL TABLES

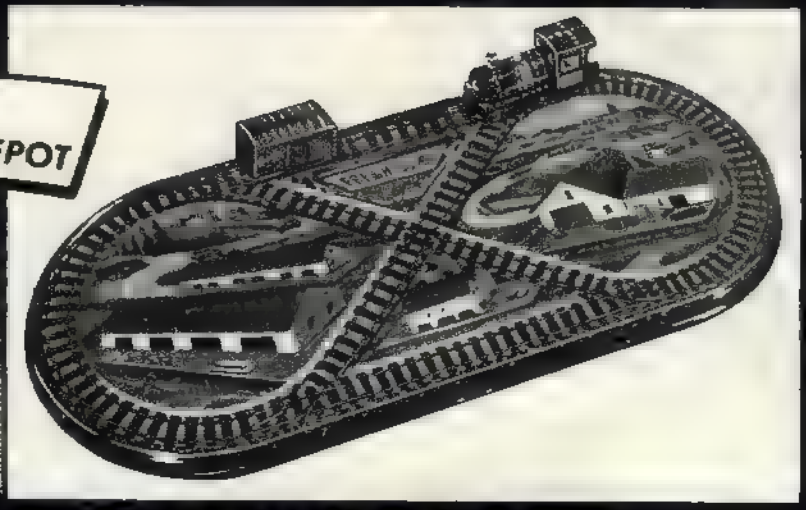
IRONS

Sole Sales Representatives
HENRY KATZ INC.
ROOM 540
200 FIFTH AVENUE
NEW YORK 10, N. Y.

C. G. WOOD COMPANY GIRARD, PENNA.

Some of many New.. Automatic TOYS

it's New! FREIGHT DEPOT



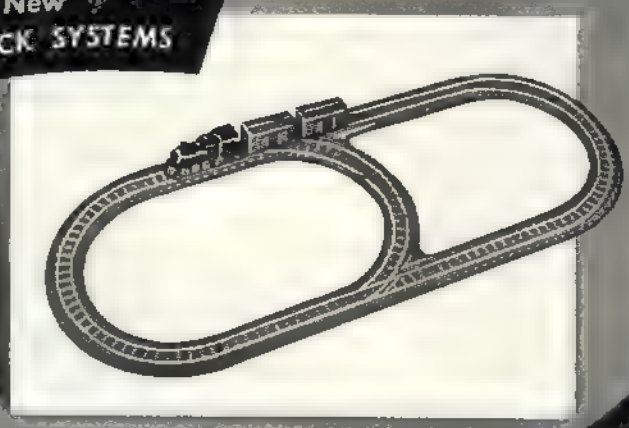
A complete line of

MECHANICAL TOYS

- COP-N-CAR
- UNION STATION
- ROCKET SPACE SHIP
- MAGIC CROSSROADS
- JATO AIRPLANE
- TELEVISION SET
- MECHANICAL ALLIGATOR

it's New! MISS CHIEF

it's New! TRACK SYSTEMS



Come see us at the

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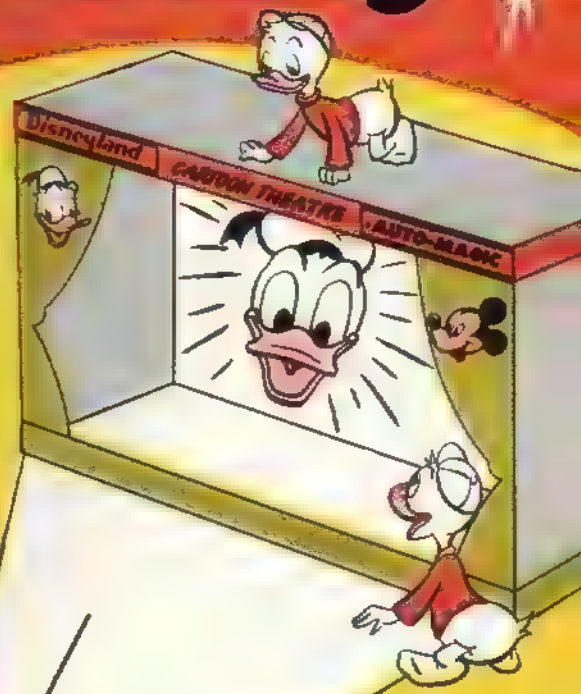

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FEATURING

- 7 COMPLETE FILMS
- PROJECTS FILM ON ANY FLAT SURFACE
- EASY TO LOAD — EASY TO USE
- FUN FOR YOUNG AND OLD

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FACTORY LINES, INC.
ROOM 540
200 FIFTH AVENUE
NEW YORK 10, N. Y.

STEPHENS PRODUCTS CO

Middletown, Conn.

TOY APPLIANCES

LITTLE LADY ELECTRIC BAKERETTE

Size, 5⅜" dia. x 5½" high overall. Chrome plated steel base, polished aluminum cover, affixed wire rack; safety tested element, temperature controlled. Black plastic side handle, cover-knob, cord set attached, 6 practical utensils, cook book; generous sample of cake mix. Packed in display and play kitchen cabinet, 6 to std. pkg. 20 lbs. The Metal Ware Corp.

NO. 140.....EACH $ 4.88
QUANTITY ORDERED _____

LITTLE LADY ELECTRIC RANGE

15" x 12¾" x 7½". Insulated oven; white enamelled with chrome trim; separate elements for burners and oven, temperature controlled, safety tested and oven has window. 7 practical utensils, with whistling tea kettle; also cook book. Red plastic play switches. Cord set attached. Operate on 110-120 volt, either A.C. or D.C. current. 1 to box. 4 to ctn., 40 lbs. The Metal Ware Corp.

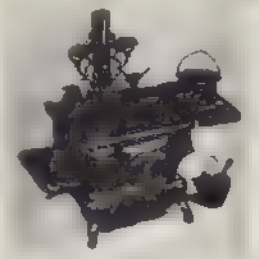
NO. 242.....EACH $ 9.98
QUANTITY ORDERED _____

LITTLE LADY ELECTRIC RANGE WITH "TOP-OF-STOVE" LIGHTS

'Fiberglass' insulated oven, 2 lights, top-of-stove, 2 "Off" and "On" switches, separate safety tested elements for oven and burner plates; white baked enamel finish with peach top, polished chrome burners, handles, switch plates, molding trim. Set of 12 practical utensils with cook book. Operates on 110-120 volt, either A.C. or D.C. 1 to box. 4 to std. pkg., 42 lbs. Metal Ware Corp.

NO. 245.....EACH $12.95
QUANTITY ORDERED _____

CAST IRON RANGE WITH UTENSILS



Black satin finish, complete with sauce pan, kettle, frying pan, shovel, coal bucket; removable hot plates. Ornament or play toy. 8½" x 9⅝" x 4¼". 1 to box. 6 to ctn., wt. 30 lbs. Amer. Toy & Furn. Co.

NO. 10 with Utensils.....EACH $ 4.95
QUANTITY ORDERED _____

STOVE

Heavy gauge metal. Hinged door opens into heating compartment. 4 plastic push-buttons operate. Includes 6 aluminum utensils. 11" long, 12" high, 6½" wide. 1 to box. 12 to ctn., 35 lbs. Wolverine Supply & Mfg.

NO. 189.....EACH $ 3.19
QUANTITY ORDERED _____

PLAY STOVE

Push-button stove with doors that swing open. Complete with real aluminum whistling tea kettle, aluminum pot with fitted cover, saucepan, aluminum eggwhip, mixing spoon, cake turner. 15¾" x 14" x 7½". 1 set to box, 6 lbs. Wolverine Supply & Mfg.

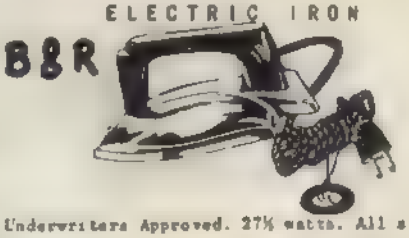
NO. 196.....EACH $ 5.95
QUANTITY ORDERED _____

REFRIGERATOR

All heavy gauge metal, litho. 2 doors open—1 to freezer compartment, other into refrigerator. Contents: 1 plastic ice-cube tray and miniature packages of well-known products. 6 colorful cut-outs of food items. 13½" H.; 8" W., 5¾" D. 1 to box. 12 to ctn., 36 lbs. Wolverine Supply & Mfg.

NO. 184.....EACH $ 2.29
QUANTITY ORDERED _____

ELECTRIC IRON



Underwriters Approved. 27½ watts. All steel, aluminum base, streamlined with red enameled hood, black bakelite handle, 6¼" long. One to box. Min. ship carton of 12, 12 lbs. Wolverine Supply & Mfg. Co.

NO. 25A.....EACH $ 1.98
QUANTITY ORDERED _____

ELECTRIC IRON

Underwriters Approved. 27½ watts. Aluminum base, streamlined hood of highly polished chrome plate. Black bakelite handle, 6¼" long. One to box. Min. ship. carton of 12, 13 lbs. Wolverine Supply & Mfg. Co.

NO. 29A.....EACH $ 2.69
QUANTITY ORDERED _____

ELECTRIC IRON

All parts Underwriters Approved with UL tag attached. All metal, low heat. Red enameled with black enameled wood handle. 5¾" L. 1 to box. 12 to ctn., 7 lbs. Wolverine Supply & Mfg. Co.

NO. 24A.....EACH $ 0.98
QUANTITY ORDERED _____

WASHING MACHINE

Handle sets agitator in motion. Sturdy wringer made of heavy steel and hard rubber rollers, adjusts to different positions. Diam. 7", Ht. 12". Each in box. Min. ship. carton of 12, 39 lbs. Wolverine Supply & Mfg. Co

NO. 81.....EACH $ 2.49
QUANTITY ORDERED _____

LAUNDRY SET

Contains 10" metal tub, woodframe washboard 5" x 11" with metal rubbing surface; revolving clothesdryer 14½" high; clothespins; all-steel ironing board, 20½" long x 15" high, white enameled top, red legs, enameled metal play iron 5¾" long. 1 set to box, 3 lbs. Wolverine Supply.

NO. 204.....EACH $ 2.98
QUANTITY ORDERED _____

"BEN-TEX" GRAY FOLDING TABLE & CHAIR SET

Durable finish resists harshest cleansing powders, combines all desirable characteristics of wood and steel. Table—18"x24"x20" high; ½" tubular steel legs in black satin finish; each leg folds & locks; non-marking rubber tips on legs. Chair—10½"x9"x12" high, total ht. 21½". 1 set to ctn., 18½ lbs. South Bend Toy Mfg.

NO. T180.....EACH $12.95
QUANTITY ORDERED _____

TABLE AND TWO CHAIR SET

Strong steel construction. Folds compactly; chip resistant enamel finish cleans easily. Removable masonite upholstered table top. Chair with metal form-fitting back and removable upholstered seats. Table size 20½" H.; Top, 22½" sq.; wt. 11 lbs. Chair size 24¾" H., Seat 10½" x 11½". Ht. of seat from floor, 12¼", wt. 6 lbs. Fabric color: Green, Brown, Red. Frame color White, Brown. 1 set to ctn. Hampden Specialty Products Inc.

NO. 94/21T.....EACH $14.95
QUANTITY ORDERED _____

NO. 256—EXTRA CHAIRS.....EACH $ 3.98
QUANTITY ORDERED _____

LIDO TABLE & CHAIR SET

Bridge set. Sturdy channel steel construction. Upholstered with soil-resistant plastic fabric. Baked-on chip-resistant enamel. Contour formed seats & chair backs. Rubber tipped chair legs. smooth folding action, firm table leg locks. Set consists of: 1 #79 Table—removable plastic top; expanded metal frame; ht. 27½", top 30½" square; wt. 18 lbs; packed 1 to ctn. 4 #89 Chairs—plastic upholstered seat, expanded metal back, ht. 32", seat 15" x 15"; wt. 11 lbs. Packed 4 to ctn. Colors: charcoal black with smoke upholstery. Hampden Spec. Products.

NO. 79-89.....EACH $34.95
QUANTITY ORDERED _____

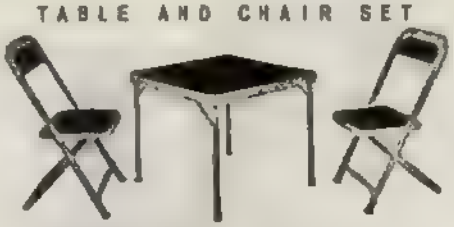
LIDO JR. TABLE & CHAIR SET

Strong channel steel construction—baked-on chip-resistant enamel; water & soil resistant upholstery. Set consists of: 1 #78 Table—removable upholstered masonite top; expanded metal frame, rigid non-slip locks; ht. 20½", top 24½" square; 2 #57 Chairs—form-fitting expanded metal back, removable upholstered seat; rubber tipped legs; Ht. 24½", Seat—10½"x11½", ht. of seat from floor 12½". Packed 1 set (1 Table, 2 chairs) to ctn., 24 lbs. Colors: black frame, smoke upholstery. Hampden Spec. Products.

NO. 78-57.....EACH $16.95
QUANTITY ORDERED _____

EXTRA CHAIRS

TABLE AND CHAIR SET



All steel. 1 table 22" x 22", folding steel legs. Top decorated. 2 chairs all steel, folding. Color—Red and white. 1 set to ctn., 20 lbs. F. C. Castelli Co.

NO. 288.....EACH $11.50
QUANTITY ORDERED _____

CHILDREN'S DINETTE SET

Heavy gauge steel, all parts die-formed. Round metal table (19" diam.; 20" high) with 2 metal stools (9" diam. seat; 12" high). Table Top has peach color background with 5 colors overlaid, table legs are peach with red trim at base, stool colors: red seats, peach legs. The finish is baked non-toxic enamel; table top has vinyl plastic coating. Packed 1 to ctn., K.D. Wt. 12 lbs. Peters Stamping Co.

NO. 3100.....EACH $ 7.95
QUANTITY ORDERED _____

CHILDREN'S CHECKERBOARD TABLE SET

Round metal table (19" diam.; 20" high) with 2 metal stools (9" diam. seat; 12" high). Table Top—grey background with red & black checkerboard overlaid, Table Legs—tubular steel black enamel; Stool Seats—grey enamel; Stool Legs—black enamel. Materials: heavy gauge steel. All parts die-formed. Packed 1 to ctn., K.D.; wt. 12 lbs. Peters Stamping Co.

NO. 4200.....EACH $ 7.95
QUANTITY ORDERED _____

No. 86 — Contour form-fitting metal back, upholstered seat; rubber capped feet; ht. 32"; seat 15" wide, 14" long; wt. 11 lbs. Colors: beige frame with brown upholstery. 4 to ctn Hampden Spec. Products.

NO. 86.....EACH $ 5.95
QUANTITY ORDERED _____

LET'S PLAY KITCHEN

(A) COMPLETELY FURNISHED METAL KITCHEN

A modern kitchen unit combining 8 completely set-up toy items. Included are, **Refrigerator** with freezing compartment, shelves, plastic ice tray, miniature food items; combination **Dishwasher-Clothes Washer,** holds water, can be agitated by hand spinning. **Cabinet Sink** with working tap, drain and sliding doors. **Dutch and Regular Oven stove** with doors that actually open, miniature plastic frying pan, sauce pans, roaster, coffee pot, ladle. **Broom closet** with broom, sweeper, dust pan; 2 **Sliding Door Overhead Cabinets** with miniature cups, saucers, glasses, food boxes, tableware. 23¼" x 45¼" x 11". 4½ lbs. (#85).
No. 3T-739. Index 1-312; 6-277; 12-280. LIST **3.98**

(B) EMPIRE ELECTRIC CORN POPPER and VENDOR

Watch corn pop through screen top! Corn popper hinged for tilting, so corn can be emptied into hopper. Plastic bowls filled through vendor spout. Front and sides of durable steel with metal tap tray and hopper. White enamel finish. Ebonized, cool handle. 4 plastic bowls, popcorn, instructions included. Shelf inside for storing. 17" x 12" x 9" 9 lbs. (#370)
No. 3T-833. Index 1-845. LIST **9.95**

(C) EMPIRE ELECTRIC RANGE

Fiberglass insulated oven for more heat, better baking. 2 lights illuminate top. 2 "off-and-on" switches—1 controls burners, 1 controls oven. 1-piece top and back of welded steel finished in white enamel, pearl top, chrome burners, handles switch plates and molding trim. Clear glass oven window. Heating elements are in enclosed burner plates, oven element mounted beneath oven. Attached cord. 15" x 12" x 7". 10 lbs. (#245).
No. 3T-706. Index 1-825. LIST **12.95**

(D) EMPIRE PLAY STOVE

Extra large non-electric stove. Strong steel construction. 1-piece top and back. Pastel green finish with red burners and trim. Equipped with 8 utensils, 4 movable play switches; window oven door. 15" x 12¾" x 7¼" 7½ lbs. (#182).
No. 3T-707. Index 1-320. LIST **4.95**

(E) EMPIRE ELECTRIC RANGE

Safety tested U.L. approved Size, construction. Clear glass oven window. Separate elements for burners and oven. White enamel finish with red trim, red burner plate, 4 aluminum finish burners. Complete with 5 utensils. 110-120 volt AC-DC. Attached cord. 12½" x 11" x 7". 7½ lbs. (#226)
No. 3T-703. Index 1-405. LIST **6.50**

(F) MAGIC GLOW ELECTRIC RANGE

New idea in toy ranges. Each knob controls coil which can be turned on or off at will. When on, each coil glows bright red, gives off very low heat **—cannot burn the tenderest skin.** Oven lights and entire back panel is illuminated. 12-piece utensil set. 12" x 7" x 12". 4½ lbs. (#292).
No. 3T-708. Index 1-375; 3-325; 8-317. LIST **4.98**

(G) LITTLE CHEF ELECTRIC RANGE — Advertised in LIFE

Miniature electric stove has separate elements for top and oven; gives even, moderate temperature. Knobs turn, window in oven door. White enamel finish chrome handles, clock panel. 8-piece utensil set. 13½" x 12¾" x 8 7¾ lbs. (#800E)
No. 3T-709. Index 1-343; 3-330. LIST **7.95**

(H) "Like Mother's" ALUMINUM PERCOLATOR SET by Mirro

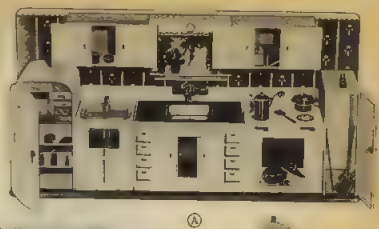
Brightly finished aluminum set contains service for 6. Percolator has glass top and inset. Red enamel cover, handle. Includes serving tray, and 6 each, plates, cups saucers, knives, forks, spoons, napkins. 2½ lbs. (#2281MT).
No. 3T-828. Index 1-183. LIST **2.75**

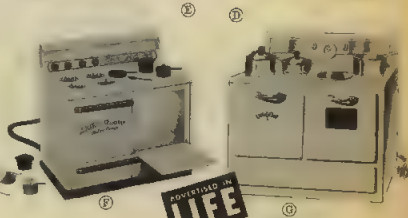
(I) "Like Mother's" ALUMINUM LAZY SUSAN SET by Mirro

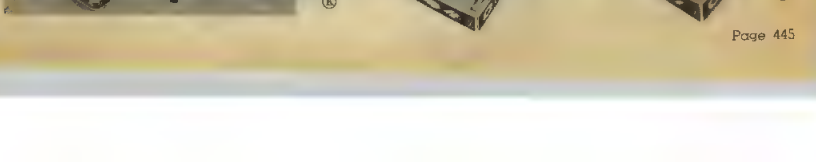
Complete service for 4. Lazy Susan actually turns. Includes percolator, serving tray and 4 each, plates, cups, sherbets, saucers, knives, forks, spoons napkins. Red enamel percolator handle and cover. 2 lbs. (#253MT)
No. 3T 827 Index 1 183. LIST **2.75**

(K) "Like Mother's" ALUMINUM TREASURE CHEST by Mirro

Contains cooking baking utensils plus service for 4. "Three Little Kittens" embossed on percolator, plates, saucers. Red enamel handles. Includes fry pan percolator cooky sheet, 2 cake pans broiler tea kettle, mixing bowl, muffin pan, flour container, mixing spoon measuring cup and 4 each, plates cups saucers knives forks,spoons, napkins, cooky cutter 2½ lbs.
No. 3T-838. (#260MT).
Index 1 250. LIST **3.75**







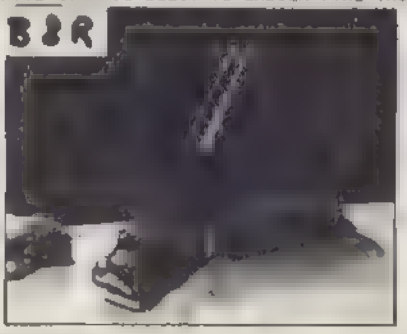
REMOTE CONTROL CARS, TRUCKS — TRACTORS

REMOTE CONTROL — THE X-91 FUTURA

Futuristic design, metallic color combinations; clear plastic futuristic dome; full chrome trim, solid rubber wheels, time tested "Run-Rite" motor; powered by 2 flashlight batteries. 9" L., 4" W.; 3" H. 1 to box. 1 dz. to ctn., 19 lbs. General Molds & Plastics, Inc.

NO. X91.....EACH $ 6.98
QUANTITY ORDERED _____

REMOTE CONTROL ELECTRIC LADDER FIRE TRUCK



Realistic design truck in fire engine red, completely remote controlled aerial ladders; full chrome accessories & trim; dual rubber wheels; motor torque steering; powered by 2 flashlight batteries. 16-3/8" L.; 3-11/16" W.; 4-11/16" H. 1 to box. 1 dz. to ctn., 23 lbs. General Molds & Plastics, Inc.

NO. 129.....EACH $ 9.95
QUANTITY ORDERED _____

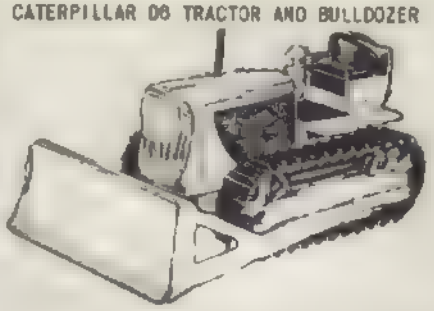
REMOTE CONTROL GEE-I JEEP

Made in striking color combinations including red, blue, green. Solid rubber wheels, metal base. Operated by 2 flashlight batteries. 6¾" x 2⅜" x 2⅜". 1 to box. 1 dz. to ctn., 11 lbs. General Molds & Plastics.

NO. 81.....EACH $ 2.98
QUANTITY ORDERED _____

TURN TRAC TRACTOR WITH REMOTE CONTROL BRAIN

CATERPILLAR D6 TRACTOR AND BULLDOZER



Authentic treads, 3-position scraper blade. Heavy gauge steel. Realistic "Diesel" engine. 15" L.; Wt. 7 lbs. Chas. M. Doephe Mfg. Co.

NO. 2012.....EACH $13.75
QUANTITY ORDERED _____

ALLIS-CHALMERS TRACTOR

Rubber tires. Details are perfect in breather pipe, muffler, headlights and engine. Steering wheel and belt pulley turn. 8" long. Product Miniature Co., Inc.

NO. 1851.....EACH $ 1.98
QUANTITY ORDERED _____

INTERNATIONAL HARVESTER TRACTOR AND WAGON

Flexible rubber tires, steering wheel turns. Made of tough high impact plastic. 6" L.; 4¼" W. Wagon is 7" L. (plus tongue); 3⅜" H. —has steering mechanism. Product Miniature Co.

NO. 148, TRACTOR ONLY.....EACH $ 1.98
QUANTITY ORDERED _____

NO. 849, COMBINATION.....EACH $ 2.98
QUANTITY ORDERED _____

Authentic 1/16th scale model of International Diesel Tractor. It is tough-built, powerful, (will climb anything its rubber tracks can get a grip on!) and Samson-strong for its size. Made of highest impact strength Tenite II, it also has rugged rubber-tread crawler tracks. Smooth, safe, scratch proof—it's harmless to floors and furniture. Bulldozer blade lifts and lowers or can be set and locked at different angles or the whole unit demounted altogether. 5 different hitch-point settings on rear swinging drawbar. Size—13⅜" x 8" x 6½". Operated by 110-120 volt AC remote control brain. 2 speeds forward, 2 speeds reverse. Turns right or left, either direction. Factory-tested, powerful, quiet motor. Individually packed. Product Miniature Co., Inc.

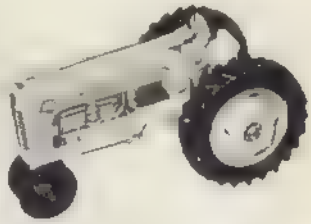
NO. 855 TURN TRAC.....EACH $24.95
QUANTITY ORDERED _____

FORD TRACTOR

1/12 scale. Popular Ford Tractor in official gray and red colors with black rubber tires. Front axle has pivot mounting. Drawbar can be raised or lowered, locked in place. Hood removes to show details in the "Red Tiger" engine. steering wheel turns, gear shift lever moves. 10"x5⅛"x4". Product Miniature Co.

NO. 3154.....EACH $ 3.98
QUANTITY ORDERED _____

METAL TRACTOR



Red with aluminum trim. Yellow rear wheels. Realistic engine details. Treaded rubber tires. 7½" long. 1 to box. 1 dz. to ctn., 15 lbs. Hubley.

NO. 473.....EACH $ 0.98
QUANTITY ORDERED _____

METAL TRACTOR

Red with aluminum trim. Realistic detailing of engine, chassis. Treaded rubber wheels. 5⅜" long. 1 to box. 3 dz. to ctn., 24 lbs. Hubley.

NO. 468.....EACH $ 0.59
QUANTITY ORDERED _____

TRACTOR

Metal. Red with aluminum trimming. Realistic engine details visible on both sides. Spring action driver's seat. Front wheels operated by steering wheel. All metal wheels with black treaded, rubber tires. 9½" L. 1 to box. 1 dz. to ctn., 21 lbs. Hubley Mfg. Co.

NO. 480.....EACH $ 1.98
QUANTITY ORDERED _____

BOXED ASSORTMENTS — UNITS

METAL BOXED ASSORTMENT

Set consists of Navy Airplane, Sports Car, Stake Truck, Tractor. All have rubber wheels. 1 set to box. 1 dz. sets to ctn., 30 lbs. Hubley

NO 45.....EACH $ 2.98

QUANTITY ORDERED _____

FARM SET

Metal. Set consists of tractor, plow, cultipacker, spreader and farm wagon all interlocking. Red with metallic and aluminum trimming; black rubber wheels; yellow plastic discs on tractor. 1 set to box. 6 to ctn., 17 lbs. Hubley Mfg. Co.

NO. 50.....EACH $ 4.25

QUANTITY ORDERED _____

PLASTIC FARM SET

Set consists of tractor, cultipacker and wagon. Red with aluminum trimming. Black rubber wheels. 1 set to box. 1 dz. sets to ctn., 11 lbs. Hubley.

NO. 9.....EACH $ 0.98

QUANTITY ORDERED _____

BARN AND ANIMAL UNIT

1 barn, 2 boxes white fence, 1 maple tree, 4 pigs, 4 sheep, 3 painted cows, 4 solid colored cows 2 horses solid colors, 1 painted horse. Wt 16 oz. per unit. 12 units to ship. carton. approx. 14 lbs. Bachmann Bros., Inc.

NO. BA-7.....EACH $ 2.49

QUANTITY ORDERED _____

WESTERN MOUNT HORSES

Made of high quality tenite. Life-like. Hand decorated, removable saddle. Smooth, lightweight, defies rough handling. Breyer Molding Co.

This series is 7⅛" high; 8¼" long; 6½ oz. wt.

NO. AND NAME	PRICE EACH	QUANTITY ORDERED
43 Palomino	$2.25	_____
44 Black Beauty	$1.86	_____
45 White	$1.86	_____

Each packed in self mailer ctn. 12 to master ctn., 10 lbs

This series is 10¾" high, 11¾" long; 13 oz. wt.

NO. AND NAME	PRICE EACH	QUANTITY ORDERED
57 Palomino	$3.50	_____
58 Black Beauty	$2.98	_____
59 White	$2.98	_____

Each packed in self mailer ctn. 6 to master ctn., 10 lbs.

RURAL UNIT

Consists of 50 Plasticville styles including barn, 1½-story house, bridge and pond, 4 spruce trees, outhouse, wishing well, barbecue, 18 barnyard animals, 6 shrubs, 22 sections of house fence, 2 gates, water pump 1 to box; 12 boxes to ctn., 30 lbs. Bachmann Bros.

NO. RU-4.....EACH $ 4.98

QUANTITY ORDERED _____

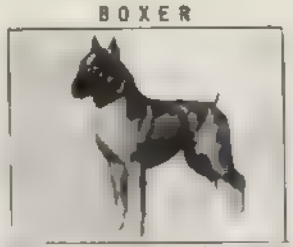
MASTER UNIT

Complete compact assortment of 118 pieces of Plasticville, U.S.A. Consists of: railroad station, freight platform, church, barn, 2 ranch houses, 18 barnyard animals, 18 plastic figures of women, children, men; 15 sections of platform fence, gate, 2 spruce trees, 2 billboards, 4 telephone poles, outhouse, 12 street signs, 3 fire hydrants, 3 fire alarm boxes, 3 mail boxes, 2 corner street signs, 2 boulevard lights, 2 street lights, 2 traffic signals, 22 pieces of house fence with 2 gates. 1 to box. 6 boxes to ctn., 38 lbs. Bachmann Bros.

NO. MU-2.....EACH $ 9.88

QUANTITY ORDERED _____

BOXER



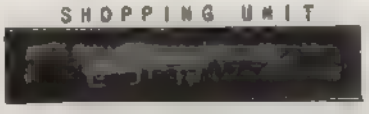
Molded of tenite—for rugged, lasting play value. Handsome, smooth, lightweight—hand decorated. 8½" high, 8¾" long; 8 oz. wt. Breyer Molding Co.

1 to self mailer ctn. 12 to master ctn., 13 lbs.

NO. 56.....EACH $ 2.25

QUANTITY ORDERED _____

SHOPPING UNIT

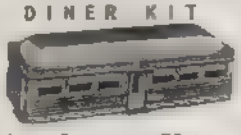


1 Each police station, super market, gas station, fire house, diner, fire hydrant, fire alarm box, mail box; 2 Each boulevard lights, street signs, traffic lights. Wt. 2 lbs. 2 oxs. 12 units to ctn., 27 lbs. Bachmann Bros., Inc.

NO. SU-5.....EACH $ 4.98

QUANTITY ORDERED _____

DINER KIT



Packed 1 to box, 5 oz. ea. 72 boxes to ship carton, approx. 24 lbs. Assorted colors. Bachmann Bros., Inc

NO. DE-7.....EACH $ 0.89

QUANTITY ORDERED _____

All Toys
Described and Pictured
in
This Catalog
are

On Display

in our

Toy

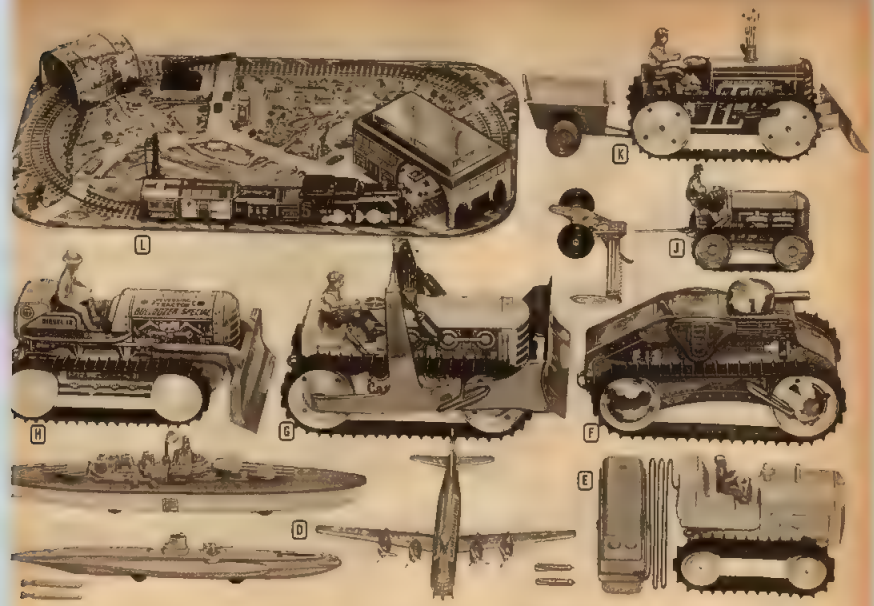
Display Room

PLASTIC PEOPLE WITH COLOR KIT

16 assorted people—men, women and children with 6 assorted color pellets and paint brush with 1 bottle of carbona, all in illustrated box wt. 6 oz. 72 boxes to ctn., 30 lbs. Bachmann Bros.

NO. PF-5.....EACH $ 0.88

QUANTITY ORDERED _____



Tractors, Tanks, Other Mechanical Toys

D EXPLODING BATTLESHIP. 3-Pc. Set. Hit Battleship with Bomber or Submarine . . . it will "explode," falling in all directions. Easily reassembled. Press bomb release, 2 metal "bombs" drop from 7½-in. plastic bomber. Trigger releases 2 plastic "torpedoes" from 11½-in. submarine. Battleship 13 in. long. Ship and sub will float.

48 T 2939—Ship, wt. 2 lbs. . . . . 3-Pc. Set 2.19

E REMOTE CONTROL TRACTOR. Just press button and watch it go—forward or back. Climbs, pulls many times its own weight. Cable from tractor to hand grip control. Yellow plastic; rubber treads. Order 2 flashlight batteries below.

48 T 2954—6 in. long. Wt. 1 lb. 4 oz. 4.45

86 W 3259 X—2 Batteries for (E). Wt. 8 oz. .28c

F CLIMBING SPARKLING TANK. Shoots harmless sparks while making "rat-a-tat" noise. Clockspring motor; rubber treads.

48 T 2812—5½ in. long Wt. 2 lbs. 6 oz. 2.79

G SPARKLING BULLDOZER TRACTOR. Climbs, emits harmless sparks. Lithographed metal; rubber treads. Spring motor; brake.

48 T 2804—10½ in. long. Ship. wt. 2 lbs. . . . 3.29

H AUTOMATIC REVERSIBLE TRACTOR. With Bulldozer blade. Lithographed steel; rubber treads; clockspring motor. Brake. Reverses automatically.

48 T 2952—10 in. long. Wt. 2 lbs. 8 oz. 2.79

J SPARKLING TRACTOR WITH MOWER. Clock spring motor; rubber treads. 8-in. mower.

48 T 2953—5-in. Tractor. Ship. wt. 1 lb. 1.29

K SPARKLING TRACTOR WITH TRAILER. Shoots sparks; climbs. 4-in. trailer, scraper, brake.

48 T 2858—8½-in. Tractor. Wt. 1 lb. 8 oz. . . . 1.98

L SCENIC EXPRESSWAY. Wind it up and miniature train 11½ in. long zooms around track. Tunnel and station with transparent plastic roof. Crossing gate and semaphore work automatically. Metal base. Lithographed. Clockspring motor.

48 T 2848M—21¾x13½x2¾ in. Wt. 2 lbs. 8 oz. 2.75

M "HAPPY HOPPA". Wind up this spry grasshopper and he will hop along on his spindly feet. Body of plastic. Spring motor.

48 T 2955—4½ in. long. Ship. wt. 8 oz. 87c

N "DING DONG" TRAIN. Mixed-up train rocks back and forth on its track. Its bell rings, wheels go around, pistons pump but train doesn't go anywhere. Made of plastic. Spring motor.

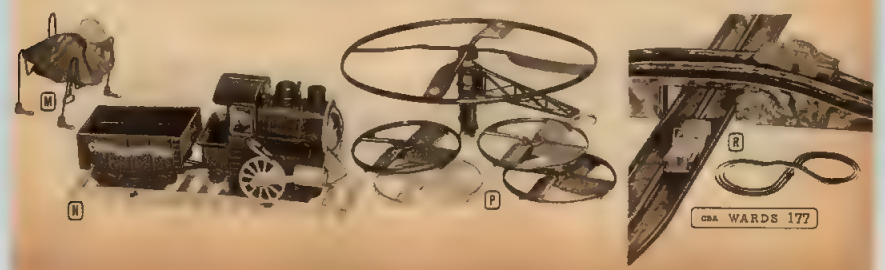
48 T 2956—12 in. long. Ship. wt. 1 lb. 1.79

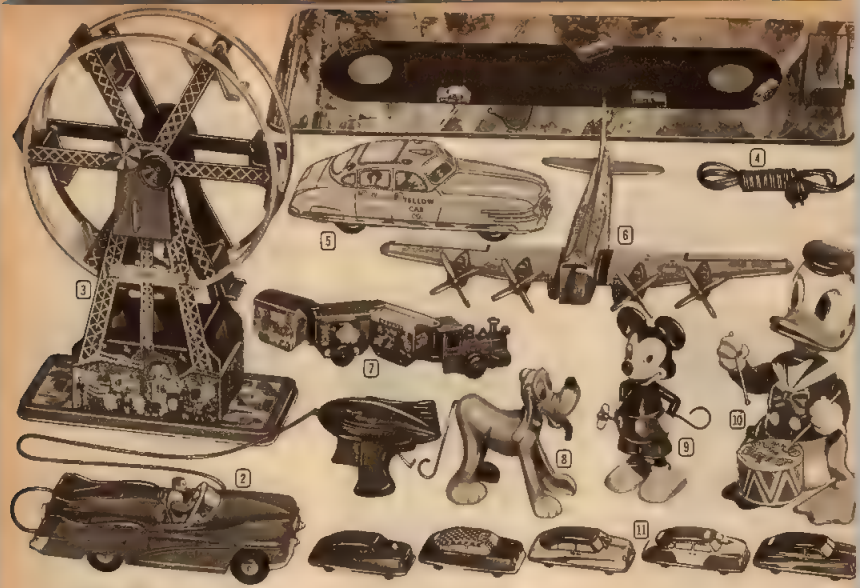
P FLYING PROPS. Watch them sail high into space when released from launcher. Large "prop" (10½-in. diam.) "Whistler" as it sails. 4 smaller props (4½-in. diam.) Automatic rewind.

48 T 2957—Instr. on box. Ship. wt. 1 lb. 89c

R CROSSOVER SPEEDWAY WITH RACING CARS. Which will win? Two 4-in. mechanical cars (clockspring motors) speed around 2-lane track. Fig. 8 speedway has crossover, underpass. Interlocking plastic track sections; 161-in. double track. For extra cars see (17) Page 178.

48 T 2881—Area 56x25½ in. Wt. 4 lbs. 8 oz. . . 4.69





Colorful Mechanical Toys with Fascinating

1 HOWDY DOODY-THE WALL-WALKING WONDER. Walks down the wall alone (no winding needed-suction-cups on back). Arms move, bell tinkles. Brightly colored plastic. Abt. 7 in. high.
48 T 2945—Wt. 4 oz. . .2 for 1.49

2 REMOTE CONTROL SABRE CAR. Easy to operate. Long, flexible wire cable attached from car to hand-grip power-steering device. Just turn crank on hand-grip and off it goes, backwards, forward, etc.; trigger on hand-grip controls steering. Colorful plastic; rubber wheels.
48 T 2925—Abt. 11 in. long. Ship. wt. 2 lbs. 2.75

3 FERRIS WHEEL. A popular carnival ride, lots of thrills for youngsters. Easy to operate, clock spring motor makes colorful wheel go round; bell rings. Metal wheel; plastic swivel seats.
48 T 2826—Abt. 17 in. high. Ship. wt. 3 lbs. 1.75

4 MOT-O-RUN ELECTRIC HI-WAY EXPRESS. 5 wee cars zip around, pass, snarl and unsnarl, even crash. 1¾-in. cars driven by rapid vibration of electric track. Detour arms swing out to cause traffic jams. Lithographed metal. UL App'd. 110–120 volt, AC Cord, plug. *Mailable.*
48 T 2872 M—27 in. long. Ship. wt. 3 lbs. 8 oz. 4.69

5 FRICTION TAXI. Lithographed in color to look like a real taxi. Speeds along when depressed lightly with pushing action. Friction motor, all steel construction, bottom completely enclosed. 11¼x4¼x3¼ in. high. Rubber wheels.
48 T 2940 –Ship. wt. 12 oz. 94c

6 "4-MOTOR" PLANE. Like modern civilian transport plane. Propellers spin as plane runs swiftly across floor. Friction motor; siren, tricycle landing wheels. Lithographed metal in bright colors. Wingspread abt. 18¼ in. Wt. 1 lb. 8 oz.
48 T 2930—Fuselage 13¾ in. 1.89

7 CRAZY EXPRESS TRAIN delights children as it zig-zags along in all directions. Includes 4 units, a tough plastic steam-type locomotive with 3 metal cars. Cars brightly lithographed in comic design, strong spring motor with key.
48 T 2932 . 12⅝ in. long. Ship. wt. 12 oz. 98c

8 **9** COMIC-ACTION DISNEY CHARACTERS. Whirling tails make figures move in comic, energetic fashion. Molded plastic, realistically decorated. Long-running spring motor with key.
(8) Whirling Pluto. Abt. 6 in. high.
48 T 2942—Ship. wt. 7 oz. 94c
(9) Whirling Mickey Mouse. Abt. 7 in. high.
48 T 2941 Ship. wt. 7 oz. 94c

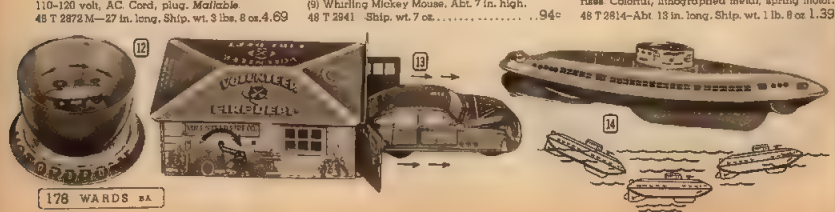
10 DONALD THE DRUMMER. Donald Duck pounds furiously on his drum, his head nodding rhythmically. Solidly molded plastic, realistically decorated. Long-running spring motor.
48 T 2944–Abt. 10 in. high. Ship. wt. 1 lb. 12 oz. 2.85

11 FLEET OF FIVE ACTION CARS. Steel cars, lithographed in color, operate when pushed along. Window-wiper Car (wipers move), Fire Chief Car (bell rings), Taxi (meter records fares), Police Car (gun moves, "bangs"), Roll-window Car (windows work). Encased bottoms.
48 T 2943—Abt. 4 in. long. Ship. wt. 12 oz. . .98c

12 DAREDEVIL MOTORDROME. Spring-wound racing car speeds around inside of plastic bowl on metal base. Centrifugal force keeps car on side wall. Base 9¼-in. diam., bowl 4¾ in. high.
48 T 2946–Metal car 4 in. long. Wt. 1 lb. 10 oz. 1.89

13 AUTOMATIC FIREHOUSE. Wind key on firehouse; doors fly open, car zooms out, streaks across the floor. Friction motor. Lithographed steel.
48 T 2929—9x6x3½ in. Ship. wt. 1 lb. 1.95

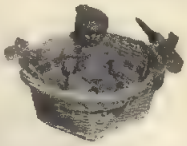
14 DIVING SUBMARINE. Dives 2 to 5 ft. (rudder adjusts depth, direction); runs under water; rises. Colorful, lithographed metal, spring motor.
48 T 2814–Abt. 13 in. long. Ship. wt. 1 lb. 8 oz. 1.39



NOVELTY TOYS

SPARKLER
Push and It Spins & Sparks

CFE 110 .....doz. $5.40



CFE 121/32 — Basket baby in attractive heart shape basket Doz. **$8.40**

CFE 121/26 — Basket Baby in attractive basket baby carriage Doz. **$10.20**

CFE 144 Actual Santa Claus 12" high, suit made of red flannel with real whiskers. His head comes off and it can be used for a cookie jar. .....Doz. **$12.00**

CFE 142. Same as above only smaller, ...Doz. **$6.00**

CFE No. 150. 12" Xmas Tree with wooden base. Wire is covered with imitation pine. .....Doz. **$2.00**

CFE 151 Xmas Tree, 24" high. .. Doz. **$8.00**

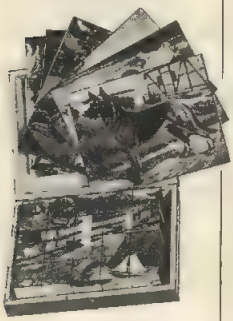
CFE 152 Xmas Tree, 36" high. .. Doz. **$15.00**

CFE 241—3-pc. mechanical train set.
CFE 241 ..... Dozen **$13.20**

CFE No. 19 Mechanical Metal Submarine. 13" in length. Doz. **$21.60**

CFE No. 208. Two cars on a track, one goes into the station and automatically releases the other car a fascinating Toy for small children. ... Doz. **$14.40**

LTP No. 5-A "Bobby Box"
Attractive 12" Bobby Box in durable pyroxylin coated alligator grain fibre coverings. Assorted colors. Doz. **$25.80**



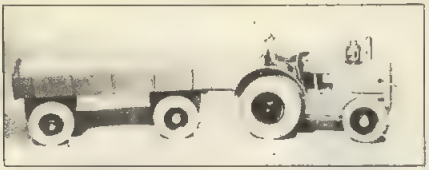
CFE No. 258. Consists of 12 Picture Blocks, 1¼" square, when they are put together they form a picture from a child's nursery rhyme. They have 5 extra sheets to make new pictures from. Doz. **$6.60**
CFE 257 Consists of 20 blocks and as above. .....Doz. **$14.40**

No. 19 "Bobby Box"
8" Bobby Box with Mother Goose flock designs on bright red pyroxylin coverings. White bindings. The small fry go wild over these delightful cases. For super sales. Doz. **$18.00**

GT-255 $20.40 doz.
Mechanical Wind Up Truck with loading hoist. 11½" long

GT—1000 $2.65 ea.
FRICTION PLANE
20" wing span. Lighted wing tips.

KBC 153/4G $18.00 doz. also KBC 1510 $25.20 doz.



GT 180/4/1. Tractor and Trailer. A sturdily constructed toy. Many pleasant hours of play value for any child Strong motor cranked in front like real tractor Positive brake lever for "stop" and "go", chain and pin coupler Tractor moves along slowly and emits sparks from muffler. Length complete 16½", Width 3¼" . . . . . Ea. **$3.60**

CFE 23. Length 9½" as above. doz. **$27.00**

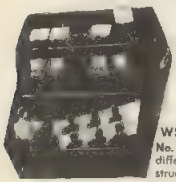
CFE 96/11/12/13/14 — Assorted mechanical trucks, detachable trailers. Solid rubber tires. Doz **$8.00**

CFE 28A Put Put doz. **$5.40**

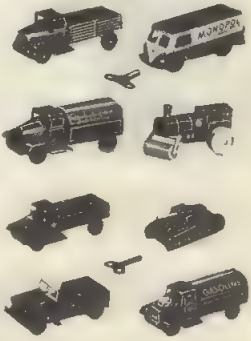
CFE 207 — Mechanical car set on 18⅛" base. As one car comes into the station it releases the other one Doz. **$12.60**

CFE 271 — Mechanical tractor and dump trailer
You can steer tractor by steering wheel. Rubber track on tractor and rubber wheels on trailer. Each **$2.75**

WSMC No. 905 WASHING MACHINE SET — Contains glass washing machine 9" high. Detachable wringer adjustable to 3 positions. Enameled metal rinsing tub 2¾" x 6⅞". Revolving clothes line 9" high and clothes pins. One in a box. **Minimum shipping carton 12 toys. Weight 38 lbs. $25.80 doz.**

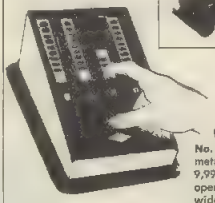


WSMC
No. 38 ARITHMETIC QUIZ — Here's an altogether different type of educational toy that combines instruction with fascination . . . Its interesting action is produced by pressure on the lever arm at the side. Four different arithmetic queries appear on the "blackboard" simultaneously. To get the right answer for each of the four, just raise the cover directly above the question. For example just above "8 ÷ 2" the answer "4" will appear when lid is lifted in the answer row. The combination of questions are always varied. : . . Brightly lithographed Individually boxed. Size 7" long; 6½" wide; 4" high. **Minimum shipping carton 12 toys. Weight per carton 19 lbs.**
$24.00 dz.



CFE 27 —Assorted friction trucks some civic. Doz. . . **$4.00**

This assortment may also be had in mechanical trucks Doz. **$4.00**



WSMC
No. 39 ADDING MACHINE -Heavy gauge metal brightly lithographed. Adds up to 9,999. Constructed so that anyone can operate it without trouble. Machine 6¼" wide by 9" deep. Each to a decorated box. **Minimum shipping carton 12 toys. Weight per carton 20 lbs.** **$25.80 dz.**

MISCELLANEOUS GAMES

U-DRIVE-IT WITH MAGI-CONTROL STEERING.

Emphasizes safe driving. All steel, 18½"x8½"x 3⅝" with 36" of movable super-hiway panorama. Complete with horn and dashboard. 1 to display ctn. 6 to shipper, 13 lbs. Northwestern Prod.

NO. 501.....EACH $ 2.96

QUANTITY ORDERED _____

TRIPOLEY DELUXE

For teen agers and adults ... 2 to 9 players. Vinyl table cover 27" x 27" in box 10½" x 13½" x 1½". 1 doz. to ctn. 12 lbs. Cadaco-Ellis

NO. 111.....EACH $ 1.88

QUANTITY ORDERED _____

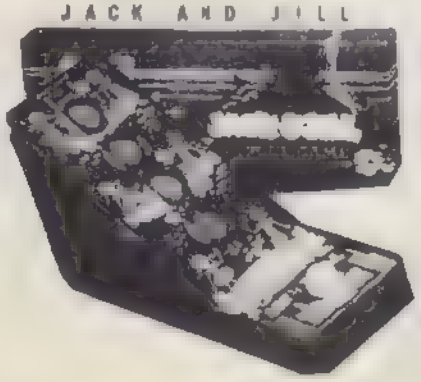
LITTLE BLACK SAMBO

For ages 5 to 10 years. For 2, 3, 4 players. Simple rules, imaginative play. Folding game board, 4 wooden pawns and spinner in full-color box 10"x20"x1½". 1 dz. to ctn., 20 lbs. Cadaco-Ellis.

NO. 181.....EACH $ 1.49

QUANTITY ORDERED _____

JACK AND JILL



For ages 4 to 10 years. For 1 or more players. Safe target game in younger age range. Mechanical lever tosses the celluloid ball into numbered target holes. Set-up inclined target, celluloid ball in gay display box 17⅛"x6¾"x2". 1 dz. to ctn., 12 lbs. Cadaco-Ellis

NO. 189.....EACH $ 1.25

QUANTITY ORDERED _____

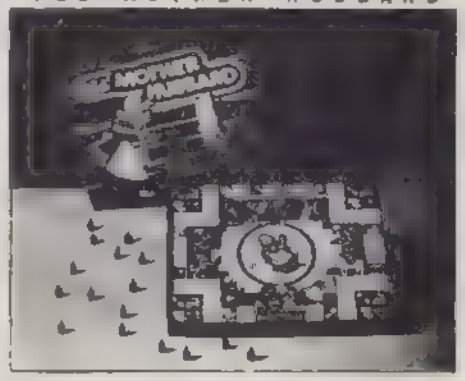
HIGGLY-PIGGLY

For ages 5 to 10 years, for 2 to 6 players. Self-contained playing field with spinner, 40 plastic pieces 8 wooden pegs, 6 tally tracks, 6 peg boards, in display box 12⅞" x 17⅝" x 1¾" 1 doz. to ctn., 18 lbs. Cadaco-Ellis

NO. 202.....EACH $ 2.48

QUANTITY ORDERED _____

OLD MOTHER HUBBARD



For ages 6 to 10 years. For 2 to 4 players. Colorful peg-board dramatizes the famous nursery rhyme. Peg-board with self-contained spinner, 16 pegs, in box 10½"x13⅜"x1½". 1 dz. to ctn., 11 lbs. Cadaco-Ellis

NO. 206.....EACH $ 0.98

QUANTITY ORDERED _____

GOLDILOCKS

For ages 6 to 10 years. For 2, 3, 4 players. Pictorial peg-board, Goldilocks spinner, pegtally with 20 wood pegs in box 10"x20"x1¼". 1 dz. to ctn., 15 lbs. Cadaco-Ellis.

NO. 209.....EACH $ 1.98

QUANTITY ORDERED _____

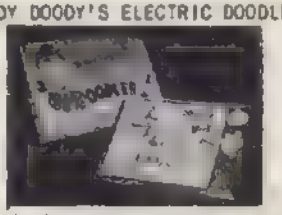
BOOK-HOUSE OF GAMES

Includes old favorites such as Old Maid, Animal Rummy and Crossword Letter Games and modern favorites such as Howdy Doody, Flags of United Nations and Cross Numbers. 17 games in 12 volumes. Directions in each box Size: 6"x9"x2". 1 dz. to ctn., 16 lbs. Russell Mfg. Co.

NO. 154.....EACH $ 1.98

QUANTITY ORDERED _____

HOWDY DOODY'S ELECTRIC DOODLER

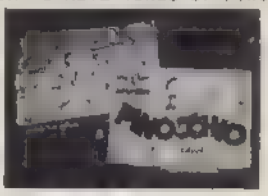


Assorted activity games, quizzes, mazes (Masquerade Party, Election Day, Blue Moon Ceremony, Gold Rush, Puzzle Pictures and others). Size 9"x13⅜"x2". 3dz. to ctn., 26 lbs. Harett-Gilmar.

NO. 615.....EACH $ 0.98

QUANTITY ORDERED _____

WIRY DAN'S ADVENTURES OF PINOCCHIO



Electric game. Based on the original story by Carlo Collodi. 9"x13⅜"x2". Bulb and battery easily replaced. 3 dz. to ctn., 26 lbs. Harett-Gilmar, Inc.

NO. 619.....EACH $ 0.98

QUANTITY ORDERED _____

HOWDY DOODY'S ELECTRIC CARNIVAL GAME

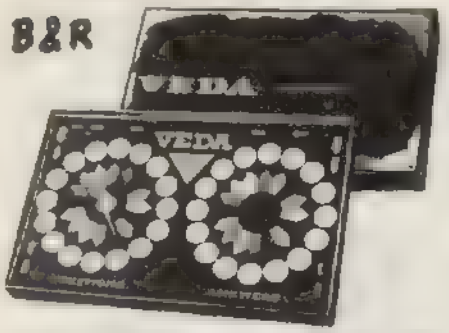
Howdy Doody and his whole gang. Light Clarabell's nose. Easy to play for the very young Large size, full color, 9"x13⅜"x2". 3 dz. to ctn., 26 lbs. Harett-Gilmar, Inc.

NO. 621.....EACH $ 0.98

QUANTITY ORDERED _____

MISCELLANEOUS GAMES

"VEDA, THE MAGIC ANSWER MAN"



Features 8 different multi-color quiz cards, packaged in box, 16⅝"x10⅝"x1½". 2 dz. to ctn., 28 lbs. Pressman Toy Corp.

NO. 1523.....EACH $ 1.59

QUANTITY ORDERED _____

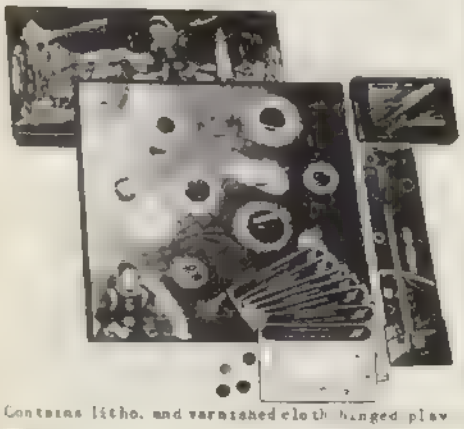
"PETER PAN" — A GAME OF ADVENTURE

Contains 14¾" x 14¾" playing board; 4 playing markers, Tinker Bell magic spinner, 8 adventure-travel cards, instructions. Playing implements packed in individual box. 1 game to box. 2 dz. to ctn., 28 lbs. Transogram Co., Inc.

NO. 3801.....EACH $ 0.98

QUANTITY ORDERED _____

STEVE SCOTT SPACE SCOUT GAME



Contains litho. and varnished cloth hinged playing board 14¾" x 14¾"; 4 playing counters; rocket speed indicator with spring action; 8 secret mission travel cards, instructions. Playing implements packed in individual box; 1 game to box. 2 dz. to ctn., 28 lbs. Transogram Co., Inc.

NO. 3811.....EACH $ 0.98

QUANTITY ORDERED _____

"PRINCE VALIANT" A GAME OF VALOR

Contains special lithographed and varnished cloth-hinged playing board 17"x17" in bright colors, depicting adventures of Prince Valiant, 8 playing markers (can be played by 2 to 6 players); spinner; 2 merit boards with marking pegs; Prince Valiant Deeds Chart; easy to follow instructions. All playing implements packed in cellophane bag. Complete game in box 17⅝"x9". 1 dz. to ctn., 22 lbs. Transogram Co., Inc.

NO. 3823.....EACH $ 1.98

QUANTITY ORDERED _____

"GAME OF SCOOT"

Contains colored playing board 14-7/8"x7¾", an action movement scoot or move indicator in the shape of a house with lever at top and cut-out spots to show picture of mother or twins; spinner; easy-to-follow instructions, 8 plastic playing implements in cellophane bag. Contents in sturdy box 15"x7-7/8". 2 dz. to ctn., 25 lbs. Transogram Co., Inc.

NO. 3831.....EACH $ 0.98

QUANTITY ORDERED _____

PATHFINDER

Easy to learn, easy to play. Highly competitive game for any number of players and fun for all. Contains: 164 ivory colored plastic tiles with black and red linear readings in cellophane-wrapped tray; playing board 18½" square. 1 to box. 6 to ctn., 17 lbs. Milton Bradley Co.

NO. 4416.....EACH $ 2.98

QUANTITY ORDERED _____

PARK & SHOP

Suitable for groups of 2 to 6. Ideal family game. Contains: Toy money, miniature autos, pedestrian and house markers, assortment of playing cards and pair of dice. Playing board, 18¾" x16⅝". 1 to box. 6 to ctn., 9 lbs. Milton Bradley Co.

NO. 4806.....EACH $ 2.98

QUANTITY ORDERED _____

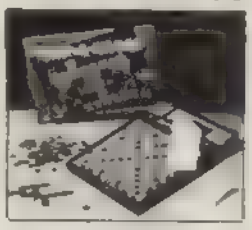
MAGIC SET

Set features: The Horse Trick, Two-card Monte, Phantom Card, Mystic Keys, Ring and Coil Trick, Marked Coin Chute, Catch-It-Snapper, Chinese Laundry Ticket Trick, Trick Magic Box, The Vanishing Quarter, Magic Mirror and many others, complete with instruction folder. 1 to box. 1 dz. to ctn., 27 lbs. Pressman Toy Corp.

NO. 3215.....EACH $ 2.98

QUANTITY ORDERED _____

SKIP-A-CROSS



For 'teen agers and adults; for 2-3-4 players and is self-contained game board with tile racks, 100 alphabet tiles, tally pad, in box 12¾" x 17⅞" x1¾". 1 doz. to ctn., 18 lbs. Cadaco-Ellis

NO. 286.....EACH $ 1.98

QUANTITY ORDERED _____

"UNCLE WIGGILY" GAME

Standard edition. Contains: 4 wooden playing pieces, set of pink and yellow cards to draw, playing board 18⅛"x16⅛". 1 to box. 24 to ctn., 30 lbs. Milton Bradley Co.

NO. 4817D.....EACH $ 0.98

QUANTITY ORDERED _____

M & H NOVELTY CORP. Proudly Introduces

"SWINGIN' SUE"

THE BIGGEST WALKING DOLL

28" TALL

The LOWEST PRICE

$9.98 RETAIL

The Only Walking Doll that *SWINGS HER ARMS*

As She Walks! . . .

A great big 28" doll with this last exclusive feature of true realism. Strolling with "mama," "Swingin' Sue" steps out smartly, turning her head from side to side . . . and swinging her arms in true walking rhythm. Washable latex body, plastic head, stylish Saran hair, choice of fashionable costumes.

See her at the TOY FAIR

HOTEL McALPIN—ROOM 1146

— and —

TELL SELL CORPORATION

ROOM 1116 — 200 FIFTH AVENUE, NEW YORK

M & H NOVELTY CORP.

Manufacturers

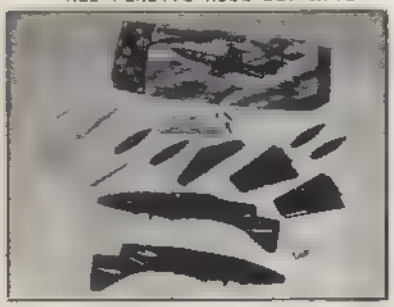
104 West 14th Street, New York 11, N. Y.

ASSEMBLY KITS — AIRPLANES — SHIPS

LITTLE MISS EUGENE

Dolls and stuffed dolls are still the popular items with the young fry. Little Miss Eugene (Shari Gaglia) has quite a collection.

ALL PLASTIC ASSEMBLY KITS



NO	TYPE	PRICE EACH	QUANTITY ORDERED
22	F9F Panther Jet	$0.59	_____
33	F90 Lockheed	$0.89	_____
44	P40 Flying Tiger	$0.59	_____
77	F-86D Wing Sabre Jet	$0.79	_____
99	Lightning P-38	$0.98	_____
20	Spitfire	$0.59	_____
480	U.S.S. Halford	$1.49	_____

TRIO PLANE SET

B&R

Engineered from original blue prints—exact scale replicas of the original. Includes the Army all-weather interceptor plane, the Lockheed Starfire, the Navy carrier-based Chance Vought Cutlass; the Marines' Grumman Cougar. Plastic, easy to assemble. Planes in this Trio Set supplied with new patented Revelving swivel base stand of clear plastic with a hemisphere [illegible] engraved on its rounded base—can be used either a wall or desk stand. Packed 3 planes complete with stands. 1 dz. sets to ctn., 10 lbs. Revell, Inc.

NO. H-204.....EACH $1.98

QUANTITY ORDERED _____

"AEROMITE"

Ready to fly—no assembly necessary. Engine powered by a genuine 1 cylinder internal combustion gas engine that weighs less than 1 oz. Rugged and tough construction throughout. Made of a high-impact plastic material that is resilient and durable. Fully guaranteed. Complete instructions. Hand controlled in flight from ground with flight control unit. Wen-Mac Corp.

NO. "AEROMITE".....EACH $ 8.95

QUANTITY ORDERED _____

MINIATURE ENGINE ACCESSORY KIT

Packaged unit of 6 items used for operating small engines used in airplanes, cars and boats. The kit includes fuel, pouring spout, fueling tube, connector clip, battery wire and engine wrench. Wen-Mac Corp.

MINIATURE ENGINE ACCESSORY KIT.....EACH $ 1.49

QUANTITY ORDERED _____

V-73 GLOW PLUG FUEL

The new scientifically compounded fuel that fires-up an engine to peak performance. Wen-Mac Corp.

AMOUNT	PRICE EACH	QUANTITY ORDERED
1 Pint	$ .85	
½ Pint	$ 0.55	_____

"AEROMITE" PARTS

NO.	NAME	PRICE EACH	QUANTITY ORDERED
M1-.	Glow Plug	$0.65	_____
M-.-.	Glow Plug Gasket	N/C	
16	Aeromite Prop.	$0.25	_____

JIATO FRICTION JET

Sturdy all metal construction, revolving motors, sparks; siren; friction motor; 12" x 10" wing spread. 2 dz. to ctn., 40 lbs. Automatic Toy Co.

NO. 395.....EACH $ 1.98

QUANTITY ORDERED _____

NAVY PLANE

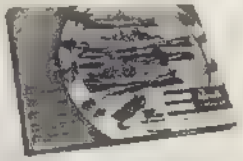
Metal. Red and aluminum trimming. Cockpit enclosed with transparent plastic bubble. Rubber wheels, revolvang propeller. Folding wings. Retractable landing gear. 6¾" L.; wing span 8¾". 1 to box. 1 dz. to ctn., 8 lbs. Hubley Mfg. Co.

NO. 467.....EACH $ 0.98

QUANTITY ORDERED _____

ADMIRAL'S FLEET 5 SHIP GIANT GIFT PACK.

B&R



The Missouri, the Heavy Cruiser, the Destroyer, the PT Boat and the atom-powered Nautilus all in one "fleet in action" box. Navy-blueprinted authentic models. Complete with paints, thinner cement and brush. 6 to ctn., 18 lbs. Revell, Inc.

NO. HKF-6.....EACH $ 6.98

QUANTITY ORDERED _____

SHIPYARD QUICK CONSTRUCTION KITS

These easy-to-build, quick construction kits feature authentic scale miniatures of famous ships in American History. Every part is completely prefabricated in plastic and only needs painting, assembling and rigging. 1 kit to box with full color instruction sheet. 12 to ctn., 8 lbs. Gowland Creations.

SHIPS IN BOTTLES

NO. AND NAME	PRICE EACH	QUANTITY ORDERED
SM-308 The Santa Maria	$1.98	_____
GH-309 The Golden Hind	$1.98	_____
MF-310 The Mayflower	$1.98	_____
BH-311 Bon Homme Richard	$1.98	_____

Telephone!

ATwater 9675

UNITS — TRAIN ACCESSORIES UNITS — TRAINS

CHURCH KIT

Gray roof, white walls, gray ecclesiastical windows and door, white belfry steeple with metal bell and plastic gold-plated cross. Packed 1 to box, 9 oz. 72 boxes to ship carton, approx. 34 lbs. Bachmann Bros., Inc.

NO. CC-9.....EACH $ 0.98

QUANTITY ORDERED _____

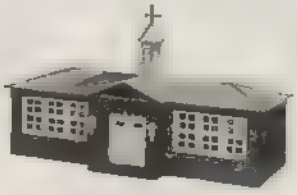
CHURCH & HOUSE UNIT

Perfectly scaled church with stained windows and red door. Included are 1 ranch house, 2 street lights, 3 benches, 2 telephone poles, 1 evergreen tree, 6 shrubs and 12 pieces of house fence. Wt. 1 lb. 12 units to ctn., 15 lbs. Bachmann Bros., Inc.

NO. CH-8.....EACH $ 2.49

QUANTITY ORDERED _____

SCHOOL KIT

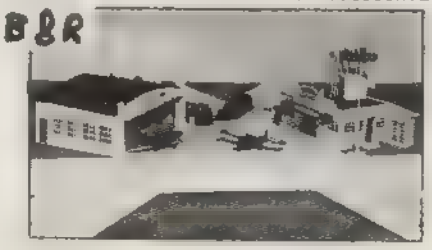


Glow lights mounted on each side of door. Tower and weather vane mounted on top. Packed 1 to display box, 8 oz. 36 boxes to ship carton, approx. 18 lbs. Bachmann Bros. Inc.

NO. SC-4.....EACH $ 1.29

QUANTITY ORDERED _____

PLASTICVILLE AIRPORT WITH ACCESSORIES



Consists of: administration bldg., hangar, landing strip, 2 jet planes, crash fire engine ambulance, sedan, flagpole. 1 to box. 12 boxes to ctn., 25 lbs. Bachmann Bros.

NO. AU-6.....EACH $ 4.98

QUANTITY ORDERED _____

AIRPORT HANGER KIT

Made to scale. Blue roof, white sides, red doors; large service door opens. White wind sock for roof attachment. Assembled size: 8¾" wide, 7-9/16" long; 5-3/8" high. Packed 1 to box, 9 oz. 36 boxes to ship. carton, approx. 22 lbs. Bachmann Bros., Inc.

NO. AP-1.....EACH $ 1.49

QUANTITY ORDERED _____

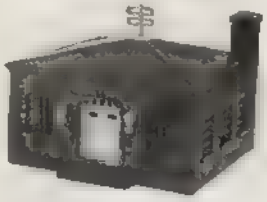
FIRE HOUSE KIT

Red roof, white sides and red doors. Latest overhead hanging doors. Packed 1 to box, 9 oz. 72 to boxes to ship. carton, approx. 39 lbs. Bachmann Bros., Inc.

NO. FH-4.....EACH $ 0.98

QUANTITY ORDERED _____

POLICE STATION KIT



Green roof, gray sides with police antenna on roof. Modern glow in the dark door lights. Packed 1 to box, 9 oz. 72 boxes to ship. carton, approx 37 lbs. Bachmann Bros., Inc.

NO. PO-3.....EACH $ 1.19

QUANTITY ORDERED _____

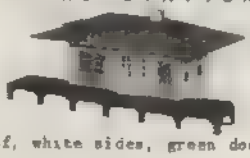
TRAIN ACCESSORIES UNIT

Basic selection of railroad items necessary for all model train pikes. Consists of: railroad station, freight station, 3 billboards, 2 spruce trees, crossing gate, flagpole, 8 telephone poles, 2 boulevard lights. Packed in litho box. 12 boxes to ctn., 15 lbs. Bachmann Bros., Inc.

NO. TA-2.....EACH $ 2.49

QUANTITY ORDERED _____

RAILROAD STATION KIT



Green roof, white sides, green doors, rustic platform with ramps. Packed 1 to box, 9 oxs. 36 to ctn., 21 lbs. app. Bachmann Bros., Inc.

NO. RS-8.....EACH $ 1.19

QUANTITY ORDERED _____

PATTY BOOKS AND RUTHIE

Patty Books just adopted Ruthie when she found Ruthie in the Billy & Ruth Toy Booklet.

Billy and Ruth
The Book that
SELLS MORE TOYS
than any other medium
we know of

Telephone!
ATwater 9675

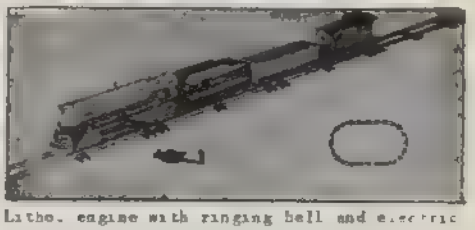
THE STREAMLINER

All steel pull-along toy; durable; colorful; bell rings as car is pulled. 17¾" long. 1 to box. 12 to ctn., 22 lbs. Wolverine Supply & Mfg.

NO. 130.....EACH $ 1.59

QUANTITY ORDERED _____

FOUR UNIT FREIGHT TRAIN WITH HEADLIGHT & START-STOP ATTACHMENT.



Litho. engine with ringing bell and electric headlight. Tender with imitation coal, sand car caboose; trucks: 6 straight, 8 curved, batteries for start-stop attachment not furnished. 1 to box. 1 dz. to ctn. 48 lbs. All Metal Products Co.

NO. 2155.....EACH $ 4.49

QUANTITY ORDERED _____

GARAGE AND REPAIR SHOP

Completely set up garage 23¾" long, 11½" wide. Equipped with lubrication block, lifting door, operating "gas" pump, "gas" car with lifting hood, operating "gas" tank and "oil" drain. Equipped with 10" solid wood truck with demountable body and rubber wheels. Tires mounted on display rack; wheels, nuts, wrench in display envelope. Truck fastened to repair rack for display and shipment. Rear ramp for roof parking. Packed set up, 1 to ctn., 5¼ lbs. Keystone Mfg.

NO. 217.....EACH $ 5.98
QUANTITY ORDERED _____

GOODEE NO. 2600 ASSORTMENT

6 cars. Different models & colors. Full rubber tires, non-rusting material; baked enamel finish, non-toxic paint. Heavy cardboard cutout service station in color. 3 dz. boxes to ship. ctn., 27 lbs. Excell Products Co.

NO. 2600 ASST.....EACH $0.98
QUANTITY ORDERED _____

GOODEE NO. 3650 ASSORTMENT

6 trucks. Different models & colors. Full rubber tires, non-rusting material; baked enamel finish, non-toxic paint. Heavy cardboard cutout service station in color. 3 dz. boxes to ship. ctn., 27 lbs. Excell Products Co.

NO. 3650 ASST.....EACH $0.98
QUANTITY ORDERED _____

GOODEE NO. 8000 DELUXE ASSORTMENT

12 cars and trucks. Full rubber tires; non-rusting material; baked enamel finish; non-toxic paint. Complete cutout super-service station of heavy cardboard in color. Packed 2 dz. boxes to ship. ctn., 36 lbs. Excell Prod.

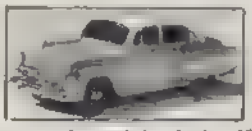
NO. 8000 DELUXE ASST.....EACH $1.98
QUANTITY ORDERED _____

YELLOW CAB

Has Spin-Torque motor, yellow cab sign and decals, billboard area on back. It's a 1954 Plymouth with tinted windows, white-wall wheels with black vinyl tires. 7¾"x3"x2¾". Product Miniature Co

NO. 2354.....EACH $ 1.50
QUANTITY ORDERED _____

CHEVROLET 4-DOOR SEDAN



1/25 genuine scale model of the 1954 Chevy. Standard colors. Has Spin-Torque motor and white wall wheels with black vinyl tires. Plated metal grille, lights, wrap-around bumpers. 8⅛" x 3⅛" x 2-5/8". Product Miniature Co.

NO. 3354.....EACH $ 1.50
QUANTITY ORDERED _____

NASH SEDAN

New 1954 colors. Spin-Torque motor, tinted safety glass, white-wall wheels with black vinyl tires. Plated metal grille, lights, wrap-around bumpers. 1/25 scale. 8⅛"x3⅛"x2-5/8". Product Miniature Co.

NO. 2054.....EACH $ 1.50
QUANTITY ORDERED _____

OSCAR MAYER WIENERMOBILE

Spin-Torque motor on steel chassis. "Oscar the Chef" goes up & down in wiener as toy moves. Red wiener & cream-colored body; metal-like grille, bumpers, lights. Oscar Mayer decals. white wheels with black vinyl tires. 9-7/8" x 2⅜" x 4½". Product Miniature Co.

NO. 2554.....EACH $ 1.98
QUANTITY ORDERED _____

METAL SPORTS CAR

Red with aluminum trimming Chassis enclosed on bottom with realistic details. Rubber wheels, and spare mounted (Continental Fashion) on rear 9" long. 1 to box. 1 dz. to ctn., 17 lbs. Hubley.

NO. 485.....EACH $ 1.49
QUANTITY ORDERED _____

METAL SPORTS CAR

Assorted colors, red & yellow; transparent windshield, aluminum trimming; realistic details, rubber wheels. 7¾" long. 1 to box. 3 dz. to ctn., 20 lbs. Hubley Mfg. Co.

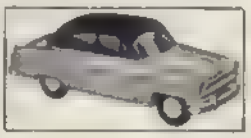
NO. 455.....EACH $ 0.59
QUANTITY ORDERED _____

"CAPRI" HOUSE TRAILER & CAR COMBINATION

Aluminum bodies & trim. Baked enamel finish—two-tone combinations. Capri Car—reproduction of Capri hard-top convertible, including free opening doors & steering. 3⅜" high, 1⅝" long, 5½" wide. House Trailer—equipped with ball-point suspension hitch. Removable top; interior furnished in modern miniatures. 8⅝" high, 30" long; 7½" wide. Each individually boxed. Ship. wt. per set, 15 lbs. Miller-Ironson Corp.

NO. 535/6.....EACH $29.95
QUANTITY ORDERED _____

PLYMOUTH SEDAN



New 1954 model with tinted windows, two-toned colors & Spin-Torque motor. Metal-like grille, bumpers, lights. White-wall wheels with black vinyl tires. 1/25 scale. 7¾"x3"x2⅜". Product Miniature Co

NO. 1854.....EACH $ 1.50
QUANTITY ORDERED _____

Same as No. 1854 except unassembled as a Kit.

NO. 2954 KIT.....EACH $ 1.50
QUANTITY ORDERED _____

PLYMOUTH SUBURBAN

New 1954 model with Spin-Torque motor. Metal-like bumper, lights, grille. Tinted windows, white-wall wheels with black vinyl tires. Asst. colors. 1/25 scale. 7¾"x3"x2⅜". Product Miniat.

NO. 1254.....EACH $ 1.50
QUANTITY ORDERED _____

Same as No. 1254 except unassembled as a Kit.

NO. 2454 KIT.....EACH $ 1.50
QUANTITY ORDERED _____

WOODBURY HARDWARE COMPANY

CARS — KITS — REMOTE CONTROL CARS, TRUCKS

CHEVROLET CORVETTE

Authentic scale model of the beautiful Chevrolet sports car. Has Spin-Torque motor, metal chassis, white plastic body, red seats, steering wheel, clear plastic windshield, metal-like grille, white wheels, black vinyl tires. 1/25 scale. 6-7/8" x 3" x 2-1/8". Product Miniature Co.

NO. 3454.....EACH $ 1.50
QUANTITY ORDERED _____

Same as No. 3454 except unassembled as a Kit.

NO. 3554 KIT.....EACH $ 1.50
QUANTITY ORDERED _____

3 CAR ASSEMBLY KITS

Authentic models. Each kit contains all component pieces for entire assembly, including 3 paint colors, brush, glue, screw driver. Attractively boxed. 6 to ship. ctn., 15½ lbs Aluminum Model Toys, Inc.

Kit #500—Pontiac Catalina, Ford Convertible, Studebaker Starliner.

KIT #500.....EACH $ 4.95
QUANTITY ORDERED _____

Kit #501—Buick Roadmaster Ford Convertible, Pontiac Catalina

KIT #501.....EACH $ 4.95
QUANTITY ORDERED _____

Kit #502—Ford Custom Sedan, Buick Convertible, Pontiac Catalina.

KIT #502.....EACH $ 4.95
QUANTITY ORDERED _____

6 CAR GIFT SET

B&R

Six models, the British MG; the French Renault 1907 model limousine, the German 1913 Mercedes-Benz; the racy 1915 Italian Fiat; the British Jaguar sports car. Included are paints, thinner, cement brushes. 6 sets to ctn., 8 lbs. Revell

NO. P-495.....EACH $4.95
QUANTITY ORDERED _____

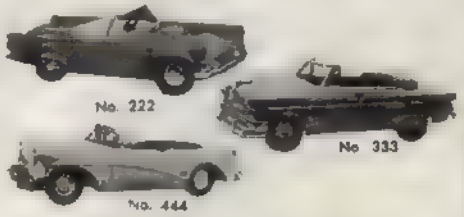
MT SPORTS CAR KIT

B&R

For all ages. A "Build-it-yourself" sports car, styled after British "MG". More than 50 precision-fitted parts, requiring only screw-driver for assembly. Die-cast body, heavy steel chassis. Steerable front wheels, semi-pneumatic tires, semi-elliptical rear springs. Delivered with French gray primer coat. Can be painted to individual preference. Packed in self-merchandising box. Length, 15"; 6 to ctn., 38 lbs. Doepke Model Toys.

NO. 2017.....EACH $11.75
QUANTITY ORDERED _____

FLY WHEEL MODEL CARS



1/25th actual car size (approx. 8" long). Injection molded of finest Tennessee Eastman Tenite plastic; bright metal bumpers & grille; mounted on sturdy metal chassis with rubber tired disc wheels, driven by fly wheel motor, actuated by hand. Convertibles have steering wheel, dashboard, molded two-tone color seats duplicated. 1 to box (easily converted into garage); 1 dz. to ctn., 8 lbs. Aluminum Model Toys, Inc

NO. 222 FORD THUNDERBIRD.....EACH $ 1.98
QUANTITY ORDERED _____

NO. 333 FORD CONVERTIBLE.....EACH $ 2.50
QUANTITY ORDERED _____

NO. 444 BUICK CONVERTIBLE.....EACH $ 2.50
QUANTITY ORDERED _____

XP 1960 DREAM CAR

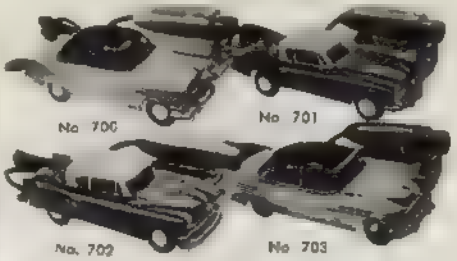
B&R

The sport car of tomorrow. Steel housed no-winding friction motor. Ruff'n Tuff shockproof body. 3 colors. Metal body trim. Size 8½" x 4" x 2". 3 dz. to ctn. 20 lbs Mattel, Inc

NO. 502.....EACH $ 0.98
QUANTITY ORDERED _____

DREAM CAR

REMOTE CONTROL CARS



True to life miniatures. Two-toned. Precision-made of Tenite and metal in lustrous, non-chipping non-peeling colors. Equipped with real remote-control electric motor, finger-tip battery power pack control and 6 ft. cable. Starts, stops, reverses, steers. 1 to box. 1 dz., asst. to ctn., 17 lbs. Aluminum Model Toys, Inc.

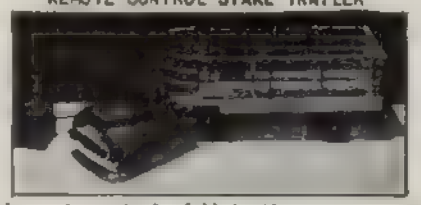
NO. 700 FORD CUSTOM SEDAN.....EACH $ 6.95
QUANTITY ORDERED _____

NO. 703 BUICK ROADMASTER.....EACH $ 6.95
QUANTITY ORDERED _____

NO. 704 FORD CONVERTIBLE.....EACH $ 7.95
QUANTITY ORDERED _____

NO. 705 BUICK CONVERTIBLE.....EACH $ 7.95
QUANTITY ORDERED _____

REMOTE CONTROL STAKE TRAILER



All remote control; full trailer action; motor torque steering, dual rubber wheels; trailer support wheels, chrome lights & bumpers, operated by 2 flashlight batteries. 14-3/8" L.; 3⅜" W., 4½" H. 1 to box. 1 dz. to ctn., 19 lbs. General Molds & Plastics, Inc.

NO. 122.....EACH $ 5.95
QUANTITY ORDERED _____

REMOTE CONTROL FIRE CHIEF SPECIAL

Real fire chief red, complete with siren, spot light, emblems, etc.; white wall tires; chrome trim & accessories; metal base, full 11" long. Powered by 2 flashlight batteries. 1 to box. 1 dz. to ctn., 15 lbs. General Molds & Plastics.

NO. 81.....EACH $ 4.95
QUANTITY ORDERED _____

Low slung, impact resistant plastic body. Permanent, high gloss chrome trim. Rubber bubble transparent convertible top. Speed streak friction motor. 4 futuristic colors. 10½" l x 2¼" h. x 5" w. 1 to box. Packed: Assorted colors, std. 2 doz. ctn., 21 lbs. Mattel, Inc.

NO. 495.....EACH $ 1.98
QUANTITY ORDERED _____

DAISY AIR RIFLES

T248/45—Daisy No. 102 350 Shot Repeater. Lever action repeater with blued metal parts in full size hardwood stock. Individually packed in corrugated mailing carton. . . . . Each $5.30

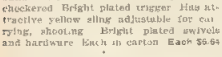
T248 48—Daisy Red Ryder Cork Ball Carbine. New lever action, western style 35" long. Shoots a ½" cork ball accurately. Makes loud bang with or without balls (won't shoot BB's) Packed with cork balls in genuine leather carrying pouch belt loop. Bright plated trigger Each in carton . . . . . Each $6.64

T248 42—Daisy Red Ryder Carbine. "100 Shot." Lever action repeater with secondars barrel that has the lighting loading feature. Gun 35" long. Holds over 850 BB's. Combination peep and open sight Adjustable for windage, elevation Bright finish cocking lever, first ever used on air rifle. Genuine leather boot on stock buttplate with thong Each in box. Each $9.32

T248/47—Daisy Bull's Eye Shot. Put up in a new cellophane pouch, crystal clear, corner tears off for easy pouring. Contains 150 B.B.'s, 100 pouches in case . . . . . Per case $5.50

T248 41—Daisy Scout. "500-Shot" lever action repeater, holds over 350 BB's. 35" long Adjustable sight, full finish on checked forearm, bright plated steel forearm band Pull fashion carbine style stock checkered Bright plated trigger Has attractive yellow sling adjustable for carrying, shooting Bright plated swivels and hardware Each in carton Each $5.64

T248/50—Daisy Bulls Eye B.B. Shot 300 Copper Coated Steel B.B.'s in Capped Cylindrical Paper Tubes. Per case of 100 tubes $13.00

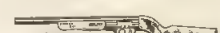


T248 43—Daisy Long Rifle "1000 Shot." Lever action repeater holds over 850 BBs. Pull 37" long Double notch rear sight adjustable for elevation. Each in carton. . . . . Each $7.94

DAISY POP GUNS

T248/7243—Daisy Cork Pop Gun Heavy gauged steel 14" long, Rust proof gunblu finish Hitch impact, shock resistant, molded stock. break action Packed six dozen . . . . . Per dozen $7.50

T248 7244—Daisy Cork Shooting Pop Gun Break action, heavy gauged steel, 14" long, rust proof, gun-blu finish High impact, shock resistant, molded stock Packed 1 dozen in box. Per dozen $9.60



T248 7245—Daisy Dart Gun. Shoots harmless rubber cup darts Heavy gauged steel, 17" long Rust proof, gun-blu finish, high impact, shock resistant. Molded stock, metal forepiece. Includes two plastic darts with soft rubber suction cups on striking end. 1 dozen in box . . . . . Per dozen $13.20

T248/44—Daisy No. 25 Pump Action Repeater, the same hard hitting, straight shooting take down model that has led the Daisy line for years. Blued finish, adjustable sights, gold engraved jacket, 50 shot forced feed repeater, walnut finished pistol grip stock with non slip butt groove. Packed with target shot. Length 37 inches. Each in box, 10 to case. . . . . Each $10.60

T248/7246—Daisy Double Barrel Cork Gun. Heavy gauged steel, full 21" long Rust proof, gun-blu finish, wooden stock, break action, cocks both triggers. Includes two corks with each gun. ½ dozen in box. . . . . Per dozen $16.00

T248/49 — Daisy DeLuxe Training Rifle. Shoots smokes and noise Harmless. Heavy gauged steel 35" long. Rustproof Eye impact shock resistant, molded stock and 4 piece, lever action, self loading and an occasional drop of oil in muzzle produces smoke Adjustable web sling Each in carton. . . . . Each $4.00

T248 7247—Daisy Red Ryder Double Barrel Training Cork Shot Gun. Shoots corks from both barrels. Heavy gauged steel, 31 inches long. Rust proof gun-blue finish. high impact, shock resistant, molded stock and forepiece Stock has Red Ryder design Break action, cocks both triggers simultaneously Each in box. . . . . Per dozen $32.00

COWBOY AND COWGIRL SUITS

T248 7344—Official Hopalong Cassidy Cowboy Shirt and Pants. Made of black sanforized twill Wide sweep cowboy pants vividly screened in colors showing "Hoppy" Black sanforized poplin shirt with colorful fancy plaid front Complete with leatherette holster and belt, kerchief and tie holder Sizes 2 to 14 Each $6.50

T248 7345—Same as above but girl's skirt and shirt. Sizes 2 to 14 Boxed Each $6.50

T248 7348—Indian Boy Set. Brushed suedine material Full pants, elastic back, fly front with white fringe breech cloth of multi-color Indian designs Trimmed with fur binding side and bottom fringe and Indian bead stampings Vest to match Sizes small, medium and large to fit ages 2 to 10. Assorted Each $5.20

T248 7349—Indian Girl Set. Full gored skirt, elastic back, snap side closing, others as above. Vest to match Each $5.20

T248 7252 — Chap and Vest Suit. Twill material in two-tone combination and trimmed with genuine leather belt and trimmings, 8 wooden bullets, metal holder on belt, metal stars on front of vest and center of belt, contrasting pockets. Small, medium and large size. Each in box. . . . . Each $4.00

T248 7259—Same as above but girl's skirt and vest set. . . . . Each $4.00

T248 7346 Cowboy Dungaree and Shirt Set. Sanforized washable denim material Black tapered dungaree with zipper fly front Red and white check trim Pockets with built color embroidery, Cowboy or cowgirl design Shirt with bimla sleeves and yoke (back and front) to match with white pink suede fringe Red check bottom, collar and cuff Sizes medium and large to fit ages 2 to 14 Individually boxed. Each $5.20

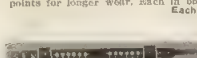
T248 7347—Same as above but Cowgirl Set Each $5.20

GENUINE LEATHER HOLSTER AND BELT SETS WITHOUT GUNS

T248/7228—Empty Double Holster Set. Made of cowhide leather black with white trim, Stitched with white plastic binding, rust proof studs and jewels, Top grain buckle piece and points for longer wear; belt to match Holds six red wooden bullets and pair horse ornaments. Each $4.00

T248 7225—Double Ponyskin Holster and Cuff Set. Bound brown holsters, white fringe and cutouts, trimmed with cast metal horses, metal ornaments spots and stones 2 inch bound shape belt, adjustable, golden nickel bullets, bound cuffs to match Comes without pistols. . . . . Each $5.20

T248/7229—Empty Double Holster and Belt Set. Top grain leather, Individually embossed to give it the hand tooling effect Natural finish, floral design. Decorated with rust proof studs to give it that extra western effect Boxed Each $5.20



T248/7227—Empty Double Sun Tan Leather Holster Set, trimmed with white, embossed with authentic cowboy symbols. A belt to match, holds six red wooden bullets top grain buckle piece and points for longer wear. Each in box Each $2.68

T248/7226 — Empty Double Holster Set Made of genuine leather in black, trimmed in white with bound plaited edges embossed with authentic cowboy symbols Belt to match, holds six red wooden bullets top grain buckle piece and points for longer wear Each $2.68

REPEATING WATER PISTOL RIFLES

T248/70 — Jr. Commando Water Gun. Replica of a real tommy gun. Holds more water—over 16" long. Shoots 40 feet. Automatic repeating action. Packed ½ dozen. . . . . Each $2.68

T248 72—Irwin Western Marshall Clicking Water Rifle. Extra large water capacity 12p to 1000 shots per one filling. Authentic reproduction of real rifle. Made of plastic. Mahogany color stock. Gun metal color barrel. Side plate breech plate. 24 inches long. Shoots a stream of water over 30 ft. Trigger synchronized to click with each shot. Heavy duty construction. Each in box. Each $2.68

SPACE GUNS

T248 7251—Remco Electronic Space Gun. Aim through dia. telescope sights, pull trigger, hear atomic sound waves. High speed, atom smasher rotates. See powerful colorbeam, adjust turret for choice of 8 colors. Included batteries and bulb . . . . . Each $2.40

CAPTAIN SPACE RAY RIFLE

T248 7242—Captain Space Atomic Ray Gun. Measures 25½ inches long. Futuristic model of the Space and Solar scouts. 4 missiles fired at extreme design. There is a large signal light at the top and it is operated by pulling the trigger. Flashing the signal lights in red, green or white with colors are controlled by a lever on side of gun. At the same time the lever lights up the muzzle of the gun, a buzzing code is emitted made by an electric buzzer. Constructed of durable plastic. Operates on flashlight batteries comes without. Boxed. Each $5.30

MACHINE GUNS

T248/7239 — Marx G-Man Machine Gun. Measures 25⅝ inches long, 4⅝ inches wide. Operated by strong clock spring motor with key attached, harmless sparks fly out of translucent plastic muzzle accompanied by sharp rat-tat-tat. Lithographed steel, gun stock and muzzle are made of colorful detailed plastic. Packed each in box. . . . . Each $3.50

T248/7241 Marx Rex Mars Planet Patrol Gun. Measures 8 inches long, 5 inches high. Constructed of plastic in approprate colors, powered by two standard cell flashlight batteries (batteries not supplied) will cast a powerful beam of light. When depressing the trigger, light flashes on and off and at the same time a clicking sound is produced. An additional pair of filters, red and green are supplied. Each in box. . . . . Each $2.00

T248/135—Kilgore Ranger Repeating Cap Pistol. It breaks open. Length 9⅛ inches. Brilliant finish attractively engraved plastic butt. Western design. Each in box. . . . . Per dozen $15.60

PRINCE VALIANT SWORD

T248 7236—Prince Valiant Sword and Scabbard. Flexible sword blade bends almost double without breaking. It's safe for all ages. 15" long. Lithographed 4 color metal belt hanging scabbard. All rolled edges. Each boxed. . . . . Each $2.68

T248/7238 — Marx Sparkling Mechanical Machine Gun. Measures 21½ inches long; 5 inches high. Replica of the G Man type riot gun which is used by our G Men. Harmless sparks are emitted from plastic muzzle accompanied by a rat tat tat sound. Body of gun is constructed of lithograph steel. Stock grip and muzzle made of colorful detailed plastic. Gun has an all metal motor. Key attached. Each in box. . . Each $2.68

T248/135—Kilgore Roy Rogers Repeating Cap Pistol. 50 shot. Uses Kilgore perforated roll caps. Safety latch, patented feeding mechanism. Made of die cast zinc alloy. Barrel is engraved with authentic western brands. Tattoo gun is plated inside and out. Roy Rogers signature on gun embossed plastic grip. Length 9¾ inches. Per dozen $15.60

T248/7234 — Twin Ray Jet Gun. Two sparkling motors in this beautifully modeled gun in futuristic design. A constant stream of sparks are shot through tubes in rear and front of gun. Made of plastic, 4 bright colors in each gun; flint easily replaced on both motors. Size 10x6½ inches. . . . . Each $2.68

SPACE HELMET & MACHINE GUN

T248/7281—Tommy Ray Automatic Space Gun. A beautiful automatic flashing noise repeating space gun. Molded in durable material, 24" long overall, colorful 3 colored combination Raylight and tommy gun noise produced by magnetic motor and two flash batteries. Trigger controls action both manually. Each packed. . . . . Each $5.20

T248 7282 — Plastic Space Helmet to go with T248/7281 Tommy Ray Automatic Gun. A sturdy lightweight shatter-proof helmet molded in bright colors, including space and cosmic ray designs. Equipped with flexible head band to fit any head size. Each in box. . . . . Each $2.60

SAFETY DART PISTOL SET

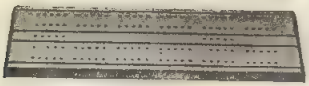
T248/7252—Plastic Safety Dart Pistol Set, consists of pistol and 2 safety plastic shafted darts with rubber suction cup tips. Size of pistol 5 inches. Each in box. . . . . Per dozen $8.00

T248/7237—Prince Valiant Sword, Scabbard and Shield. Flexible sword blade bends almost double without breaking. It's safe for all ages. 18" long. Lithographed 4 color metal belt hanging scabbard, all rolled edges. Includes a dramatic all metal warrior shield; all rolled edges, 12" diameter. Authentic Prince Valiant design. Lithographed in 4 colors. Has holding straps. Packed in individual box. Each $4.00

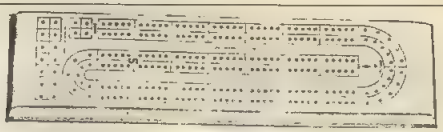
SPACE HELMET

T248/7248—Space Helmet with Two Goggles. Molded in latest "space" design with elastic chin and head straps. Radar antennas on front of goggles revolve. Will fit all age groups. Mat and goggles mounted on cardboard face which acts as merchandising unit. . . . Each $2.50

Cribbage Boards



ARA22/413



ARA29/415

ARA16/412. Regular Style Board Size 9½ x 2⅛ x 5/16 inches, square ends and edges, grooved markings, finished in natural wood, bottom plain with four small plastic pegs in bottom receptacle..... Dozen **$4.00**

ARA22/413. Regular Style Board. Size 10½ x 2⅛ x ⅛ inches, dropped ends, square edges, grooved markings finished in natural wood, bottom plain, with six small plastic pegs in bottom receptacle..... Dozen **$7.20**

ARA29/415. Brooks' DeLuxe Board. Size 14½ x 3⅝ x ¾ inches, dropped ends, bevelled edges, finished in natural wood with maroon markings, bottom covered with green felt, with six plastic pegs in bottom receptacle and Rules for Cribbage..... .....Dozen **$22.80**

ARA28/414. Brooks' Standard Board. Size 13 x 3¼ x ¾ inches dropped ends finished in natural wood with black markings with six plastic pegs in bottom receptacle. ..... Dozen **$16.80**

LMA. 3449 Service Station ea. **$4.00**

Folding Pocket Size Cribbage Board

ARA33. Assorted Colors. Strong, well finished plastic folding style pocket size cribbage board, contains four metal pegs, size to hold a complete deck of playing cards, includes instructions for playing cribbage, size open 8¾ x 2¾ x ½ inches, each in carton. **A good souvenir item.** Plain, Dozen **$20.40**

Dice

S & SP Dice/C72. Assorted, Three Colors. White with black spots, green with white spots, red with white spots, hard catalin material, rounded edges and corners, ⅝ inch size.
Carded 2 doz **$85.02 card**
.85 dz.

Playing Cards

CPC Stag, 402. Bridge Size nice quality smooth finish playing cards single deck, conventional design backs in assorted red and blue colors, tuck cases with stag decoration. Dozen **$5.85**

CPC Target, 403. Bridge Size, nice quality smooth finish playing cards, single deck conventional design backs in assorted red and blue colors, tuck cases with target decoration . . . . . Dozen **$5.85**

CPC Tudor Double/404. Bridge Size Double, good quality smooth finish playing cards, attractive lady and gentleman period figure decoration one red and one blue deck in smart red telescope box . . Dozen Sets **$13.45**

CPC Devon Double/405. Bridge Size Double high quality smooth finish playing cards with gilt edges, very attractive backs, pair-of-horses design and floral design, one red and one blue deck in smart red telescope box Doz. Sets **$16.90**

S-586
FIVE IN A ROW

S-244
FUNNY FACE SKILLBALL

S-513
SPINAROO

S-571
NINE MEN'S MORRIS

SPB S-586 FIVE IN A ROW $4.25 doz.

S-571 NINE MEN'S MORRIS $4.25 doz.

SPB S-244 FUNNY FACE SKILLBALL $4.25 doz.

SPB S-513 SPINAROO $4.25 doz.

These are four action games — boxes uniform in size 8½ x 8½, all with bright colored lid designs and all good value; weight 20 pounds. Packed 3 dozen solid to shipping container. Suggested retail price about 50c each.

Donkey Party

SPB-S455/A1. Donkey Party. The trick is to pin a donkey's tail onto its proper location while blindfolded. This edition has large donkey with numbered "tails" which are to be cut out. All printed in full colors on heavy paper. In attractive box about 10" square Doz. **$1.80**
CC/146. Donkey Party. As above but better quality, on cloth . . . Ea **23c**

HOHNER HARMONICAS

"WEISS." Length 5⅛ inches, 12 holes, 8 reeds, nickel-plated covers. Telescope box.
No. 8138. ..... **Dozen $2.40**

"SONNY BOY". Length 4 inches, 24 double holes, 12 reeds, nice box.
No. 4001. **Dozen $4.00**

"SONNY BOY". Length 5 inches, 32 double holes, 16 reeds, nickel-plated covers. Attractively boxed
No. 4003. **Dozen $4.80**

"LITTLE LADY." Length 1¾ inches. Has 8 reeds, full octave, perfectly tuned, brass plates. Small ring attached. Each instrument in fancy telescope container with silver lettering.
No. 39. **Dozen $6.00**

"ECHO". Length 4½ inches. 14 double holes, 28 reeds. Nickel plated covers. Packed in telescopic box
No. 19. **Dozen $8.00**

"PICCOLO". 3½ inches long, 10 single holes, 20 reeds, fancy box
No. 214. **Dozen $8.00**

"JAZZ BAND." Length 4⅝ inches. 14 double holes, 28 reeds, nickel-plated covers. Packed in hinged box
No. 7253. .....**Dozen $10.00**

"VIOLETTA". Length 5¼ inches. 14 double holes, 28 reeds. Lithographed covers. Each instrument in telescopic box.
No. 8286. .....**Dozen $12.00**

"ECHO". Length 4⅝ inches. 14 double holes 28 Bell Metal Reeds. Nickel plated covers. In hinged box.
No. 8363. .....**Dozen $12.00**

"ATTA BOY". 10 single holes, 20 reeds brassed plates. Measures 4 inches in length Convex covers finely nickel-plated with open back. Each instrument contained in a durable hinged box
No. 06. **Dozen $16.00**

"OLD STANDBY". Length 4 inches. 10 single holes, 20 reeds, brass plates, finely nickel plated covers. Packed in a neat hinged box
No. 348. .....**Dozen $16.00**

"ORCHESTRA I". Length 4 inches, 10 single holes, 20 reeds, nickel-plated covers. Partitions in mouthpiece covered with nickel-plated sheet ing eliminating the swelling of the wood Hinged box
Orchestra I. **Dozen $20.00**

"MARINE BAND". Length 4 inches. The instrument with an international reputation. Its accuracy of tone and simplicity have made it the choice of music teachers and professional players everywhere. 10 single holes, 20 reeds, brass plates, heavy convex covers, finely nickel-plated. In hinged box
No. 1896. ....**Dozen $21.60**

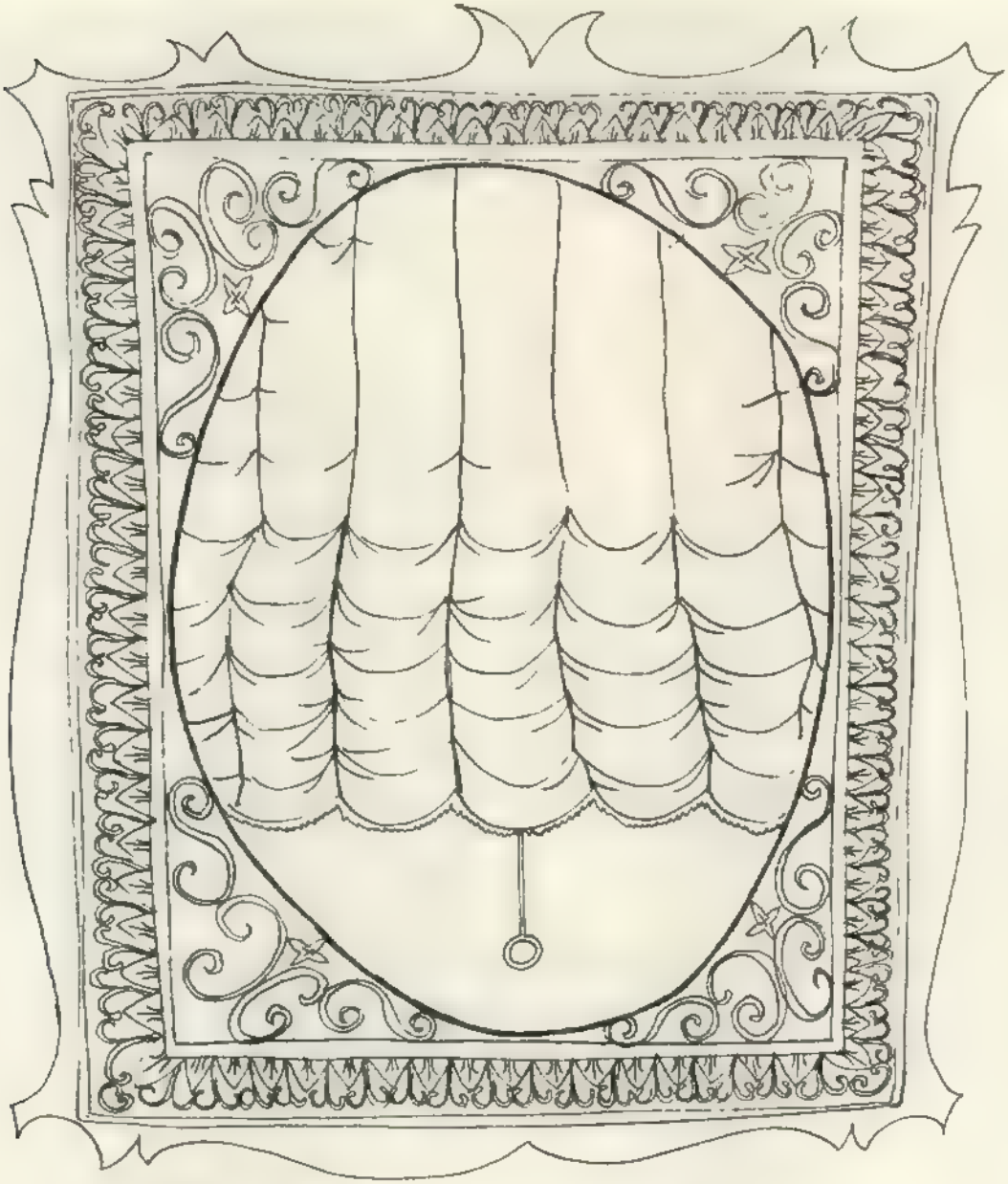
"UNSERE LIEBLINGE". 4 inches long, 12 double holes, 24 reeds, tremolo tuning. Curved mouthpiece, turn in ends, telescope box
No. 6194. .....**Dozen $24.00**

"MARINE BAND". Length 6¼ inches. 14 single holes 28 reeds, nickel-plated covers Attractive box
No. 365. .. ..**Dozen $24.00**

"ECHO". 5⅛ inches long 16 double holes 32 reeds tremolo tuned. In fancy hinged box
No. 8362. **Dozen $24.00**

"ECHO". Length 4 inches 14 double holes 28 reeds tremolo tuned Nickel-plated covers In cretonne box
No. 1494. **Dozen $27.00**

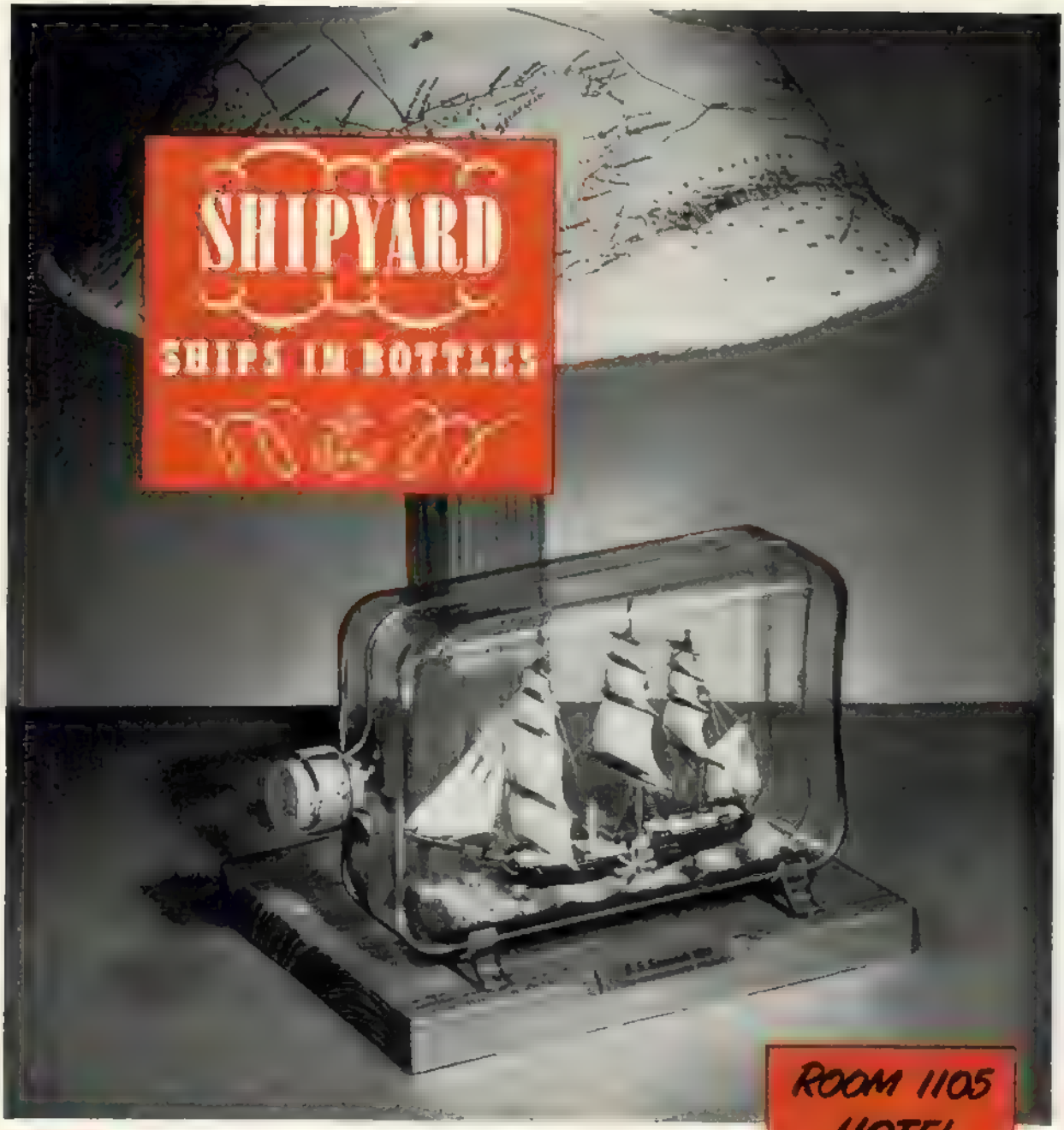
"PRECIOSA". Length 6 inches. 20 double holes 40 reeds tremolo tuning Nickel-plated covers. In attractive hinged box.
No. 8364. **Dozen $27.00**



Mary Jane®

A Doll And Fashion Masterpiece

manufactured by Togs and Dolls Corp., 1359 Broadway N.Y. 18



SEE all the latest models in the Shipyard line — and don't miss the many new items of toys, novelties and construction kits on show to the trade for the first time.

ROOM 1105
HOTEL
NEW YORKER

GOWLAND

GOWLAND CREATIONS

BOX 1239, KELLOGG AVENUE • • SANTA BARBARA, CALIFORNIA

YEAR 'ROUND GOOD SELLERS!

(A) FARMALL TRACTOR-TRAILER—A real scale model miniature of a McCormick-Deering Tractor and Trailer. Both of durable plastic, finished in bright red. Heavy rubber tires. Trailer uncouples from tractor. Overall length of tractor 8½", height 5". Overall length of trailer 10¼", height 3¾"

78161A200 . . . . . **Retail $3.00**

Minimum Sold—2 pcs.

78160M133—Tractor only . . . . . **Retail $2.00**

(B) ALLIS-CHALMERS WHEEL TRACTOR—An actual scale model of a real Allis Chalmers tractor, from the twin headlights, oil filter, air cleaner and rubber tires to the hydraulic finger-tip control lever. Drawbar wagon hitch. Size 4½x4½x8". Made of richly smooth, tough Persian orange plastic.

Minimum Sold—2 pcs.

78162M133 . . . . . **Retail $2.00**

(C) MINIATURE PLYMOUTH SUBURBAN Real scale model in durable plastic, of the Plymouth all metal suburban . . the car with 101 uses. Rear seat folds down and forms part of floor. Rear door lowers like gangplank to give easy access to big cargo space. 9⅛" long, 3⅜" high, 3 11/16" wide. Plated bumpers, plastic headlights, vinylite tires Available in beige and dark green color.

78163A167 . . . . . **Retail $2.50**

(D) NASH AIRFLYTE SPECIAL—True scale model including simulated safety glass windows. White-wall wheels with rubber tires Plated metal grille Genuine 1953 Nash colors. Made to 1/25th scale. Size 8½"x3⅛"x2 5/8".

Minimum Sold—2 pcs.

78242M100 . . . . . **Retail $1.50**

(E) JUNIOR STEERING WHEEL—Colorful plastic wheel Gear shifts in low, high and reverse. Horn button beeps in soft tone. Wheel turns easily and completely around Suction cup holds wheel on dash board of car. Attractively boxed

7809A200 . . . . . **Retail $2.98**

(F) BATON—Electro plated shaft, ¾" O.D. Spiral knurled shaft. Rubber ball and tip. 28" long

Minimum Sold—6 pcs

7719M66 . . . . . **Retail $.98**

TWIRLIT BATON—Finger-tip balance. Professional styling, sparkling chrome plated. Molded white rubber balls and tips ⅜" O.D. spiral knurled shaft. 24" long

Minimum Sold—1 doz.

7705M560-Doz. . . . . . **Retail $.69**

(G) SNOW SHOVEL—Baked enamel finish blade, 11½x8½", of heavy gauge steel Wood handle with metal grip. Overall length 35¼"

Minimum Sold—12 pcs.

77232BM66 . . . . . **Retail $.98**

(H) KIDDEE DRIVETTE—Provides real car safety for youngsters from 1 to 6 years and makes them actually believe they are driving dad's or mom's car. It's a dual purpose safety seat and belt for protection against road shocks, etc.—with a big unbreakable steering wheel with moving gear shift lever and beep-beep horn (not noisy). Heavy metal frame and heavy gauge steel seat—yet light weight Folds quickly out of way. Slips on and off any car seat or sofa. Use with or without steering wheel

7808A400 . . . . . **Retail $5.98**

(J) DUMP TRUCK WITH SHOVEL Semi-trailer type, with 6 wheels. Heavy gauge steel 17" long. Decorated cab Baked enamel finish in assorted colors. Includes miniature shovel and features side action dump arrangement. Boxed.

Minimum Sold—2 pcs.

77238M133 . . . . . **Retail $1.98**

(K) BUDDY "L" HI-LIFT SCOOP-N-DUMP Front scoop picks up load and transfers to extra large dump box. Hi-lift action dumps load through hinged tail-gate. Rugged, all heavy gauge steel construction. Heavy duty rubber tires. Length 16" body down; 17⅜" body lifted. Width 5¼". Height 3¾".

Minimum Sold—2 pcs.

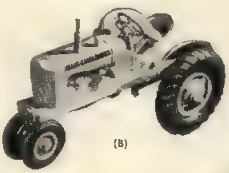
77276M133 . . . . . **Retail $1.98**

(L) BUDDY "L" SAND AND GRAVEL DUMP—Extra large dump body. Hinged tailgate. Rugged, all-heavy gauge steel construction. Heavy duty rubber tires. Length 13½"; Width 4¾"; Height 6¼"

Minimum Sold—2 pcs.

77277M100 . . . . . **Retail $1.50**

(A)



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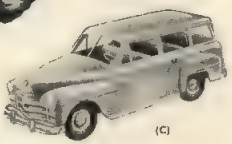

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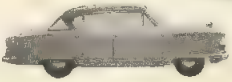

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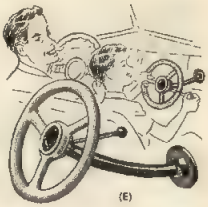
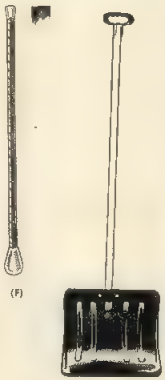
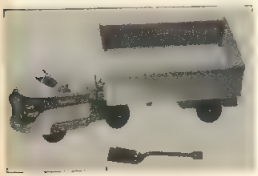


(E)



(F) (G)

(H)



(J)

(K)

(L)

MILITARY TRAINING CAMP!

• Over 100 realistic pieces—packed with play for years to come!

Just like a real training camp swarming with activity—the latest in equipment for every child who likes to play solid wi Lithographed steel headquarters 11x7x6 in high sur rounded with 50 realistic vinyl plastic army and air force solid ers some marching, others cleaning guns, driving trucks loading rockets, etc pilots wear latest flight su ts Large 8-inch radar truck 6 pup tents, three 9-in Jet airplanes, 7 machine guns, anti-aircraft guns, bazooka and cannon that actually shoots harmless plastic shells (included), 4 sets stacked rifles plus stopping case of rifles 8 sections of fence. Plastic furniture in Headquarters office is removable Flag and flag pole Mailable Shpg wt 7 lbs

R35 J 5006 Complete Set **4.79**

1 36 Pc. Set **2.69**

"Take-Apart" Stage Coach **3.59**

Pirate Ship Replica **2.79**

1 36-PC. WESTERN CARAVAN—removable plastic pieces. Red coach, buckboard, covered wagon. 4-horse teams; 2 horses with detachable saddles, riders; 6 removable passengers, 6 action figures. Wagons 6x3x3-in

R35 J 5069 Mailable. ((3lbs.) **2.69**

2 "TAKE-APART" STAGE COACH—so realistic there's even an old-time coach jack and metal wrench for removing interchangeable wheels! All sturdy plastic; metal hubs, axles; about 15x6x8-in high Horses harness, reins detachable; removable driver can hold whip or reins Separate coach gun, chest of tools, "gold" chest spare wheel Doors open, wheels turn Also makes decorative display piece

35 J 5091 (2 lbs. 12 oz.) **3.59**

3 PLAYTIME PIRATE SHIP gives 3-way fun . . . float it in water, wheel it across floor, take it apart and re-assemble it! All sturdy plastic; removable mast, ropes, sails, crow's nest, lifeboat, 6 active vinyl plastic pirates Movable cannon really fires harmless plastic cannon balls. Even has pirate's plank for enacting famous "walk-the-plank" in Captain Kidd style! Ship measures about 14x7 inches wide.

35 J 5052. (1 lb. 8 oz.)..... .....**2.79**

English Imports—Wild West Set **1.79**

4 COWBOYS, Indians designed in finest brightly painted metal! 5 cowboys, 4 Indians in action poses; 2 cowboys, Indian Chief on horses. Box opens into colorfully painted background scene of mountains and Indian camp. English imports; figures approx. 3-in. high. They'll never tire of staging "ambushes!" with this set. (1 lb.)

35 J 5089. ....Set **1.79**

5 TORPEDO Attack! Submarine fires torpedo from spring-action magazine—battleship "explodes" when hit—but easily reassembled! All high-impact plastic battleship 13x4x2 in high; rolls on floor, floats in water—2 toys in one for exciting fun Ideal gift provides lots of playtime thrills. Shpg wt 1 lb

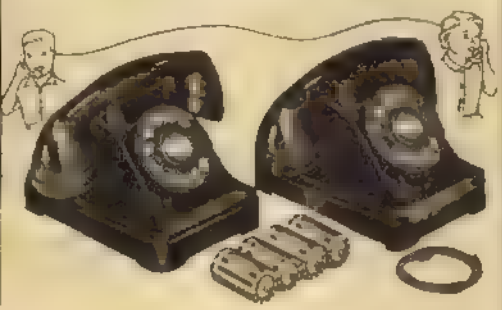
35 J 5262. **1.79**

6 "DREAM CAR" for every child sleek, low-slung lines they'll go for! Friction motor—a push and high-impact plastic car zooms off with satisfying speed! Clear plastic convertible top snaps on-off. Simulated lights, rubber tired wheels "silver" bumper and fender trim . . . for loads of fun-filled hours. 10x5x5 inches Shpg wt. 1 lb.

35 J 5125. ..... **1.79**

SHOP IN THE COMFORT OF YOUR HOME!

BEL COM SYSTEM with 4-in permanent magnetic speaker. New play thrill, time-saver for the whole family—just talk into mike and voice is loudly amplified at the other end. Use between house and barn, upstairs, downstairs. Rose plastic. Complete with 4 flashlight batteries; 25 ft. wire. Additional wire can be added easily. Guaranteed. Step-by-step instructions. **8.95**
35 J 5043. 6½x5½x3½ in. high. (3 lbs. 8 oz.) . . . 8.95



PERSON TO-PERSON TELEPHONES perfect for busy little executives! Push a button—the other phone buzzes. 2 people can talk from different rooms! Install it permanently to phone garage, children's room—to save Mom steps every day. 2 plastic cradle-type phones, 6x4x4 in. high. Additional wire can be added. 4 flashlight batteries included. Instructions. **6.95**
35 J 5097. (2 lbs. 15 oz.) . . . . . Complete 6.95

COMPLETE RADIO, TELEGRAPH STATION . . 2 MIKES!

- Transmit voice or 'programs' to other rooms through speakers
- Send Morse code by click, buzz or by flashing searchlight
- Decoder dial makes it easy to send and receive Morse code

Complete **5.98**

Here's an outfit designed for real communication plus lots of play extras to add to the fun. Live mikes not only carry your voice . . . you can also use them to transmit code as well. Simply plug in the set to 'buzz' or 'click' and tap out message on sending key. Telegraph key also controls the light for sending flash messages. It's easy, because there's a decoder dial right before you to give you the code. You'll be surprised at how quickly you learn to send messages in Morse code, too! To add to the excitement, the needle on the big dial registers electrical impulses while you're sending messages. Another control rotates the searchlight a full 360 degrees.

High impact plastic housing about 11x4x13 inches high. Plastic microphones, log book, 3 separate plug ins . . . 1 for searchlight, . . for telegraphic click, 1 for telegraphic buzz. 25 ft. of wire is included . . . more can be added for greater distances. Includes 2 dry cell batteries.

35 J 5042. Shipping weight 3 lbs. 6 oz. Complete Outfit 5.98

SEND MESSAGES on deluxe telegraph set as far as 150 ft. by telegraphic key, radio buzz or flashing lights. Learn to send International or Morse code by ear! Fascinating, wonderful way for youngsters to learn. Morse code printed on 6x4x2 in. Dk. Blue steel housing. Complete with 50 ft. insulated wire, 4 batteries, 2½ Volt flash bulbs. Shipping weight 3 lbs. **2.98**
35 J 5046. 2 Units for 2.98

BUILD A 3 TUBE RADIO with easy-to-follow step by step assembling instructions! Introduce your boy to electronics he can understand so easily by building and operating his own 'real' radio! Set includes 2 condensers, 2 coils, one 3Q4 electron tube, ear phone, tuning scale, 40 ft. antenna and ground wire, etc. Corrugated carry case acts as radio cabinet ("A" and "B" batteries not included but easily purchased.) So much fun to build, Dad'll want to try his hand at it, too! **6.49**
35 J 5045. (2 lbs. 8 oz.) Complete 6.49

HEY, GANG! Build your own radio crystal sets—own your personal radios. No batteries or current needed. Receives broadcasts from about 20 miles. All parts ready to assemble on premarked fibre base. Includes single permanent magnet, earphone, tuning coils, detector, aerial wire, instructions. **2.29**
35 J 5044. (1 lb. 6 oz.) 2.29

NOW YOU HAVE MORE LIBERAL MONTHLY PAYMENT TERMS—SEE PAGE 273

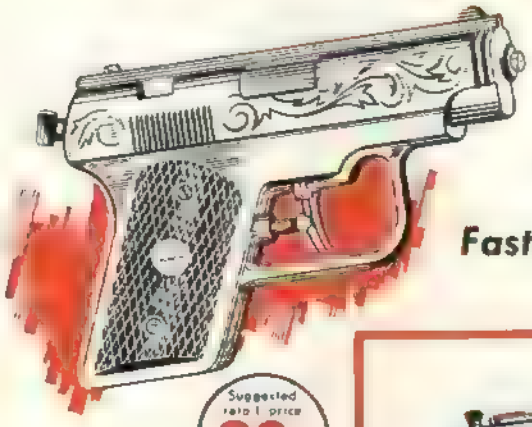
park plastics

Water Guns

(Manufactured by Park Plastics. Formerly distributed under Premier Plastics Co. name.)

Fastest-selling popular priced line made!

See it at the Toy Fair—Room 1094, Hotel McAlpin



Suggested retail price **29¢**

250 REPEATER

AUTOMATIC WATER GUN

Actual size: 4¾" long Shoots 30 feet 250 shots Easy-to-clean brass nozzle. Visible water supply; can't lose plug. 3 brilliant colors: red, green, amber

49¢

Suggested retail price

350 REPEATER

AUTOMATIC WATER GUN

Actual size: 6¾" long. 350 shots. Easy-to-clean brass nozzle. 3 brilliant colors: red, green, amber. Visible water supply. Can't lose plug.

39¢

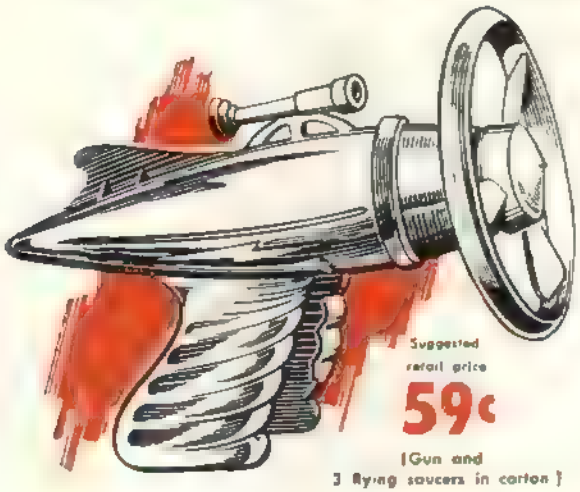
Suggested retail price

SQUIRT RAY

AUTOMATIC WATER GUN

Actual size: 5½" long. Shoots 30-40 ft. 300 shots Easy-to-clean brass nozzle Visible water supply. 3 brilliant colors: red, green, amber.

—AND DON'T FAIL TO CASH IN ON THIS TOP-SELLING SENSATION!



Suggested retail price **59¢**

(Gun and 3 flying saucers in carton)

FLYING SAUCERS LAUNCHER GUN

Actual size: 5½" long. High impact plastic — bright color combinations: red, yellow, blue. Mechanically perfect. Colorful salesmaking carton.

PARK PLASTICS COMPANY

940 Park Ave., Linden, N. J. • New York Showroom: 200 Fifth Avenue, Room 209

For Little Mothers!

(A) PETER PAN VANITY CASE
A full wood frame case with locked corner construction. Has brass plated snap catch and plastic handle. Checkered paper lining Walt Disney's Peter Pan on lid cover. 11¼" x 8¾" x 4½". (#3751).
No. 1T-233.
Index 1-171, 6-152; 12-143. LIST **2.50**

(B) PETER PAN BREEZEWAY CASE
For carrying doll clothes and toys. Beautiful pastel colors with figures from Walt Disney's motion picture Peter Pan. Plastic binding with 5 brass snap catches. 10½" x 10½" x 5". #2751
No. 1T-232.
Index 1-154; 6-139; 12-130. LIST **2.19**

(C) DOLL TRUNK
Heavy metal covering in bright colors with lithographed travel designs. Full wood frame construction, smooth carefully turned edges. Reinforced metal corners. 2 snap catches with center lock and key. Plastic handle. Tie tapes hold doll in place, ample room for doll clothes. Attractively lined. With 2 hangers, bottom drawer. 18" x 10½" x 10". (#1706)
No. 1T-235.
Index 1-485; 6-455. LIST **7.50**
Same as above except 20" x 10" x 10".
No. 1T-236. (#1708)
Index 1-555, 3-520. LIST **8.50**

(D) FITTED VANITY CASE
Perfect for doll clothes or overnight trip. Full wood frame with plastic coated fiber grain design fibre cover. Durable plastic comb, brush and hand mirror fitted in lid of case. Center snap catch and plastic handle. 11" x 8¾" x 4½". (#3730)
No. 1T-234.
Index 1-243; 6-213; 12-200. LIST **3.50**

(E) (F) ILLUMINATED WALL PLAQUES
Wall plaque and nite-lite combination. Made of sturdy lucolite vinyl plastic beautifully colored in bright, washable and permanent colors. When lit they glow with a fascinating light. Durable coated cardboard wood grain back is slotted for hanging, with matching easel for standing. Complete with 6-ft. cord. U. L. approved. 19½" high, 12" wide, 3" deep.
(E) No. 1SE-4714. (#2.05H) Humpty Dumpty
(F) No. 1SE-4715. (#2.06M) Mary and Lamb
Index 1-198; 6-178. LIST **2.98**

(G) 44 PIECE DOLL-E-FEEDER SET
9 complete formula set for Little mother! Consists of 6 each bottles, nipples, sealing discs, caps, plus brushless bottle cleanser sterilizer and cover, bottle rack, juicer partitioned food dish, food strainer, bottle tongs, apron, bib, feeding spoon, sponge flannel, measuring spoon cup, milk bottle and cup, oatmeal box, bottle brush, box of Vel soapflakes. 5" high, 18½" long, 14¼" wide. 2 lbs. (#3267)
No. 3T-855.
Index 1-234; 6-206; 12-185. LIST **2.98**

(H) SERVICE FOR 6 TEA SET
Beautifully colored in smart pastel shades, this durable all plastic tea set will endear itself to the little Hostess' heart. Service for 6 set includes attractive table cloth, tea pot, sugar bowl, creamer, stacked cups, saucers and napkins. Box size is 22¼" x 15½" x 4½". 4 lbs. (#137)
No. 3T-874.
Index 1-375; 3-333; 6-317. LIST **4.98**

(J) METALTONE DINNERWARE SET
Just like mother's! The beautiful lustre of each piece is durable, made for long lasting gleaming brightness. Set includes complete service for 4 plus candlestick coffee urn, sugar bowl, creamer plus other tableware for the little mother. (#3500)
No. 3T-876.
Index 1-436, 6-390. LIST **5.95**

(K) HER MAJESTY'S TEA SET
In life-size pieces, used for play or real table use. Complete service for 4. Made of hard to break plastic with exquisitely embossed designs on each piece. Set includes tea pot, sugar bowl, creamer, cups, saucers and hollow stem goblets. Also made in gleaming gold finish in hinged lid box with 2 carrying handles. 21½" x 14½" x 2½". 2 lbs. #257
No. 3T-875.
Index 1-380, 3-367; 6-250. LIST **3.98**

AIR CHAMP

RADIO KITS

- SALES-TESTED
- PROFIT-PROVEN

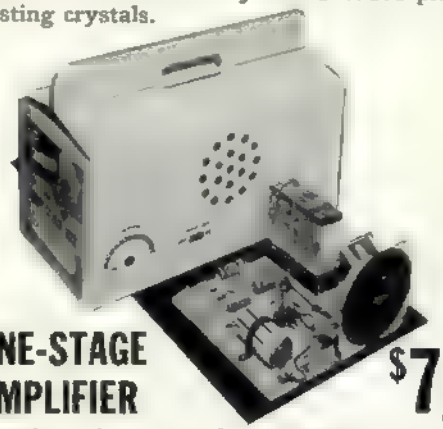
"SELF-ASSEMBLY" KITS

SCREW DRIVER ONLY!

Air Champ CRYSTAL RECEIVER . . .

Entire Kit assembled with only six screws. No batteries or Electric Plug-in, no soldering — parts firmly anchored. Includes Antenna for easy Radio Wave pick-up plus two long-lasting crystals.

$3.00



ONE-STAGE AMPLIFIER

$7.95 Without Batteries

Complete unit necessary for converting Air Champ one-tube set into a powerful two-tube unit for loudspeaker operation. Can also be easily connected to a record player for excellent music reproduction. A snap to assemble, no soldering, battery operated. Price includes a beautiful fibreboard carrying case making it easily portable. Comes with assembly diagrams, circuit schematics and instruction booklet.

Air Champ FIXED CRYSTAL SET

$6.95

For the more advanced Hobby Enthusiast. This permanent type crystal detector guarantees excellent reception. This set is capable of receiving all standard broadcasts within a 50 mile radius. Plywood board for durable assembly. No Soldering necessary. Simple to put together with just 8 wood screws. All parts necessary to complete set.

DURING TOY FAIR, See Us At McALPIN HOTEL, Room 1145

AIR CHAMP SALES CO.

57-31 BERGENLINE AVE. (Dept. PL)
WEST NEW YORK, NEW JERSEY

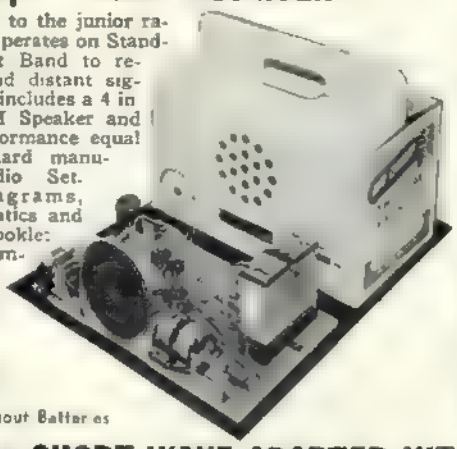
Air Champ 1 TUBE RECEIVER

Not just a toy, but a precision-engineered radio incorporating modern circuits and tube. Standard Broadcast Band receives local and distant stations. Easily built, no soldering. battery operated, portable. Includes assembly and circuit instructions

$7.95 Without Batteries

Air Champ 2 TUBE RECEIVER

Special appeal to the junior radio amateur. Operates on Standard Broadcast Band to receive local and distant signals. This set includes a 4 in ALNICO PM Speaker and will give performance equal to any standard manufactured Radio Set. Assembly diagrams, circuit schematics and instruction booklet included. Complete with attractive fiberboard portable case.



$12.95 Without Batteries

Air Champ SHORT WAVE ADAPTER KIT

Make your own one- or two-tube Air Champ radio kit a short wave kit in less than five minutes. When converted, will receive foreign and local short wave stations including police, marine and amateur broadcasts. Makes an excellent short wave receiver kit.

$2.25

Gifts for Future All-Americans

4 DELUXE 3-PC. OUTFIT

Only $9.95 for a complete 3-piece "Johnny Lattner" football outfit! Heavy gauge plastic helmet, 4-way suspension web; adj. chin strap; rubber chin cup; padded sides. Fully adj. molded fiber shoulder pads; leather reinforced epaulets, felt-lined. Tan pants; fiber kidney pads removable thigh guards; adj. D-ring belt. Sizes: Small (22-24-in. waist), Med. (26-28), Large (30-32).
RS2 J 8301. State size. (5 lbs.) 3-Pcs. **9.95**

5 BOY'S 3-PC. OUTFIT

Economy priced outfit . . . just the right protection for young players. Heavy plastic helmet; 4-way suspension web; adjustable chin strap; rubber chin cup. Fully adjustable, felt lined, molded fiber shoulder pads; reinforced epaulets. Durable solid color cotton jersey with contrasting sleeves. Sizes: Small (fits boys 5 to 8); Medium (9-12). State size. Shipping weight 5 lbs.
RS2 J 8300. Complete.... ....3-Pcs. **6.95**

1 FOOTBALL PANTS. Heavy cotton twill; Kapok lined hip, kidney pads; fiber kidney protector. Pocket type, molded fiber thigh guards; padded knee guards; elastic bottoms. D-ring belt. Tan. Sizes 26-28-30-32-in. waist.
52 J 8325. State waist size. (2 lbs.). **5.95**

2 BOY'S HELMET. Same heavy gauge plastic used in "pro" helmets. 4-way suspension; padded sides. Rubber chin cup; adj. strap. State size: Small (6¾-6⅞), Medium (7-7⅛).
52 J 8310. (1 lb. 10 oz.).. ..... **2.98**

3 DELUXE HELMET. Professional type. 2-pc. plastic 6-pt. suspension sponge rubber lining. Adj. chin strap. Scarlet Red, Royal Blue or White; contrasting stripe. Sizes: Small (6¾-6⅞), Med. (7-7⅛), Large (7¼-7⅜). (1 lb. 7 oz.)
52 J 8309. State size, color.....**4.98**

FOOTBALLS REDUCED UP TO 13%

LEATHER FOOTBALLS . . . Top grain cowhide; official size and weight. Tan with White stripes. Valve type rubber bladder; needle.

6 VARSITY. Our finest. Was $8.95. Triple lined, leather laced.
52 J 8286. (2 lbs. 6 oz.)..... **8.44**

7 DELUXE. Leather laced; duo-lined.
52 J 8287. (2 lbs. 4 oz.) Was $5.75... **4.94**

8 GOOD QUALITY. Plastic laced.
52 J 8288. (1 lb. 12 oz.). Was $3.98 **3.77**

11 MOLDED FIBER SHOULDER PADS. Check and compare this value! Foam rubber lining assures real comfort . . . necessary protection. Elastic arm straps; leather reinforcements. Cantilever style epaulets for greater ease of movement; cover hinged with leather straps for added durability.
52 J 8324. Shpg. wt. 2 lbs. 9 oz.....**4.98**

ECONOMY FOOTBALLS . . . fine quality; reduced from $2.69 to fit your Christmas budget. Made of tough simulated leather for hours of rugged play. Official size and weight. Valve type rubber bladder; needle.

9 TAN with White Stripes.
52 J 8290. (1 lb. 12 oz.)..... **2.39**

10 White with Black stripes.
52 J 8289. (1 lb. 12 oz.)..... **2.39**

12 HEAVY FLEECE LINED SWEAT SHIRTS. Rib knit collarette, waist band. Double stitched seams; full cut for comfort. Sizes: Small (36-38 in. chest), Med. (40-42), Large (44-46). State size.
52 J 8545. Silver Gray. (1 lb.) **1.69**
52 J 8546. Navy Blue. (1 lb.) ... 1.69
52 J 8547. Scarlet Red. (1 lb.)..... 1.69

NOW YOU HAVE MORE LIBERAL MONTHLY PAYMENT TERMS—SEE PAGE 273

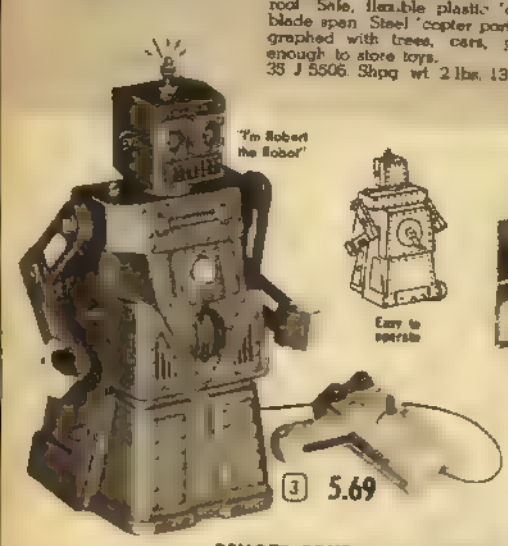
Helicopter actually flies—ascends 30 to 40 feet in the air.

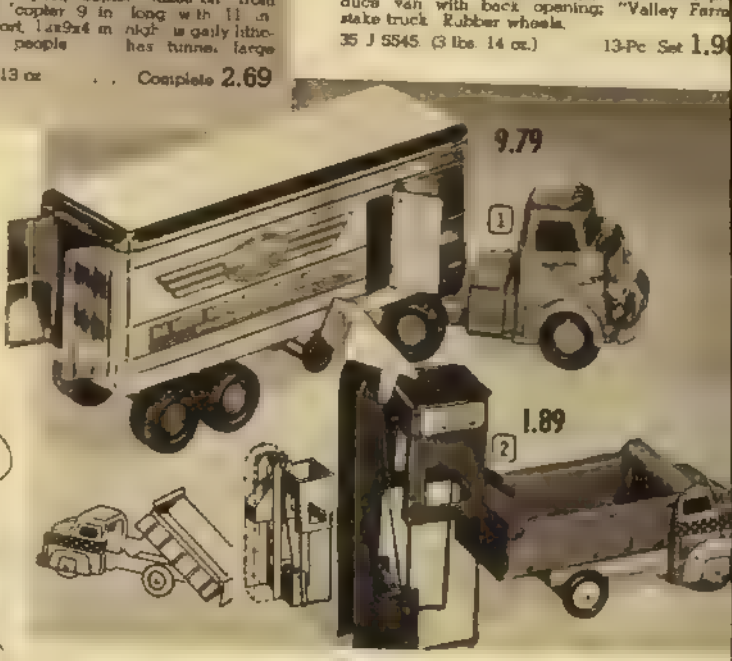
FLYING HELICOPTER AND 'COPTER PORT

"Rev-up" key wind motor in port, copter "takes off" from roof. Safe, flexible plastic 'copter 9 in. long with 11 in. blade span. Steel 'copter port, 14x9x4 in. high is gaily lithographed with trees, cars, people. Has tunnel large enough to store toys.
35 J 5506. Shpg. wt. 2 lbs. 13 oz. . . Complete 2.69

COLOR-BRIGHT 13-PC. TRUCK FLEE

Four plastic cabs interchangeable with ga... lithographed steel trailers. 13-pc. set include... auto transport truck with 2 miniature plastic car... log loader with 7 wooden logs; tractor and pr... duce van with back opening; "Valley Farm... stake truck. Rubber wheels.
35 J 5545. (3 lbs. 14 oz.) 13-Pc. Set 1.9...





REMOTE CONTROL WONDERS

1 COAST-TO-COAST VAN—strong enough to sit on—goes for "long hauls." Detailed reinforced steel chassis, polished aluminum trailer, die-cast cab, rear and side trailer doors open. Dual tandem pivoted rear wheels 18 in. long.
R35 J 5525. Mailed (11 lbs.) 9.79

2 SAND LOADER, DUMP TRUCK for "road-builders." Crank lifts loaded scoop; dumps it into 11 in. tall hopper. When full, gate releases load through chute into 10½ in. long truck which dumps load through tail gate. Lithographed steel.
35 J 5527. (4 lbs.) . 1.89

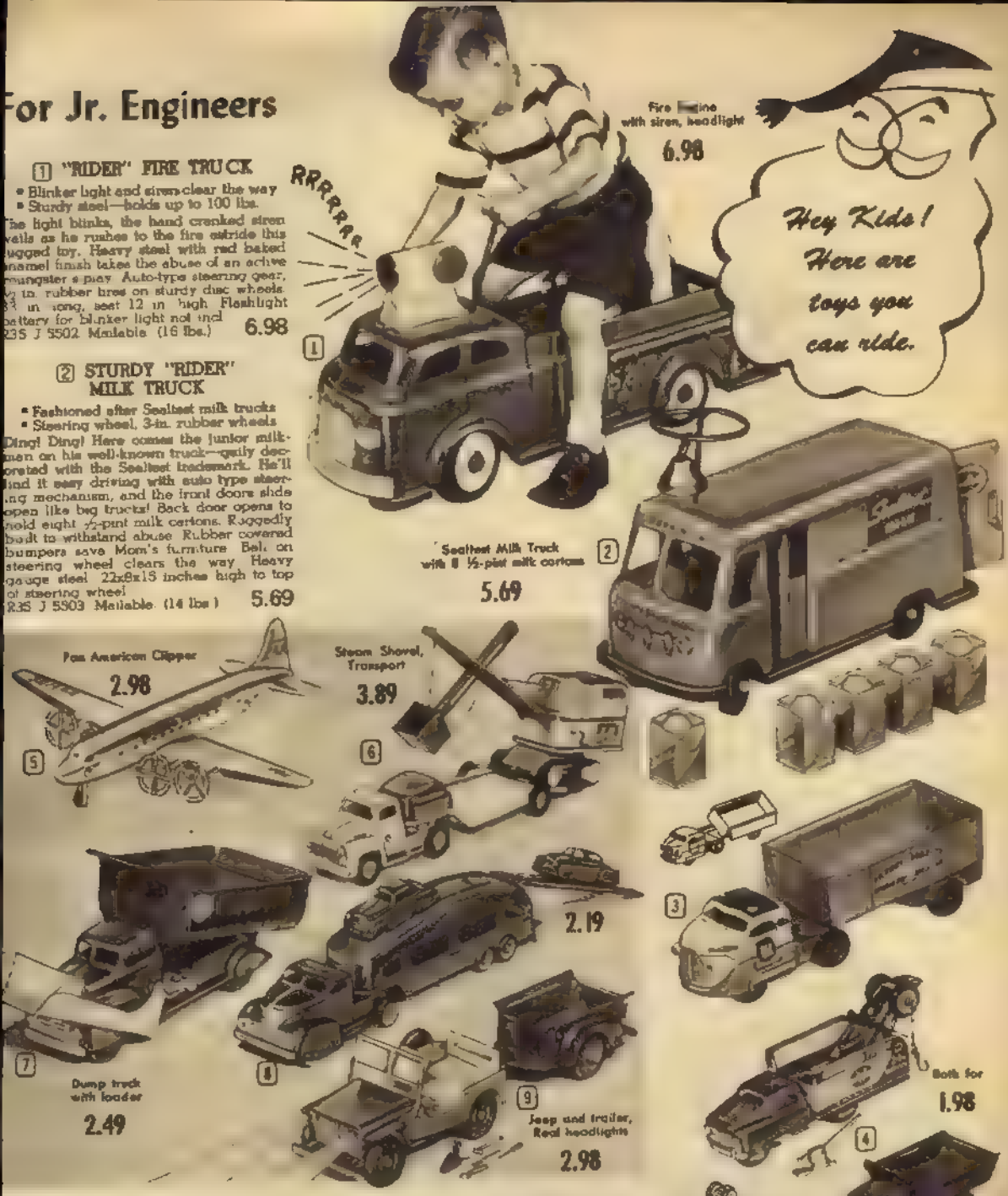
3 ROBOT ROBERT actually says "I am Robert Robot, the mechanical man. Drive me and steer me wherever you can." Hands clutch objects as he walks in any direction. Remote control winding crank, trigger mechanism. On-off switch controls eyes, antenna lights. Metallic finished plastic, about 14 inches tall. Battery replacement tools, battery are included.
35 J 5513. (2 lbs.) 5.69

4 "JAGUAR" remote control car—turn it left or right, forward or backward around any obstacle with hand control. Long flexible shaft leads from control unit to auto—wheel and arms of driver turn realistically with every movement of the car. Made of rugged plastic, rubber tires. Brightly colored body, "silver" trim. 11 inches long.
Shpg. wt. 2 lbs.
35 J 5507. 2.75

5 ELECTRIC remote control convertible moves in all directions without pushing or winding. Forward and reverse push button control makes any surface an open highway for young drivers. Red plastic body, black hard-top, "chrome" accessories, white wall tires. 10 in. long metal frame. 53 in. cord. (Batteries not included.) Shipping weight 1 lb. 10 oz.
35 J 5102. 4.79

DO YOUR CHRISTMAS SHOPPING IN THE COMFORT OF YOUR HOME

For Jr. Engineers



1 "RIDER" FIRE TRUCK

- Blinker light and siren clear the way
- Sturdy steel—holds up to 100 lbs.

The light blinks, the hand cranked siren wails as he rushes to the fire astride this rugged toy. Heavy steel with red baked enamel finish takes the abuse of an active youngster's play. Auto-type steering gear, 3½ in. rubber tires on sturdy disc wheels. 33 in. long, seat 12 in. high. Flashlight battery for blinker light not incl.
R35 J 5502 Mailable (16 lbs.) **6.98**

2 STURDY "RIDER" MILK TRUCK

- Fashioned after Sealtest milk trucks
- Steering wheel, 3-in. rubber wheels

Ding! Ding! Here comes the junior milkman on his well-known truck—gaily decorated with the Sealtest trademark. He'll find it easy driving with auto type steering mechanism, and the front doors slide open like big trucks! Back door opens to hold eight ½-pint milk cartons. Raggedly built to withstand abuse. Rubber covered bumpers save Mom's furniture. Bell on steering wheel clears the way. Heavy gauge steel. 22x8x15 inches high to top of steering wheel.
R35 J 5503 Mailable (14 lbs.) **5.69**

5 PAN AMERICAN CLIPPER. Authentic styling and decal insignia. Heavy gauge steel construction. Four friction propellers revolve when clipper's rolled across floor—makes it easy to imagine he's piloting a real Clipper on a take-off. Double wheel landing gear. Aluminum finish. Wing spread 28 in., length 21 in. (5 lbs.)
R35 J 5129 Mailable **2.98**

6 STEAM SHOVEL, TRUCK. Shovel boom raises, lowers, jaws open, close, swivel full 360°. Truck winch pulls equipment onto bed, tailgate holds it on while he hauls it to the "job"—makes it three times the fun. Removable wheels, tools really work. Sturdy enameled steel truck cab colorfully lithographed. Truck 22x5x7 inches high. (6 lbs.)
R35 J 5544 Mailable **3.89**

7 DUMP TRUCK loader. Lots of play value in this toy! Scoop picks up load, dumps it into truck box; lever action tilts load box and dumps load through free swinging tailgate. Heavy gauge steel with colorful baked enamel finish. Polished grill and headlight. 20x6x8 inches high. Shipping weight 6 lbs. Mailable
R35 J 5120 **2.49**

8 SIDE DUMP TRUCK. Pull lever, side opens as load dumps. Truck cab and body pivot-pointed for easy turning. 2 in. solid rubber tires. Heavy steel, lithographed cab. 2 decals. (4 lbs. 8 oz.).
35 J 8501 17x5x5 in. high **1.79**

4 WRECKER AND DUMP TRUCK. **Wrecker:** Action hoist, six wheels changeable with dump truck. Jack, wrench. 12x4x6-in. high. **Dump Truck.** Removable wheels. Lever operated dumping feature. 9x4x4 in. high. Heavy gauge steel.
35 J 8522 (3 lbs.) . . Both for **1.98**

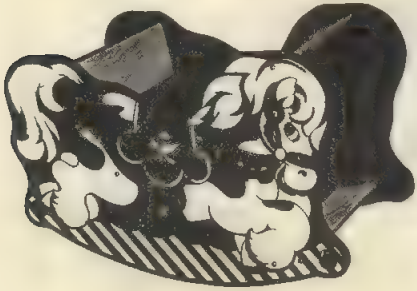
6 AUTO TRANSPORT. He's seen them on the highway . . . here's one in miniature! Steel truck and trailer hauls 2 plastic cars included on platforms. Cab detaches for added play value. Loading ramp, removable tailgate. Baked enamel finish. 22x8x7 in. high.
35 J 5528 (3 lbs. 8 oz.) **2.19**

9 LIGHTED JEEP TRAILER. Exact replica of the famous "Army Jeep." Switch turns lights on and off. Movable hood conceals battery (not included). Two-wheel trailer has drop tail board. Heavy steel, baked enamel finish. 21 in. with trailer.
35 J 5109 (4 lbs.) **2.98**

NOW YOU HAVE MORE LIBERAL MONTHLY PAYMENT TERMS—SEE PAGE 273

TEL No. DG-101 $9.00 doz.

All Metal Targets. Lithographed in Brilliant Colours. Size 13½" x 20¾". Heavy Corrugated Back. All edges folded for safe handling. 2 Holes for hanging. Individually packaged with 1 dart pistol and 2 suction darts. Packed 3 dozen per carton. Weight—56 lbs. per carton.



ETL No. S5 $3.75 ea.

Length 24", Width 12¾", Height 16". Laminated Presdwood. Insides finished in Red. All lumber hi-gloss lacquer finished. Packed 1 only per carton, K.D. Weight 10 lbs. Suggested retail $4.79.

Slightly higher in Western Canada

ETL No. CF-183 $18.60 doz.

Size 18" x 18" Compressed Wood Pulp. One side cork with 20-point game. Other side plain with target game. Packed in envelope with 3F-15 darts. 2 doz. per carton. Weight 51 lbs. per carton.

ETL No. RH-6 $5.00 ea.

Beautifully decorated rocking horse. Sturdily constructed of Hardwood with heavy metal brackets. Bell rings in two tones when rocked. Attractive reins. Overall length 28½" — Width 13" — Height 18". Packed 1 only per carton, K.D. Weight 7 lbs.

ETL No. PH-12 $8.00 ea.

Rink realistically Decorated 36" x 16" x 4". Heavy Gauge Steel Players Litho'd. on Both Sides. Montreal Canadiens vs All Stars. Real Mesh Nets with Steel Posts. Pack Each in Carton. Weight 13½ Lbs.

COMPLETE MEDIEVAL CASTLE!

Complete Castle Set 4.79

- Excitingly authentic—complete with knights, drawbridge that really works!

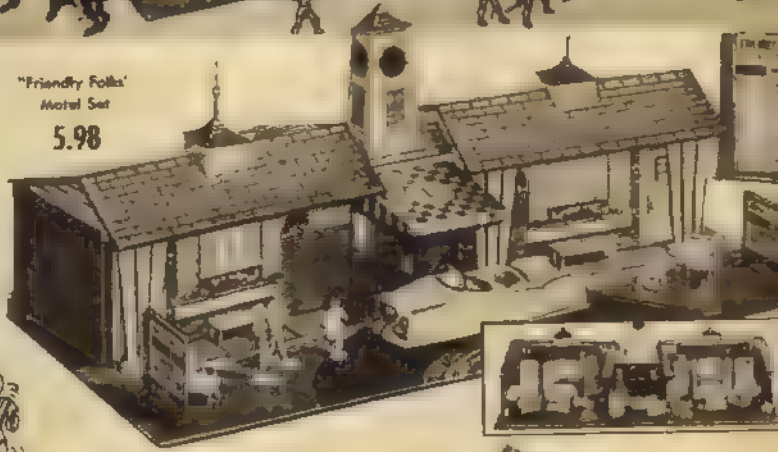
Jousting tournaments—feudal sieges—gallant knights defending their lord's manor brings days of King Arthur and his Round Table back to life. Plastic knights in armor carry like-real plastic equipment; includes 2 mounted cannons 1 movable cannon all "fire" harmless plastic balls (30 included); guns "fire" through Red embattlement openings. 6 horses with removable riders in full battle armor; 14 valiant knights defend castle with swords, shields removable lances. Big sized, castle lithographed to show stones windows, green ivied walls. Plastic drawbridge over "moat" raises for defense against "attack". Castle is 14x23x8 inches high.
R35 J 5007 Mailable. (5 lbs.) 4.79

NEW "FRIENDLY FOLKS" MOTEL

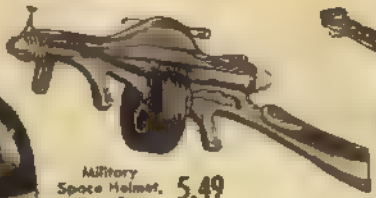
- Gaily lithographed steel cabins and base; true-to-life detail!
- Furniture, people, auto included

Everything to put brother and sister "in business for themselves!" Realistically lithographed canopied "brick" motel; open back shows rooms completely furnished with detailed plastic furniture (removable) . . . door, cash register actually open and close! Plastic car and tourist family with 3-pcs. luggage; metal and plastic signs. Base 33x19 in. Instructions.
E35 J 5072. Mailable. (13 lbs.).. Set 5.98

"Friendly Folks" Motel Set 5.98



1.89



Military Space Helmet, Ray Gun 5.49

2.69

SPACE CADET HELMET with new Cosmic vision—you can see out but no one can see you inside helmet! Bright plastic mirror finish outside, 2 perforated ear pieces, ventilated. Fits any child
35 J 5110. (1 lb.) 1.89

PLASTIC SPACE MAN actually walks, "fires" space guns as he swings arms! Bright Red space suit, tinted helmet—oxygen tanks strapped on back. Spring wound motor. 11½ inches high
35 J 5066 (1 lb. 8 oz.) 1.89

PLASTIC SPACE GUN, HELMET—for small "space pilots". Bright 25-in. space rifles makes Cosmic sound, flashes "Ray" light when fired (bulb 2 batteries incl.) 10x6-in. helmet has adjustable head harness, fits any child
R35 J 5058. (5 lbs.) 2 Pc. Set 5.49

PRINCE VALIANT SWORD, Shield! Authentic lithographed copy of famous "Singing Sword", 13-in. diam. shield. 18 in. long sword has "Gem studded "Gold" hilt, safe soft Silvered plastic blade, rubber tip, metal scabbard.
35 J 5086. (2 lbs. 8 oz.) Set 2.69

2.79

1.79

1.59

SEE AROUND CORNER!

98¢

WALKIE TALKIE PHONE Portable, direct "maneuvers. No current or battery needed! Dummy antenna, 25-ft. wire. All plastic secret" message compartment for communications
35 J 5094 (1 lb. 12 oz.) 2.79

TAKE-APART FLYING SAUCER shoots two space "beeps" from side blasters when opened. 23-piece plastic, 11x7 inch instrument panel, two removable pilots in swivel chairs 2 crewmen. Three wheels for pushing along floor
35 J 5055 (2 lbs. 8 oz.) 1.79

PLASTIC SPACE GUN—"Atom smasher" rotates when trigger is pulled—light flashes, buzzer sounds! Rotate disc for different color lights. Approx. 20-in. long 2 batteries incl.
35 J 5057 (1 lb. 12 oz.) 1.59

PERISCOPE See around corners, over fences—without being seen! Plastic viewer finder mirror works. Mirror reflector fibre body. Calibrated ft. scale. Adjusts from 20 to 31 in. length.
35 J 5089. Inst. (1 lb.) .98¢

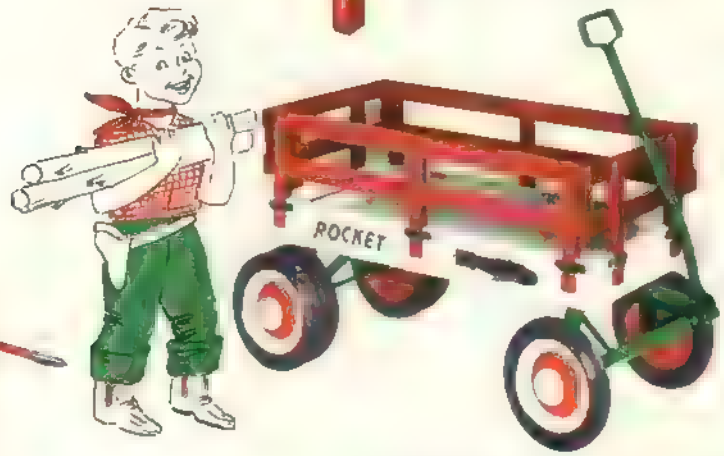
UNITED SPECIALTIES OF BIRMINGHAM, INC.

BIRMINGHAM, ALABAMA

USC

UNITED'S ALL STEEL JUVENILE SET — MODEL 310

Table size 22" square, 20½" high finished in red baked enamel. Chairs heavy gage steel channel construction, form fitting seat and back, finished in red baked on enamel. Packed 1 table, 2 chairs per carton, weight 21 lbs.



This big husky Rocket six-wheeler thrills every youngster who owns one. Removable stakes, tie-rod construction, hardwood throughout. Wheels are white side wall discs . . . molded tires . . . A big value, big seller.

United's wheel goods are known for their selling power. The toy wheelbarrow is a leader in its field. The body is one-piece stamping and finish is oven baked enamel

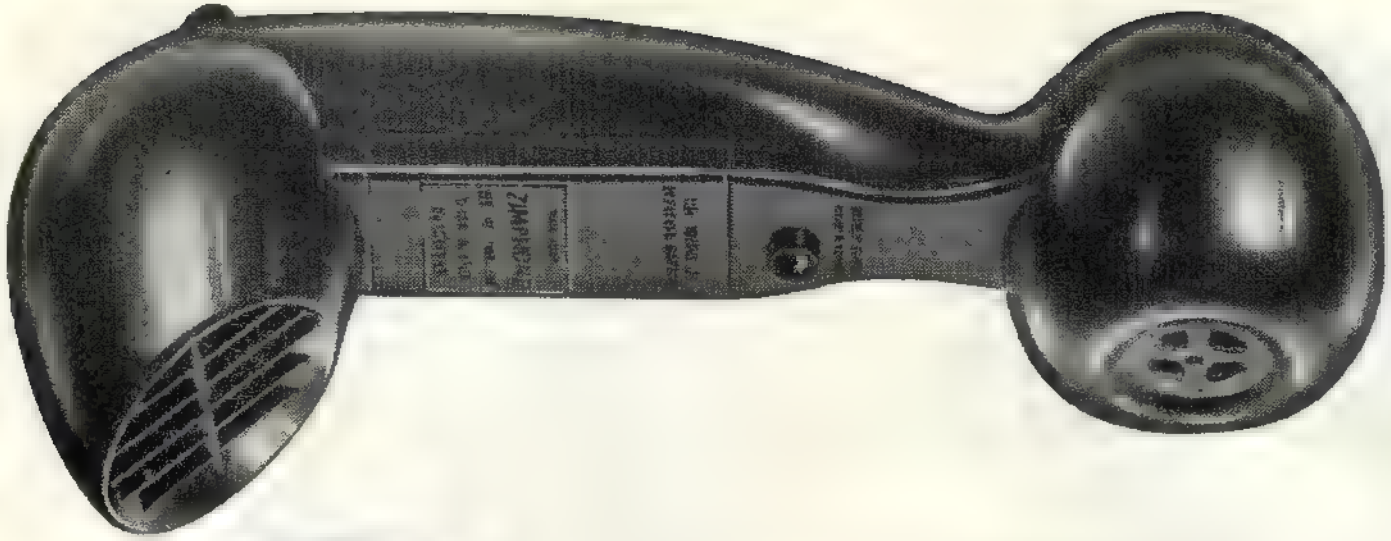
Deluxe senior scooter is equipped with parking stand, brake and rubber grips. United also produces a junior scooter for the smaller youngsters. Both are top quality, all steel. Wheels come with "Oilite" bearings.

Here's the finest assembly of wagons in America — United's fleet of champions — ranging in size from the Little Giant for tiny tots to the big, sturdy United Clipper for larger youngsters. All have proved to be favorites wherever sold. Wagons can be stacked for display without special racks . . .

SEE UNITED'S TOY FAIR DISPLAY

NEW YORK OFFICE
Julius Levenson, Inc.
7 East 17th Street

HOTEL NEW YORKER
Rooms 1161-2



Have You Made Your Date

For Your Share of

ZIMPHONE

Volume Sales . . . Year 'Round

PERFECT! Fully guaranteed! Lasting, professional performance. Still only **$5.98** retail for the 2-Phone set, plus wire, batteries, clips, hangars in a corrugated box.

SEE the DeLuxe Zimphones

ROOM 424 . . . 200 Fifth Avenue
ROOM 745 . . . Hotel New Yorker

VINTAGE PRODUCTS CO., ST. LOUIS 4, MO.

Appealing Stuffed Toys... Playful Puppets

(A) BLUE JEAN GIRL. Soft, huggable doll in cotton shirt and removable "jeans" with real pocket and zipper. Cotton stuffing. Tinted plastic face, floppy arms, legs. Yarn hair
48 T 1514L—Abt 22½ in. tall. Wt. 1 lb 12 oz. 2.69

(B) DIMPLED DOLLY. Cunning cotton-stuffed "snowsuit" baby for little tots. Covered with terry cloth and cotton duvetyn; big satin bow. Savvy face of tinted plastic. Wt. 10 oz
48 T 535—Abt. 15 in. tall 89

(C) TO (G) WASHABLE PLASTIC TOYS. Made of durable vinyl plastic stuffed with cotton; strong seams. Clean with a damp cloth

(C) "KLINKY KLOWN." Cute and perky Removable jacket ruff. Yarn hair. Wt. 1 lb. 2 oz.
48 T 1492—Abt. 17 in. tall. 1.79

(D) DONKEY ON WHEELS. Wears a funny hat and saddle bags. Fun for toddlers to pull along by his plastic "leash". Ship. wt. 1 lb. 6 oz.
48 T 1515—Abt. 9 in. long 2.69

(E) CANDY-STRIPE HORSE. Dapper pony wears a tinkling bell. Fringed mane, tail. Ship. wt. 10 oz.
48 T 1482—Abt. 11 in. tall 1.79

(F) CIRCUS ZEBRA. Painted-on harness; fringed tail and mane. Bell around neck. Ship. wt. 5 oz.
48 T 1512—Abt. 8½ in. tall. 79c

(G) PLAYPEN BOWLING SET. Amusing for tiny tots—lightweight, easy to grasp. Gaily striped soft ball abt. 5-in. diam.; "pins" abt. 8½ in. tall.
48 T 1516—Ship. wt. 1 lb. 2 oz. . . . 4-Pc. Set 2.69

(H) (J) WASHABLE TERRY CLOTH TOYS. Soft squeezable foam rubber stuffing; will delight tiniest tots. Launder in automatic washer and dryer. Ship. wt. ea. 3 oz.

(H) GIRAFFE. Wears a satin bow on his neck
48 T 1511—Abt. 8½ in. tall. 79c

(J) KITTEN. Holds a ball tightly in paws
48 T 1513—Abt. 7½ in. long 85c

(K) PLASTIC HONEY BEAR. Adorable toy for crib or bath. Lightweight, rubber-like plastic. Turning head, squawker in tummy. Wt. 8 oz.
48 T 1521—Abt. 8 in. tall 1.45

(L) (M) DELUXE HAND PUPPETS. Fun for adults or children. Slip them on like a glove and make them perform by moving your fingers. Made of all-wool felt, carefully detailed, sewn by hand. Abt. 10 in. high. Ship. wt., ea. 5 oz.

(L) 48 T 1476 PIG PUPPET. Has realistic snout and eyes. 5.79

(M) 48 T 1475—LION PUPPET. Has shaggy mane made of yarn. 5.79

PETER PUPPET HAND PUPPETS AND MARIONETTES. Popular and amusing TV characters

(N) TO (T) HAND PUPPETS. They nod, bow and wave when you move your fingers; mitt conceals hand. Flexible vinyl plastic heads, celluloid moving eyes, cotton suits. Abt. 10 in. tall. Ship. wt. each, 4 oz.

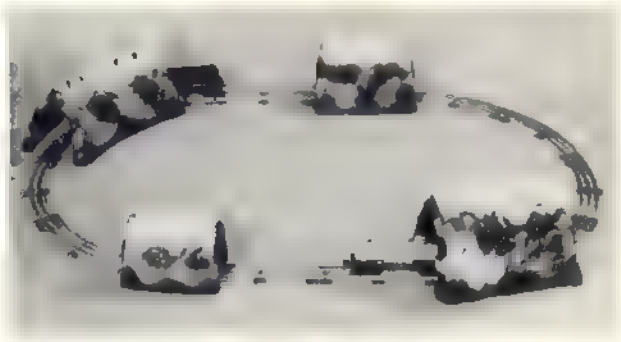
(N) 48 T 1487—PRINCESS SUMMER-FALL . . 89c
(P) 48 T 1486—CLARABELL 89c
(R) 48 T 1485—HOWDY DOODY 89c
(T) 48 T 1488 MR. BLUSTER. 89c

(U) TO (W) MARIONETTES. String puppets so easy to manage that any child can make them act, dance and do acrobatics. Patented "Unitrol" one-hand control with new "colored string" coordination. Well made; strings do not tangle readily and are easily detached for straightening. Composition heads, hands, feet. Painted features. "talking" mouths. Gay cotton costumes. Instructions. Ship. wt., ea. 1 lb.

(U) 48 T 1495 -HOWDY DOODY. Abt. 17 in. 2.98
(V) 48 T 1496—PRINCESS. Abt. 14 in. . . . 2.45
(W) 48 T 1497 - PINOCCHIO. Abt. 15 in. . . . 2.45

New Toy Review *of* 1954

THE September issue of TOYS & NOVELTIES for many years has been designated *the New Toy Review number.* This issue of September, 1954, is no exception. In this toy roundup, we present items which have been introduced to the market since January 1. We ask that you pause a few minutes and check the advertisements and editorial material which make up this issue so that your memory may be refreshed toy-wise and buying-wise.



Train Tunnels

Mountain Train Tunnels that look like snow capped rocky mountains are the offerings of NATIONAL ART STUDIOS, 851 Blue Island Ave., Chicago 7.

Made of rubber and unbreakable, the tunnels are available in three colors—black, brown and green.

The line includes: No. 1 train tunnel (pictured at lower, left), priced to retail at $1.95, 8¾" long, 6½" high and ¾ lb. weight, which comes packed 36 to a carton, No. 2 train tunnel (pictured at upper, right), priced to retail at $3.95, 10½" long, 7½" high and 1½ lb. weight, which comes packed 24 to a carton; No. 3 train tunnel (pictured at lower right), priced to retail at $5.95, 13½" long, 9½" high and 2¼ lb weight, which comes packed 18 to a carton and No. 4 curve train tunnel (pictured at upper left), priced to retail at $7.95, 17" long, 9" high and 2½ lb. weight, which comes packed 12 to a carton.

Baby Cuddle-Up

EFFANBEE DOLLS 200 Fifth Ave., New York City, has brought out a new version of its "Baby Cuddle-Up" of last year. This year the life-like baby doll is dressed in a beautiful snow suit of chinchilla cloth with ear muffs and of course holds a teddy bear. This doll last year established a new trend toward baby dolls, and was also the object of a country wide promotion to "Name the Baby." The contest again will be in effect this year and any child may enter the contest to win a $25 doll through his local toy store, or toy department. The new "Baby Cuddle-Up" is available dressed in pink, blue and white outfits, in 20", 23", and 27" sizes.

Lacquered Balls

An art that formerly was exclusively European is now being produced in this country. Lacquered rubber balls are not new, and have been imported from the continent, but they are now being produced in St. Louis, Mo. Quality and finish are said to be as good as, or better than those produced in Europe.

The balls, available from GEO. BORGFELDT CORP., 44-60 E. 23rd St., New York 10, N. Y., come in three sizes: 4", 5" and 6". They retail at 79¢, $1, and $1.39, respectively.

Tumble Train

TEL-A-RAY ENTERPRISES, INC., Henderson, Ky., has brought out a new pull toy called "Tumble Train," which is described as "the only pull toy on the market that mama doesn't have to be constantly stooping to upright." It can be right side up even if it's pulled over gravel, dirt, etc. It's constructed of selected woods, and rust resistant hardware, and with bright non-toxic colors.

New Toy Review of 1954

"Campbell Kids" Toys

PLASTIC INNOVATIONS, 185 Riverdale Ave., Yonkers, N. Y., is manufacturing toys under the Campbell Kids licensing program

Illustrated is one of the items—a TV ball. Six inches in diameter, it comes in two colors and has a clear plastic panel, 3½" by 4", to give the appearance of a television screen. The ball also contains a jingle bell.

The item will retail for 39c

Hy-Joy Chair

A safe, strong utility chair is being introduced to the toy trade by REPUBLIC TOOL PRODUCTS CO., 915 Valley St. Dayton 4, Ohio. Made entirely of steel in modern functional style, the chair is designed for the high chair crowd and for children beyond that age.

The Hy-Joy chair has a baked on enamel finish in attractive colors, and is washable. Though lightweight, it has solid steel stampings welded together, with rounded edges to prevent injuries to the child

The chair is placed on an ordinary chair; suction cups on the bottom prevent slipping, and the chair will not tip over, according to the manufacturer. Hy-Joy chair, which can be pushed right up against the table, is 13" high, 11" wide, and 12" deep, and weighs 3½ pounds

Littlest Angel

A stand-out in the Arranbee line is its new 10½" toddler doll, "Littlest Angel," a $2.98 retailer. Like its companion "Little Angel," this new doll can walk, talk, sit, stand, and turn her head. It has sleeping eyes, and lustrous Saran wig

Additional dresses are available to fit the Littlest Angel from ARRANBEE DOLL CO., 200 Fifth Ave., New York 10, N. Y.

Monkey Cage

One of Nosco Plastics' newest numbers is a unique musical push or pull toy with color and action. Two brightly colored monkeys swing from a realistic tree, a gorilla moves up and down on the front bars, and another monkey swings on top of the colorful cage

Sturdily constructed, the No. 6735 Monkey Cage retails for $2.98, and is manufactured by NOSCO PLASTICS INC., 17th and Cascade Sts., Erie, Pa.

Blunderbuss

A new pirate item has been added by MULTIPLE PRODUCTS, 55 W. 13th St., New York City, to its line of "playtime treasures." The new item is a reproduction of "Captain Renegade's Blunderbuss," with a decorated barrel, bridge, and easy grip. The pistol is made of high impact plastic to withstand wear and tear. It also features smooth trigger and hammer action. It's 10" long, and mounted on a colored card with a cut-out pirate hat and an eye-patch. "Blunderbuss" retails for 29c.

Jackpot Rummy

Jackpot Rummy, a three-in-one card game, is the newest in the E. S. Lowe line of games and accessories

Played with regular cards on a layout, Jackpot Rummy provides a variety of thrills and excitement, all in one game as it progresses from Lucky Money Cards to Michigan Rummy and then to Poker

The cloth layout is 25" x 25" and is screened in three colors. The game is smartly boxed with a gay, colorful wrap.

The manufacturer is E. S. LOWE COMPANY, INC., 200 Fifth Avenue, New York 10, N. Y

New Toy Review of 1954

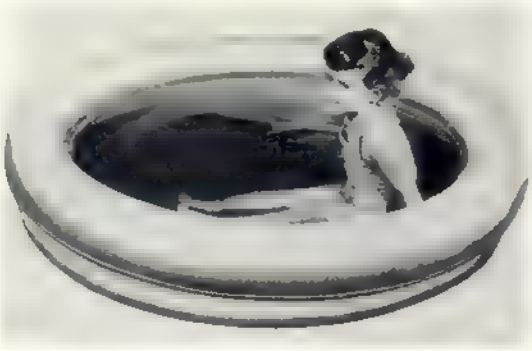
Tigrett Toys

Four novel toys are among the items recently introduced by TIGRETT ENTERPRISES, 66 E. Walton Pl., Chicago 10, Ill. They are: a sturdy plastic facsimile of Howdy Doody, with gaily flapping hands, to retail at 78c, a new construction toy called Kiwi, whose bright plastic balls, dowels and wing-shaped pieces will build anything from a space ship to a miniature bowling alley, listing at $1.98; an absorbing game to play with the Zoomermatic pistol, at $1.98; and a balancing game using the Yogi Bird, at $1.98.

Kiwi comes in a bright 15" fiber rectangle punched with holes so that it can be used as part of the toy itself.

The Zoomermatic game has moving targets just like a real shooting gallery, and two super Zoomermatics with a "silver flash" feature.

The balancing game takes the climbing Yogi Bird on a trip to the circus and requires skill to keep him on the correct path. It consists of a brightly colored 18" square board and one Yogi Bird.



Large Ring Pools

Two new inflatable two-ring round wading pools with an extra large upper ring have been added to the Million-Air line of inflatables.

The larger of the two (#2152) is 52" in diameter and 10" deep, retailing at $7.95. The 40" diameter pool (#2141) is 7" deep and retails at $4.95. Both are made of sturdy plastic, and have decorated bottoms.

The extra large upper ring not only makes the pools look larger, but also allows youngsters to sit on the side of the pool without spilling water. Each ring on the pools inflates independently with rust proof metal valves. Both pools are unconditionally guaranteed. The pools, individually packed in two-color boxes, are products of U. S. FIBER & PLASTICS CORP., 200 Fifth Ave., New York City.

Kweenie the Weenie

Here's a "red hot" dog for fun-loving boys and girls. Kweenie doesn't bite, but has lots of action; she doesn't bark but makes plenty of noise.

Eighteen inches long, Kweenie has a coat of combination red, green, yellow, blue and white. She can be scrubbed in the tub with her young master. Kweenie's tail is soft and flexible and has a natural contented curl. Flexible links, which connect her body and head, give her lots of action fore and aft.

Molded by KUSAN, INC., 2716 Franklin Rd., Nashville, Tenn., Kweenie is beautifully boxed, complete with the mustard, to retail for $1.98.

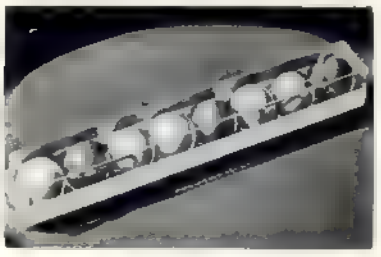
Roy Rogers Rocking Horse

An authentic reproduction of Trigger, Roy Rogers' famous palomino mount, is the feature of a new rocking horse by N. N. HILL BRASS CO., 200 Fifth Ave., New York City.

The item, No. 28, is complete with an American Eagle saddle, metal saddle-type seat, turned hand grips, and bright reins with nickel-plated jingle bells.

Carriage Guard

The BABY WORLD CO., INC., 36-32 34th St., Long Island City, N. Y., has brought out a new item in its line of infants' playthings —a Carriage Guard. It consists of eight attractive colored plastic balls which give a pleasant jingling sound when rattled by the baby. The Carriage Guard hooks on to either side of a carriage or crib and is on an elastic. It retails for $1.



New Toy Review of 1954

Children's Luggage

Two additions to the "Tiny Tripper" line of children's luggage produced by LUCE MANUFACTURING CO., 6300 St. John Ave., Kansas City 23, Mo., are the No. 12 boy's suitcase, "just like Dad's," and No. 556 Dancing Girl Bobby Box.

The boy's suitcase is a good-looking sturdy case for little men's "business" trips. Available in ginger and suntan colors, the case measures 12" long by 10" high by 6" deep.

The Dancing Girl Bobby Box is a 12" hatbox-shaped case with a pretty ballerina or dancing shoe flocked design. Designed especially for the dancing school youngsters, it is available in assorted colors.

"Billy the Goat"

DARFLOW PRODUCTS, 55 Laurel St., Paterson, N. J., has brought out a new squeeze toy, "Billy the Goat," in yellow or green with horn in hand. It is made with Darflow's exclusive Plastisol and new seam

less method, is delicately scented and is washable even in boiling water.

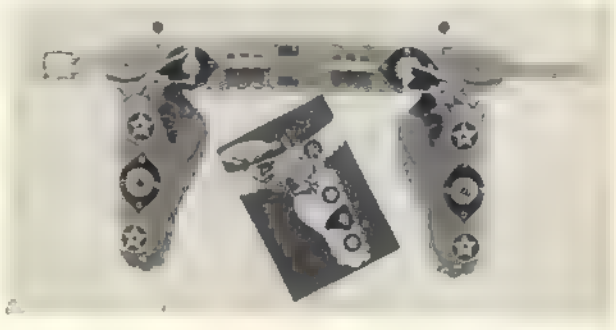
"Billy" is one of the firm's No. 600 series, priced to retail at $1.39. It is packaged in a colorful, platform window box.

Donald Duck Marionette

Children will have fun working this Walt Disney Donald Duck Marionette because it is so simple to manipulate. There are only four strings attached to the different parts of Donald's body. Shaped and sized to fit a child's hand is a "T" shaped unit which controls the marionette's movements. Donald can walk, run, and dance when the unit is moved back and forth or side to side.

Donald wears a colorful felt jacket and his favorite sailor hat.

Suggested retail price is 98c. PETER PUPPET PLAYTHINGS, INC., 10 Box St., Brooklyn, N. Y., is the manufacturer.



Draw-o-Matic

A new patented, exclusive gun ejector holster set, latest in the "Roundup" line by CARNELL MANUFACTURING CO., 774 Fulton St., Brooklyn 17, is said by the manufacturer to "leave the other fellow flat footed." In actual tests, the young hero equipped with the Draw-o-Matic is said to be able to draw much faster than his "opponent."

A fine steel spring, laboratory tested for efficient and lasting "draw" speed, is claimed to place the holster set "in a class by itself."

The all-leather holster is decorated with nailheads and conchas. Felt backing and ornamental western buckle set are other features. Western break action pistols by Hubley are included.

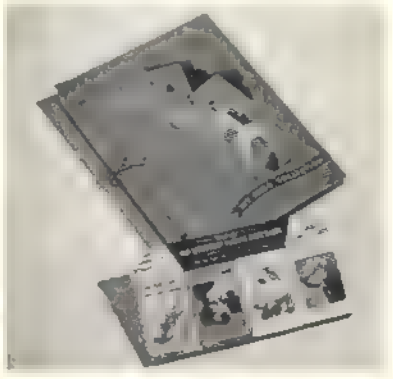
Individually packed in a handsome full-color lithographed box, the Draw-o-Matic is packed 12 to a carton. Shipping weight per dozen is 31 pounds.

Card Collectors' Items

One hundred playing card designs and a handsome album to hold and display them are being offered as a gift item by ATLANTIC PLAYING CARD CO., 45 W. 25th St., New York 10, N. Y. The big Kingsbridge Card Collector's Album has a colorful hard cover and 36 pages with special slots for almost 300 cards.

Every Kingsbridge Trader Card set (containing four boxed series of 25 cards each, 100 cards in all) features an assortment of designs including animals, photographic scenes, people and many more.

Retail price of the 100 Trader Cards is $1; the album lists at $1.50.



New Toy Review of 1954

Suitcase Full of Cartoon Fun

ART ROSS, 22 E. 17th St., New York City, has introduced a new, improved version of its "Suitcase Full of Cartoon Fun." The colorful boxed set shows how to draw 100,000 funny faces and includes a large assortment of drawing and cartooning items.

Each "Suitcase" includes complete cartooning lessons, a deck of funny face cards, a deck of funny animal cards, a package of drawing paper, a real artist's pencil, a ruler, a box of crayons and a set of water colors.

Packaged in a 9"x12" facsimile "satchel" box with acetate window, the set retails for $1.

Roto-Trigger Tommy Gun

A harmless, clicking tommy gun has been designed by PAYTON PRODUCTS to give "little fellows" just what the bigger boys have in the way of armament. The gun will not hurt friend, foe or furniture according to the Payton company.

Made of high impact plastic, detailed in black with brown to simulate wood, the Roto-Trigger Tommy Gun has multiple clicker noise. The gun measures about 20" long.

Individually packed in a colorful box the gun retails at about 98¢. It is packed one dozen to the shipping carton, weighing nine pounds.

Payton Products is located at 200 Fifth Ave., New York 10.

Little Miss Cookie

A brand new cookie and pastry set for very young cooks is being marketed by WECOLITE CO., 552 W. 53rd St., New York 19, N.Y.

Listing at $2, the 20-piece set includes a patented "Wecolite" cookie press and cake decorator set with three inter-changeable cookie making designs and two cake decorating tips; pie plate; layer cake pan, pastry cloth; rolling pin; four-piece measuring spoon set; mixing bowl and spoon; egg beater; cookie, biscuit and sandwich cutter; and pastry knife.

Little Miss Cookie is packed in a four-color varnished display box, 18½" by 12¾" by 2½". Shipped one dozen to a carton, the carton weighs 19 pounds.

Kiddie's Laundry Bag

A unique laundry bag now being marketed has a mouth opening, with plastic tongue, and is an educational toy, "mother's helper," and decorative accessory for a playroom. Made of heavy drill cloth, it is cut 19" by 29", and is hand printed in red and green fast color ink. It has two brass grommets and L screws for hanging with an opening at the top for removal of soiled laundry.

The laundry bag is packed in a cellophane envelope, with descriptive insert. Listing at $2.50, it is made by YORKVILLE CRAFTSMEN, Guilford, Conn.

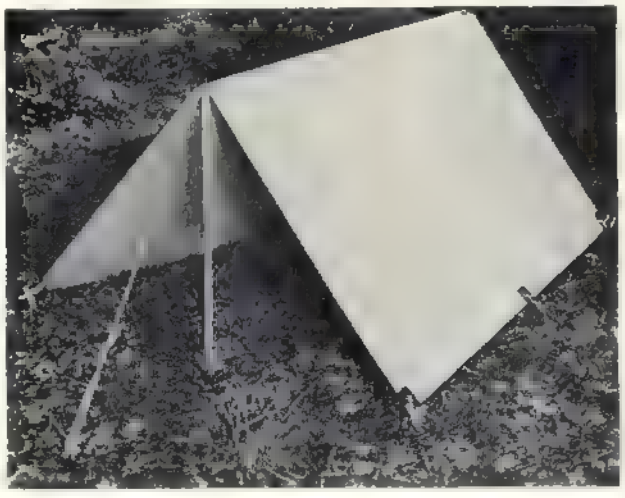
Daco Junior Pup Tent

A new toy to satisfy the "independent" urge and the desire of a child to commune with nature is the Daco Junior Pup Tent. It is fabricated from quality material which is used in the construction industry. Of tough wetstrength paper reinforced with spun glass, it is tear, rot, and weather resistant, and is treated with a process that enables it to be handled when wet with no oil effects.

The tent is said to have longlasting waterproofness, but is light in weight. A complete unit, it has finished pegs and poles and strong center and peg ropes included. Grommet connections are rugged and durable.

The tent can be used as a beach shelter, camp or cook shelter, or bicycle cover. It sleeps two youngsters.

The Daco Junior Pup Tent, listing at $3.98, is manufactured by the DACO CO., P. O. Box 1627, Charlotte, N. C. Attractively packaged in a sturdy carton, it comes one dozen per case, standard. A special introductory case includes 11 tents and one miniature.



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"The White House"

Educational value and build-it-yourself interest are combined in an assembly kit of a 6" high scale model plastic White House, the product of EMPIRE PLASTIC CORP., Pelham Manor, N. Y.

The kit includes 72 precision parts which interlock to form a replica of the presidential mansion. Easy to assemble, it is complete in detail down to accurate floor plans of the room and landscaped walk and drive. Strictly non-partisan, it has a famous balcony for Democrats and, for Republicans, a lawn that is a "putting green."

The roof is sturdily molded in one piece of Lustrex Hi-Test styrene plastic, and Monsanto's general purpose Lustrex is used for the molded sections which assemble to form the windowed walls and ornate porticos and trim. A short history of the White House and a list of presidents who have lived there are included in the kit.

Firebird Bicycle

Leader in the new line of bikes manufactured by EVANS PRODUCTS CO., Plymouth, Mich., is the "Firebird," which features exclusive "Evanaction Ride" wrist action front fork; Sturmey-Archer three-speed rear hub; and hand caliper brakes, front and rear.

The bicycle is fitted with chrome rims; U.S. Royal Rider tires with white sidewalls, deep chrome fenders; a chrome-plated ball headlight, a chrome-plated streamlined tank and chain guard; electric horn; luggage carrier, a tail light-stop light combination; white vinyl saddle with double coil chrome springs and crash rail; and an exclusive Evans chrome rear fender guard.

Available in flamboyant green or flamboyant red, both with gold outline, the Firebird sells for about $100

Pop-Up Store Game

New on the market for MILTON BRADLEY CO., 74 Park St., Springfield 2, Mass., is Pop-Up Store Game, for children aged four to twelve. They open the board and up pop two colorful modern stores: a candy store and a toy store. Each is 18½" wide, 9" deep and 5" high.

The idea of the game is for the child to get the most for his money. There are tempting play candy, sodas, toys, ice cream. The winner is the one who completes his shopping list first. The game is said to teach the value of money, and how to make change.

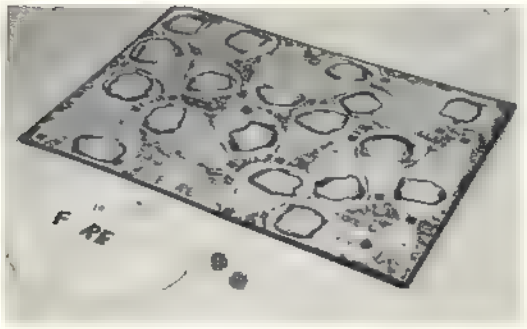
Pop-Up Store Game, listing at $2.50, contains a large supply of play money of all denominations; four wood playing pieces; 18 shopping cards; 34 storekeeper cards; one spinner; and the square folding board with the double pop-up feature.

Unbreakable Tea Set

The WORCESTER TOY CO., 90 Grove St., Worcester, Mass., has added a new line of unbreakable polyethylene tea sets to its assortment of "Life Size" dishes. The new sets are "styled just like Mom's" and are practically indestructible, according to the firm. The new Saf-Tea Set by Worcester can't chip or break, and has no sharp edges. Dishes can be squeezed or twisted and won't misshape or break.

Attractively packaged in colorful display boxes, three new numbers are: The Saf-Tea Chocolate Set, a 16-piece service for four, listing at 98¢; a 20-piece service for two. Saf-Tea set includes salt and pepper shakers, sugar tongs, napkin holder and tumblers at approximately $1.98; and a complete service for four of 32 pieces, including a large lazy susan and butter dishes, retailing at approximately $2.98 (illustrated here)

New Toy Review of 1954



"Fore" Golf Game

One of the newest of parlor games transfers the excitement of golfing from the fairway to the home. Playable by youngsters as well as by adults, and by non-golfers or golfers, "Fore" consists of a playing board, a pair of dice, and a circular chart designating moves.

Fore is packaged in a 11½" by 18" brilliantly colored box, to retail at a suggested $2.98.

ARTCRAFT PAPER PRODUCTS, Cincinnati 9, Ohio, is the manufacturer.

E-Z-Do Toy Chest

A versatile educational toy chest has been developed by E-Z-DO, 261 Fifth Ave., New York City. Besides providing a storage place for a youngster's playthings, it lets him learn how to spell, count, add, subtract, tell time, play games, and be neat. The chest is complete with 93 letter blocks and four new games—E-Z-Word game, alphabet race game, E-Z-Adding Wheel, and E-Z Time Clock.

The E-Z-Do Educational Toy Chest is made of three-ply "GatorHide" kraft, heavy wood framed and reinforced, and is vinyl-coated to clean easily with a damp cloth. The 31 by 15 by 15-inch interior gives plenty of storage space.

The chest retails for $3.98 in the east.

"Television" Game

A new game entitled "Television" has been issued by the National Novelty Corp., Lynn, Mass. This is a board game for youngsters from six to twelve years of age and is played by up to four players, each representing a T.V. network. The game starts at the studio entrance and the scoring is done on a point system. There are 38 cards which control the moves of the players, and four wooden men in different colors. It has everything with which children are familiar in regard to their T.V. sets.

The list price of the game is $2. SMITH-BENNY SALES CO., INC., 11 West 42nd Street, New York, represents the firm nationally.

Code Oscillator Kit

MAGNA ELECTRONICS, 9810 Anza Ave., Inglewood 1, Calif., has announced its new Model M-5 Code Oscillator Kit, for use by scouts and amateurs learning Morse code. The kit comes complete with tube, speaker and key; there are models for battery or electric current.

Clear, simple step-by-step instructions come with every kit. Each set is packed for easy display in a colorful box.

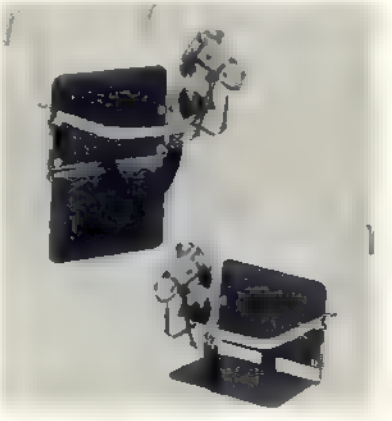
The Code Oscillator Kit is one of a line of electronic toys and kits introduced for all age groups by Magna. These kits include: The Crystal Set kit; the M-1, a one-tube electric radio; the M-2, a two-tube phono-amplifier; the M-3, a three-tube amplifier complete with 8" speaker and crystal microphone; the M-4, a hi-fidelity kit; and M-7, an ultra-linear Williamson type hi-fi-kit.

Pony-Pen

DENNIS MITCHELL INDUSTRIES, 4424 Paul St., Philadelphia, has introduced a new Pony-Pen auto baby seat which is said to combine baby's comfort and safety with the fun of playing "horsey."

A detachable, soft pliable plastic black and white horse's head keeps the tot occupied during the ride. Tiny bells jingle on the reins.

The Pony-Pen, Model 236, has a plastic-covered guard rail that swings up to allow the infant to be seated quickly and easily. Hookover arms are also plastic-covered to protect car upholstery, and new "chromad" plated heavy gauge steel framework construction prevents puncturing of upholstery.



Baby can stand astride a comfortable straddle strap, or can sit down on a padded seat with backrest. Both are covered with a pebble grain pattern of waterproof plastic material. List price of the Pony-Pen is $5.49.

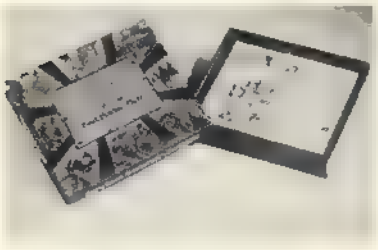
New Toy Review of 1954

Bible Educational Quiz

To encourage children's interest in Sunday School and to help adults who would like to learn more about the Bible, JACMAR MFG. CO., INC., 115 W. Broadway, New York City, has introduced Bible Educational Quiz.

A new approach to Bible education, the game answers, by electricity, more than 200 questions pertaining to the Old and New Testaments. It is colorfully illustrated with popular Bible stories, questions about the Ten Commandments and other queries.

The quiz game comes completely assembled with flashlight-type battery and bulb. It is packaged in a colorful 12¾" by 10½" by 2⅛" box, to retail at $1.50.



Doodle Face

Doodle Face is a new set of changeable coloring blocks on which children can color the fanciful faces and change the blocks to form hundreds of different expressions. The washable, soap base crayons won't harm anything washable. Each color can be wiped from the face of the blocks and a new color substituted.

With the changing faces plus changing

colors, the new toy can be used by the pre-school child to learn colors and their harmonic relationship.

There are nine blocks, lithographed on all four sides with outlines of clown faces. Measuring slightly over 8" by 10", the package doubles as a container for the blocks and crayons while coloring. Holes in the back of the box let small fingers punch each block up and out for changing.

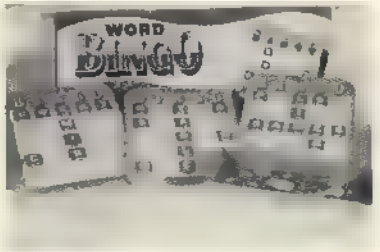
Doodle Face is made by GASTON MANUFACTURING CO., 234 W. Second St., Cincinnati, Ohio, to retail at $1.50.

Word Bingo

One of Regal's new products, Word Bingo, is evoking interest among adults as well as children, as an appealing crossword idea.

Played like Bingo, the game has 75 tiles with a combination of Bingo numbers and letters of the alphabet which are assigned by the caller. Players compete to build a five letter word either horizontally, vertically or diagonally.

Word Bingo cards are beautifully printed and have recessed die-cut squares to hold



tiles securely in place. Manufactured by REGAL MANUFACTURING CO., 3714 Irving Park Rd., Chicago 18, the game retails at $2.

Acrobat Rattle

An acrobat rattle with a Disney character that swings at the lightest touch is designed to entertain infants. The new suction cup toy, available in two favorite Walt Disney folks, Mickey Mouse or Don-

ald Duck, also makes gay noises when squeezed and tingles as it turns somersaults.

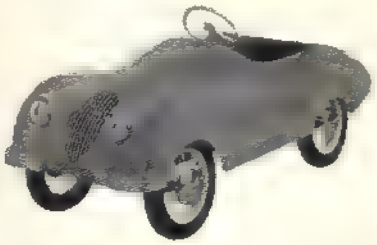
The soft vinyl plastic figure measures 8½" high, and is mounted on a plastic frame which fits into a suction cup base. Two tiny bells decorate the acrobat bar supporting the Disney character. Acrobat Mickey or Donald will remain in one place because of the suction cup base.

The manufacturer is PLASTIC PLAYTHINGS, 255 Grove St., White Plains, N. Y. Suggested retail price is 98¢.

Hedstrom Sportster

A lightweight, but tough, sport car is one of the newer items in the Hedstrom line of wheel toys. Made of moulded fiberglass, it weighs only 6½ pounds, but is said to be "practically indestructible." It is almost silent in motion.

The chain of the Sportster is completely enclosed in a metal shield. Available in pastel yellow, green or blue, the car is 47½" long. Assembly is easily completed in a few minutes.



The Sportster is made by HEDSTROM UNION CO. of Fitchburg, Mass.

Take-A-Part Wagon

A new Take-A-Part Wagon is manufactured by the AMERICAN WOODCRAFT CORP., 420 Austin Place, Bronx, N. Y. Sturdily built, it can be used as a miniature scooter. With its patented "wedge" lock construction, it becomes a take-apart construction toy, adding to the play value.

Easily assembled and disassembled, it comes all apart in 26 different pieces.

Different kinds of wagons for special purposes can be made from this one kit, including a dray, a flat riggers truck, a sand or gravel hauler, all by raising or lowering the sides or leaving off the tailboard.

It comes assembled, finished in natural clear wood packed in individual, brightly colored illustrative boxes. It retails for $2.

REORDERS PROVE "IT'S A SMASH HIT"

My Merry DRESSING TABLE (Pat.)

You tabbed it a hit when it was introduced at the Toy Fair in March. Then your customers confirmed your confidence in this unique, new Merry toy. Hence, you've sent in a record number of reorders!

My Merry Dressing Table contains over 30 miniature items for sustained play value. A big toy, 14" wide — a big, big value at $1.98 retail. It's another year-'round Merry seller.

Write for free catalogue sheet today.

MERRY **MANUFACTURING CO.** 952 Gest St., Cincinnati 3, Ohio

a great new name in toys

New Toy Review of 1954

Doll Stand

A new, improved doll stand has been patented recently by the MARY HOYER DOLL MANUFACTURING CO., 1013 Penn St., Reading, Pa.

According to the firm, the all metal stand will not tip over, and will hold the doll firmly without the customary loose ring around the waist. The stand has a hoop that may easily be attached to it when displaying a doll with full skirt, to flare the skirt for greater eye appeal.

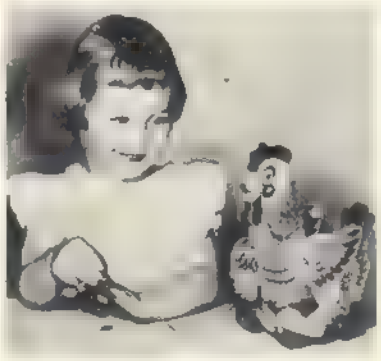
The stand comes in two sizes: for displaying a 14" doll, the base is 4" by 3⅞" with 5' high uprights holding a 6" diameter hoop; for displaying an 18" doll, the base is 4" by 4⅞", with 7" high uprights and a 6" diameter hoop.

Katy Kackler

A real experience for city youngsters is the barnyard sound that Katy Kackler makes as she is pulled. As Katy goes along, her wings flap up and down and she clucks and squawks loudly.

The toy was pretested in ten leading department stores across the country, and was tested for play-value at five nursery schools. Teachers considered the barnyard noise made by Katy an "invaluable experience for the city child," according to the manufacturer.

The pull toy is 9½" high, of wood construction with full-color lithographs and concealed tamper-proof sound device. Made by FISHER-PRICE TOYS, INC., East Aurora, N.Y., it retails at $2.50 in the east, $2.69 in the south and west.

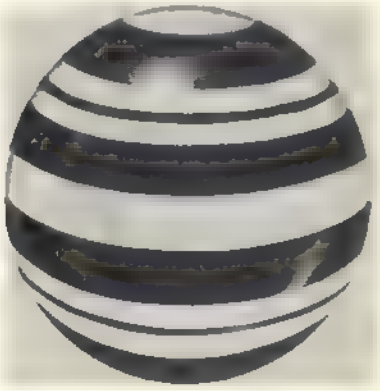


Talkytot

The newest in playthings from IDEAL TOY CORP., 184 10 Jamaica Ave., Hollis, N.Y., is a stuffed doll that talks. Talkytot talks as a result of a phonograph mechanism in her body. She recites a nursery rhyme, such as "Rock-a-Bye Baby." The durable phonograph movement is concealed within her and cushioned to assure long use. Talkytot recites at the turn of a hand crank in her back.

The toy is 24" high with an attractive vinyl face and glassine eyes. Her curly gold wig is covered by a plaid hat that matches her plaid-pattern outfit.

Talkytot retails at $4.



Vinyl Ball

A 8½" inflated vinyl playball has recently been introduced by EAGLE RUBBER CO., 710 Orange St., Ashland, Ohio. The ball, of white vinyl plastic, is decorated with bright red, blue and gold stripes.

Each ball is distinctively packaged in a two-tone blue gift box, striped with white and printed with a gift tag. For display purposes, each box contains a blue card board ring, which the dealer may use to place the ball on top of the box.

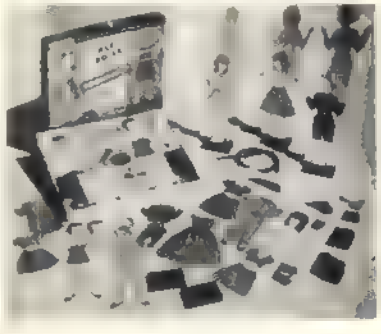
The new playball, which is featured in Eagle's autumn line, has a suggested retail price of $3.

Lacey Dolls

Lacey Dolls, the stand-up dolls whose clothes lace on, are being featured by KITS, INC., Miamisburg, Ohio. A revised model of the older Lacey Daisy Doll, the Lacey Dolls provide added value and entertainment with their double-play idea—paper dolls plus sewing or lacing fun.

Included in the new No. 1090 set are two dolls, wooden stands, laces, a 32-piece wardrobe, changeable hair styles in blonde, redhead, and brunette, and complete instructions. The colorful tipped cards become part of the dress design when the dresses are laced on.

The Lacey Dolls kit retails at a suggested price of $1. Colorfully boxed, the kits are packed one dozen to a carton, shipping weight of which is 12 pounds.



Goodee-Toys Reduced

EXCEL PRODUCTS CO., New Brunswick, N.J., has announced a reduction in price of its Goodee-Toys, zinc die-cast cars and trucks. The toys will now retail for 10¢.

Available is a colorful Goodee-Toy counter display, self-selection box, shown here. Containing six dozen assorted cars and trucks, the carton opens up displaying a colorful panel and two dozen realistic models.

Goodee-Toys are also packed in bulk boxes in one, two and four dozen quantities. Box assortments containing cut-out service stations retail at 79¢, $1.19 and $1.59.

New Toy Review of 1954

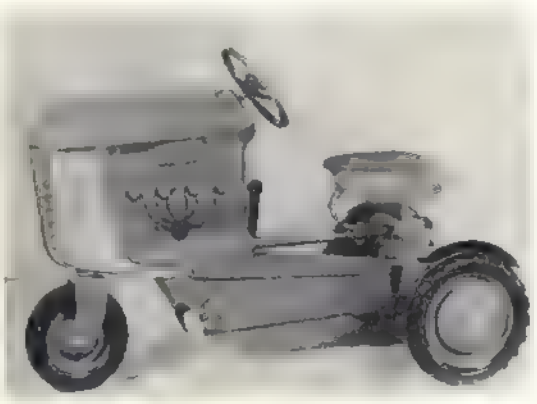
Musical See-Saw

A musical game based upon recognizing and duplicating a musical tone struck by an opponent is providing educational, pleasant play for youngsters. Musical See-Saw consists of a duol scale instrument with accurate tones in the key of "C," a solid Phillipine mahogany sounding frame, a duet booklet, and four mallets

By hanging the spiral-bound booklet of 16 color-keyed duets over the game board two children, or mother and child, or even two adults will enjoy hours of pleasure learning and relaxation. The Musical See-Saw has been acclaimed by music teachers as a potential tonal training device, according to the manufacturer.

Countless variations of the tone duplicating game can be played, providing competition and shared activity for youngsters

Cleverly packaged, the Musical See-Saw is manufactured by TUTOR TOY WORKSHOP, 329 S. Wood St., Chicago 12, to retail at $3.98.



Monco Power Tractor

The 1954 Monco Power Tractor No. 3212, manufactured by NEW MONARCH MACHINE AND STAMPING CO., 406 S. W. 9th St., Des Moines 8, Iowa, incorporates a number of new features. The massive design embodies 37" by 20½" by 25½" of heavy gauge steel construction; baked-on enamels; ball bearing adjustable chain drive, completely encased for full safety; ball bearing movement throughout; heavy gauge steel rear step plate for extra rider; tow bar hitch for towing wagons, etc.; a comfortable spring mounted adjustable seat which supports up to 200 pounds; 8" front wheel with semi-pneumatic rubber tire and 10" rear wheels with heavy grip tractor tread semi-pneumatic rubber tires.

The tractor has four simulated spark plugs and ignition system that projects out of the left side of the motor block, to lend realism. There is a shift lever which, when moved, produces motor noises, and new rear fenders for added safety and beauty

Suggested retail price is $27.95. The Monco power tractor is packed in an individual shipping carton and is 15" by 21" by 34" knocked down. Its weight when packed is 40 pounds

New Cloth Book Numbers

Three numbers have been added to the "My Book" series of cloth books by MORRISON BOOK CO., Princeton, Ill. They are Toy Series, for children aged one to two and one-half; Animal Series, for ages one to three; and Zoo Babies Series, for tots two to three years old.

The entire series is specially designed to meet the needs of the very young child According to the Morrison company, the "My Book" cloth books are made so that baby can handle each book easily by himself, but cannot tear or ravel its bound edges. The books, made of heavy drill cloth, are washable, with safe coloring and will retain their shape after being wadded up or squeezed. The books are of a safe construction, with nothing sharp for a baby to swallow

The books are said to be a correct length for the young child's attention span and each series features bright simple, realistic pictures that a baby loves and understands.

Marketed in an individual Polytex bag, each book lists at $1.25. The books are packed one dozen to a package for shipping

San Loo

San Loo is a new circular Chinese checker board by NORTHWESTERN PRODUCTS CO., 2721 Spruce St., St. Louis, Mo.

A tubular steel frame holds the marbles in six self-contained pockets that are locked by an automatic lever action when not in use. There is a checker board on the reverse side

Retail price is $1.98.

New Toy Review of 1954

Nursery for Little Moms

A "Nursery for Little Mothers" is the latest item from the HUB MANUFACTURING CO., 10 Thacher St., Boston, Mass.

Included in this complete nursery for dolly is the dolly herself, a doll bath, flannel receiving blanket, terry wash cloth, soap, baby powder, box cotton, box Q-Tips, oil bottle, diaper, diaper pins, clothes line, six clothes pins, ruffled apron, ruffled skirt and liner for the bassinette. The package forms a 22" high bassinette

Jolly Music Ball

A 4" unbreckable plastic ball is the latest toy from JOLLY BLINKER CO., 660 Cauldwell Ave., New York City.

The No. 700 Jolly Music Ball is a colorful sphere which plays an eight-note tune as it spins or rolls. A 98¢ retailer, the ball is

individually boxed. Packed one dozen to a carton, shipping weight is about five pounds

Sea Battle Game

Brand new . . . yet old in popularity is the way KAYWOOD CORPORATION,

1225 Milton St., Benton Harbor, Mich., describes its game, *Sea Battle*, which is based on a Navy game popular with the armed forces since before World War I and which was played with pencil and paper

Kaywood's colorful Sea Battle box contains two metal playing boards, two packs of playing pieces and short, simple instructions. Suggested for $2.95 retail, boxes are packed 12 to a carton. Weight per game is 2½ lbs

The manufacturer also offers the game, Series 88, to retail at $1.95. This box includes two heavy-duty cardboard playing boards, metal ship markers and 400 shot markers. Weight per game is 1 lb., 12 oz., and boxes are packed 12 to a carton.

Desk 'n' Chest

A brand-new idea in toy chests, called the "Desk 'n Chest," has come from CRAFTWELL FABRICATORS, Hancock and Somerset Sts., Philadelphia, Pa. This unusual item is a combination desk, eating table, and toy chest. It is constructed of long lasting Duron hardboard which will not splinter or split and resists nicks and scuffing. It is painted in speckled multi-tone effects with a choice of white, yellow, tan, pastel green and pastel blue. The wood trim is in a contrasting darker shade and the decorations are silk-screened in the same color as the wood trim. There is a choice of three styles

An added advantage of this item is that it packs flat, and in the carton only measures 4" high. The new construction makes it very easy to set up. "Desk 'n Chest" retails for $14.95.

Searchlight Truck Kit

The THOMAS MANUFACTURING CORP., 80 Clinton St., Newark, N.J., has brought out an unusual construction set to challenge a child's urge for handiwork and accomplishment. The kit contains 47 metal, rubber and impact plastic parts which, when fully assembled according to the

comprehensive instructions enclosed, become a Searchlight Truck complete with a friction motor, trailer, battery-operated floodlight and two-way signal controls. This action toy is packed in a colorful display box and retails for $4.98. It comes in assorted red, yellow and blue in the shipping carton.

Presto-Plak

A new product by GENERAL GLAZE CORP., 1602 Union Ave., Baltimore 11, Md., permits preservation of hand and foot prints of little children, or pets, on vinyl plaques. The item is Presto-Plak, a $1 retailer

Simple, clean and safe, Presto-Plak makes use of "Pyrocon" vinyl to hold the print on a circular plaque. The material can be hardened by baking it in any oven.

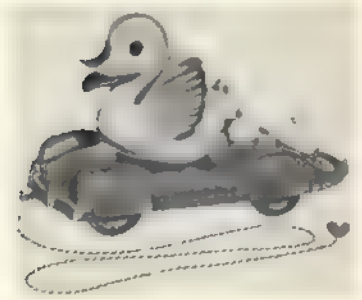
Presto-Plak is sold in a colorful box showing uses of the item.

New Toy Review of 1954

Chessmen

The E. S. LOWE CO., 200 Fifth Ave., New York City, is marketing a new line of hand-carved wood chessmen. Made in the Staunton pattern from seasoned boxwood, the pieces are nicely detailed

In the line are included chessmen that are polished, and varnished as well as weighted and felted. Starting with King high 2½", the chess pieces come as large as King high 4¾". The sets are packed in wood boxes and also in a special distinctive embossed case



Quacking Duck

A new item by KNICKERBOCKER PLASTIC CO., 11501 Hart St., North Hollywood, Calif., is No. 357 Quacking Duck.

Mother duck flaps her wings and quacks with delight as she and her two little ducklings whiz along in their bright new automobile. The toy, gaily colored, is 5¼" high and 10" long, and made of durable hi-impact styrene. It retails at $1.49.

Roy Rogers Toy Cap Pistol

KILGORE, INC., Westerville, Ohio is announcing its new No. 55 Official Roy Rogers repeating action toy cap pistol, 8¾" long over all. Styled after Roy's own guns, it is a 50-shot repeater

The gun has a safety latch lever for easy loading; when the lever is pulled, the hammer is half-cocked and the barrel flips open. A patented feed mechanism prevents slippage of cap roll, and assures cap detonation every time.

Finished in Kilgore's "Dura-Gleam," the pistol has a sturdy, simulated-pearl plastic grip decorated with an embossed head of "Trigger." The barrel is engraved with authentic western ranch brands, including Roy Rogers' own. Suggested retail price for the gun is 79c.

Two Play Outfits

Two new play outfits from SACKMAN BROS. CO., manufacturer of Yankiboy Playclothes, are shown here. One is an exclusive Roy Rogers outfit made of colorful tan and brown twill with fly-top chaps trimmed in red. There is an attractive Roy Rogers and Trigger stencil design on the front. Also included is a tan-and-brown broadcloth shirt with yellow schiffli embroidered western design. A leatherette holster and belt with a gun, lariat and tie come with it. It is available in sizes 2 to 14

The girls' companion to this is the exclusive Dale Evans outfit with a tan twill skirt trimmed with black and red, and a black-and-red Dale Evans stencil design. The tan-and-brown broadcloth shirt is decorated with yellow schiffli embroidery in western design. It comes equipped with a leatherette holster, gun, and belt and a lariat, in sizes 2 to 14. Sackman Brothers' showrooms are at 200 Fifth Ave., New York City.

Stuffed Toy Group

Pictured are a group of stuffed toy creations that have been introduced this year by MASTER INDUSTRIES, INC., 111 E. 6th St., St Paul 1, Minn. This manufacturer's offerings are known for their sales appeal. Pictured are: horse, floppy French Poodle, Purr-T-Kitty, standing Dalmatian, Pony and Scottie. All of these are produced in attractive, appropriate color skins and boast life-like expressions.

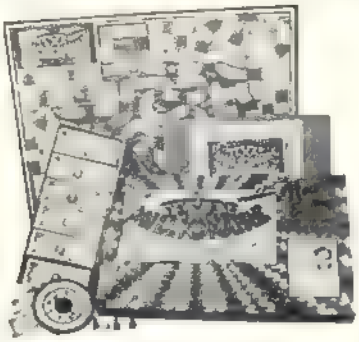
New Toy Review of 1954

Game Offerings

Two new games of TEXANTICS UNLIMITED 620 Texas Ave., Houston 2, Tex., are "Be a Texas Millionaire" and "Razzle Dazzle Football Game.

The "Be a Texas Millionaire" game comes in deluxe size at $3.50 retail, and budget size at $2.50. The game includes $123,000,000 in Texas Bucks (308 bills); a board with 200 typical Texas ways to win or lose a fortune; oil derrick pawns, double sectioned spinner for cautious or long shot playing, and instructions.

The football game is played with a specially designed deck of 54 football cards, humorously illustrated, which con



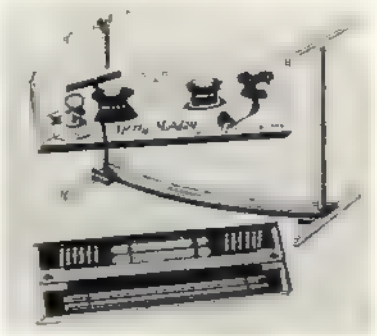
tain all the kicks, runs, passes, penalties and counter plays of the real thing. The package includes a playing board, the deck of cards, plastic football, line marker and rules, plus score board. Suggested retail is $1.95.

"Merry Monday" Clothes Line

For the little girl who loves to help wash, the NY-CAL COMPANY, P. O. Box 899, Whittier, Calif., is offering a clothes line with plenty of room for dolly's clothes, and her own, too.

"Merry Monday" is 30" high and 35' long, finished in decorator colors with a unique spring base for constant tension. With 128" of usable tight line, it makes an ideal toy and should prove a boon to mothers on rainy days for it fits right into a standard bathtub.

"Merry Monday" is packed in gift box parts are assembled, and 12 clothes pins are included in each unit. There are six units to the shipping carton, with a substan-



tial freight allowance applying to three dozen orders. Suggested retail price is $3.95.

The Mill Game

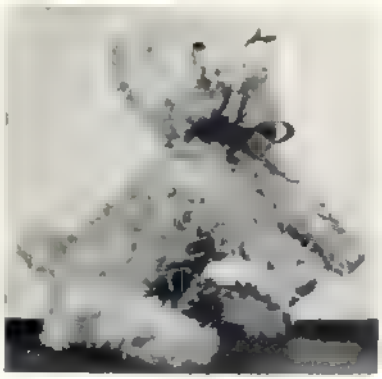
Some called it Muhle, some know it as Morelles, but now it's known as The Mill

Game, and is being marketed by HIGHLANDER SALES CO., 1800 Olson Memorial Highway, Minneapolis, Minn.

Each game includes the playing field with 18 "Jolly Miller" figures. It retails at $2.

"Flippy the Pup"

"Flippy," the "Wonder Pup," manufactured by the NUCRAFT TOY CORP., 413



415 W. Broadway, New York City, is the newest idea in stuffed toys—he does back flips when wound up. Flippy cocks his head, flips in the air, lands on his feet, and seems almost alive. He is made of curly rayon plush in grey, brown, and black. He is 10" long, 10" high, and 6" wide. Among his features are: a permanent key, clock spring mechanism, and his ability to do four to six back flips with each complete winding.

He retails for $6.98.

Two New Games

The STANLEY PLASTIC PRODUCTS CO., 87 Browne St., Brookline, Mass., has brought out two new games for the young child. They are "Make-A-Shape," and "Fun t' Spell." The first is a creative game with

which children can make hundreds of creative shapes and designs with die cut vinyl plastic pieces. The plastic cut-outs are placed on a colorful display card and they stick without glue or paste. The plastic never wears out and can be wrinkled, twisted, or squeezed. It is colorfully packaged for impulse buying, and retails for approximately $1.

The other game is an educational one with "magic" plastic letters and animals which stick to the three plastic covered cards, two of which are printed with pictures and names of animals for the preschool child, and the third plain for the older child to practice spelling. The letters and animals are pre-cut and can be re-used indefinitely. This also retails for $1.

New Toy Review of 1954

Fooba-Rou

Fooba-Rou is the unusual name of a new game inspired by a young girl who didn't understand football. A combination of football and roulette, it is being manufactured and marketed by MEMPHIS PLASTIC ENTERPRISES, INC., Memphis, Tenn., a company newly organized by Frank Nichols.

In the game, four small wheels on each corner of a football field are marked to give players a total of 104 running, passing or kicking plays. They include kickoffs, punts, field goals and points after touchdowns. The game teaches the fundamentals of football while providing entertainment.

Poppa Pop-Up

BLAKE INDUSTRIES INC., 120 Tremont St., Boston 8, Mass., has added to its line of animated rubber toys "Poppa Pop-Up," a colorful squeeze toy that combines animation and sound. Finger pressure makes

the cleverly-designed head pop out of the barrel with a squeak and a broad smile.

The new item is washable; fast colors are used throughout. It is said to be absolutely safe for children, and is sanitarily and attractively packaged in a transparent sealed container.

Dingle Dangle Toys

Crib-agers will love the new line of Dingle Dangle sani-foam stuffed toys which, with a snap of the detachable elastic Jingle Ball strap, dance, jump, prance and jingle as they go. When strap is detached,

the crib toy becomes a lovable playroom personality. The Circus Clown, Drowsy Bear and Lazy Pup shown here are but a few of the many available Dingle Dangle toys produced by GUND MANUFACTURING CO., 200 Fifth Ave., New York 10, N. Y. The clown and bear retail at approximately $2.98, the pup at $1.98.

Irish Mail

STEGER PRODUCTS MFG. CORP., Steger, Ill., is producing a flashy Irish Mail, the "health exerciser with play value." Operation of the pump handle exercises the back, arms and legs of a child.

The No. 940 Irish Mail is 40" long, and 18" wide. All steel, it has rubber hand grips, and 9" wheels with ball bearings for smooth operation. Tires are 1¾" semi-pneumatic.

The finish is fire engine red baked enamel, with baked white enamel wheels.

Packed one in a shipping carton, knocked down, the weight is 28 pounds.

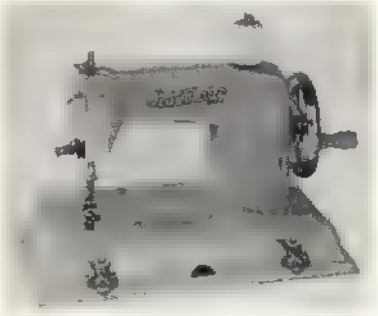
Kite Cord

A new line of kite cord, No. 51, is being specially produced for high flying kites by PYRAMID MILLS CO., Bessemer City, N.C. The extra-strong cotton cord, in natural color, is merchandised in balls of 500 ft., to retail at 25c.

Model 700 Sewmaster

Sewing becomes simple with the new Model 700 Sewmaster introduced by KAYanEE IMPEX CORP., 132 Bleecker St., New York 12, N.Y. A precision-built gear and transmission operated machine with an adjustable chain stitch and thread tension control, it is 9¼" by 5⅜" by 7" in size and weighs three pounds. It comes all threaded, ready to use, and complete with strong metal table clamp to hold the machine firmly in place. Simple instructions are enclosed.

The Model 700 retails for $8.98 and is one of a complete educational line ranging



in price from $2.98 to $10.98 each. The needle on the No. 700 like the others in the company's line is a standard No. 12x1.

Cycle Miniatures Promotion

A pre-Christmas promotion of Cycle Miniatures by ENTERPRISE MODEL AIR-

CRAFT CO., 234 E. 2nd St. Mineola, L.I., N.Y., involves the inclusion of an assembled, mounted display model with each carton of 24 assorted kits. The model is enclosed in a distinctive acetate case set up on a silver-colored backdrop.

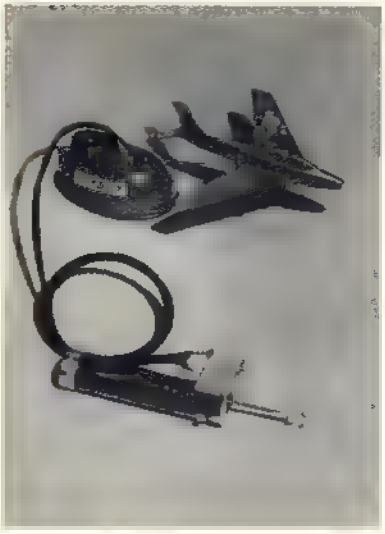
Also included in the carton are full-color streamers and promotional material to tie in with Enterprise's publicity campaign.

The Cycle Miniatures are fashioned after the old-time "bicycle built for two" and the famous old "high wheeler." They are made of colorful plastic and easy to assemble. Each kit is packaged in a decorated box, to retail at 59¢.

New Toy Review of 1954

New Bingo Feature

Bingo, the WHITMAN PUBLISHING CO. game, now comes with a new plastic number selector. The full-color box also contains 49 Bingo cards printed in two colors, 75 wood markers, a supply of wooden pegs for checking platform, and full instructions. No. 5619 Bingo sells for $1



Flyboy

First in a line of aviation and airport toys announced by AIRTOYS, INC., 5510 Dorsey Lane, Washington 16, D. C., is "Flyboy," a scale model action toy simulating real flight.

The toy consists of four parts: a model of an Air Force F-84, scaled to an exact degree and controlled to climb, glide, turn and bank as desired; a streamlined tear-shaped ground "crab" that supports the plane and has an electric motor and a boom on which the model plane rides; a felt-covered flexible cable leading from the "crab" to the hand control, with power and control cables securely anchored and concealed within it, and a hand control containing two flashlight batteries for power, an instrument power decal, a control stick that lets the user fly the plane, and a throttle button to apply power.

Easy-to-follow airport flight patterns are included

Constructed of lightweight materials, Flyboy retails for $7.95, postage prepaid, complete with standard flashlight batteries.

Magic Slate Scribbler

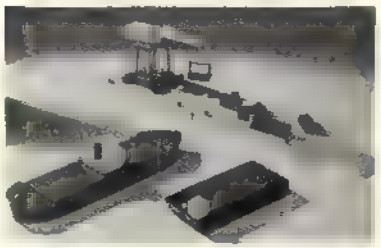
Strathmore's student special is a two-in-one combination. A complete school number, it contains a 30-sheet 8 by 10" ruled tablet in special holder for replacement. It also has a magic slate with writing stylus.

The three-color book style covers are heavy board bound with blue tape enclosing both tablet and slate. Usable for both school work and homework, it saves pencils and paper.

The item retails at 39c, and is packed one dozen in a novel counter display. Magic Slate Scribbler is manufactured by THE STRATHMORE CO., Aurora, Ill.

Harbor Group of Wooden Toys

A number of smaller wooden items have been added to the large train and phonograph lines of ROBERT HAMMOND, INC., 4226 Ocean Park Ave., Venice, Calif. Pictured is the Harbor group, first of a series to be introduced. Made for the child 2- to 6-years of age, retail ranges from $2 to $6. The items are made of quality wood, and are well finished in true primary colors.



"Make-It-Yourself" Dolls

It's "Sew E-Z" to make 8" costume dolls, according to MIMI KAY SPECIALTIES, 914 Hayes Ave., Oak Park, Ill., which is marketing the doll kits at a new, lower price of $1 each.

The complete line features twelve 8" dolls in gay, brightly colored costumes, authentically detailed down to miniature sandals, boots, wooden shoes, or moccasins. The kits, which provide an educational "fun-project" require only simple hand sewing

Each Mimi Kay doll kit contains everything needed, except stuffing, to complete a doll. Simplified patterns, printed on the felt or other materials, are provided. Sequins, beads and other trimming materials are included

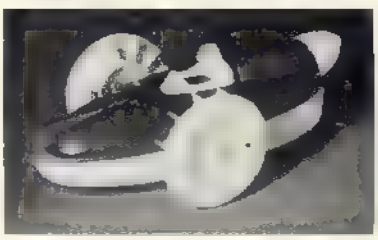
Each doll is packed in an attractive window box with four-color photo of the finished doll. An introductory deal, consisting of 23 of the six most popular numbers, plus a hand-made display doll, at the two-dozen price, is available from the manufacturer

Jet-Mobile

Something new in mechanical toys—a Jet-Mobile with torque wind motor—is being presented by AMERLINE, 2727 W. Chicago Ave., Chicago 22.

The key and motor are a streamlined part of the car design. The key does not stick out; possibility of breakage is thereby decreased and the smooth lines of the body are preserved. The winder is located at rear of the car to give more power to the motor

The Jet-Mobile runs on water, land or sand. It is packaged in a box showing the toy in use.

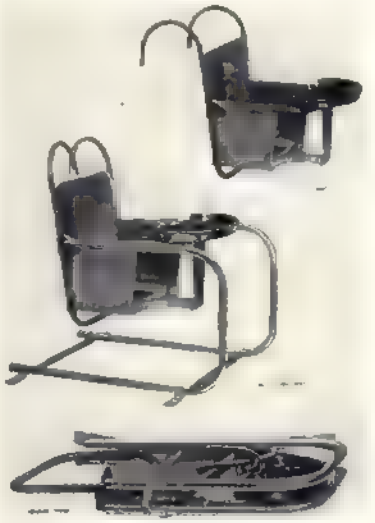


New Toy Review of 1954

Taylor 2 in 1

Babies find the smooth spring action of the recently introduced Taylor 2 in 1 fascinating, it is said, while mothers appreciate the entertainment value comfort and safety provided for baby. The seat is easily detached and is adaptable to all makes of cars as a deluxe auto seat, with contoured seat board, safety strap and spacious play tray.

Both the spring stand and the seat fold compactly and can easily be taken wherever baby goes, or conveniently stored. The 2 in 1 has polished aluminum tubing with steel outrigger braces that prevent upsetting. Rubber guards protect floors and prevent sliding. Available in easily-cleaned vinyl plastic or durable plaid cloth, with



strong safety strap, the 2 in 1 is made by FRANK F. TAYLOR CO., Highland Ave., Norwood, Cincinnati 12, Ohio.

Paint 'N Build Set

The American Village Paint 'N Build set of KENNER PRODUCTS CO., 912 Sycamore St., Cincinnati 2, Ohio, incorporates two features designed to appeal to children at play—coloring and building. The set comes complete with eight Fountain Brushes, with colors in them, and the village outlined on hard kraft line board. Full directions, simple enough for a child to understand, are enclosed. No cutting or pasting is necessary.

The American village itself consists of eight buildings and houses; the village square is printed in full color on the bottom of the box.

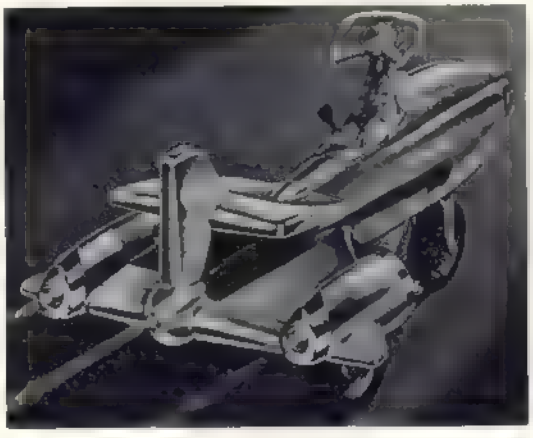
After the village has been painted, the Fountain Brushes can be used for freehand painting, stenciling, etc. The village can be used as an accessory for a child's train set or an adult's model railroad. The outfit retails at $2, and is boxed in a brightly colored package.

Vac-Ette

Vac-Ette is a toy vacuum cleaner that actually works, powered by two standard size D flashlight batteries which drive a 1/250th HP unit.

The toy cleans and hums like a real vacuum cleaner, but has no dangerous wires or plugs. A bright light mounted on the front of the Vac-Ette shines on the rug hunting out dust, ashes and small pieces of paper to pick up.

Vac-Ette is of steel construction with a neoprene bumper pad. It is 18¾" high with a 6½" base. Suggested retail price of the little vacuum cleaner, made by MICROMATIC 3879 N. Richards St., Milwaukee, Wis., is $4.98.



Super Sonic Jet

Latest addition to MURRAY-OHIO MFG CO.'s wheel goods line is model K-900 Super Sonic Jet. It features a streamlined design, including ball-bearing construction throughout, which combines with a chain drive to insure maximum pedaling ease for the child.

The fuselage and delta wing are finished in "stratosphere" blue. The jet intake nose nacelles and exhausts are chrome-plated. Dual jet controls are realistic, including simulated gauges and instruments.

New Toy Review of 1954

Pipe Cleaner Art

Ding Dong School Pipe Cleaner Art is available now in three different sizes DDS 20, $2 retail; DDS 10 (illustrated), $1 retail; and DDS 39, a 39¢ retail cellophane package.

Each of the packages contains assorted thicknesses and lengths of colorful rayon chenille which is pliable, safe and re-usable. Each package contains a 16-page Miss Frances instruction booklet.

The pipe cleaner art is educational, safe and creative, and will permit a child to entertain himself for hours on end.

The $2 and $1 sets are packaged in striking boxes, picturing Miss Frances. The booklet inside tells how to make a variety of designs with the pipe cleaners. The sets are marketed by BARRY PRODUCTS CO., 801 W. Aldine Ave., Chicago 8.

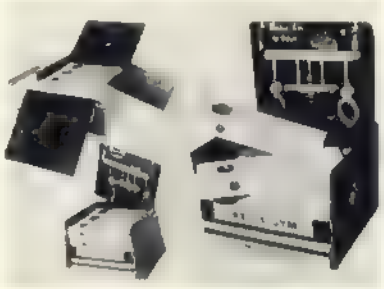
"Mr. T. Vee"

"Mr. T. Vee" is a new toy from DURA PLASTICS INC., 20 East Ave., Bridgeport, Conn. It consists of washable ivory plastic three-dimensional screen with dual knobs and full 21-inch picture tube frame to give it an authentic appearance. The picture tube area is covered with a green material, and the characters are printed on a special material which adheres to the screen at a touch and may be moved about or taken off freely. The toy comes complete with six different story folders, each amply supplied with characters. This enables the child to make a great variety of combinations for T. Vee pictures and stories.

New Carton for Infant Toy

Childhood Interests' Cradle Gym has been given a new self-selection carton. Containing one dozen Cradle Gyms, the colorful carton opens up for counter use with one toy already mounted on the display.

CHILDHOOD INTERESTS, INC., is at Roselle Park N.J.



Treasure Island

A new game based on the well-known story by Robert Louis Stevenson, "Treasure Island," is being marketed by HARETT-GILMAR INC., 34-11 Far Rockaway Blvd., Far Rockaway, N.Y., at $2 list price.

The handsome package alludes to Stevenson's famous adventure tale. Children can sail the ship "Hispaniola" without touching it, through magnetic devices. Hidden treasures must be found and they are in different locations each time the game is played.

Reversible Bulletin Board

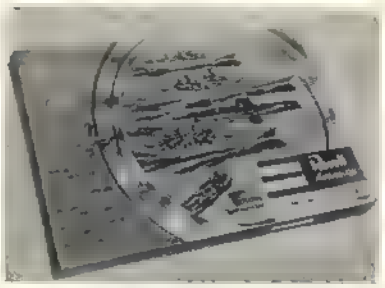
A new reversible bulletin board for small fry pin-ups is being introduced by HOP MANUFACTURING CO., 3020 Jackson St., Dubuque, Iowa. Its 18" x 28" aluminum frame neatly frames both sides, and is said not to mar, warp or discolor. Surface of both sides is similar and holds tacks securely. The frame is drilled for simple hanging. Attractive cord is included. Retail is about $3.

Admiral's Fleet

Introduced recently by REVELL, INC., 4223 Ocean Park Ave., Venice, Calif., is "Admiral's Fleet," a kit for making plastic models of five famous Navy ships.

Contained in the outfit are parts for constructing replicas of the Baltimore class heavy cruiser; atom-powered submarine U.S.S. Nautilus, Battleship U.S.S. Missouri, Destroyer U.S.S. Sullivans; and Patrol Torpedo Boat PT 212, plus paints, thinner, brush and cements.

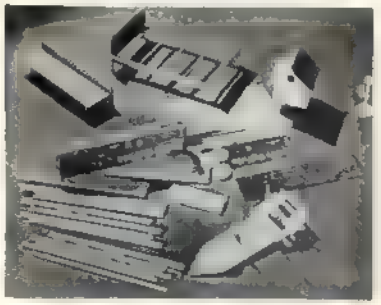
Marketed in a colorful porthole box, Admiral's Fleet retails for $6.95.



Builders' Bundle

A complete toy and craft outfit for making things at home is made by SHEPHARD TOYS, Medina, Ohio, to retail at $1.75.

A carton includes the basswood parts necessary to build the item selected, as well as working plans covering bird houses, shelves, boats, etc. The carton itself is attractively illustrated with different "make-it-yourself" designs.



New Toy Review of 1954

Tapestry Sets

STANDARD TOYKRAFT CO., 95 Lorimer St., Brooklyn 6, N. Y., has taken the ancient art of weaving and modernized it into the "New Priscilla Tapestry Weaving Set." Little girls can now weave colored pictures into beautiful tapestries.

The simple patterns are easy guides for young fingers, and bright yarn adds a festive note to every tapestry.

"Katchett"

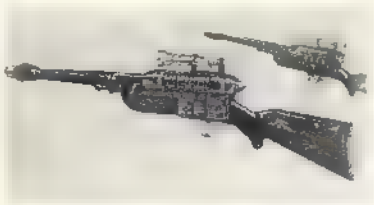
A new version of the popular Latin-American game, Jai Alai, is being marketed by TOPIC TOYS, 3252 W. Franklin Blvd., Chicago. It is called Katchett, and was designed by former Jai Alai champion Armando Ferrer.

Katchett is said to be as easy as bouncing a ball and can be learned in a few seconds. It consists of a frame and fabric basket, with a rubber ball attached to it by a long string. It may be played with a "captive" or free ball by individuals or groups in competitive play. It is claimed to help develop coordination.

Katchett is sleeve-packaged to permit full display. An attractive instruction folder, telling the story of Jai Alai, accompanies the item. Retail price is 98c.

Stratoblaster Rifle

The "extra" in a new gun by RENWAL MFG. CO., Toyland Park, Mineola, N. Y., is the three-power scope sight that brings the target right up to the marksman.



The gun is 26¾" long, with a substantial stock and pistol grip. The cap loading chamber "breaks out" for easy loading. The gun, a repeater, will retail at $2.98.

Corrugated Board Toys

TOYMASTER PRODUCTS CO., Clifton N. J., has started production on two huge corrugated toys. The new items are a two-room Sheriff's Office and Super-Duper Market stocked with brand name merchandise.

The Super-Duper Market is 59" high and roomy enough for two "clerks." Shelves are stocked with miniature package goods and make-believe money permits 'buying' and "selling" of merchandise. Retail price is $2.98 ($3.49 west of the Mississippi).

The Sheriff's Office has a jail with a door latch and window-bars, and a sheriff's private office with rifle and holster racks. A hitching post, water barrel and "Wanted" signs add to its realism. It will retail for $3.98 ($4.49 west of the Mississippi).

Both items are of sturdy, colorful corrugated board and can be assembled quickly without any taping or stapling. They are packaged individually in two-color self-display containers, and meet all parcel post mailing regulations.

Dinette Set

Featured in the 1954 line of PAULBEN INDUSTRIES, 9503 Avenue K, Brooklyn 38, N. Y., is a children's plastic top dinette set, consisting of a table and two matching chairs, all with wrought iron legs. Attractively molded with black plastic, the set comes in red, green, gray, yellow and blue. Dimensions of the tables are 19" by 22". Overall height is 20".

The set is shipped knocked down, weighing 29 pounds, and is F.O.B. Brooklyn. Exclusive selling representative is Myron Oberwager Co., 200 Fifth Ave., New York City.

New Toy Review of 1954

Squabble

Squabble is the name of a new game being introduced by TEACH-A TOT TOYS OF AMERICA, 1825 Chouteau Ave., St. Louis 3.

Squabble is said to incorporate many of the most exciting moves of several popular games. The game has a playing board for two or four players, and a set of rules simple enough for even a child to understand. Plastic cubes of four bright colors are used. When a player has moved one of his men into his partner's territory and reached the back row on the board, he becomes a Squabbler; an artistic piece representing the emblem of the game was designed to fit into the cube, identifying the piece as a Squabbler.

Squabble is attractively packaged to retail at $2.98.

"New Look" Velocipedes

O. W SIEBERT CO., Gardner, Mass., has announced design changes and improvements to make its three-wheel velocipedes safer and more modern. New features are a larger platform and tubing design which permits easier mounting, allows more passenger room on the rear platform for a child's companion to ride, and moves the bow of the tubing under the seat so that it is not in the way of the child's foot either for mounting or dismounting.

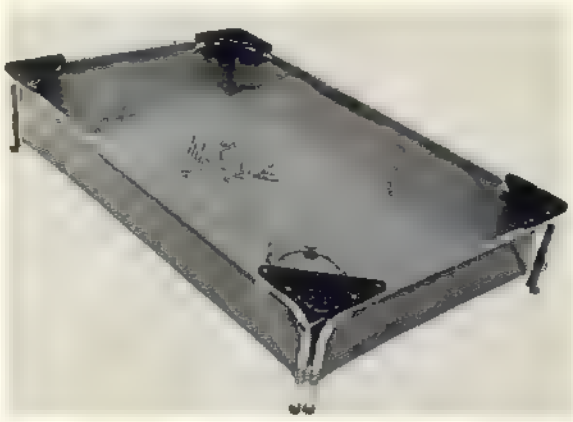
The design gives a new, low appearance, but the velocipede still maintains the same wheel base. The new line is available in three models. Golden Arrow (shown here), Flying Arrow, and Fire Arrow. The retail prices will be approximately from $4.95 for standard models to $39.95 for deluxe models. A 1954 Siebert Toy Catalog is available from the firm.

Johnny in the Barber Shop

Capturing the appeal of a barber shop, this new set is a complete shop including the 10½" "customer." Also included are bottles of after-shave lotion, hair tonic, etc., razor and shaving mug, shoe-shine box and brush, hair clippers, comb, brush, mirror, and scissors.

The realistic barber chair revolves, moves up and down, and into reclining position. A sun lamp is also included in this toy

A $3.95 retailer, the toy is made by REMCO INDUSTRIES INC., 113 N. 13th St., Newark 7, N. J.



Pride Play Pools

PRIDE PRODUCTS CO. has announced its entry into the wading pool field with the introduction of a line ranging from $19.95 to $49.95 retail.

Features of the rigid pools include: strong frame of welded steel tubing with glossy baked enamel finish; heavy double rubber coated canvas tank; long-lasting Orlon thread; wooden seats; brass outlet drain fitting. Easily installed replacement tanks are available for the pools.

All pools in the line are made in a bright combination of aqua-colored tank, with red wood seats and red frame legs on yellow baked enamel frame. Each has a clever marine decoration on tank bottom.

The pools come in four sizes: Model 80, 42" by 66" by 12" deep, with 8 legs; Model 81, 42" by 84" by 12" deep, with 12 legs. Model 82, 66" by 66" by 15" deep, with 8 legs; and Model 83, 66" by 132" by 15" deep, with 12 legs.

Each pool made by the company, at its factory at 900 Western Ave., Glendale 1, Calif., has an adjustable directional brass geyser spray.

Pony Cart Chime

One of GONG BELL MFG. CO.'S latest toys is a beautifully lithographed pony carrying a cute driver. The item has galloping action and ringing gong. It is 10½" long.

Each is packed in a box. A standard carton of a dozen weighs about 23 pounds. Gong Bell is at East Hampton, Conn.

New Toy Review of 1954

Interior Decorating Set

A real Interior Decorating set for the junior miss has been issued by WALTER L. HERNE CO., 830 Broadway, New York City. It is styled in "House and Garden" colors and the fabrics included in it are by F. Schumacher & Co.

Packaged for girls from 8 to 14, the item is backed by national advertising and promotional material and is boxed in a self-merchandising package. Among the things to do in the set are: paint furniture and woodwork, paper the walls, lay flooring, put down carpet, make draperies, make slipcovers and pillows, hang pictures, arrange books, make lampshade, and place accessories. An instruction book is included. The set retails for $5.00.

Spunky

Spunky, "the horse that grows," is featured in the 1954 line of STUTZMAN BROS. MFG. CO., Box 577, Topeka, Kans. It grows with a child's age, weight, arms and legs, thereby prolonging its appeal and usefulness.

Spunky has a suspension spring adjustable in three positions to counter-balance average weights from two to six years old. The round-edge safety seat is fully adjustable from head to tail, making exactly the right reach for arms and legs.

The durable hardwood base is lighter than metal, but strong, and is said to withstand extraordinary abuse from small children. The bright red and white enamel finish, with black trim, is non-toxic. A silk screen printed design presents realistic features of a horse.

Usable indoors or outdoors, Spunky is said to teach muscular coordination. It lists for $7.95.

Electronovox

An unusual toy development, Electronovox, gives deep rich organ tones through any AM radio receiver without wires or plug-in connections.

Engineered by EL-TRONICS, INC., Philadelphia 23, Electronovox is said to be educational as well as entertaining. Real organ-like tones come from a full two-octave range and organ tremolo. An instruction book, music and template make it possible for a child to play beautiful melodies at once. It teaches children to read music.

Electronovox is ruggedly built to withstand continuous operation, and is self contained. It's equipped with two batteries,

one flashlight size and one standard 45-V.

The Electronovox has a dark mahogany case with gold anodized legs; dimensions are 14¾" wide by 8¾" deep by 7¼" high. It has 24 smooth, easy-to-clean black and white molded keys. The entire unit weighs five pounds.

Electronovox retails for $19.95, and west of the Rockies, for $21.95.

Bing Crosby's Game

Parker Brothers' newest game is "Call Me Lucky," an item designated as Bing Crosby's game. It is packaged in a good-looking box bearing a picture of the singing star.

The game, which will retail for $3, comes with folding board, number cards and racks for two, three or four players. Taking its name from Bing's currently popular autobiography, the game is expected to appeal to his movie, record, and radio fans.

PARKER BROTHERS, INC. is at Salem, Mass.

New Toy Review of 1954

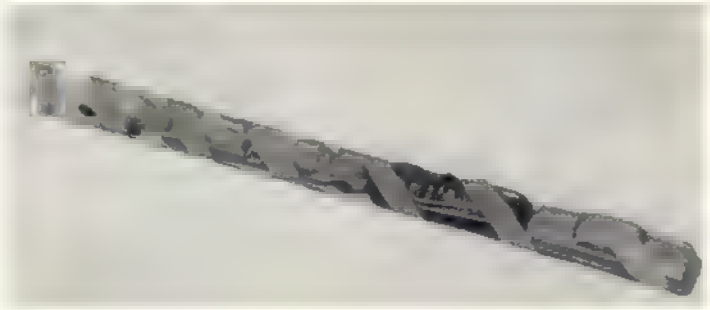
Pearl-Ets

The ancient practice of mosaic art has been revived in the form of a new toy, copyrighted and manufactured by the AMERICAN PEARL BUTTON CO., Washington, Iowa. The toy is "Pearl-Ets," consisting of six packages of smooth, highly colored bits of genuine pearl, plus sheets of a special double-coated adhesive cut out in the shapes of storybook animals. There are also matching cardboard frames for the adhesive cut-outs.

The child presses bits of pearl on the adhesive, using all one color or varying the colors, until the design is filled in. When the design is completed, the adhesive can be mounted on the frames and hung in the children's room. Or the pearl bits can be removed and used again and again on the adhesive background. Special blank sheets of adhesive are also included for the child to make his own design, providing an outlet for creative talent.

Pearl-Ets is clean: there is nothing to spill and the materials are not messy.

Completely contained in a sturdy, partitioned box, Pearl-Ets retails for $2 postpaid from the manufacturer.



"Peppermint Stick" Pack

A new "Peppermint Stick" package filled with five brightly colored, 10-cent assorted plastic "Wannatoys" is the newest item from Dillon-Beck Manufacturing Co.

The year-round toy is packed in an attractive cellophane package resembling a peppermint stick, 27" long. The No. 414 sticks are packed one dozen to the shipper, weighing approximately 3½ pounds.

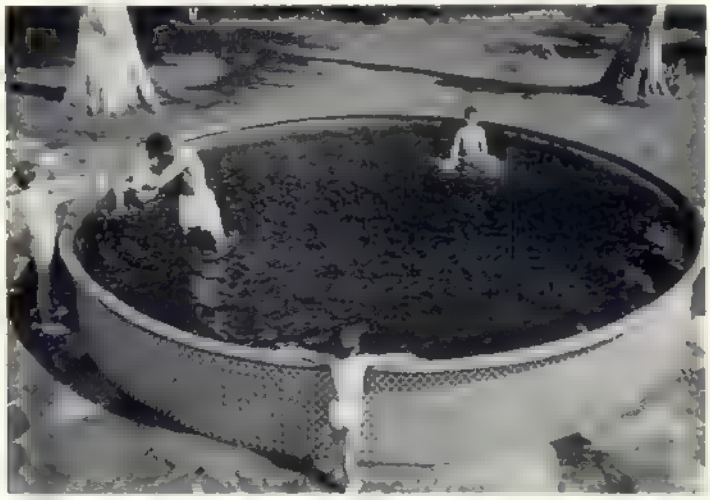
Dillon-Beck is nationally represented by SMITH BENNY SALES CO., INC., 11 W 42nd St., New York City 18.

Tyk-Byk Attachment

When Jack Stockwell, shop foreman for STOCKWELL MANUFACTURING CO., Greybull, Wyoming, bought a 20" bicycle for his six-year-old daughter, Carol Rose, he found that after she took a couple of spills she became afraid of the bicycle. After much running up and down the sidewalk with her, she still had not gained confidence and returned to riding her tricycle.

Mr. Stockwell took the tricycle to his shop with the idea of making it into a sidewalk bike. The result was the Tyk-Byk, a 4th wheel mounted behind the two rear wheels in line with the front wheel. The attached wheel is adjustable vertically to raise regular rear wheels off the ground, in which position they serve as outriggers. It is now being produced for the market by Stockwell Manufacturing Co., to retail at $5.

Tyk-Byk fits all trikes. It is packed in a colorful display box, five boxes to a case. Shipping weight is 15 pounds per case.



Supported Pool

A big supported pool designed to bring bathing pleasure to the family backyard is offered by BILNOR CORP., 300 Morgan Ave., Brooklyn 11, N. Y. Easy to set up and easy to maintain, it features heavy gauge bottom and walls made of Bakelite Krene, extra heavy 20-gauge inflative bumper rim, sturdy wire mesh, all around wall support, with top and bottom protection, handsome outside apron with nautical net design. Temperature control, inflatodram, and directed drainage are other features. The Happy Harbor Pool, with lifetime guarantee, is available in four sizes and prices: Junior, 8½ ft. diameter by 18" deep, $50; Medium, 12 ft. diameter by 24" deep, $100; Senior, 16 ft. diameter by 30" deep, $150; and Jumbo, 20 ft. diameter by 36" deep, $200.

(Continued on page 174)

New Toy Review of 1954

New Display Case

Gong Hee Fot Choy, a fortune telling game, boasts a new display case intended to be a traffic stopper. The game has been on the market in a larger form for many years, but is now available in an attractive and well-printed smaller version. The game, in its bright red package, retails for $1. It is distributed nationally by ZONDINE GAME CO., 778 N. Virgil Ave., Los Angeles 29.

High Arena Ice Skates

A high arena pattern Junior Figure Skate outfit for children is new in the line of ARCO SKATES, 17 Arcadia St., Marathon, N.Y. Designed for the younger child, the skates have a low center of gravity and are scientifically engineered to teach the beginner quickly and also to satisfy the more proficient skater.

The model features an Endicott Johnson special Tannage shoe in a high arena pattern with hooks and eyes, fitted for warmth and comfort with a felt-lined tongue, felt sock lining, hard rubber sole and heel, in a semi-closed toe pattern. Model 825 has a black shoe. Model 826 has white shoe.

Also available from Arco is an accompanying line of beginner's double runner ice skates and sled skates for children, in addition to juvenile double runner and box toe shoe skate outfits.

Walking Toni Doll

A walking version of the Toni doll has been introduced by IDEAL TOY CORP. 184-10 Jamaica Ave., Hollis, N.Y. The new Toni Walker, with nylon hair that can be play-waved and shampooed, is a versatile doll. As she walks, her head turns from side to side with every step. She can also walk backward and sit down, without the aid of mechanical parts.

Dressed in an assortment of colorful and fashionable frocks, the Toni Walker models vary in size from 14" to 21". Like the original Toni doll, the Toni Walker comes equipped with a play-wave kit that includes solution, shampoo, curlers, comb and a set of simplified play instructions.

Toni Walker is packed in a new type display box that can be converted into a showcard. Retail prices range from $12 to $20, depending on the size of the doll.

Spot the State

Designed to keep children occupied on automobile trips of any duration is a new educational game called "Spot the State."

Manufactured by MONROE ENTERPRISES, East Orange, N.J., the game provides fun for one person or several. As the license plate of a car from any one of the 48 states or the 10 provinces of Canada is noted, the player first spotting it inserts a colored peg in the hole next to the matching picture of that license. When played by more than one, each player selects his color pegs so that the one having spotted the most license plates becomes the winner.

Under the full-color replica of each license plate is listed the state capital, population, number of representatives and state flower.

Spot the State lists at $1, and is available from Monroe's exclusive sales agent, F. J. Strauss, 1107 Broadway, N. Y. C.

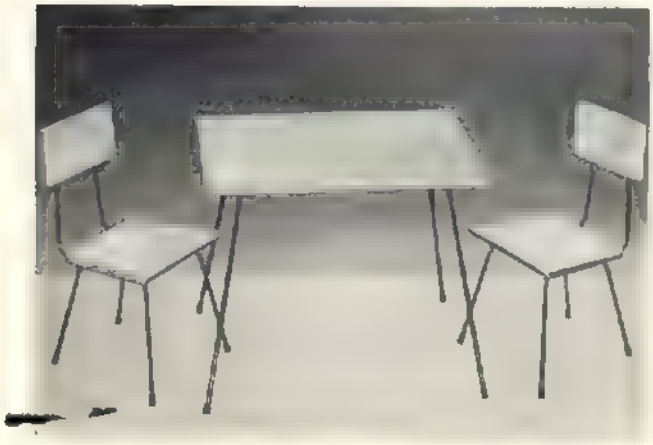
Jingle Dingle Set

New in the do-it-yourself drawing field is the Karbon Kopee Kit featuring Jingle Dingle, a TV puppet character. Shown here is Rosalind Moger, 14, of Brookline, Mass., inventor of the Karbon Kopee Kit, using six colored non-smudge carbon papers. Each drawing becomes a perfect carbon copy, as the user traces over Jingle Dingle, in each of two big books. One deals with a circus and the other has a farm theme.

The Kit, priced at 50¢ retail, is produced by KARBON KOPEE, 80 Boylston St., Boston 16, Mass. Jingle Dingle is licensed by Jason Comic Art, New York City.

(Continued on page 186)

New Toy Review of 1954



New South Bend Item

SOUTH BEND TOY MANUFACTURING CO., 1012 High St., South Bend, Ind., has introduced a "new look" in its children's furniture with this Wrought Iron Table and Chair Set

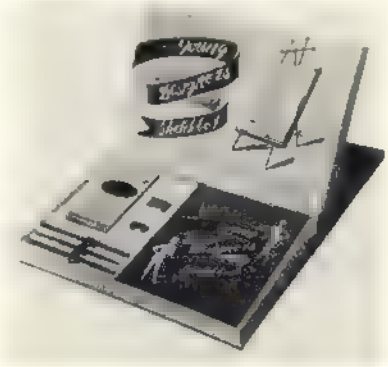
This lifelike duplicate of the modern styling in grown-up furniture will excite the imagination of any little hostess. Rigidly and sturdily constructed, both table and chairs have steel legs in black satin finish with non-marking rubber tips. Back supports of chairs are also steel in black satin finish. Table surface and chair seats and backs are platinum blonde finish

Table size is 18" x 24" x 18" high. Chair seat is 11" x 10" x 11" high, with total height 21".

Fashion Sketch Box

A new kit created for girls who like to design their own clothes or who enjoy fashion designing as a hobby is announced by ARTHUR BROWN & BRO., INC., 2 W 46th St., New York City

The set was planned to make it easy to draw original fashion designs in a very professional style, and contains all of the materials necessary. Featured is the Young Designers Sketch Book, a pad of 30 fashion figures printed in pale ink so that designs can be drawn directly on the sheets. These



figures were drawn by Veronica Marshall, famous fashion illustrator

Materials included are a box of 12 brilliant two-way pencils that are used both as colored pencils for shading and color ing and as watercolors for delicate effects. Also included are two sketching pencils, watercolor brush, kneaded eraser, and pencil sharpener

The Young Designers Sketch Box retails at $2.95

Las Vegas

An attraction for devotees of games of chance is provided by "Las Vegas," Keiler Corp.'s fascinating trio including Pokerette, Casino Dice and Galloping Dominoes and Roulette

The games are based on poker, the traditional dice game, and Monte Carlo's glamorous and internationally known roulette. Each of the three games includes an action-spin turntable permanently sealed in a colorful, clear-top plastic unit. Layout sheets are provided for pokerette and roulette, and 100 interlocking plastic chips complete the set-up, retailing for $1.98.

The 3-in-1 game is produced by KEILER CORP., 272 Essex St., Brooklyn 8, N.Y.

Snap Blocks Land Cruiser

Introduced recently by INTERNATIONAL MODERN PLAYTHINGS, INC., 4367 W. 35th St., Cleveland 9, is a detachable pull toy, the Snap Blocks Land Cruiser. The toy is said to stimulate imagination, and provide fun for children between the ages of three and eight.

The Land Cruiser has eight wheels that roll, and colorful detachable smoke stacks. Molded of tough plastic, the toy has rustproof snap fasteners. The striking colors are non-toxic and non fading

List price of the item is $2.98

Doll Bedroom Set

Designed by a little girl for little girls, is the new "Dressie" 12-piece Hollywood bed and matching vanity table set for 7½" and 8" dolls. Pictured is Cathy, the eight-year-old who inspired the new set, "just like mother's."

Crisply tailored, dainty flower batiste flounces, blue pique plastic bed cover, and pillow with fluffy batiste ruffle, contrast smartly with the pink quilted plastic headboard of dolly's Hollywood bed. The dressing table, flounced in matching batiste skirt, has a separate three-way foil mirror. Its additional foil mirror vanity top is roomy enough for the dolly comb and mirror set that is included

In addition, there is a chenille-like rug to complete the bedroom ensemble. The 12 miniature pieces are compactly and cleverly packaged to provide hours of playing house with dolly.

Retailing at $2, the new "Dressie" set is manufactured by the DRESS-A-DAY DOLL CO., Box 202, Elwood, Ind

"Take-apart" Outfits for Young Mechanics

Fascinating collection of toys that can be taken apart piece by piece, and easily reassembled. (K) to (N), (P) to (T) include tiny tools such as box wrench, open end wrench, monkey wrench, hammer, screw driver, tire extinguisher, gas can, jack. (L) (P) (R) (T) include spare tire.

(K) TAKE-APART HELICOPTER. Miniature model of latest heavy duty helicopter. In plastic, detailed. Take entire model apart and put it back together again. Rotor blades, 12¾-in. diam. can be folded. Instructions, miniature tools included
48 T 1254—Abt. 12 in. long. Ship. wt. 8 oz. . 1.79

(L) TAKE APART STATION WAGON. Plastic replica of Mercury Station Wagon in appropriate colors. Accurate design is simple to take apart reassemble. Transparent V-8 cylinder motor reveals action of individual cylinders and crankshaft. Fan revolves. Tools, instructions.
48 T 1267—Abt. 14 in. long Wt. 2 lbs. 8 oz.4.59

(M) FIX-ALL FARM TRACTOR. Replica of modern, cultivator type farm tractor. Can be completely taken apart and reassembled with ease. Finely detailed, sturdy plastic replica. 3-dimensional driver. Tool box at rear of drivers' seat contains tiny tools. Instructions.
48 T 1277—Abt 9½ in. long. Wt. 13 oz.....1.89

(N) "U-BUILD-IT" HOT ROD KIT. Affords hours of interesting and constructive fun. Easy to make this authentic model plastic hot rod racer, miniature replica of cars used in "hot rod" races. 44 precision engineered parts molded in gay colors, red, blue, yellow. Transparent motor block reveals movement of pistons, gears, crankshaft. Fast friction motor, real siren. Instructions.
48 T 1295—Abt. 9½ in. long. Wt. 1 lb. 4 oz..1.69

(P) FIX-ALL SPORTS CAR. Sleek plastic car in dazzling colors can be assembled and taken apart, over and over again. Use miniature tools included for mounting wheels and assembling. Seats, hood, motor, headlights, bumper and wheels are removable. Exterior parts; windshield, radiator, grille, lights and bumper are silvered in finish. Accurately detailed.
48 T 1275—Abt. 12½ in. long. Wt. 13 oz.. 2.79

(R) FIX-ALL WRECKER TRUCK. Plastic wrecker truck can be completely taken apart to make repairs with tools provided for that purpose. Tools include wrenches for removing wheels and hub, jack for lifting truck, etc. 2 tool boxes with hinge covers. Truck complete with equipment including fire extinguisher, spare tire, gas can, wrecker boom with adjustable hook.
48 T 1243—Abt. 10½ in. long. Wt. 12 oz. 1.25

(T) FIX-ALL JEEP. Scale model of an actual Army Jeep reproduced in minute detail. Designed so that jeep can be easily taken apart and reassembled. Durable jeep may be reconstructed over and over again. Integral parts; seat, hood, motor, chassis, wheels are removable. Jeep is made of sturdy high impact plastic and is decorated in bright, cheerful colors. Instructions.
48 T 1256—Abt. 7½ in. long. Wt. 8 oz..... 1.49

(U) HOUSE TRAILER AND CAR. Authentic model of an actual trailer, 10½ in. long, that would house a "traveling family." Colorful plastic, movable rubber wheels. Remove trailer top to arrange 3 rooms of accurately detailed plastic furniture. Plastic fencing, shrubs and outdoor furniture add to realism. Wrench for "changing" tire on car, included. Car abt. 9 in. long.
48 T 1258 Ship. wt. 1 lb. 2 oz.. 25 pc. Set 1.69

(V) PET SHOP DELIVERY TRUCK WITH DOGS. A truckload of pets for junior dog lovers. Detailed plastic truck partitioned off into 6 cubicles each with a realistic flexible plastic molded and scaled figure of a dog. Transparent sides of truck can slide up for removal of pets. "Pet Shop" is embossed on sides of panel. Colorful truck is about 11 inches long.
48 T 1337 Ship. wt. 1 lb..... ..1.39

Fascinating "Put-together" Kits and Other

A U.S. LINER MODEL KIT. Easy to build this authentic replica of the famous SS United States. Minutely detailed and designed. Plastic. Realistic colors. Liner is 12½ in. long
48 T 2536—Instr., stand incl. Wt. 8 oz. 89c

B MODEL TRANSPORTATION KIT 3 realistic plastic models, helicopter (1 1½ in. long), Ford (4½ in. long), Kansas City delivery truck (5¼ in. long). Models are easy to assemble. Scaled, minutely detailed, colored. 3 tubes cement
48 T 2533—Instr. Ship. wt. 1 lb. 4 oz. 1.85

C KIT WITH 5 MODEL AUTOS. Assemble and decorate replicas of old-time autos. All parts plastic. Authentic detail. Cars are 1909 Stanley Steamer, Model T 1910 Ford, Model A 1903 Ford, 1900 Packard, 1903 Cadillac. 3 jars paint, red, yellow, ivory, thinner, glue. Brush. Instructions. Each car is about 4 in. long.
48 T 2510 Ship. wt. 1 lb. 8 oz. 1.98

EXTRA PAINT KIT for the hobbyist. 5 colors, red, yellow, blue, green, flash. Thinner, cement.
48 T 2535—Brush included. Ship. wt. 8 oz. . 49c

D 5 PLANES TO ASSEMBLE. 5 different types of modern fighter planes to be assembled. With instructions, 2 tubes of glue, 1 brush and decals Planes are of plastic Stands included. Planes range from 8 in. to 9½ in. in length.
48 T 2543 -Ship. wt. 1 lb. 4 oz. . 5-Pc. Set 1.98

E 2 MODEL SHIPS IN BOTTLES. Construct models of historically famous ships, Cutlass and Santa Maria. Every part prefabricated in plastic. 2-pc. clear plastic bottles, 6 in. long (3¾-in diam.) Adhesive, paints, brush, 2 stands.
48 T 2573—Instr Ship. wt. 14 oz. 1.79

F THE "GENERAL" TRAIN KIT. Accurately scaled, fun to assemble. Authentic Civil War engine and tender. 60 pcs. Assembled unit will fit any "O" gauge track Black plastic.
48 T 2502 9 in. long Ship. wt. 5 oz . 89c

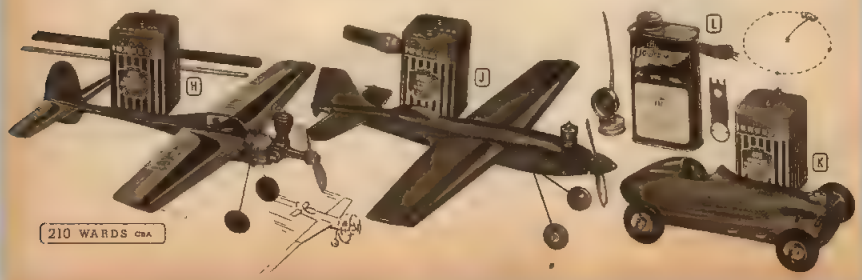
G "CASEY JONES" TRAIN KIT. Accurate replica of original I.C.R.R. Train, in plastic. 104 pieces, numbered for ease in assembling. Will run on "O" gauge track. Instructions.
48 T 2537—10 in. long. Ship. wt. 8 oz. 1.39

H LIL' ROCKET P..ANE . . . READY TO FLY For the beginner. Nylon control line and "built in pilot" make flying easy. Cox "Space Bug" engine under internal combustion engine. Plastic fuselage. Wings and tail plastic impregnated wood 15-in. wing spread. Instr. See (L) below.
48 T 2544- With 1½-V battery. Wt. 3 lbs. 6 oz. 7.45

J AEROMITE PLANE . . . READY TO FLY. For the more experienced hobbyist. Real one-cylinder internal combustion engine. Circular flight pattern, controlled from ground. Hard red plastic. 18-in wing spread. Control cord incl. See (L).
48 TP 2501—Battery, instructions. *Postpaid*. 9.95

K AUTOMITE RACE CAR ENGINE POWERED Fully equipped for instant racing. Control line, powerful, quick starting Wen-Mac 049 engine. Hard red plastic. Battery included.
48 TP 2545—Instructions. See (L). *Postpd.* 10.95

L WEN-MAC FUEL KIT. Fuel, pouring spout, fueling tube, connector clip, battery wire, engine wrench. For (H) (J) (K) and all ⅓A engines.
48 TP 2500—*Postpaid*. 1.49



POPULAR HOUSE TOYS

SMALL FRY PASTRY SET

Featuring all metal egg-beater and all-plastic houseware items.

Exciting accessories for the young cook. Each set includes an orange juice squeezer, mixing bowl, mixing spoon, measuring cup, wood rolling pin, two cookie cutters, egg beater, egg separator, scoop. Colorful box is 14¼ x 10¼ x 1⅝ inches.

PTC 1102 Dozen **$12.60**

Also **PTC 2202** Dozen **$24.00**

No. CSJ505 $6.00 doz. 4 PIECES

Toy Rolling Pin **Toy Table Spoon**

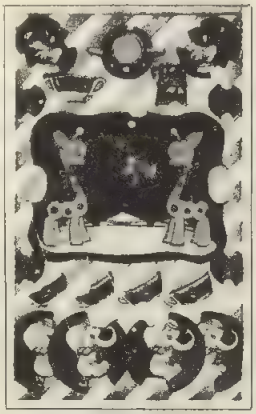
Toy Muffin Pan **Toy Spatula**

OA 72 "BLUE WILLOW" TEA SET

No. 71 - 72
21-PIECE TEA SETS

Above sets are all attractively packaged in two color display boxes and all pieces are securely attached to heavy printed filler All of the decorations are in four color litho Each set consists of. 8" x 10" tray, 4 cups 4 saucers, 4 plates, 4 butter plates, footed sugar bowl, tall creamer, tea pot and lid

OA 72 doz. $14.40



OA 71 "CIRCUS" TEA SET

FUN FOR ALL KIDDIES

OA. 71 doz. $14.40

WTC 126 .... Dozen **$36.00**

BE SURE TO VISIT MY "TERRI LEE BABYLAND" IN ROOM 546 ... AND SEE "TERRI LEE IN 3-D!" ... OF COURSE, MY PRETTY NEW COSTUMES WILL ALSO BE IN ROOM 553, AS USUAL!

"BABY LINDA" WILL BE THERE, TOO, WITH SOME SURPRISES OF HER OWN!

Exhibiting at Hotel New Yorker, Two Showrooms, 553 and 546

TERRI LEE, INC.

APPLE VALLEY, CALIFORNIA

FOR FAST TURNOVER, BIGGER PROFITS, SELL THE TINKERTOY LINE!

Big, *year-round* consumer advertising starting in June, will appear every month until Christmas. LIFE, PARENTS' MAGAZINE, COUNTRY GENTLEMAN, CHILDREN'S ACTIVITIES, CHILD LIFE and TWO 13-WEEK NATION-WIDE TELEVISION HOOK-UPS.

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TOY GUIDANCE COUNCIL as a
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TINKERTOY, original wooden construction educational toy. In continuous demand for forty years. Packaged for self-service. Low priced for quick turnover. 5 sizes 69¢ to $2.89, retail.

NEW—EDUCATIONAL—FEATURED IN LIFE TOY PROMOTION. More action, instruction and entertainment with a real two-speed electric motor. $9.95 retail.

TOM AND BELLE TINKER, carriage and crib toys. A favorite with generations of American infants. Unbreakable. Ten safe colors. Each 7 inches long, $1.00 retail.

FEATURE THESE NATIONALLY ADVERTISED ALL-SEASON TOYS

THE TOY TINKERS

DIVISION OF A. G. SPALDING & BROS. INC.
807 Greenwood St., Evanston, Ill.

NEW ITEM!

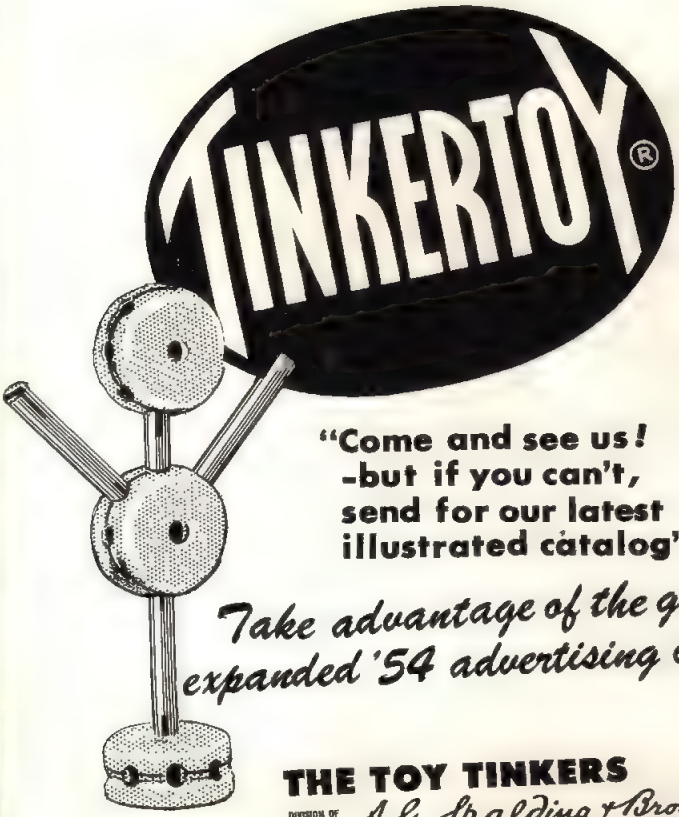
$4.95

No. 700
HANDIPHONE
INTERCOM SET

- 2-WAY TELEPHONE SYSTEM WITH
- BUILT IN BUZZER SIGNALS
- LOUDER . . . CLEARER . . . BETTER LOOKING
- THAN ALL EXISTING PHONE SETS
- INCLUDES BATTERIES . . . 2 WALL HANGERS

New Profit Items for '54

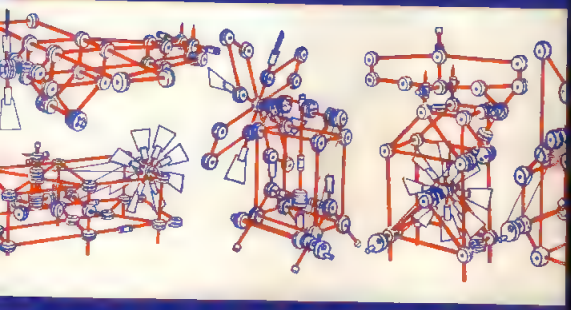
will be shown for the first time
in our Showroom 454
200 FIFTH AVE., NEW YORK



"Come and see us!
-but if you can't,
send for our latest
illustrated catalog"

Take advantage of the greatly expanded '54 advertising campaign

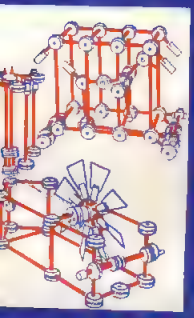
THE TOY TINKERS
DIVISION OF *A. G. Spalding & Bros. Inc.*
807 GREENWOOD ST. EVANSTON, ILLINOIS



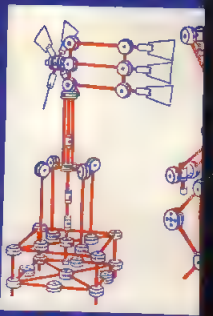
SPECIAL

TINKERTOY

WINDLASS DRIVE



CONTENTS
131 PIECES



THE RED USED ON TINKERTOY RODS IS A U.S. GOVERNMENT CERTIFIED PURE FOOD COLOR AND IS GUARANTEED HARMLESS

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SETS THE PACE IN SPORTS

Greater Sales
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FROM THE COMPANY BEHIND THIS FAMOUS TRADEMARK

Turn the page

- Feed tray moves up and down!
- Well-balanced — can't tip
- Non-Skid rubber feet
- Colorfully decorated
- Welded foot rest
- Gleaming Lustranamel finish ivory with pink trim

AMC No. 300 $22.80 dz.

- Strong ½" semi-tubular steel frame
- Non-skid rubber feet
- Movable feed tray
- Sturdy step plate
- Colorful animal decal
- Lustranamel finish in sky blue with ivory trim

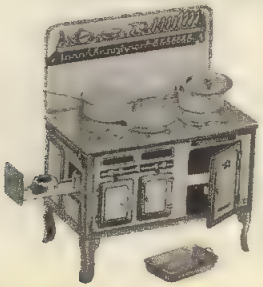
AMC No. 302 .....$3.35 ea.

OA. 63 TEA SET
Nine piece set. Four color litho design 5" x 7" tray, 2 cups, 2 saucers, 2 plates, tea pot and l d
OA. 63 .....doz. $5.40

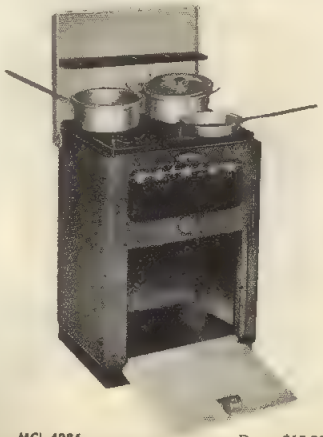
OA. 93 – PASTRY CANISTER SET. 23-piece set consists of 2 plastic cookie cutters, plastic knife, fork and spoon, wooden rolling pin and potato masher, cookie sheet 2⅝" x 3⅞", pastry board of metal is 3" x 5", metal spiral cake dish, 2 pie pans, 4 metal canisters w/lids, largest 3" x 3", others are in proportion, 1 large, 1 medium, 1 small metal mixing bowl. Packed 1 dozen to case. 20 lbs. per dozen.
doz. $13.80

MSF 589—"WONDERLAND" COFFEE SET for 4, with Percolator, Whistling Kettle, and Napkins ..... Dozen **$24.00**

Also: MSF 577. COFFEE SET .....Doz. **$13.20**



LMC-GK38 –KITCHEN RANGE. Equipped with safety burners and many utensils. Hinged oven door. Complete in decorated box. 11½" x 5½" x 9" ..... Dozen **$18.00**



MCL 4286 Dozen **$10.20**

DON'T FAIL TO SEE

The profitable, fast selling line of

Tom Thumb

PRODUCTS

At the toy show

- **Educational**
- **Streamlined**
- **Finest quality**
- **Sensationally new**

Toy TYPEWRITER brand new model 449-D, in new colors, ribbon shift, new finger tip spacer, letters arranged same as standard keyboard, individual key operation, shift keys.

Toy CASH REGISTERS, models 239, 248, 248 L, 348 L and 1148 L. More than 3,000,000 in joyful use. More than a toy . . . a real cash register, now presented with many refinements that greatly increases acceptance.

THIS HIGH QUALITY, PRECISION LINE

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It is really important that you place your orders early.

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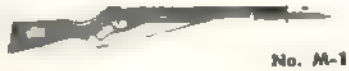
No. M-1

No. 2-A

No. 4

No. M-23

(M-23 Clicker Model Does Not Shoot)

Improved manufacturing methods and new double strength shooting mechanism enable Parris to make this amazing offer! Every TraineRifle guaranteed a full year. Authentic Army models.

Any returns go direct to factory. Genuine wood stocks. Live rubber bayonets optional. Write for prices and discounts.

PARRIS MANUFACTURING COMPANY
Savannah, Tenn. Home of the National Catfish Derby

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AMERICA'S
FINEST and FASTEST SELLING LINE
Baby Dolls, Rubber Skin Dolls
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A LEADER IN THE PARADE OF WHITMAN FAST-SELLERS!

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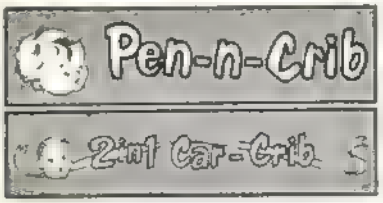
RICH TOYS



Wood Rocking Horses - Moulded Plastic Rocking Horses and Spring Bouncing Horses - Bowling Alleys - Combination Games - Shoofly and Gliders - Cradles and Doll Cribs - Pre School Toys - Artist Benches - Peg Tables - Tots Stools and Juvenile Furniture - Doll Houses

RICH Industries, Inc. RICH TOYS JUVENILE FURNITURE
TUPELO, MISS.
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AMERICA'S LARGEST MANUFACTURERS OF
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OF ALL KINDS
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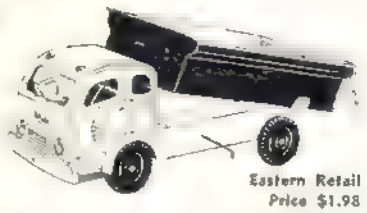
NEW! MOTORIZED
ALL-STEEL
WOLVERINE
DUMP-TRUCK
NO. 37



Eastern Retail Price $1.98

- Perfect Replica of the Famous White 3000,
- Superpowerful Motor
- Actually Dumps!

Another Unusual Wolverine Action Toy for 1954!

WOLVERINE SUPPLY & MFG. CO.
Factory: PITTSBURGH, PA. N. Y. Office: 200 5th AVENUE

STEAM SHOVELS — DERRICKS — CRANES — ROAD SETS

MACHINERY TRUCK AND STEAM SHOVEL

B&R

Truck—Color, orange; removable loading skid, crank-operated winch with steel chain, hood raises revealing "Firebell" motor; rubber wheels, 21½" long; 6¾" wide; 6¾" high. - Steam Shovel—completely new, same as No. 105. Both toys shipped as one unit. 6 to master ctn. Wt. doz. 91 lbs. Structo Mfg. Co.

NO. 402.....EACH $ 6.95

QUANTITY ORDERED _____

STEAM SHOVEL

SAME AS ABOVE

Completely new. Color, blue. 2 cranks control automatic unloading of shovel and raising and lowering of boom, cab revolves; heavy-duty rubber tractor treads. 26½" long; 6-5/8" wide. 8" high 6 to master ctn. Wt. doz. 42 lbs. Structo Mfg. Co.

NO. 105.....EACH $ 3.98

QUANTITY ORDERED _____

TRACTOR AND CARRY ALL TRAILER WITH NO. 50-3 STEAM SHOVEL

Factual scale model of modern industrial equipment. Combination of No. 50-3 Steam Shovel and No. 130-3 Tractor and Carry-All Trailer. Heavy duty plated loading winch and chain. 30¾" long, 12¾" high; 6¾" wide. 1 to box 1 to ship. ctn., 21 lbs Mound Metalcraft, Inc.

NO. 120-4.....EACH $ 6.98

QUANTITY ORDERED _____

STEAM SHOVEL

SAME AS ABOVE

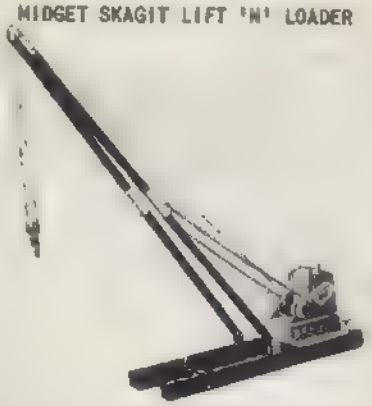
Constructed of heavy gauge steel, full rotating cab ratchet crank control; heavy duty plated chain linkage on controls. Continuous, rubber tractor treads with heavy steel plated solid type guards. 20¾" long; 10¾" high; 6" wide. 1 to box. 6 to ctn., 18 lbs Mound Metalcraft, Inc.

NO. 50-4.....EACH $ 2.98

QUANTITY ORDERED _____

CRANE

MIDGET SKAGIT LIFT 'M' LOADER

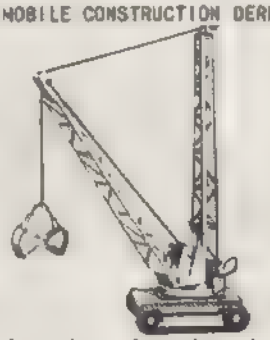


Real electric motor, foolproof gear box; long lasting; battery powered; liftsup to 10# rigged with 1 pulley as shown. Slad is 18" long Boom is 30" long Packed less batteries. All American Toy Co.

NO. MS SKAGIT.....EACH $14.95

QUANTITY ORDERED _____

MOBILE CONSTRUCTION DERRICK

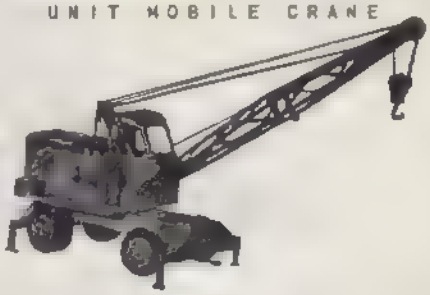


Authentic replica of new derricks. Big, easy working control wheels make tower swing 360°, control direction of boom, raise and lower and open and shut clam bucket. Mounted on wide base and oversize heavy rubber track-treads. All-heavy gauge steel construction, plated hub caps Length, boom up 10¾", boom down, 25½"; Width 7¾" and ht. 24". 1 to ship. ctn., 6¾ lbs. Buddy L

NO. 3787.....EACH $ 7.49

QUANTITY ORDERED _____

UNIT MOBILE CRANE



Cranks control boom and clam shell. Road jacks add stability. 360° traverse. 12" L.; 19" boom lgth., Wt. 7 lbs. Chas. M. Doephe Mfg. Co

NO. 2007.....EACH $16.75

QUANTITY ORDERED _____

All steel; entire upper section can be turned, bucket can be raisedor lowered. Brightly lithographed. Overall ht. 18". Comes set up—ready for operation. 1 to box. 6 to ctn., 10 lbs. Wolverine Supply & Mfg. Co.

NO. 68.....EACH $ 2.19

QUANTITY ORDERED _____

ROAD BUILDER SET

B&R

Complete set of road building equipment. 4 sturdy toysof heavy steel construction. Length 27"; ht. 7¼"; width 16¾". 1 set to shipper, 18 lbs. Mound Metalcraft, Inc. (Tonka Toys).

NO. 775-4.....EACH $14.95

QUANTITY ORDERED _____

SPRINKLER TRUCK

Can be filled with water & hand valve at back can be opened to sprinkle roads like a real truck. 22" long Tank is heavy gauge steel; frame & cab of heavy die-cast metal. 10 heavy rubber tires. Wheels locked on—won't come off. Reinforced axles; dual wheel system, rocker cradle on truck wheels, chrome plated headlights and heavy baked enamel finish (red & green or yellow & green. 1 to ctn., 8 lbs. Sturdi Bilt

NO. 24.....EACH $12.95

QUANTITY ORDERED _____

ROAD ROLLER

Metal. Orange body with aluminum trimming and metal wheels. Steers by lever in driver's compartment. 10" L. 1 to box. 1 do. to ctn., 21 lbs. Hubley Mfg. Co

NO. 488.....EACH $ 1.49

QUANTITY ORDERED _____

METAL TRACTOR-LOADER

B&R

Red with bright metal loader mechanism & steering wheel. Aluminum trimming. Realistic engine details, spring seat, steering wheel operates front wheels. Side lever raises, lowers, dumps loader. 13" long. 1 to box. 6 to ctn., 17 lbs. Hubley Mfg. Co

NO. 500.....EACH $ 2.96

QUANTITY ORDERED _____

WOODBURY HARDWARE COMPANY

ROAD BUILDING EQUIPMENT

TOURNATRACTOR-DOZER

Scale model. Combination machine with big, powerful blade for pushing & grading and traction power for hauling or pulling. Spring-latched positive blade lock that holds blade wherever it is positioned. Sturdy, all-welded 20-ga. steel construction with supersize 4-3/16" x 1-7/16" rubber tires on steel wheels, sprayed baked enamel finish. 14¾" L.; 6" W.; 6¾" H. 1 to box. 6 to ctn., wt. dz. 96 lbs. Ny-Lint.

NO. 1900.....EACH $ 8.35

QUANTITY ORDERED _____

SCOOP-A-VEYOR

Works just like real conveyor belt loader. Big scoop holds sand, dirt, pebbles, small objects while strong rubber belt hauls the load up and into truck. Welded steel frame, trailer hitch, spindle steering. Crank action. 6"x10"x16". All American Toy Co.

NO. S-1.....EACH $ 7.95

QUANTITY ORDERED _____

PLAY-LOADER

PLAY-DOZER

Really scoops up load, lifts it high, then dumps it, all under easy control of junior contractor. Positive lock action, caster steering. 5½"x7½"x11". All American Toy Co.

NO. HD-6.....EACH $ 4.95

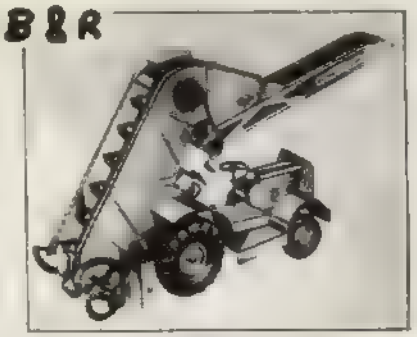
QUANTITY ORDERED _____

Sturdy three-wheel tractor with a dozer blade that digs in, floats & raises to perform like a real bulldozer. Caster steering. 6½"x5"x8". All American Toy Co.

NO. HD-7.....EACH $ 4.95

QUANTITY ORDERED _____

BARBER-GREENE BUCKET LOADER

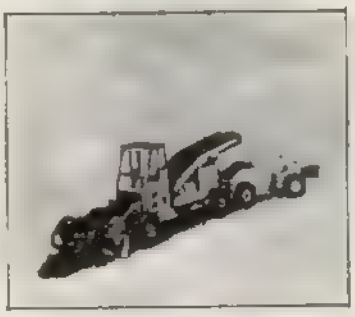


One crank activates buckets, spirals, conveyor belt. 2-position pivot action. Front wheels steer. 22" long; wt. 10 lbs. Chas. M. Dauphe Mfg.

NO. 2015.....EACH $19.50

QUANTITY ORDERED _____

TRAVELOADER

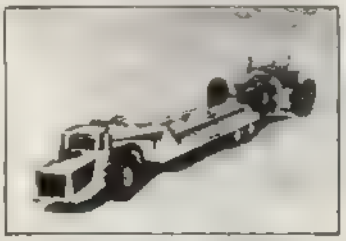


Strong heavy-gauge steel construction has durable, sprayed baked-enamel finish and big, 3¾" diam. Rubber-tired metal wheels. True scale model. Loads continuously from windrows or piles to trucks (such as Tournahopper or Tournarocker) or other dump areas. Powered by hand crank as vehicle is pushed along, 15 shovel blades on a belt continuously gather material and push it onto ribbed rubber conveyor belt. 30" L.; 8" W.; 10-1/8" H. 1 to box, 12 lb. Wt. per doz. 144 lbs. Ny-Lint Tool & Mfg. Co.

NO. 1800.....EACH $15.75

QUANTITY ORDERED _____

TOURNAHAULER



Strong, heavy-gauge, steel construction has durable, sprayed baked-enamel finish; rubber-tired metal wheels. Crank-operated winch operates cable and hook. Rear ramp pulls out and lets down; when pushed in it automatically raises rear stop fence. Front and rear units double-pivoted for complete freedom of action. Rear wheels are separately rocker-pivoted. Platform big enough to carry any other Ny-Lint Scale Model 30¾" L.; 41½" L. with ramp extended; 6¾" W.; 6¼" H. 1 to box. 6 to ctn., Wt. per doz. 130 lbs. Ny-Lint Tool & Mfg. Co.

NO. 1700.....EACH $ 8.35

QUANTITY ORDERED _____

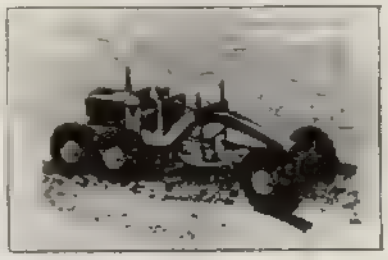
ROAD SCRAPER

Metal. Yellow with bright scraper and trimming. Rear wheels are mounted independently. Adjustable scraper. Front wheels operated by steering wheel; rubber wheels. 10¾" L. 1 to box. 1 dz. 30 ctn., 15 lbs. Hubley Mfg. Co.

NO. 481.....EACH $ 1.49

QUANTITY ORDERED _____

ROADGRADER



Blade can be raised, lowered, tilted, swung either way to 6 positive-lock position. Rear wheels are tandem-pivoted; follow contours just like the real machines. Real action double-knuckle steering gives strong front end. Rugged, heavy-gauge steel construction has durable, sprayed baked-enamel finish. Big steel wheels have 3¾" rubber tires. 19¾" L.; 8" W.; 7¾" H. 1 to box. 6 to ctn. Wt. per doz. 100 lbs. Ny-Lint Tool & Mfg. Co.

NO. 1460.....EACH $ 8.25

QUANTITY ORDERED _____

ROAD GRADER

Color, orange. Front wheels steer; scraper blade rotates, raises, lowers, tilts; 6 heavy duty rubber wheels, floating tandem rear wheels; realistic "Diesel" motor. Ruggedly constructed of 14, 16 and 22 gauge steel. 18" L.; 7"W.; 7½" H. 6 to ctn. Wt. Dz. 61 lbs. Structo Mfg. Co.

NO. 300.....EACH $ 3.98

QUANTITY ORDERED _____

"TONKA" ROAD GRADER

Scale model. Authentic reproduction of common type of road building equipment. Blade rotates and tilts in several positions. 6 big "Jumbo" type tires have heavy treads. 17" long, 6¾" high, 7½" wide. 1 to box. 6 to ship. ctn., 28 lbs. Mound Metalcraft, Inc.

NO. 680-1.....EACH $ 4.98

QUANTITY ORDERED _____

ATOMIC GUNS — RIFLES — PISTOLS — CAPS

ATOMIC DISINTEGRATOR

Repeater. Bright metal finish with plastic handles. Enclosed cap loading chamber. 8" long. 1 to box. 1 dz. to ctn., 14 lbs. Hubley Mfg. Co
NO. 270.....EACH $ 1.98
QUANTITY ORDERED _____

FRONTIER REPEATING CAP RIFLE

35¾" long. Walnut color plastic butt and hand grip with knurled decoration. Special shock resistant plastic. Rear sight, trigger guard and all working parts bright metal. Elaborate chasing simulates real engraving. Blued metal barrel with red plastic choke and front sight. Pressing catch in front of trigger releases cap loading chamber. Shoots std. roll caps. 1 to box. 6 to ctn. Wt. per gross, 408 lbs. Hubley Mfg. Co.
NO. 200.....EACH $ 2.98
QUANTITY ORDERED _____

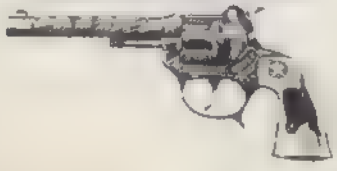
BUFFALO RIFLE — SINGLE SHOT

Walnut color plastic butt & hand grip. All working parts bright metal with simulated engraving, blued metal barrel with red plastic choke & front sight. Easy loading. Handy receptacle for keeping unused caps. 25" long. 1 to box. 1 dz. to ctn., 17 lbs. Hubley Mfg. Co.
NO. 205.....EACH $ 1.98
QUANTITY ORDERED _____

STAR SINGLE SHOT PISTOL

Bright metal finish, handles integral with engraved stock and barrel; automatic action. 7" long. 12 to box, 6 dz. to ctn., 21 lbs. Hubley.
NO. 215.....EACH $ 0.39
QUANTITY ORDERED _____

RODEO SINGLE SHOT PISTOL



Bright metal finish with engraved stock and barrel; plastic handles, automatic action. 8¼" long. 1 to box. 3 dz. to ctn., 18 lbs. Hubley.
NO. 220.....EACH $ 0.49
QUANTITY ORDERED _____

REPEATING CAP PISTOLS

SURE-SHOT

8¼" long. Bright finish with red star on handle. Barrel breaks for loading. Engraved steer head handle. 1 to box. 36 to carton. Wt. per gross, 68 lbs. The Hubley Mfg. Co.
NO. 230.....EACH $ 0.59
QUANTITY ORDERED _____

CHAMP REPEATER PISTOL

Bright plated finish with stag handles. When lever in front of trigger guard is pressed, the loading chamber on top of the barrel pops up automatically. 5¾" long. 1 to box. 3 dz. to ctn., 17 lbs. Hubley Mfg. Co.
NO. 235.....EACH $ 0.59
QUANTITY ORDERED _____

TEX

8" long. Shoots smoke with std. roll caps. Bright finish with plastic handles. Engraved stock and barrel. "Breaks" automatically for loading. 1 to box. 36 to carton. Wt. per gross, 76 lbs. The Hubley Mfg. Co.
NO. 245.....EACH $ 0.79
QUANTITY ORDERED _____

COWBOY JR.

9⅛" long. Bright metal with black plastic handles. Braided thong on swivel on handle; revolving cylinder, swings open for loading; shoots std. roll caps. 1 to box. 16 to carton, 30 lbs. The Hubley Mfg. Co.
NO. 255.....EACH $ 1.29
QUANTITY ORDERED _____

HUBLEY COWBOY REPEATING CAP PISTOL

12" long. Bright finish with plastic handles. Has revolving cylinder which swings open on side for loading. Automatic opening latch on left side under barrel. Shoots std. roll caps. 1 to box. 12 to ctn. Wt. per gross, 180 lbs. Hubley Mfg. Co.
NO. 275.....EACH $ 1.98
QUANTITY ORDERED _____

TROOPER REPEATER PISTOL

Bright metal finish. Black painted handle integral with barrel. The loading chamber on top of barrel pops up automatically when lever in front of trigger guard is pressed. 6¾" long. 1 to box. 3 dz. to ctn., 19 lbs. Hubley Mfg.
NO. 240.....EACH $ 0.69
QUANTITY ORDERED _____

FLINTLOCK

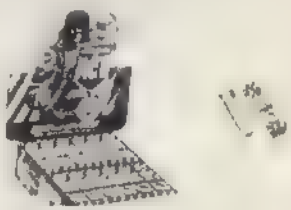
2-shot. Bright metal finish with plastic stock. Double-barreled. 2 single-shot caps can be fired one at a time or simultaneously. 9½" long. 1 to box. 1 dz. to ctn., 9 lbs. Hubley Mfg. Co.
NO. 280.....EACH $ 1.19
QUANTITY ORDERED _____

NICHOLS INDUSTRIES STALLION CAPS

STALLION ROUND CAPS.....PER 30X $ 0.08
QUANTITY ORDERED _____

MUSTANG PAPER CAPS (Extra Loud)..PER 80X $ 0.05
QUANTITY ORDERED _____

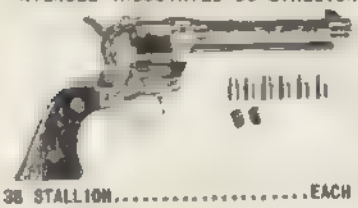
AMERICAN ACE ROLL CAPS



500 Big Shots—fine quality caps. 6 dz. boxes in colorful self-serving counter display. 12 cartons to shp. ct. 30 lbs. J. Halpern Co.
BOX OF 10 ROLLS.....EACH $ 0.05
QUANTITY ORDERED _____

PISTOLS — TOMMY GUNS — HOLSTER SETS

NICHOLS INDUSTRIES 38 STALLION



NO. 38 STALLION.....EACH $ 1.98
QUANTITY ORDERED

NICHOLS INDUSTRIES 45 STALLION

NO. 45 STALLION.....EACH $ 3.49
QUANTITY ORDERED _____

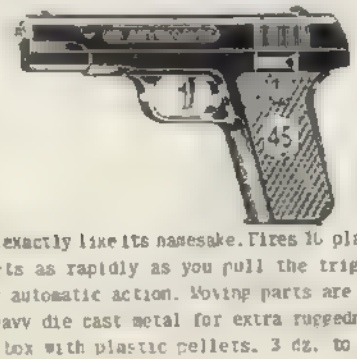
DUAL PISTOL SET

Contents; 1 Wes-Ko Luger and 1 Wes-Ko '45' with pkg. of plastic pellets. Wes-Ko Products.
NO. 4715.....EACH $ 2.98
QUANTITY ORDERED _____

WES-KO'S LUGER

Authentic looking in every detail. Shoots 10 harmless plastic pellets as fast as you pull the trigger..automatically without pumping or cocking. Moving parts are made of heavy die cast metal for extra ruggedness. 1 to box with plastic pellets. 3 dz. to ctn. Wes-Ko Products
NO. 425.....EACH $ 1.50
QUANTITY ORDERED _____

WES-KO'S '45'



Looks exactly like its namesake. Fires 10 plastic pellets as rapidly as you pull the trigger Fully automatic action. Moving parts are made of heavy die cast metal for extra ruggedness. 1 to box with plastic pellets. 3 dz. to ctn. Wes-Ko Products
NO. 715.....EACH $ 1.50
QUANTITY ORDERED _____

WES-KO'S TOMMY GUN

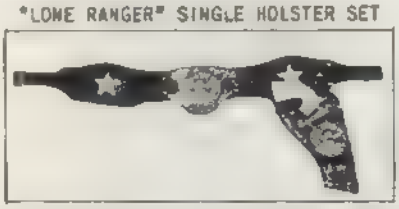
Exact replica of famed Thompson Automatic Sub-Machine Gun. No pump or cocking action needed to automatically fire 12 lightweight plastic balls. Moving parts are made of heavy die cast metal. 1 to box with 12 plastic balls. 1 dz. to ctn. Wes-Ko Products.
NO. 450.....EACH $ 2.98
QUANTITY ORDERED _____

Also available in 25-shot model. Same as #450 except packed with 25 plastic balls.
NO. 475.....EACH $ 4.98
QUANTITY ORDERED _____

SPARKLING SUB MACHINE GUN WITH SIREN

18" long. Shoots steady stream of harmless sparks and makes loud siren noise as it is fired. Transparent gun barrel. Detailed construction. Hand grip houses trigger mechanism. Made of rugged plastic in assorted colors. Sparking mechanism easily replaced with regular cig. lighter flint 1 to box. 6 to ctn., 12 lbs. Ideal Toy Corp.
NO. 4297.....EACH $ 1.98
QUANTITY ORDERED _____

"LONE RANGER" SINGLE HOLSTER SET



Black genuine leather; basket-weave embossed, fringed, wide basket weave leather belt; decorated with Lone Ranger screening; break-open Tex gun with plastic grips. 1 to box. Wt. dz. 16 lbs. Esquire Novelty Co.
NO. L713.....EACH $ 1.98
QUANTITY ORDERED _____

"LONE RANGER" DOUBLE HOLSTER SET

Genuine leather, sling back basket-weave embossed, decorated with bullets and Lone Ranger screening; Western buckle; tan, single shot Rodeo guns. 1 to box. Wt. dz. 20 lbs. Esquire Novelty Co
NO. L2718.....EACH $ 4.98
QUANTITY ORDERED _____

"TONTO" SINGLE HOLSTER SET WITH HEADDRESS

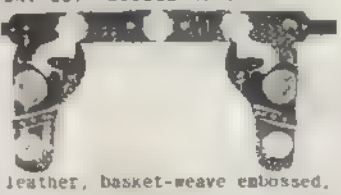
Genuine leather; decorated in authentic Indian motif and feathered. Colored, full feathered headdress. Adjustable headband. One set to box. 1 dz. to ctn. Esquire Novelty Co.
NO. TC726.....EACH $ 3.98
QUANTITY ORDERED _____

"PONY BOY" SINGLE AND DOUBLE HOLSTER SETS

Genuine leather; basket-weave design, 2 jeweled conchas; black, or cordovan and tan, single shot gun. 1 to box. Esquire Novelty Co
NO. P710 - SINGLE HOLSTER SET.....EACH $ 0.98
4t. dz. 10 lbs.
QUANTITY ORDERED _____

NO. P2710 - DOUBLE HOLSTER SET.....EACH $ 1.98
Wt. dz. 15 lbs
QUANTITY ORDERED _____

"PONY BOY" DOUBLE HOLSTER SET



Genuine leather, basket-weave embossed, adjustable belt; decorated with metal rider on horse and jeweled conchas; Pony Boy buckle cordovan or black; automatic break-open guns. 1 to box. Wt. dz. 20 lbs. Esquire Novelty Co.
NO. P2726.....EACH $ 3.98
QUANTITY ORDERED _____

"PONY BOY"
DOUBLE HOLSTER SET, CUFFS, AND SPURS

A complete western "rig" in genuine leather Double holsters, adjustable belt cuffs and spurs are all decorated with metal conchas and jewels. Golden magic tape Automatic, break-open guns. Individually boxed in luggage carrying case. Wt. dz. 58 lbs. Esquire Novelty Co.
NO. CP2728.....EACH $ 7.98
QUANTITY ORDERED _____

the WOODNIKS are coming...

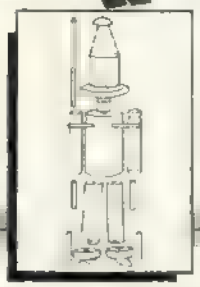
TRADE MARK REGISTERED

*and they are P.P.**

A New Do-It-Yourself Toy Kit.

It's a construction set—It's a hobby—It's an educational toy. You *build* them. Magic Press-On costumes ready to cut out and so easy to apply. Woodniks are tough and sturdy. Made of select Eastern hardwood. Sanded satin smooth for easy assembling. Another TOY THAT JACK BUILT.

Retail. $1.00



COLOR & RE-COLOR BOOKS

and they are P.P. too*

A new twist to an old story—coloring books with plastic-coated pages to be colored, wiped off, and re-colored again and again. 18 full pages of pictures—Securely attached box of Crayoffs, the washable soap-base crayon that prevents damage when coloring enthusiasts extend their efforts beyond page limits—Junior whiteboard in the back of each book for self-expression. Durable educational and fun. 3 titles: "Pinocchio," "Things That Go" and "Forest Friends." Size, 9" x 10½" x ¼".

Retail. . . . $1.00

**Promotionally-Priced*

A TOY THAT JACK BUILT TOY MFG., CO.

Division of Albin Enterprises

TRADE MARK REGISTERED

1405 WEST 8th STREET • LOS ANGELES 17, CALIF.

KIDDICRAFT SENSIBLE TOYS, INC. PURCHASED BY PLAYSKOOL CO.

R. J. Meythaler and M. J. Fink, executive officers of Playskool Manufacturing Company, Chicago, have announced the purchase of Kiddicraft Sensible Toys Inc., 752 Third Street, Niagara Falls, N. Y. According to Mr. Fink and Mr. Meythaler this company was bought to expand further Playskool's coverage in all phases in craft and pre-school toys.

Kiddicraft Sensible Toys are molded from a new plastic called, "Playplax," an

M. J. Fink

ideal plastic for toys for tots and young children. It is said to meet the rigid requirements of Playskool safety. The plastic is hygienic—it can be immersed daily in hot, soapy water for sterilizing; it is non-inflammable, produces bright clear toys which are colorfast, and is durable.

Kiddicraft Sensible Toys are created by a noted English child psychologist and toy designer Hilary Page. Mr. Meythaler and Mr. Fink, on their recent trip to Europe spent a considerable amount of time with Mr. Page relative to the development of some of the new designs that will be introduced at the Toy Fair as well as other new items that will be brought out periodically.

This new line of popular priced toys will consist of 16 items and will include Rattles, Teethers, Crib Exerciser, Nesting and Stacking Toys, Building Cubes and Mosaic Blocks. This new line will be introduced at the Toy Fair in the Playskool suite 426-428, Fifth Avenue Building, New York. An attractive catalog containing all information will be ready at that time it is announced.

Each of the Kiddicraft Sensible Toys will be boxed in a distinctive new acetate window gift box, in blue and white motif. Each item is pre-priced by a tear-off tab on the box. The packaging is the work of Harry Matts, a former Raymond Loewy associate, along with Morris Paper Mills and Playskool personnel. Each label completely describes by copy and illustration the age group of the toy and the activity the latter performs.

Kiddicraft Sensible Toys, Inc., will now become a division of Playskool Manufacturing Company, along with Lincoln Log and Appleton Juvenile Furniture Divisions. Its address will be 1750 North Lawndale Avenue, Chicago, with an FOB point at Hampshire, Illinois. Shipments of Play-

NEW ...LOW-SEAT EAGLE HITCH CASE TRACTOR

OPENS NEW WAYS

to Trim Time and Costs

★ **Low Bodyguard® seat** with torsional rubber springs for all-day comfort. Easy and quick to get on and off. Gives good visibility.

★ **Low platform.** Just a step from the ground, yet leaves full crop clearance for cultivating. Driver can sit or stand.

★ **Easy step-in to seat** ahead of fender. So handy, so convenient...No climbing over rear-mounted implements.

★ **Cultivate up-front** with "look ahead" cultivator—or behind with tools on Eagle Hitch. Adjustable tread, front and rear, for varied row spacing.

★ **One-minute hook-up** sitting down. Mount many Eagle Hitch implements without leaving tractor seat.

★ **Eager 2-plow power** from heavy-duty, high-torque engine with lugging ability for hard pulls at reduced speed.

NEW **PIVOT-ACTION DISK**

Eagle Hitch tandem disk harrow has pivot action from pull point in its own frame. Prevents side thrust when tractor turns, keeps gangs running true on contour curves. Entire harrow lifts clear for turning or transport at a touch of hydraulic control.

NEW **PIVOT-ACTION PLOW**

Pivots at proper point—in plow frame. Keeps all bottoms cutting full width on curves; also prevents side thrust. Breakaway safety release uncouples on striking stone, prevents damage. Two and 3-bottom sizes. For all Case Tractors with Eagle Hitch.

NEW Stability on steep slopes makes the Low-Seat tractor ideal for conservation tillage. Eagle Hitch Field Tiller uses variety of teeth, sweeps and shovels for pasture renovation and stubble-mulch tillage.

Handiest Tractor for 100 Jobs

No matter how many tractors you have tried . . . no matter what claims you have heard . . . you'll never know how handy a tractor can be until you take the wheel of this Case Low-Seater. Plowing, tilling, planting, haying, harvesting, hauling—you do every job a little better, change implements easier, drive with real comfort. The minutes you save count up into precious hours. The pennies you save on fuel and the dollars you save on upkeep count up into real money. Prove these facts in your own fields, around your own farmstead. See your Case dealer now—arrange for a personal demonstration.

Bigger Eagle Hitch tractors include the new 2-3 plow "SC" and "SC4," the Model "S," full 3-plow Models "DC," "DC4," and "D." There's a great new 5-plow Diesel, too.

MAIL FOR MORE ABOUT THE NEW THINGS

Mark here or write in margin any tractor or implement that interests you. J. I. Case Co. Dept. C 514, Racine, Wis.

Eagle Hitch Tractors— ☐ Pivot-Action Plows
☐ 2-plow Low Seater
☐ New 2-plow "SC" ☐ Pivot Action Disks
☐ 3-plow "D" Series

Name _____

Post Office _____

RFD _____ State _____

Cockshutt offers you the only sensible way to get the unvarnished facts about tractor performance

THERE'S ONLY ONE WAY to find out about a tractor . . . and especially about a Cockshutt.

That's to drive it yourself . . . to work with it for a day or two . . . to test it on all of the jobs you'll be doing from the heaviest to the lightest.

Cockshutt dealers believe this is the only way to prove the facts about Cockshutt economy and performance. So . . .

Just phone the nearest Cockshutt dealer. Ask him to bring a Cockshutt to your farm for a demonstration. Then *you* drive it. See for yourself what it will do. Test its range of speeds and power . . . its amazing lugging ability. Try the "live" power take off . . . the "live" hydraulic system. Point for point . . . feature for feature . . . you'll like what you will find in a Cockshutt. Under its trim smooth lines there's a lot more quality . . . a lot more advance engineering features than are found in other makes of tractors.

If you have a big farm with long fields and plenty of tough going, we suggest you ask for the big 5-plow "50" or the slightly smaller "40". If you are fitting ground at the time, try stringing two, three or even four fitting tools behind it . . . and do a week's work in a couple of days.

If you have a smaller farm with shorter fields, or if you do strip cropping and contour farming ask for the Cockshutt "20" or the 3-plow "30" with hydraulically controlled mounted implements. A touch of your finger lifts the tools clear for transport, crossing waterways, or backing into tight spots.

We urge you to try this means of getting the straight facts about Cockshutt equipment . . . facts that are believable because you experience them yourself. There's not a penny of cost to you. We honestly believe you'll discover that the Cockshutt is a tractor you can't afford to be without.

USE COUPON FOR LITERATURE • *Cockshutt Farm Equipment, Inc, Bellevue, Ohio*

Please send literature checked below.

- ☐ Tractors
- ☐ Tractor Mounted Equipment
- ☐ Combines
- ☐ Forage Harvesters
- ☐ Disc Harrows
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- ☐ Grain Drills
- ☐ Moldboard Plows
- ☐ Disc Plows
- ☐ Manure Spreaders
- ☐ Fertilizer Spreaders
- ☐ Deep Tillage Tools
- ☐ Mowers
- ☐ Side Delivery Rakes
- ☐ Hay Loaders
- ☐ Swathers
- ☐ Please send name of nearest Cockshutt Dealer.

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Cockshutt *BUILDERS OF HEAVY-DUTY FARM MACHINERY FOR 115 YEARS*

NEW...for Farmers Who Like a Low Tractor

...WITH FAMOUS

EAGLE HITCH

Take one easy step to low platform . . . settle in low "Bodyguard"® seat with torsional rubber springs . . . enjoy handy one-minute hook-up sitting down. This new low-cost, 2-plow, low-built tractor has high-torque, heavy-duty engine . . . shock-free steering . . . Constant Hydraulic Control to raise, lower, and angle Eagle Hitch implements such as new Break-Away Pivot-Action Plow and new Pivot-Action Disk Harrow. Adjustable tread front and rear. Also dual front wheels.

NEW... 15% More Power

Unusual leveling action . . . plus fast, easy transport . . . instant hydraulic lift . . . extra weight for working down corn stalks, cover crops, heavy soils . . . give the new Case Wheel Type Disk Harrow amazing effectiveness in the field. Has exclusive parallel lift, hitch for drag

Bigger engine with higher compression boosts power, pulls three plows in most soils . . . yet more efficient carburetor holds fuel consumption down in this new Case Eagle Hitch "SC" Tractor. Oil-cushioned foot clutch leaves both hands free for quick steering, gear shifting and operation of Dual Valve Constant Hydraulic Control for selective action of front and rear-mounted or pull-type implements. Constant Power Take-Off keeps PTO machines running at proper speed. Any way you look at it, these Case Tractors give you more for your money. See your Case dealer for a demonstration on your own farm.

CASE

FIND OUT ABOUT THE NEW THINGS

For illustrated catalogs or folders, mark here or write in margin any items that interest you. Send to J. I. Case Co., Dept. A-314, Racine, Wis.

- ☐ New 2-plow Low-Seat Tractor
- ☐ New SC Tractor
- ☐ But 3-plow "DC"
- ☐ New "S" Wheel-Type Disk Harrow
- ☐ 5-p ow Case Diesel with Power Steering

Name

Post Office _____

RFD_____ State _____

Ford TRACTOR

Better Tied Bales

and more of 'em!

When your hay is cut and lying on the ground, nothing in a baler counts more than its ability to deliver well-tied bales in a minimum amount of time.

That is why the Dearborn Hay Baler is winning the approval of so many experienced farmers and baler operators. They find it moves right along in heavy-yielding hay and turns out bales at a fast clip—up to eight bales a minute, ten tons of hay in an hour. These square-cornered bales stack easier, and they are firmly tied to withstand loading and handling.

You get extra feeding value from Dearborn-made bales, too. The job is done so quickly and the hay handled so gently that more pasture-fresh nutrition is retained in every bale.

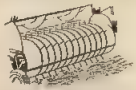
See your nearby Ford Tractor Dealer and have him show why you are bales *and dollars* ahead with the Dearborn Hay Baler. Tractor and Implement Division, Ford Motor Company, Birmingham, Michigan.

Thoroughly tested and approved by Ford agricultural engineers and specialists. Dependable parts and friendly service through your Ford Tractor Dealer.

See your nearby Ford Tractor Dealer

Ford Farming MEANS BETTER WORK... MORE INCOME PER ACRE

Here's why...



Extra wide pick-up handles big windrows. Floating action picks up hay cleanly over rough ground. Auger and sweep fork give positive delivery of hay into bale chamber.

Automatic tension bar, plus adjustable side tension, exerts pressure from all sides. Turns out smooth, tightly packed and uniform bales, filled to the corners.

Securely tied bales made with the Dearborn Hay Baler *stay tied* have less tendency to buckle when coming out of baler loader chute. Fewer loose bales.

Gauge wheel on pick up • Low 18 inch lift of hay • 36 or 42 inch bales • Bale counter • Powerful 25 h.p. engine • Self starter • Compact • Fewer parts

Dearborn EQUIPMENT

Dearborn Hay Baler

Fields seem a lot smaller with a Massey-Harris!

BALANCED POWER DESIGN is the big reason why

You'll agree plowing can take a lot out of a tractor — pull it down into the low r.p.m.'s where engines really get fuel thirsty and fight for all they can get.

That is — you'll agree until you've driven a Massey-Harris.

Try this. Settle into the seat of a Massey-Harris. Start the engine. Just "loaf" there getting the feel of the controls. Listen to the engine.

It has a husky, "muscular" tone. More willing . . . more eager . . . to get into the field. There's more "let's go" in every touch of the throttle.

This extra power and smoothness is the result of Balanced Power Design.

Balanced Power Design is the precision in Massey-Harris carburetor design, performance, adjustment . . . the fast vaporizing and fuel delivery of smooth bend, free-flowing manifolds . . . the greater power leverage, torque reserve, of long stroke pistons . . . the full power use of precision cut gears.

In Massey-Harris big tractors it's a spinning, swirling cyclone in the cylinders . . . the power turbulence of Cyclo-Head combustion.

Drive . . . test . . . compare a Massey-Harris to any tractor you've ever used — you'll find that here's the power partner you've been looking for.

See your Massey-Harris dealer for complete details—arrange a demonstration. For folder, write The Massey-Harris Company, Inc., Dept. D-220, Racine, Wisconsin.

Make it a Massey-Harris

Parts and Service through more than 2500 authorized dealers

A JOHN DEERE TRACTOR Will Keep More of Your Dollars at Home

There's no doubt about it—you'll keep more of your dollars at home with a John Deere Model "50," "60," or "70" Tractor.

MORE WORK PER DAY. Even the "50"—low-priced youngster of this famous trio—has a tremendous appetite for work. It pulls *3-bottom* plows, *8-foot* disk harrows . . . plants and cultivates *four* rows at a time . . . operates the brand-new *one-row mounted cotton picker* . . . handles a *two-row* mounted corn picker—saves time and labor every step of the way by greatly increasing the amount of work *one* man can do in a day. And you get even greater work output per day with the 3–4 plow Model "60" or the king-size "70."

Model "50" 2-3 Plow | Model "60" 3-4 Plow | Model "70" 4-5 Plow

JOHN DEERE

MOLINE ILLINOIS

ON MORE FARM JOBS. New 3-point hitch with your choice of many new tools brings small-tractor utility and convenience to the big-tractor field. "Live" power shaft operates a variety of power-driven machines at top speed and efficiency, and saves the cost of purchasing and maintaining auxiliary engines.

WITH ROCK-BOTTOM ECONOMY. Duplex Carburetion Engines with Cyclonic Fuel Intake and All-Weather Manifold operate with utmost efficiency summer and winter. Exclusive design places more of the total tractor weight over the drive wheels to provide increased traction and make every ounce of power, every drop of fuel count more. And John Deere's *two-cylinder* design with its unequalled simplicity and its unmatched strength of parts insures longer life—lower maintenance costs.

SAVE MORE . . . START IN '54
CHOOSE A JOHN DEERE

SEND FOR FREE LITERATURE

John Deere, Moline, Illinois • Dept. D8

Please send free literature on John Deere "50," "60," and "70" Tractors.

Name _____

R R No. _____ *Box* _____

Town _____ *State* _____

Check up!

Have you ordered the TRANSOGRAM Toys promoted in ...

LIFE

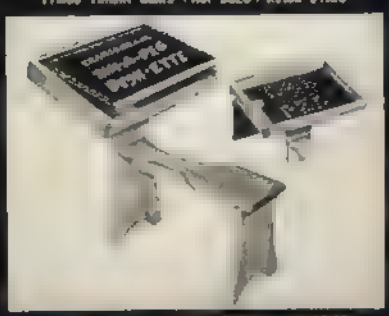
11 other national publications, plus TV and Radio

Little Country Doctor Plastic Visiting Kit (No. 1355, also, Little Play Nurse Kit (No. 1325) Retail $2.98 and $1.98

For complete description of these and other Transogram "Growing Up" toys and games write for new 1954 catalog

Lady Lovely Beauty Kit (No. 1717) Retail $2.98 and $1.98

Prince Valiant Game (No. 3823) Retail $1.98



Tak-A-Peg Roulette (No. 2958) Retail $5.98

TRANSOGRAM

TRANSOGRAM COMPANY, INC. • Charles S. Raizen, President • 200 FIFTH AVENUE • N.Y. 10, N.Y.

FACTORIES: EASTON, PA. • STURGIS, MICH. • COUDERSPORT, PA. • ROULETTE, PA

Revell truck play sets

Create Play

Parents, teachers, and retailers demand more "toys that teach," inspiring more "creative play" for today's children. Revell answers with these do-it-yourself play packages, containing MORE play parts than other sets of comparative size. All made of durable, *5-times-stronger* Styron plastic!

Revell YOUNG PLUMBER
There's more *Creative* Play in this imaginative set than you'll find in a shelf full of ordinary toys. **$1.98**

FEATURED IN **LIFE**

Christmas Promotion

Revell's Admiral's Fleet

Sets Sale for a Big Profit Campaign!

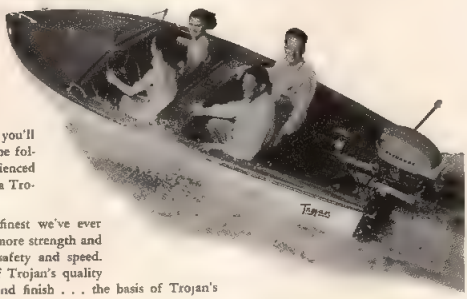
Fun for the Whole Family! This is real Navy, five thrilling Fleet Kits all ready to assemble, paint and display! No special tools needed. Battleship U. S. S. MISSOURI, Heavy Cruiser U. S. S. LOS ANGELES, Destroyer U. S. S. SULLIVANS, Atom Submarine NAUTILUS, P. T. 212 TORPEDO BOAT. Including paints, brush, thinner and cement— **$6.95**

REVELL, Inc. 4223 Ocean Park Avenue, Venice, California

NEW YORK OFFICE: Room 1260—205 Fifth Avenue Building

take your Choice from ★ Trojan's COMPLETE LINE

CRUISERS and RUNABOUTS inboard or outboard



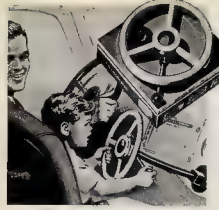
Choice of model is really the only one you'll have to make because we know you'll be following the lead of thousands of experienced boatmen who, each year, "trade-up to a Trojan."

1954 model Trojan boats are the finest we've ever produced. More style and beauty . . . more strength and durability . . . more seaworthiness, safety and speed. There is plenty of visible evidence of Trojan's quality in superior materials, workmanship and finish . . . the basis of Trojan's reputation for building the *finest*.

Inspect the new and improved 1954 line of Trojan boats at your nearest Trojan dealer's. He's the *only* dealer who can offer a truly *complete* line of high quality, popularly priced small pleasure craft.

Write for Free Catalog which completely illustrates the Trojan fleet for '54.

TROJAN BOAT COMPANY, LANCASTER, PENNA.



JUNIOR STEERING WHEEL

Junior drives right along with Dad! His own auto steering wheel even has "gear shift" and horn that beeps! 10-in. plastic wheel on semi-flexible rubber shaft (for added safety) fastens to dash (any smooth surface) with strong suction cup. Keeps child busy, while you drive.

813-790 B210 Retail Price $3.00

TOM THUMB CASH REGISTER

Handle small "business" more efficiently! Press one of the 15 keys to ring up sales; drawer pops open, sale shows behind unbreakable plastic window. Play money included. Smoothly finished, electrically welded heavy gauge steel, chrome plated front. Rubber feet. 7x6-1/2x7".

813-808 B280 Retail Price $3.98

Uncle Sam's 3-Coin Register BANK

It's a bank that registers the deposit! Rings, adds nickels, dimes, quarters; registers total sum automatically. Special opening for pennies, half-dollars, bills. Locks automatically at 25¢; opens when $10 is saved. Holds up to $50. Smooth all steel construction. 6-1/2x4-1/2x5".

813-816 B425 Retail Price $5.98

"RIDE 'EM" LOCOMOTIVE

All aboard! Bell rings, whistle blows (by hand). Off he goes in his shiny kiddie-car-locomotive. (Holds weight of an adult.) Comfortable seat, luggage space in tender, adjustable handle-bar steering. Made of steel automobile stock, painted Black and Red. Rubber tires. 28" long, 12½" high.

810-234 B975 For ages 2-5 . . . . $14.00

RIDE-ON AIRPLANE

Off he goes, into the wild blue yonder (just pretend of course). Big, streamlined, all-steel plane with 27" wingspread . . . shining silver fuselage, bright red seat, wings, wheels and trim. Propeller spins automatically, "motor" clicks realistically at same time. Steering handle, seat, 4 wheels.

810-242 B675 25x11" high $11.00

DIG-GUM TOY CLAW BANK

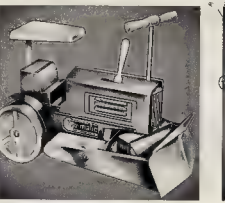
Watch the claws move, open, close, without putting in money. Just like the gum ball machine in the store, it returns gum for pennies, nickels, dimes . . . keeps coins safe in bank base. Colorful plastic with transparent bowl. Lock and key. Complete with 235 rainbow gum balls.

813-824 B245 Retail Price $3.49

RIDE-ON STEEL TRACTOR

Fun for future farmers . . . ages 3 and up! A husky boy toy sturdily constructed of heavy gauge steel . . . no sharp edges. Big 11" wide, 22" long. Red body; adjustable Yellow saddle seat, heavy deep-tread rubber tires. Front wheels turn . . . seat 11" from ground.

813-311 B770 Retail Price $10 95



RIDE-ON BULLDOZER

Clear roads ahead with this he-man toy! Direct steering action from handle bars; hand lever controls raising and lowering of plow. Smoothly finished heavy steel construction. Bright enamel finish in Orange and Blue. 21x12x16" high; with metal wheels and comfortable seat.

813-329 B625 For 3 years and up $8.95

DOBBIN, the KIDDIE-KAR HORSE

Your young cowhand will love Dobbin at first sight! He's saddled and bridled, ready to ride. Holds up to 100 lbs. Silky, rayon plush coat; firm cotton-stuffed body. Strong steel frame; 4-1/2" rubber tired wheels. 20" high, 19' long, 10" wide. Seat 13" from ground. For ages 1½ to 5 yrs.

813-337 C995 Retail Price $14.50

Announcing the New HARTMAN Line for '54

★ All tubular steel construction!

★ Stronger...yet 18% lighter!

BETTER

for Mother! Six pounds lighter!

for Baby! Stronger than conventional flat steel!

for You! No additional cost. Saves on shipping!

Write for New Catalog and Prices

Hartman Mfg. Co.
FLOATING RIDE Carriages

New York Showroom
114 E. 32nd St., N. Y. C.

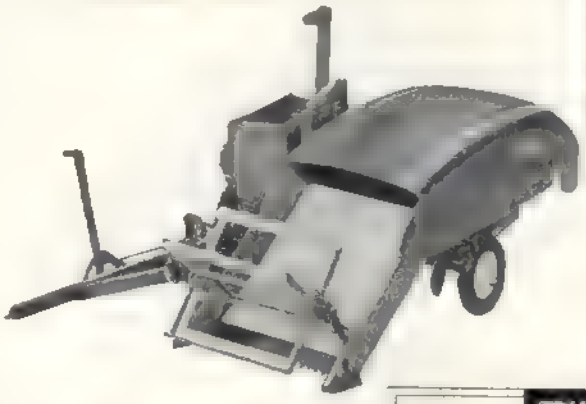
1300 S. 13th St. • St. Louis, Mo.

• Strollers • Swings • Seats

Phil Johnson, representative for Tru-Scale Toys, says:

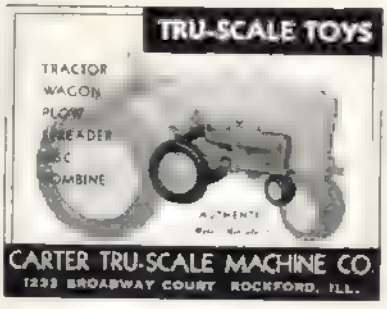
"This combine is a sparkling addition to the Tru-Scale Line."

PHIL A. JOHNSON
1165 Salem Street
Denver 8, Colorado



C-406 TRU-SCALE Combine

Combines the virtues of scale model miniatures with the excitement and play value of the mechanical toy. Check these features: adjustable grain discharge spout and cutter-bar platform, chain driven gathering reel and feeder canvas that revolve while combine is drawn. A metal toy painted red with yellow wheels. Rubber tires. Length 13½", height 4½" and width 8", packed individually in colorful cartons, 6 to a shipping case. Weight 18 lbs.



CARTER TRU-SCALE MACHINE CO.
1233 BROADWAY COURT ROCKFORD, ILL.

. . . Counter

(*Continued from page 112*)

Baltimore, Md.—Princeton Cycle Company, one of Baltimore's oldest and largest bike specialists, have opened a new bicycle and toy store at 5318 Park Heights Avenue. They have installed a complete toy department.

New York City—The May Department Stores Company, which operates 10 downtown and 15 branch department stores, recorded sales of $454,148,661 during the fiscal year ended January 31. This volume was the highest in the company's 76-year-old history and compares with $447,547,666, the previous record, in the preceding fiscal year.

New York City—Opening gun in the program of the National Retail Toy Dealers' Association's program to combat unfair trade practices is an advertising program in the trade press and a direct mail campaign to more than 7,000 of the nation's year-round toy dealers. A New Jersey chapter, sparked by Randolph Blodgett of Caldwell, N. J., is being set up to serve as a model for other states, it is announced.

Though the N.R.T.D.A. is less than two months old, over 30 states are represented in the national roster, with many retailers in key cities planning regional chapters. Harold Ostrover, chairman of the membership committee, reports that new members are joining up daily and that the association's goal of 10,000 members in '54 may very possibly be reached. Dues are $5 a year. For further information address: Felicia Parker, Publicity Director, N.R.T.D.A., 148 East 38 Street, New York 16, N. Y.

Chicago—Earl Huffaker has resigned as toy buyer for Wieboldt Stores, Chicago, to take a position as toy buyer at Gimbels, Pittsburgh. Bob Wildrick, who was with the stores in another capacity, has been named Wieboldt's new

LUPOR'S *Mechanical Line for* '54

SPECIALIZING IN CARS FOR 25c RETAIL AND UP

No. 25 RACER ▶
ASSORTED
COLORS

◀ No. 35 LINE
ASSORTMENT

- Bus
- Gasoline Truck
- Diesel Engine

◀ No. 30 ASSORTMENT

- F. B. I.
- Safety Patrol
- Fire Chief

No. 65 LINE ▶
ASSORTMENT

- Taxi
- Fire Chief
- Ambulance
- Stock Car
- Police Car

Write for New Prices and Catalog

LUPOR METAL PRODUCTS, Inc.

1178 East 180th St.
Bronx 60, N. Y.

PLASTIC DOLLS

OUTSTANDING VALUES • POPULAR PRICES

MINIATURE DOLLS
5 inches to 12 inches

SLIM DOLLS
12 inches to 18 inches

WALKING DOLLS
14 inches to 18 inches

•

Miniature dolls with and without wigs, have stationary or movable eyes and head and movable arms and legs.

•

Slims and Walking dolls have movable heads, eyes, arms and legs.

•

Plastic doll heads in all sizes

NOTE: *We do not sell dressed dolls*

COMPOSITION NOVELTY CO.

(FRANK SCOPARINO)
476 498 JEFFERSON ST., BROOKLYN 37, N. Y.

PLYMOUTH
SEDAN KIT

Stock No. 2954

Fully Constructed Size
7¾ in. x 3 in.
x 2¾ in.

PARENTS want "pleasure with a purpose" for their kiddies. Here it is—the Tru-Miniature Plymouth kit. Assemble it! Paint it! Play with it! It's realistic — looks just like Dad's. It's motorized. It's educational, durable, colorful, safe. Each carton is also a counter self-display.

Other Tru-Miniature kits are Plymouth Suburban — No. 2454, Farmall Tractor — No. 2853, and Chevrolet Corvette — No. 3554. Order now for early delivery.

PLYMOUTH KIT INCLUDES high-impact plastic body, steel chassis with Spin Torque motor, window insert, wheels with vinyl tires, axles, screws, paints, brush and instructions.

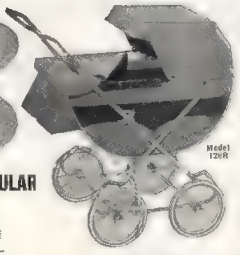
PRODUCT MINIATURE CO., INC.

2240 S. 54TH STREET • MILWAUKEE 14, WISCONSIN

HARTMAN

"Floating Ride"

DOLL CARRIAGES



Model 126R

EXACT DUPLICATES OF REGULAR HARTMAN CARRIAGES

Perfect "Little-girl" editions of the famous Hartman Carriages—already in use by thousands of happy mothers!

All the exclusive Hartman "Floating Ride" features that mean real "Grown-up" sales volume for you!

Model 124

Hartman Mfg. Co.

FLOATING RIDE Carriages

New York Showroom: 114 E. 32nd St., N.Y.C.

300 S. 13th STREET • ST. LOUIS, MO.

Carriages • Strollers • Swings • Seats

M. D. Foster
3529 Gaspar Drive
Dallas, Texas
Texas Arkansas Louisiana
Kansas

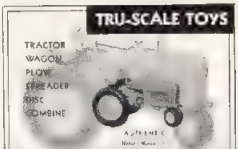
Mr. M. D. Foster, Factory Representative for True-Scale Toys, says:

"Just look at this Disc Harrow! Over eighty parts, all working together to make people happy!"

P404 TRU-SCALE DISC-HARROW

Every prospective farmer wants a Tru-Scale disc harrow to complete his set of farm toys. The bright red frame and blue steel discs catch the eye. Riveted and welded frame . . . fully adjustable. Length 8½; Width 6¾; Height 1½; Shipping weight—8 lbs.

TRU-SCALE TOYS



CARTER TRU-SCALE MACHINE CO.

1233 BROADWAY COURT ROCKFORD, ILL.

selling equally well. Most popular price in rigid numbers had been $1.98; inflated, $6.95.; gyms and slides, $24.95. Swim devices, junior sporting goods and archery had been active in the miscellaneous toys group.

. . . Fixturing

(Continued from page 77)

yield sales. In some outlets this type of fixture is located close to the window area as an eyecatcher to pull in outside traffic.

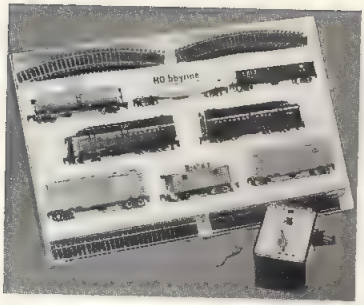
Before we go ahead and discuss other fixtures, let us stop and devote some time to the proper stacking of the merchandise. We must do this because, highly functional as a fixture may be, its purpose will be defeated or short-circuited if the merchandiser fails to observe sound principles of display.

IN PROPORTION

The smaller the store the more compact the fixtures should be and the less top-heavy any specific display. For this reason never crowd a low platform even though the fixture may seem to afford it. Use enough variety and mass display of items to suggest plentiful supply. The adult buyer may often be accompanied by a child, but even if not accompanied the customer must be given enough range and impact of items so that his or his child's interest may be pinned down in relatively short time. When too many of the same items are displayed or not enough of any single item, the mass items may be rejected and the few items ignored so that a possible sale will have been lost because the stacking was unsound.

Take Fixture 2: The advantage of this type of installation is that usually it precludes poor stacking because it imposes a discipline on the merchandiser from the angle of display. By presenting shelving limiting the size and number of items that can be displayed and by affording separate shelving for the items, the toyman cannot go far wrong in his aim to achieve impact.

To return to the low platform, the low base is ideal for trains with ex-

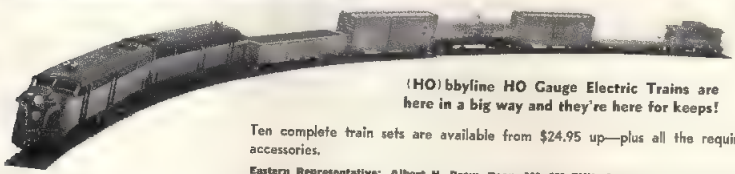


(HO)bbyline Trains

are going places!

HO gauge miniature electric trains have swept Europe; are now sweeping the U. S.

To make your HO debut as successful and profitable as possible, HObbyline gives you HO train sets in beautiful display boxes. They sell themselves to your customers.

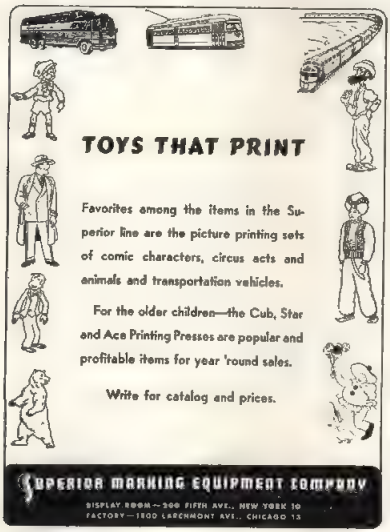


(HO)bbyline HO Gauge Electric Trains are here in a big way and they're here for keeps!

Ten complete train sets are available from $24.95 up—plus all the required accessories.

Eastern Representative: Albert H. Prow, Room 320, 200 Fifth Avenue, New York, N. Y.
Midwestern Representative: Albert C. Bissell, 3123 North Cicero Avenue, Chicago 41, Ill.

100% American-Made by John A. English & Co., Morrisville, Pa.



TOYS THAT PRINT

Favorites among the items in the Superior line are the picture printing sets of comic characters, circus acts and animals and transportation vehicles.

For the older children—the Cub, Star and Ace Printing Presses are popular and profitable items for year 'round sales.

Write for catalog and prices.

SUPERIOR MARKING EQUIPMENT COMPANY

DISPLAY ROOM—200 FIFTH AVE., NEW YORK 10
FACTORY—1800 LARCHMONT AVE., CHICAGO 13

Eyes

Moving eyes for soft vinyl dolls' heads.
Moving eyes for all character dolls.
Moving eyes for miniature dolls.

by **MARGON** . . . whose 36 years' experience in the doll industry has made them the world's outstanding producer of realistic eyes and voices for dolls.

MARGON CORPORATION, Bayonne, N. J.
Direct New York Phone: Whitehall 3-2750

Put these SUPER SALESMEN to work for you

Mickey Mouse, Kukla, Fran and Ollie, Donald Duck, Frosty the Snowman, Buck Rogers, Jack and the Beanstalk, Wild Bill Hickok and Jingles —these are Tru-Vue salesmen selling for you!

One Tru-Vue sale means repeat sales. Scores of subjects—all featuring proved favorites of comedy, adventure, fairy tales and breath-taking scenics—bring customers back—and back again.

VIEWER $1.49

FILM CARDS 29¢

3 FOR 85¢

Tru-Vue® 3 dimension

Viewers and Color Films

Tru-Vue is the finest 3-D value available today. From its carefully selected, optically correct lenses to its gleaming, polished plastic exterior, the Tru-Vue Viewer is actually better made, of better quality materials than many cameras

Seven *big* pictures in full color on each Film Card give a *bigger* 3-Dimension image than any comparable product toy or not! Easy-to-read story titles are printed right on film itself Pictures are brighter, too, because new convex windows gather 33% more light.

NATIONALLY ADVERTISED Plus Dealer Aids

Your customers will see Tru-Vue advertised in the *Saturday Evening Post, Parents' Magazine, Child Life, Children's Activities* and other national publications.

A complete dealer aids service offers you newspaper mats, electros, statement stuffers, film lists, feature strips, every one a hard-hitting salesman.

TM reg. U. S. Pat. office

FREE DISPLAY

This FREE Tru-Vue lighted display stops the customer in his tracks, invites him to see for himself the miracle of modern 3 Dimensions. The Tru-Vue display is expandable, reversible for either clerk service or self service, a *proved* sales magnet Free with initial order.

FOR DETAILS . . . WRITE . . . WIRE . . . PHONE

Tru-Vue
COMPANY
BEAVERTON, OREGON

AT THE TOY FAIR VISIT TRU-VUE • ROOM 544 HOTEL NEW YORKER

Put these SUPER SALESMEN to work for you

Mickey Mouse, Kukla, Fran and Ollie, Donald Duck, Frosty the Snowman, Buck Rogers, Jack and the Beanstalk, Wild Bill Hickok and Jingles —these are Tru-Vue salesmen selling for you!

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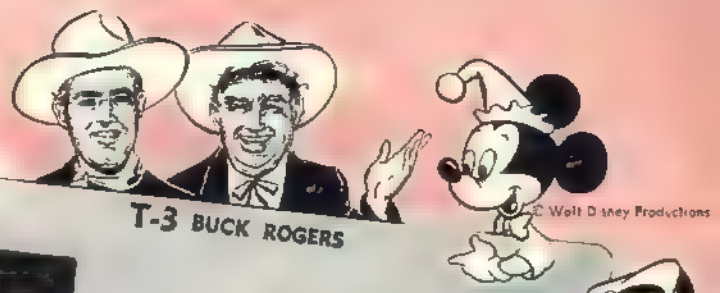

© Walt Disney Productions

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Viewers and Color Films

Tru-Vue is the finest 3-D value available today. From its carefully selected, optically correct lenses to its gleaming, polished plastic exterior, the Tru-Vue Viewer is actually better made, of better quality materials than many cameras

Seven *big* pictures in full color on each Film Card give a *bigger* 3-Dimension image than any comparable product, toy or not! Easy-to-read story titles are printed right on film itself. Pictures are brighter, too, because new convex windows gather 33% more light.

NATIONALLY ADVERTISED Plus Dealer Aids

Your customers will see Tru-Vue advertised in the *Saturday Evening Post, Parents' Magazine, Child Life, Children's Activities* and other national publications.

A complete dealer aids service offers you newspaper mats, electros, statement stuffers, film lists, feature strips, every one a hard-hitting salesman.

TM reg. U. S. Pat. office

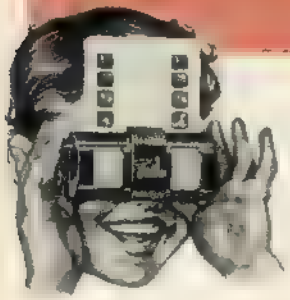
FREE DISPLAY

This FREE Tru-Vue lighted display stops the customer in his tracks, invites him to see for himself the miracle of modern 3 Dimensions. The Tru-Vue display is expandable, reversible for either clerk service or self service, a *proved* sales magnet. Free with initial order.

FOR DETAILS . . . WRITE . . . WIRE . . . PHONE

Tru-Vue
COMPANY
BEAVERTON, OREGON

AT THE TOY FAIR, VISIT TRU-VUE • ROOM 544 HOTEL NEW YORKER



Day in, day out, Tru-Vue's fabulous staff of super salesmen is working for you . . working in a space only 14 inches wide —the most profitable 14 inches of counter in your store.

Look at them! Kukla, Fran and Ollie, Wild Bill Hickok and Jingles, Buck Rogers, plus Cinderella, Little Red Riding Hood, Mickey Mouse, Donald Duck, Pluto—and many other all-time favorite cartoon, fairytale, and television characters. And there are scores of entertaining and educational scenic and travel subjects, all of them super salesmen *working for you!*

But that isn't all. In *The Saturday Evening Post, Parents' Magazine, Child Life, Children's Activities* this super sales force is telling the world about Tru-Vue, the gift that is new forever, as an ever-expanding list of subjects brings customers back, and back again.

Everything about Tru-Vue is new! New convex windows let in 33% more light. New Film Cards have seven big color pictures with easy-to-read story titles printed right on the film itself

The Tru-Vue Viewer is a precision made, optically correct *instrument* of better quality and better construction than many cameras. Yet it sells at these low prices!

VIEWER $1.49

FILM CARDS . . . . . 29¢

3 FOR 85¢

FAIR TRADED

Tru-Vue

COMPANY

BEAVERTON, OREGON

TM Reg. U. S. Pat. Off.

AT THE TOY FAIR VISIT TRU-VUE . . . ROOM 544 HOTEL NEW YORKER

10¢ - 15¢ & 29¢ TOYS AND NOVELTIES

10c Puzzle Boxes
10c Kaleidoscopes
10c Jumping Frog
10c Merchant Ships
10c Metal Trumpet
10c Metal Flute
10c Metal Puzzle Ring Set
10c Chime Rattle
10c Building Blocks
10c Spinning Top
10c Dressed Cowboy & Cowgirl
10c Doll in Bunting
10c Badges
10c Space Pilot Badge
10c Siren Horn
10c Triple Novelty Blowout
10c Gents Style Wrist Watch
10c Indian Doll in Bunting
10c Baseball Game
10c Silk Parachute w aviator
10c Burning Gum
10c Swimming Frog
10c Dolly Comfort Set
10c Telescope
10c Dolly Medical Set
10c Tool Set
10c Key Chain Novelties
10c Tick Tock Metal Watch
10c Friction Jeep
10c Friction Fire Engine
10c Fire Cars, Mouse Squirrel
10c Squirt Rings
10c Bracelet with charms
10c Darts
10c Super Artist Brush Set
10c Blowout Parachute
10c Metal Cars
10c Fishing Game
10c Compass w mirror
10c Rubber Pirate Sword
10c Rubber Mouse
10c Rubber Doll
10c Rubber Cigar w snake
10c Jointed Teddy Bear
10c Paper Parasols
10c pkgs Cocktail Mix Parasols

10c Kiddie Bracelet Set
10c Plush Dog w squeeker
10c Roulette Game
10c Compass Rings
10c Boy & Girl Doll coll
10c Squeeker Donkey & Elephant
10c Footsal Doll w squeeker
10c Stuffed Dogs and Animals
10c Rubber Sword
10c Rubber Knife in Sheath
10c Twin Doll in Bunting
10c Novelty Ring with siren
10c Metal 4 pc Train & Car Set
10c Cats Meow Cry
10c Harmonicas
10c Dolly Nursing Set
10c Checker Sets
10c Magnets
10c Table Tennis Balls
29c Chime Rattles
29c Sparkling Gun
29c Friction Card Aero Tanks & Jeeps
29c Pop Guns
29c Opera Glasses
29c Twin Doll in Bunting
29c Rubber Toss Sets
29c Rubber Pirate Sword
29c Western Pistol
29c Rubber Trick Monkey
29c Harmonicas
29c Toolsets
29c Rubber Sword w Belt
29c Cow Cry
29c Necklace and Bracelet
29c Trick Wetting Dog
29c Jumping Ride Dog
29c Rubber Elephant
29c Friction Push Dog
29c Swimming Doll
29c Building Blocks
29c Bow Tie w snake
29c Novelty Canes
29c Rubber Fencing Swords

OUR SPECIALTY 5c—10c—15c—25c
TOYS FOR JOBBERS AND CHAIN STORES
"ALWAYS SOMETHING NEW"

THE BENLEY COMPANY
Toys and Novelties
22 SUMNER AVE., BROOKLYN 6, N. Y.

ADVISE TO PUT YOU ON OUR MAILING LIST.
WRITE FOR PRICES SAMPLES, ETC

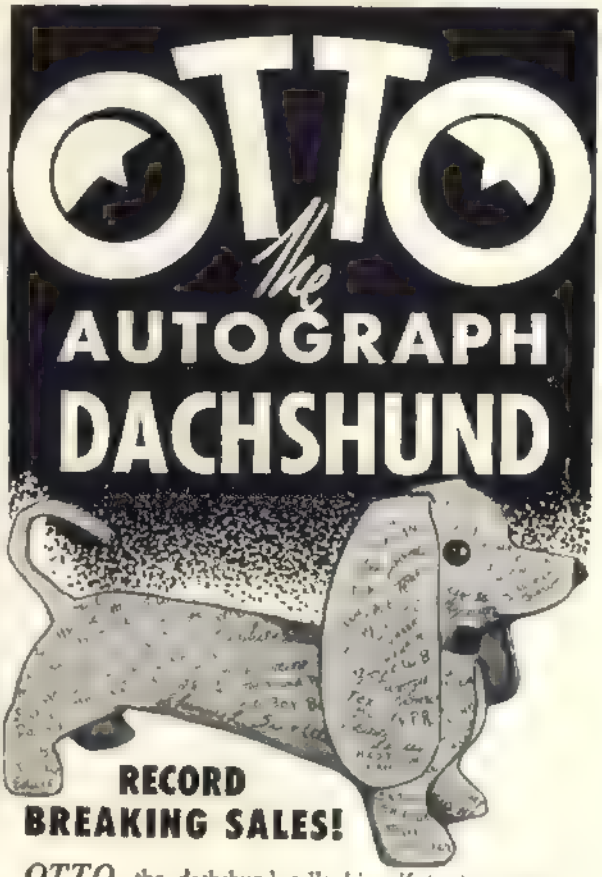
SALES are JUMPING

NO. 500

TUMBA-LEEN

Kogen Manufacturing Co.
1832 HARRISON STREET HOLLYWOOD, FLORIDA

OTTO the AUTOGRAPH DACHSHUND



RECORD BREAKING SALES!

OTTO, the dachshund sells himself to teen-agers. First year sales smashed all-time records and second year sales are even higher. Otto is covered in light, durable poplin skin tight and wrinkle free to take pen or pencil signatures perfectly. You'll be amazed at what Otto can do for your sales and profits if you display him for your teen-age customers.

Three Popular Sizes:

24" long, suggested retail $3.49
13" long, suggested retail $2.49
7" long, suggested retail $1.75

FREE DISPLAY (with initial order for OTTO) to help you increase your sales.

GET THE FULL STORY BY WRITING TODAY FOR FREE CATALOG OF PERSONALITY PETS, PEDIGREED PUPS.

Personality Pets by

ORDER OTTO TODAY!

COLLEGIATE MFG. CO.
AMES, IOWA

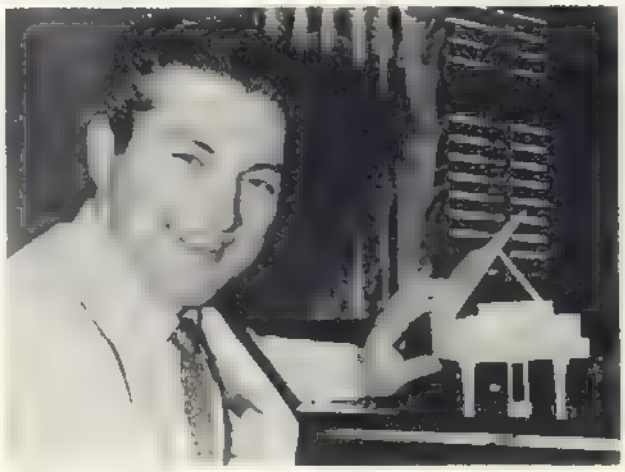
New Toy Review of 1954

Walking Santa Claus

This Santa is a lively fellow of illuminated plastic molded in vinylite with full color. He sports a full toy pack and is ready to go.

At home indoors or outdoors, the Santa is made by GLOLITE CORP., 1473 Merchandise Mart, Chicago 54. It comes complete with one 25-watt standard base lamp cord with plug.

No. 72 Walking Santa Claus is individually boxed, and is 26" high by 18" wide by 3½" deep.



"Liberace" Miniature Piano

A new item hitched to an entertainment star is the "Liberace" miniature piano, a product of PRESCO MANUFACTURING CORP., 3618 Superior Ave., Dept. N-5, Cleveland 14, Ohio. The charming, perfectly-scaled plastic piano is hot-stamped with Liberace's own signature above the keyboard.

A sturdily hinged lid allows the piano to be used as a planter, thread box, candy dish, costume jewelry box, or for purely decorative purposes.

The piano is approximately 4" high, 5" wide, and 7" long. It is available in a variety of colors.

"People Are Funny"

The new TV show starring Art Linkletter in "People Are Funny" features a new game of the same name that can be played in the home at any time. WHITMAN PUBLISHING CO., 1220 Mound Ave., Racine, Wis., is producing the party game.

Packaged with illustrated instructions taken from "People Are Funny" radio shows over the past 12 years, plus cleverly sketched presentations for the novice participant, and rated cards and sand clock, the game has turned uncontrolled charades into a streamlined party entertainment.

Folding Doll Stroller

THAYER, INC., Gardner, Mass., has brought out a new folding doll stroller. It is made with heavy drill cloth in royal blue or kelly green. It has a two-position reclining back and an adjustable foot rest, with a chrome-plated tubular steel pusher. The seat panel is covered with easy-to-clean plastic in Starlite pattern. A shopping bag is attached to the back. The canopy is detachable, as is the awning type with a fringe. The gear is also chrome-plated steel and there is a hand brake and 4" solid disc wheels with rubber tires.

It is a small scale reproduction of one of Thayer's most popular juvenile shopping strollers.

Table and Chair Set

Selected Northern hardwood is used entirely in the construction of one of the newest items in the line of WILLIAMSBURG CHAIR FACTORY, INC., Box 98, Williamsburg, Ohio.

The No. 77-13 table and chair set features the bent rim-back chair, and a 17" by 23" top. It is available in either clear waxed birch or bright maple finish. The set retails at $13.95.

A catalog containing further information is available from the Williamsburg company at the above address.

headed for STARDOM!

ADVERTISED IN LIFE

Twinkl·Glo TREE LITES

NEW! ★first time ever offered for the home and only GLOLITE has it!

they T-W-I-N-K-L-E just like stars because each lamp FLASHES on-and-off automatically!

★THIS IS IT..Twinkl-Glo-Lites will be the brightest star for Christmas selling because they're really new—different—and just what your customers have wanted and are waiting to buy! Why? Because they have drama..action..beauty..and terrific eye appeal! Right now is the time to buy so you'll be ready for the demand your customers will be making, and soon! There's no doubt about it..a new STAR is born!

No. 160C—15 LITE SET of multiple type C7½ asserted colored "G.E." or "Westinghouse" lamps with individual blinkers for that "twinkling star" effect. Each lamp flashes on-and-off individually and automatically. In beautiful window display box: 15" x 13" x 1¼". Packed 10 sets to carton. Wt. 16 lbs. per carton.

No. 160 same as No. 160C but with clear lamps.

No. 157C—7 LITE SET with asserted colored lamps. In attractive window display box, packed 25 sets to carton. Wt. 20 lbs. per carton.

No. 157—same as No. 157C but with clear lamps.

Twinkle-Glo tree lites shipped F. O. B. New York.

THE GLOLITE CORPORATION
1473 Merchandise Mart
Chicago 54, Ill.

have you seen the Brand New

Vac-Ette

Children LOVE It!

A toy vacuum cleaner that actually runs, cleans and hums like a real one. Now you can be among the first to feature this exciting educational toy. The **Vac-Ette** has no dangerous wires or plugs . . . runs off two flashlight batteries.

Little homemakers love **Vac-Ette.** The bright light shines on the rug hunting out dust, ashes and small pieces of paper to pick up. Here's a push toy with buy appeal:

- **Actually works**
- **Hums like a real cleaner**
- **Lights up**
- **Picks up ashes and dust**
- **Educational**
- **Sturdy Steel Construction**
- **Uses Standard Size D Flashlight Batteries**
- **Colorful dust bag**
- **No plugs or wires**
- **Battery operated**
- **Exceptional Play Value**
- **SAFE**

Pat. Pending

It Actually Works

Powered by a 1/250th HP Motor

$4.98

SUGGESTED RETAIL PRICE

SHIPPING INSTRUCTIONS

FOB FACTORY PACKED 6 to a carton.

Shipping Weight 2 lbs.

Shipped K.D. without batteries.

INDIVIDUAL CARTON SIZE 18¾ x 6½ x 3.

Form No 54 SM Vac

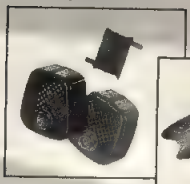
MICROMATIC TOOL & MFG. CO., Inc.

3879 N. RICHARDS STREET • MILWAUKEE 12, WISCONSIN

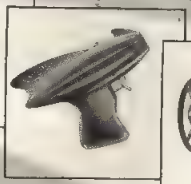
SEE YOUR JOBBER OR WRITE DIRECT!

Win an RCA Victor Color TV
In the Disney Character Merchandise
LUCKY NUMBER DRAWING
Enter in Room 934, Hotel New Yorker
our showroom at the 1954 Toy Fair.

Cosmic Phone Set
Sug. ret.: 79c



Rocket Jet Water Gun
Sug. ret. 39c



Flying Saucer Gun
Sug. ret.: 69c

Space Patrol Rocket Gun
Sug. ret.: 98c

Upgrade your sales curve with this PARADE OF TOY VALUE APPEAL

The Mouser Pocket Water Gun
Sug. ret.: 29c

Bugs Bunny Toot-A-Tune
Sug. ret.: 98c

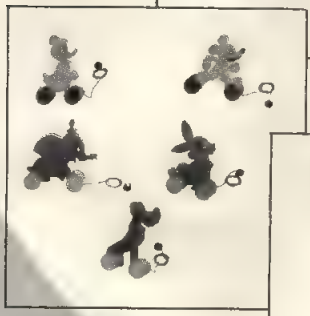
Whang Bang Cap-Fired Missile
Sug. ret.: 19c

A sparkling line-up of top-selling toys that march right off your shelves! Vivid colors, perfect performance, exciting designs! Maximum durability assured with new, stronger plastic . . . precision-engineered. You'll be thrilled at the striking, self-selling display boxes and the spectacular way your sales take to the stratosphere! Act today!

Makers of Better Toys
Through Better Engineering

U.S. PLASTIC CO.

2570 E. Walnut, Pasadena, Calif.



Disney Parade Plastic Pull Toys
Sug. ret.: 98c

Whirley-Bird Flying Toy
Sug. ret.: 29c

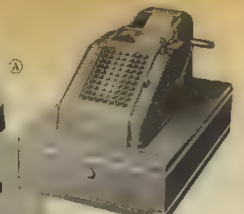
Disney Mobile
Sug. ret.: 98c

Freight prepaid on 100 lb. ship. (2% — 10 days). Warehouse stocks and permanent showrooms: Pasadena 200 Fifth Ave., N. Y.; Republic Bldg., Chicago; 253 Summer St., Boston; Bendix Bldg., Los Angeles.

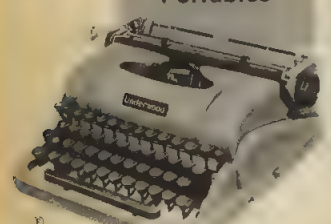
JANUARY 1954

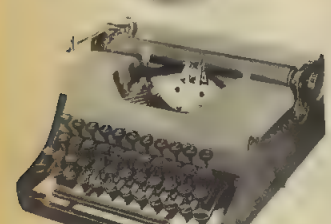
Underwood Adders

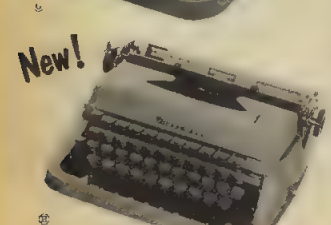
Smith-Corona Adders



Underwood Portables







New!

Smith-Corona

(A) SMITH-CORONA ADDING MACHINE

Modern design sturdily constructed, depend able in operation. Time saving features in clude 10-key high automatically prints with first item added. Signals for "non-Add" sub totals and total. Columns cleared of wrong fig ures by touching column clear key. Entire keyboard cleared by flick of error key. Large easy-to-read type with decimal point and commas. Repeat key adds same number more than once, speeds up work. Total key clears itself, key avoids danger of adding some number too many times. Permanent read able keys simplify use. With one stroke total or sub-total is printed. In dividual tape section right to hand for ease in tearing off tape. Rugged constructed, precision engineered by skilled craftsmen. Com pletely enclosed in one-piece gray-brown case. Perspirable proof carrying handle. Lists 99 999.99 totals 999,999.99. With dust cover and instruction booklet. 24 lbs. (#SMA).

No. 5Q-4030. Index 1-9275. LIST 114.25

(B) SMITH-CORONA CASHIER

Does the work of an adding machine and cash register. Adding machine same as above. Ball-bearing cash drawer with 5 compart ments. Adding machine removes from drawer by releasing latch. Drawer may be kept closed by convenient lever. Base of drawer 19½" x 13¾" 53 lbs. (#SMAXI).

No. 5Q-4031. Index 1-14200. LIST 177.50

Underwood

(C) UNDERWOOD ELECTRIC ADDING MACHINE

Adds, subtracts, multiplies and divides . . . ELECTRICALLY! 10-key keyboard eliminates column selection—just write numbers as with pencil. Column selection is entirely automatic. **Addition at the touch of a key.** Motorized keys permit speed by one hand touch method operation. Subtraction, multiplication and division operations at the touch of a button. Automatic total and sub-totals in color for quick recognition. Other figures appear in black on tape. Correction key prevents printing incorrect figures. Also features digit indicator, back spacer, no-add keys, ribbon reverse with 2-color ribbon. Lists 99,999.99, to tals 999,999.99. Fawn color crackle finish, 37 lbs. (#7SSP).

No. 5Q-4032. Index 1-24730. LIST 287.80

(D) UNDERWOOD ADDING MACHINE

Same as above but hand operated. Does not divide but does all other figure work accurately, and easily. Constructed to last a lifetime. 32 lbs. (#7SS).

No. 5Q-4033. Index 1-14842. LIST 173.77

(E) UNDERWOOD ADDING MACHINE

Hand lever operated adding machine for small figure jobs. Lists to 9,999.99 totals to 99 999.99. 31 lbs. (#7).

No. 5Q-4034. Index 1-10535. LIST 122.50

Underwood

(F) UNDERWOOD "Finger-Flite" CHAMPION PORTABLE

with "See-Set" Margins

See-Set Margins enables typist to set both left and right hand margins simultaneously to any pre-determined writing line up to 9" long. Finger-tip control.

"Key Set" Tab Sets stops as close as wanted, clears stops quickly directly from keyboard. Tab set, Tab clear and Tab keys directly on keyboard—no fussing in back.

Automatic Line Finder—Permits free turning of cylinder for between line typing, accurate return to original writing line.

Finger Form Keys Designed to fit fingertip. Non-glare keys.

Single Margin-Release Key—Right and left margins released by key on keyboard.

Variable Line Spacer Pull-out type releases cylinder enabling writing on ruled paper.

High quality portable typewriter with all the famous features of an office size machine. Equipped with standard spacing, 9" writing line, 84 characters on standard 42 keys, segment shift single, double and triple spacing, automatic ribbon reverse, touch tuning for light, medium or heavy typing, paper guide and bail and centralizing lock. Non-glare gray finish with Blue tapered carrying case. **Specify Pica or Elite type.** 17 lbs.

No. 5Q-4028. Index 1-8408. LIST 103.50

(G) UNDERWOOD "LEADER"

A well constructed, lightweight portable designed to meet the typing needs of an entire family. Has 42-keys, easy-touch action, 8 writing line, back spacer, right and left shift key, carriage and paper release lever, adjustable left hand margin, automatic line finder. Single, double and triple spacing. Keyboard has all common arithmetic symbols as well as well-known business symbols. Non-glare gray duotone finish. Attractive gray carrying case. Specify Pica or Elite. 15 lbs.

No. 5Q-4027. Index 1-5850. LIST 71.80

(H) UNDERWOOD "CORRESPONDENT"

Latest addition to Underwood line of quality portable typewriters. Features include many of those listed for above models plus the "family" keyboard. 84 characters including arithmetic signs, 9" writing line, paper release lever, segment shift, paper guide and paper bail. Non-glare grey finish. Complete with newly designed Tan carrying case. Specify pica or elite. 18 lbs.

No. 5Q-4035. Index 1-8876. LIST 83.75

ITEMS ON THIS PAGE NOT INCLUDED IN OUR PREPAID FREIGHT OFFER

ROBERTA DOLLS

LONG DRESS BABY DOLL

16 inch all latex baby-overall length 24 inches. Vynl head. Moving glasine eyes and lashes, Coo voice. Cotton panty. A real full cut long dress of white ninon material trimmed on skirt, collar and sleeves with lace. Ribbon bow attached to yoke. Baby bonnet of ninon to match dress, also lace trimmed. Assorted color ribbons. Pkd. 24 Wt. 55 lbs. per carton.

No. 93/4102 Long Dress Baby. Each..... $ 3.98

ROBERTA SNOW SUIT DOLL

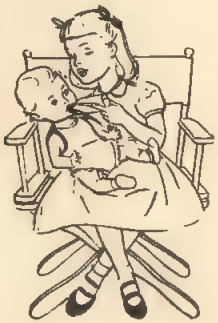
Soft body baby doll, Vynl head, moving glasine eyes and lashes, Crying voice Shirt and panty. A real baby bunting outfit of brushed fleece with lace trimmed collar and sleeves. Ribbon bows tied to ankles. Pointed baby bonnet with lace trimming. Assorted colors. Packed 24, Weight 65, per carton.

No. 93/1018 Snow Suit Doll. Each..... $ 3.98

ROBERTA BRIDE DOLL

All plastic standing doll with moving glasine eyes and lashes, open mouth, shoes and stocking, Saran hair, 2 vynl hair curlers. Bridal ensemble of white rayon taffeta with lace trimming on skirt, neckline, sleeves. Ribbon bow attached to waist. Bridal crown with lace trimming and net veil attached. Hand bouquet of lily of the valley flowers attached to hand with ribbon streamer. Pkd. 24, Wt. 40 pounds per carton.

No. 94/9514 14" Bride Doll. Each..... $ 3.98



We are as near as your nearest telephone.

Phone Fo-8161

VALENTINE DOLLS

VALENTINE GIRL DOLL

Plastic Walking Girl Doll. Vinyl head with rooted hair, dressed in lovely organdy party dress over taffeta slip. Taffeta panties, stockings, vinyl shoes. Has party basket on arm with paper party hat. Pkd. 12, Wt, 28 lbs. per carton.

No. 102/188/54 18" Girl Doll. Each.....$ 6.65

VALENTINE WALKING TODDLER

All plastic Walking Toddler Doll. Vinyl head with rooted hair. Dressed in printed picolay street dress, taffeta panties, stockings, vinyl shoes. Has ribbon and flowers in hair. Packed 12, Weight 42 pounds per carton.

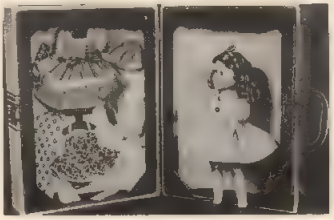
No. 104/196/64 Walking Toddler. Each..... $ 6.65

ROXANNE WALKING DOLL

Roxanne, hostess of Sylvania's hilarious Television Show "Beat the Clock". All plastic walking girl doll that turns her head from side to side as she walks. Blond Saran wig can be curled and combed. Dress of combination green and white crisky trimmed with black buttons. Complete with flashlight in shape of camera with battery and bulb.

No. 105/R185 18" Roxanne Walking Doll. Packed 12, Weight 22 pounds per carton.
Each..... $ 6.65

TEENA DOLL TRUNK SET



12" All plastic fully jointed girl doll with saran wig that can be curled and combed, Lovely traveling case, complete with many changes of clothes, including bathing suit, cap, extra shoes and socks, etc.

No. 106/301 12" Teena Doll Trunk Set Packed 12, Weight 44 pounds per carton.
Each..... $ 4.65

Willys 4-Wheel-Drive Vehicles

Help Keep Work on Schedule...

Mr. W. G. Watt specializes in Milking Shorthorn Cattle and also raises approximately 800 head of hogs a year.

AT WAFARM
Murrayville, Illinois

Mr. W. G. Watt, Owner of Wafarm, Says: "We can reach our cattle anywhere in the fields, anytime, even when the ground is soft from Spring thaws, with the truck that always gets there—that's our 4-Wheel-Drive Willys Truck! On any kind of job, the Willys is a real time-saver." *Hurricane* Engine power and 4-wheel drive give this rugged tonner the traction to go through mud, snow and sand that stop other trucks. Once you put the Willys on your place, you'll wonder how you ever managed without it. See your nearest Willys dealer.

4-WHEEL-DRIVE WILLYS TRUCK

AT CEDAR BROOK FARMS
Prospect, Kentucky

Mr. Herbert Edwards, Manager, Cedar Brook Farms, Says: "The 'Jeep' is our handiest piece of equipment. It more than pays its way every day in the year on job after job—and especially when our other power units are busy." The extra traction of 4-wheel drive teamed with the *Hurricane* Engine gives power comparable to a two-plow tractor. Selective 2- and 4-wheel drive, with regular and low gear-ratios, provide correct speeds for transport, hauling, towing and field work. The 'Jeep' can help you do a bigger day's work . . . ask for a demonstration on your farm.

Cedar Brook Farms, noted for the breeding of Black Angus Cattle, have won many awards for their stock.

4-WHEEL-DRIVE *UNIVERSAL* **'Jeep'**

KAISER-WILLYS SALES DIVISION • WILLYS MOTORS, INC. • TOLEDO 1, OHIO

NOW! NEW LOW PRICE
on FLEXO-SPACE Self-Service Island

ANNOUNCING our new low prices on FLEXO-SPACE Self-Service Islands. Here is your opportunity to follow the trend of thousands of aggressive merchants like yourself and modernize your store with Self-Service fixtures. Do it with FLEXO-SPACE at a savings of 50% over competitive islands. FLEXO SPACE gives you Self-Service, Mass Display and 300% more Selling Space than one flat-type counter. Yes, in only 12½ Sq. Ft. of floor area you get 50 Sq. Ft. of Selling Space. Raise or lower the middle shelves every 2" within 15 adjustments. FLEXO-SPACE is a complete Island! Your customers shop on 4 sides from 5 large Self-Service shelves. The time-saving and money-making advantages of FLEXO-SPACE have been "Tested and Proved" by thousands of retail merchants. Now amazingly low prices on FLEXO-SPACE at almost 50% less than you expect to pay. Without obligation write for FREE catalog on FLEXO-SPACE and other Self-Service fixtures. Do it now—Today!

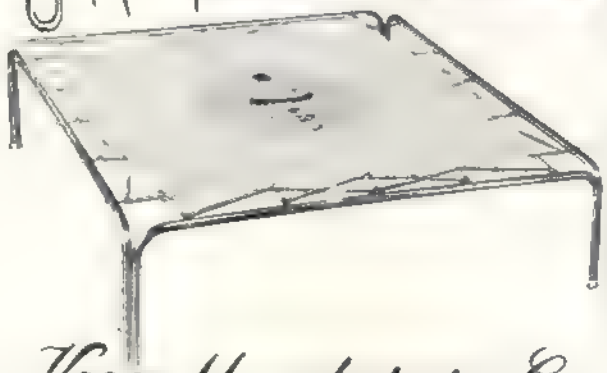
Mfgs. write for special extra low prices.

ADD SALES COMPANY
822 York Street **Manitowoc, Wisconsin**

SALES are JUMPING

NO. 500

TUMBA-LEEN



Kogen Manufacturing Co.

1832 HARRISON STREET HOLLYWOOD, FLORIDA

WAGNER PARADE OF DOLLS

5" hard plastic doll—17 different styles—packed 1 gross assorted, to carton.

RETAIL 29c

H. J. Duffey & Associate announce they have purchased the company of Harry A. Wagner's Parade of Dolls and will operate as Wagner Parade of Dolls, with Mrs. Wagner continuing in charge of design and production.

WAGNER

PARADE OF DOLLS

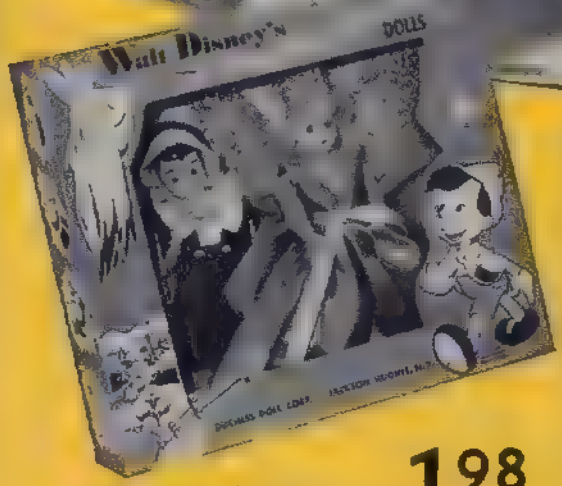
1107 Greenacre Ave. **Los Angeles 46, Calif.**

WALT DISNEY'S

Pinocchio AND THE Blue Fairy

by Duchess

- ★ MOVING EYES
- ★ MOVING HEAD
- ★ MOVING ARMS
- ★ 7½" ALL PLASTIC BODY



A REAL PROFIT COMBINATION!

Once again Duchess Doll Corp. presents to the trade a real profit combination. Walt Disney's Pinocchio and the Blue Fairy as created by Duchess, brings you 2 beautiful costumed dolls packaged to-gether in one attractive Red and Blue box. .....**RETAIL PRICE $1.98**

Walt Disney's Pinocchio will be seen in every city and town in the United States and is supported by a national advertising campaign. **Send your order in to-day and be ready to take full advantage of this powerful selling force.★**

★On the last Disney Peter Pan doll promotion by Duchess we were snowed under with hundreds of last minute orders. Don't wait until this Disney Hit is at your local theatre. ***Send your order in now to insure prompt delivery.***

Retail Price 1.98

See Us at the Toy Fair
HOTEL McALPIN
ROOM 967

Duchess Doll Corp.

86-27 ROOSEVELT AVENUE • JACKSON HEIGHTS, L.I., N.Y.

WIN A RCA COLOR TELEVISION SET IN THE WALT DISNEY CHARACTER MERCHANDISE (*LUCKY NUMBER DRAWING • ENTER YOUR NAME IN OUR SHOWROOM*)

More sales with

WALT DISNEY

FAMOUS CHARACTER

- School Bags
- Utility Bags
- Brief Bags
- Shoulder Bags

Answer the demand for these ever popular Walt Disney Character Bags . . . they're every day sales items that bring traffic and sales to your store.
Display them!! — Sell them!!

No. 1501 — Pinocchio School Bag.

No. 1403 — Peter Pan Shoulder Bag.

No. 1705 — Mickey Mouse School Bag.

No. 1323 —
Snow White Utility Bag.

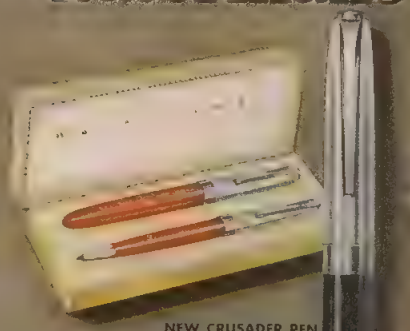
Also featuring — the Lone Ranger, Sergeant Preston, Captain Video and a complete general line of School Bags, Brief Bags, and Zipper Ring Binders. Complete catalog on request.

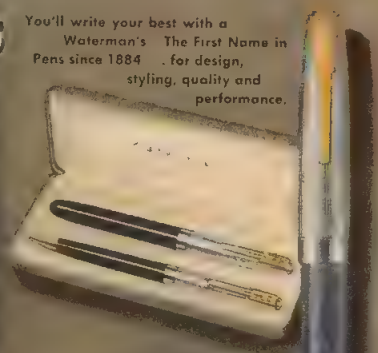
See our complete line at the TOY FAIR Room 661-663 Hotel McAlpin.

NATIONAL LEATHER MFG. CO., INC.
201 FRONT STREET BROOKLYN, NEW YORK

Waterman's

You'll write your best with a Waterman's The First Name in Pens since 1884 . for design, styling, quality and performance.





NEW CRUSADER PEN

Sparkling gold-filled cap and barrel. Gold-filled clip and ring. Choice of fine, medium or broad point.

2488JF348 Black $5.5
2489JF348 Blue 5.5
SET Pen and matching pencil. Each has same fine Waterman gold cap. Gift box. Choice of point.
2490JF600 Blue $10.0
2491JF600 Black 10.0

CORINTH PEN

Gold Arrowcap gold-filled cap. Fine line of distinction. Standard point.
2492JF600 Blue $10.00
2493JF600 Black 10.00
SET Pen and matching Waterman pencil. Handsome gift package. Standard point.
2494JF936 Black $15.00
2495JF936 Blue 15.00

GOLD CORINTH PEN

Distinctive with Arrowcap gold-filled cap and barrel. Waterman's 14K gold point. Gift box. Standard point.
2496JF600 Green $11.00
2497JF600 Black 10.00
SET Pen and matching Waterman pencil. Gift box. Standard point.
2498JF900 Blue $21.50
2499JF900 Black 21.50

LADY CORINTH PEN

Lovely petite model pen designed for the slim hand. Fine point. Very Attractive gift box. Standard point.
2500JF600 Red $10.00
2501JF600 Black 10.00
SET Pen and matching pencil in attractive gift box. Standard point.
2502JF885 Blue $14.75

All pens have Waterman's famous handcrafted 14K gold points personalized to fit your hand and writing style

Waterman's Sapphire

An exciting new and different pen ...first to employ a jewel point* for silky smooth writing qualities... first with "Feather-touch" retractable action that signals when point is in or out. In two distinctive models.

*Jewel point is synthetic sapphire

GOLD SAPPHIRE

Handsome retractable jewel point pen. Slender smart smooth writing. Heavy Gold Plated Barrel. Gold Plate Warranted 22 K** Distinctively gift packaged

2503JF300 $5.00*

*Plus 10% Federal Excise Tax

SAPPHIRE CARTRIDGE

Smooth writing Waterman Sapphire jewel cartridge Permanent Blue Endura Ink

2504JF60 .....$1.00

Sold in lots of 6 only

CHROME SAPPHIRE

Gleaming chrome-made retractable pen identical to Gold Sapphire in writing quality and other features. Attractively gift packaged

2505JF225 $3.75

FLAIR RETRACTABLE

Perfect sphere Iridaloy point writes heavy or light. Retractable action ejects point on thumb pressure, retracts by pressing top of clip. Enduring chrome top. Barrels in assorted colors

2506JF117 $1.95

Sold in lots of 6 only

RETRACTABLE CARTRIDGE

Fits all Waterman Retractable Pens Like Permanent Blue Ink

2507JF30 Each 50¢

Sold in Dozen lots only

BALL POINTER

Real value in ball pen with chrome-finished cap and clip. Iridaloy point. Barrels in assorted colors.

2508JF60 $1.00

Sold in lots of 6 only

SKYWRITER

Sturdy, low-priced pen with smooth Iridaloy point. Satinum metal cap. Assorted colors

2509JF117 $1.95

Sold in lots of 6 only

BALL POINTER CARTRIDGE

Smooth writing DRY INK. Assorted colors

2510JF30 Each 50¢

Sold in Dozen lots only

Wearing Pottery, Sturdy Plastics for Years of Service

A SWAN FLOWER

Sparkling, new Swan Flower design on delightful free-form shapes. Wide avocado green border, flower in soft shades of pink, rose, light green with yellow accents on white background. Solid avocado holloware. Glazed semi-porcelain

A place setting consists of a bread and butter plate, dinner plate, cup and saucer.

16-pc. starter set includes 4 place settings.
25281W663.....Retail $9.95

53-pc. set includes 8 place settings. 8 each, lug soups, fruits. One each; 13 in platter, veg. dish, covered sugar, creamer
25282W2397 . . . . . .Retail $35.95

95-pc. set includes 12 place settings: 12 each; salad plates, lug soups, fruits. One each; 11 and 13 in. platter, oval and round veg. dish, covered casserole, gravy boat, pickle dish, covered sugar and creamer.
25283W4930.....Retail $73.95

D NEW FIESTA

Deck your table with a vibrant rainbow of harmonizing hues! Fine, glazed semi-porcelain in perfectly proportioned modern design. Assorted solid colors—forest green, turquoise, chartreuse, rose, grey and yellow. Life guarantee against checking, crazing.

A place setting consists of 7 in luncheon plate, 9 in. dinner plate, fruit dish, cream soup, cup, saucer in assorted colors.

24-pc set includes 4 place settings.
25114W930.....Retail $13.95

36-pc. set includes 6 place settings.
25113W1367.....Retail $20.50

9-pc. completion set includes salt and pepper shakers, covered sugar bowl, creamer, vegetable dish, chop plate, coffee pot with

B INDIAN SUMMER

Makes your table sparkle with gaiety, warmth and color. Glazed, semi-porcelain dinnerware in eye-appealing accent shape. Delightfully decorated with vibrant autumn shades in light tan, deep brown and crisp fall orange.

A place setting consists of bread and butter plate, dinner plate, cup and saucer.

16-pc starter set includes 4 place settings.
25278W597.....Retail $8.95

53-pc. set includes 8 place settings: 8 each; lug soup, fruit. One each; 13 in. platter, veg. dish, covered sugar and creamer.
25279W2263.....Retail $33.95

95-pc. set includes 12 place settings: 12 each; salad, lug soup, fruit. One each; 11 in. and 13 in platter, oval and round vegetable dish, covered casserole, gravy boat, pickle dish, covered sugar and creamer.
25280W4263.....Retail $63.95

E HIGHLAND PLAID

Create distinctive, unusual table settings with bright, dramatic brown and forest green plaid dinnerware with its solid forest green holloware. Rimless, modern, gracefully molded lines accent the lustrous plaid and solid surfaces. Clear colors are applied to ivory semi-porcelain background under a hard, chip resistant glaze.

A place setting consists of bread and butter plate, dinner plate, fruit, cup, saucer.

35-pc. set includes 6 place settings. One each: platter, vegetable dish, covered sugar bowl and creamer.
25117W1130.....Retail $16.95

53-pc. set includes 8 place settings, plus 8 soup bowls. One each, platter, vegetable

C MORNING FLOWER

Lovely design complements all settings. Highly glazed semi-porcelain. Shaded pink Morning Flower with soft green and brown leaves against an ivory background. Wide forest green border rimmed with gold.

A place setting consists of bread and butter plate, dinner plate, cup and saucer.

16 pc. starter set includes 4 place settings.
25284W530.....Retail $7.95

53-pc. set includes 8 place settings: 8 each, lug soup, fruit. One each; 13 in. platter, veg. dish, covered sugar, creamer.
25285W1863.....Retail $27.95

95-pc. set includes 12 place settings: 12 each: salad, lug soup, fruit. One each: 11 in. and 13 in. platter, oval and round vegetable dish, covered casserole, gravy boat, pickle dish, covered sugar and creamer.
25286W3530.....Retail $52.95

G FLORENCE BY PROLON

New styling—new coloring—new beauty provides smart table decor in Melmac. New, wonder plastic guaranteed against breaking, cracking and chipping. Carries the Good Housekeeping Seal of approval Place setting consists of 6¼ in. plate, 10 in. plate, bowl, cup and saucer.

20-pc. rainbow set includes 4 place settings. Equal pieces in high noon yellow, sunset red, dawn grey, midnight black.
25102A4S1263/1330.....Retail $19.95

20-pc. as above, but in solid colors. Specify high noon yellow, sunset red or dawn grey.
25103A4S1263/1330.....Retail $19.95

6-pc. completion set includes one each: 12½ in. platter, one open and one divided vegetable dish, covered sugar bowl and creamer. Solid color set. Specify high noon yellow, sunset red, dawn grey or mid-

Wearing Pottery, Sturdy Plastics for Years of Service

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Sparkling, new Swan Flower design on delightful free-form shapes. Wide avocado green border, flower in soft shades of pink, rose, light green with yellow accents on white background. Solid avocado holloware. Glazed semi-porcelain

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6-pc. completion set includes one each: 12½ in. platter, one open and one divided vegetable dish, covered sugar bowl and creamer. Solid color set. Specify high noon yellow, sunset red, dawn grey or mid-

"Chanticleer"

by Brock of California

A perky rooster struts on an Ivory background, sports plumes of bright Brown, Green and Yellow. Provincial modern semi-porcelain dinnerware in perfectly proportioned "coupe" (raised-edge) design—modern and informal. You'll use this festive set for day-by-day meals - for special occasions . . . and find it takes hard wear in stride! Colors will never wash off; they're sealed under glaze.

For contents of dinner set and 7 pc. table service, see pg. 436. Matching serving pieces shown on this page and on page 445.

703-975 C965 16-pc. Set for 4 $13.75
703-983 C885 7-pc. Service . . 13.25
703-991 C755 Set of 4 each: Salad and Soup-Cereal Bowls 11.25

"TREE OF LIFE" by Jaska of California

Tree and birds . . a lovely design borrowed from a famous old Shaker pattern . . in exquisite tones of Blue, Green and Brown on creamy Ivory background. Inner edge has a scalloped border; Brown with tiny Blue hearts. Blends with any table setting - sure to attract compliments! Fine semi-porcelain with colors permanently sealed under glaze.

703-892 C1200 16-pc. Set (service for four). See page 436 $17.50
703-900 C900 7-pc. Table Service. See page 436 . . . . . 13.50

"CHANTICLEER" Accessory Pieces by Brock of California

Smart hostessing pieces to match dinnerware above and Chanticleer dishes on page 445. 2-qt. chafing dish with black wrought iron stand, pottery candle holder, 15-hr. warming candle, 10-cup coffee server with wrought iron stand and 15-hr. candle. Burger set has 4 chubby relish jars (with lids, spatulas), wrought iron stand.

472-001 B563 Chafing Dish Set and warmer: 9½" high . . . $7.95
472-019 B490 Coffee Server Set and warmer: 13" high . . . 6.95
472-027 B640 Burger set and stand: 17" long 8.95

"BAMBU" and "BLOSSOM" Dinnerware and Table Services by Weil of California

Artistic Oriental . . with a California touch! 'Bambu' has raised shafts of soft Green and Brown against Yellow ground. 'Blossom' has snowy White blossoms, accented with Yellow and Brown, raised on Celadon Green surface.

Light yet extra-durable semi-porcelain in Modern square shape; glazed twice for lasting color protection.

Ⓑ 'Bambu'. See pg. 436 for content list.
703-942 C1345 16-pc. Set (for 4) $19.50
703-959 C975 7-pc. Table Service 13.95
703-967 C5265 53-pc. Set (for 8) . 75.00

Ⓕ 'Blossom'. See pg. 436 for contents.
704-007 C1345 16-pc. Set (for 4) . $18.50
704-015 C975 7-pc. Table Service 13.25
704-023 C5265 53-pc. Set (for 8) . . 75.00

Ⓑ

Ⓕ

PEBBLEFORD . . . 'pebble-speckled' hues

New shapes, new colors to enhance your table with a gala party air! Fine semi porcelain, with a dusting of tiny pin-point pebble markings permanently sealed under glaze. 4 decorator colors, speckled with brown.

20 Piece Set (service for four). Consists of four individual place settings; one each in Sand, Granite, Teal Blue and Sunburst Yellow. Each place setting has: dinner plate, cup, saucer, cereal or soup bowl, bread-and-butter plate.

704-072 C490 20-pc. Set (for 4) . . **$6.95**
For Service for eight . . . order 2 sets.
For Service for twelve . . . order 3 sets.

7-Piece Table Service. Includes 13½" oval platter (Teal Blue), 9" open vegetable dish (Sunburst Yellow), creamer and covered sugar (Granite), salt and pepper (Sand).

704-080 C445 7-pc. Service **$6.25**

GAY PLAID COTTAGE SET . . oven-proof semi-porcelain ware

Cheery, charming! Bold Green-and-Brown plaid pattern on Ivory ground. Hand decorated under glaze. Oven-proof pottery for "oven to table" use. See page 438 for composition.

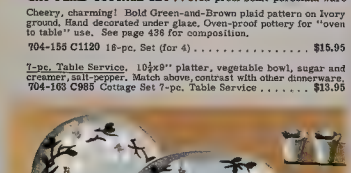
704-155 C1120 16-pc. Set (for 4) **$15.95**

7-pc. Table Service. 10½x8" platter, vegetable bowl, sugar and creamer, salt-pepper. Match above, contrast with other dinnerware.
704-163 C985 Cottage Set 7-pc. Table Service **$13.95**

SPENCERIAN SCROLL . . . conversation-piece dinnerware

Black and White dinnerware . . . ultra modern, ultra smart! Delicate black scrolls are intertwined on soft Ivory background, shaded with gray green. Glazed semi-porcelain . . . retains its lustre and loveliness through years of three-meal-a-day use. See opposite page for matching accessory serving pieces; see page 438 for composition of 20-pc. table set and 7-pc. table service.

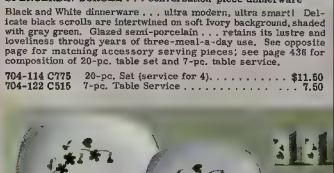
704-114 C775 20-pc. Set (service for 4). **$11.50**
704-122 C515 7-pc. Table Service **7.50**



DOGWOOD . . . Orchard dinnerware from California

Raised creamy Dogwood blossoms, shaded with Sepia, sparked with brown stems, green leaves on a soft Gray background. Completely charming . . . makes every meal an "occasion". California pottery with hand-decorated pattern permanently sealed under glaze. See page 436 for composition of set. Table service like 7-pc. service on page 436 but with covered creamer.

704-056 C1050 16-pc. Set (service for 4) **$14.95**
704-084 C750 8-pc. Table Service **11.25**



VIOLETS . . . Orchard California pottery in modern square shapes

Sprays of violets, true as life, artistically hand-decorated on soft Gray background . . . distinctive, lovely on any table! California pottery, highly glazed for ever-rich and true colors. A really thoughtful gift for a bride or for your own home! See page 436 for contents of 16-pc. set. Table service like that on page 436 but with covered creamer.

704-031 C915 16-pc. Set (service for four) **$12.95**
704-049 C810 8-pc. Table Service **12.20**

Westmoreland Handmade Milk Glass Reproductions . . . noted for superior color, fidelity to detail and craftsmanship. Made by the same methods used in the late 1800's . . . some from moulds used two centuries ago. Individually packed in corrugated shipping cartons.

(E) OCTAGONAL BOWL with a lovely old Colonial pattern border all around! A beautiful centerpiece piled high with fruit or flowers.
471-995 B438 Octagonal Bowl (9¼"x3" deep). Each $6.50

(F) PEDESTAL COMPOTE. Beautiful candy dish with the cover on --a dramatic centerpiece, filled with fruit, candy, tiny blossoms.
471-854 B535 Covered Compote (10" high). Each $7.95

(G) MILK GLASS PLATE . . lovely on the tea table. Lace the wide latticed border with ribbon--pair them on your walls. 8" diameter.
471-987 B150 Milk Glass Plate. Each $2.25

(H) SHALLOW BOWL . . popular diamond-cut design . . gracefully scalloped edges. Charming heaped with fruit or floating flowers.
471-961 B235 Shallow Bowl (2½" deep; 10" diam.). Each .$3.50

(K) DORIC DESIGN CAKE SALVER. Beautiful . . adds a touch of elegance to cake serving. Thread ribbon through the pierced edge.
471-946 B450 Cake Salver (11¾" diam.; 4½" high). Each . $6.75

(L) QUAINT SQ. COVERED BOWL . . embossed grape design on 4 sides. Perfect nut or candy dish . . use a pair on vanity or buffet.
471-953 B225 Covered Bowl (3½" sq., 5½" high). Each . . .$3.35

(M) PETALED BASKET-BOWLS. Charming as posies! Float a single blossom in each, use as individual candy and nut dishes.
471-912 B198 Basket-Bowls (each 5" across). Pair $2.95

(N) FOOTED COMPOTE . . decorative quilt-effect pattern . . just the right size to hold a honeycomb or other good things to eat.
471-904 B180 Covered Compote (5x5½" high). Each $2.70

(P) GLOBE-SHAPED BOWL . . in antique pineapple pattern. Prize addition to your early American glass collection!
471-888 B265 Globe-Shaped Bowl (6½" high). Each $3.95

(R) ROOSTER CANDY DISH . . 'cock 'o the walk' as he holds candy or nuts. White glass with red coxcomb, yellow beak and feet.
471-896 B265 Rooster Candy Dish (7x9¾" tall). Each . . . $3.95

(S) LARGE OVAL BOWL . . unique vegetable dish, fruit bowl. For charming effects, lace ribbon through the pretty lattice-work edge.
471-979 B315 Oval Bowl (12" long, 10" wide). Each . . . $4.50

(T) PEDESTAL FRUIT BOWL . . reproduction of a Colonial classic. Beautiful lattice-work border . . . stands a stately 8 inches tall.
471-938 B467 Fruit Bowl (9" diameter). Each $6.95

FAMOUS FLI-BACK RETURN TOPS

Perfectly Balanced for Easy Playing and Carefully Inspected for Quality

GENUINE TOURNAMENT MODEL FLI-BACK RETURN TOPS

Free Wheeling, Sleeper Type—Will Do All Known Playing Tricks

CHAMPION SPINNING TOPS

Each Box Contains One Top and One Heavy Gauge Playing String With Button

CHAMPION SPINNING TOPS

BOXED ILLUSTRATION ASSORTMENT

Every Balloon Needs a Balloon Stick

RAINBOW BALLOONS

FLI BACK'S RAINBOW balloons are a must on your counter. Clean, fresh, sanitary packages have party game instructions on reverse side

THE FLI-BACK SALES CORPORATION

HIGH POINT, NORTH CAROLINA

FAMOUS FLI-BACK PADDLE BALL GAMES

25¢ DELUXE BALL GAMES

Brilliant Red
Non-Toxic Plastic Lacquer Finish
Equipped With
1⅜" Rainbow Sponge Ball
Tied and Wrapped ½ Doz.

10¢ PADDLE BALL GAMES

Printed in Two Colors
Smooth Natural Plywood
Sanded Edges
Tied and Wrapped 1 Doz.

TWIN PACK SPONGE RETURN BALL

Size 1⅜" in Cello. Window Box
Red Gloss and Rainbow

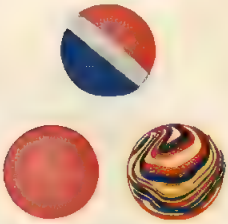
Packed Equally Assorted
Red Gloss, Rainbow; 3-Color
Nos 305 thru 309

SPONGE BALL ASSORTMENT

Consumes a minimum of counter space and has maximum eye appeal. No special pack for display or inventory is needed. Only the fastest selling balls are in this self dispensing unit. See price list for details

Three Color, Cellophane Wrapped RETURN BALLS

"PLAY BALL WITH FLI-BACK"



SPONGE PLAY BALLS
ALL SIZES
Red Gloss, Rainbow, Three-Color

EMBOSSED STITCH BASEBALL
Sizes 2" - 2¼" - 2⅞"

SPONGE BASEBALLS
Sizes 1¾" - 2" - 2¼" - 2½" 2¾" - 2⅞"
Printed With Baseball Stitch and Name

THE FLI-BACK SALES CORPORATION

HIGH POINT, NORTH CAROLINA

Making Dolls for Four Generations

Craftsmen representing three generations, from a family that has been making dolls for four generations, were seen making their famous *"Dolls with Personality"* at W & J Sloane's open house in Beverly Hills, Calif., Friday evening, October 9. The store and many live exhibits of craftsmanship were open to the public from 7:00 to 10:00 p.m

The dollmakers were Mrs. Eddy P. Berkeley of Hollywood, who was seen stitching, stuffing and finishing; Mrs. Esther Berkeley, her mother, now 80 years old, who makes all of the clothes for the dolls, and "Eddy's" son, Sidney Seigel, who does the cutting.

Mrs. Esther Berkeley's mother started the family craft in Bucharest, Roumania, many years ago. The present family has carried on the business in Hollywood for the past twenty years, where the dolls have won considerable movie fame.

"There aren't many movie stars' homes," said Mrs. Berkeley, "that don't have our dolls displayed in them."

Scarecrows, elephants, pickaninnies, bunnies, clowns, Suzettes and dozens of other character dolls are among the well-known ones. Educational films at Paramount Studio have featured them, and they have recently appeared in TV on the *"This is the Life"* show. Eddy P. Berkeley was for some time the Duchess in the Red Ryder series.

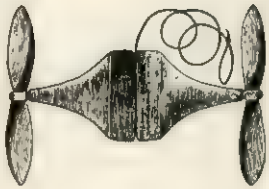
♦

Toys at One Price

Eaton's department store, Toronto, Ont., pulled good action in its toy department when it featured a large special purchase collection of toys at one price—$1.77.

The store employed a full-page newspaper ad to launch the promotion, and invited telephone orders for city and suburban delivery. About 50 different items were offered in the event. The items were put on display in the store's toy department.—G.T.

Profits WHIZ with the New WHIZ BACK TOP!



A Real Money Maker

69¢

Write Today—

Get your supply of this all-year seller and cash in on the interesting appeal of the Whiz Back Top.

It's fun to sell and appeals to just about every age. Bright red and blue colors with red propellers that whiz as it goes up down, out-back, etc. Send for details and we will rush it to you. This is a coordination toy.

Attractively boxed and packed gross to case. Also available in polyethelyne bags for super market display. A proven seller.

PHOENIX ENGINEERING CO.

4661 FAIRFIELD AVE. SOUTH
ST. PETERSBURG, FLORIDA

NEW POKER CHIP RACK HAS SEPARATE TRAYS

Synthetic Plastics Sales Company, 461 Eighth Avenue, New York City, has just introduced a new type poker chip rack called the "Handy Ante" rack, which serves six players with a removable chip

tray and pre-counts chips for each player. The new "Handy Ante" Rack consists of six removable trays containing an assortment of red, white and blue interlocking compression molded chips. Molded in durable high-impact plastic material, the rack has two neat folding handles, comes complete with 180 standard size unbreakable plastic chips, and has space for two decks of cards. Overall sizes 35/8"x4"x5½". Gift packaged in a two-tone set-up box, it retails for $2.98.

IMPROVED DESIGN FEATURED IN 2-WHEEL ROCKET SKATES

There's been no price increase in improved Rocket Skates. Priced to retail at $7.95, Rocket Skates are available now on immediate delivery from Rocket Skate Company, 1125 Chestnut Street, Burbank, Cal.

Two-wheel Rocket Skates are now fas-

ter, more maneuverable than ever. Improved design features sturdy steel construction, a highly durable finish, wider streamlined clamp and comfortable cushioned strap.

Rocket Skates' design—two special plastic rubber wheels centered front and back on each skate—make them a favorite with skaters who appreciate the easy balancing and maneuverability that offer more speed, faster pivots and stops than ordinary skates. Skates are swift and noiseless, harmless to floors and safe, too, for the wheels have no sharp edges.

An eye-catching decorative feature of the new design is the gayly colored wing on each rear wheel. Double ball bearings on each wheel are enclosed against dust.

Willie Mays' Baseball Game by Toy Development Company

Willie Mays, star hitter and outfielder for the New York Giants, will lend his pleasant personality and enthusiasm to the promotion of a new baseball game manufactured and distributed by the Toy Development Company, Inc., 29 St. Marks Place, New York City 3.

The game was first released shortly before World Series time and is said to have been immediately successful. Sales in Puerto Rico, where it was introduced at the beginning of the fall baseball season simultaneously with Willie's appearance there, indicate that with a full baseball season in the United States the sales should be correspondingly high here during the spring.

Willie, who is shown above explaining to a group of eager youngsters how they can learn baseball strategy with his game, has licensed the rights to the Toy Development Company. Oliver Garfield, president.

The game was designed in the company's testing shop. Willie Mays sat down with a group of youngsters who qualified as baseball game "experts" and among them worked out a completely new game that has all the action of real play: pitching, batting, and fielding all of which demanded both hand-eye coordination and baseball savvy of the players. The game has a glossary of all terms and a discussion of baseball strategy prepared by Willie.

Sales of the game are boosted with personal appearances by Willie that must be scheduled in advance. A publicity campaign on sports pages and on TV will back up participation department store advertising by department stores.

The game is available in two versions at $1 and $1.98 retail. All inquiries should be directed to the Toy Development Company which also manufactures a full line of standard games and jig saw puzzles.

Smith Vice-Chairman at AMF

General Walter Bedell Smith, who retired as Under Secretary of State last Friday, has been elected vice-chairman of the board of directors of American Machine & Foundry Company. In announcing General Smith's election, Morehead Patterson, chairman and president, said he would have broad administrative duties and would play a key policy-making role in the company.

Mr. Patterson said: "We are extremely fortunate to have enlisted the great administrative know-how of General Smith in our rapidly growing company. He will actively bring to bear on our immediate day-to-day operating problems as well as our long-range policy planning the unsurpassed judgment and experience with which he has served our country for over 40 years in high civilian and military posts."

General Smith was born in Indianapolis, Indiana, on October 5, 1895. He began his

General Bedell Smith

military career as a private in 1910 and rose to the rank of General in 1951. He retired from active service in the Army on January 31, 1953.

Burns Agency Officer Meets Doughboy's "Kelly the Cop"

Albert Allen, an officer for the W. J. Burns Agency, center, inspects "Kelly the Cop," the new inflatable plastic toy which is in the fall and winter line of the Plastics Division of Doughboy Industries, New Richmond, Wis. At the right is Ben Thigben of Dallas, a sales representative for Doughboy in the south. The lady is Mrs. Robert Bimblick.

Centaur Set with Snowman, Santa, Choir Boy, Girl Angel

Ready now for winter fun are Centaur's "playable, pliable" plastic Winter Carnival set of the Snowman, Santa, Choir Boy and Girl Angel, it was announced by Norval Crutcher, general sales manager. Each is appropriate to all occasions of the season.

A crank, so easy to turn even for an 18-months-old child, gives the Centaur toy fun-provoking animation. The clownish Snowman smiles, tips his top hat, and turns his head in one rolling movement. The rollicking Santa shakes with mirth all over. The heavenly Girl Angel with hair of gold and eyes of blue, flutters her wings and moves her head and hand. The angelic Choir Boy goes through the motions of singing from his choir book, moving his head from side to side, opening his mouth and shaking his wings

The new Centaur styrene plastic "Glitter Base" adds a sparkling galaxy of color to this Winter Carnival Assortment. All the toys are non-toxic, assuring maximum safety for the child.

Sales will be promoted by a colorful eye-catching display box with a die-cut background of a red, blue, black and white winter scene. The box contains 12 Centaur toys, each in any desired assortment. The set is also individually packaged in Cello-Pack with a colorful card backing. The retail price of this number is a popular 40c.

Orders are now being accepted for immediate delivery to any point in the United States from Centaur Productions, 123 E. Linden Boulevard, Burbank, Cal., Mr. Crutcher added

IMPROVED CROQUET SETS OFFERED BY SOUTH BEND

Croquet, the long-time favorite of family games, has been given a new look with the introduction of 1955 models by South Bend Toy Mfg. Company. Thirteen distinctive

models are offered in six and eight player sets.

Three important features highlight the new '55 line: a "Wheel 'N Play" carrying rack with wheels, enabling even small children to bring the set onto the yard; an entirely new grooved mallet head and handle for better grip; and an improved form of arch which has an offset to permit easy insertion to an automatic depth in the ground

"TINY ATOM" MOTOR ASSEMBLY KIT BY WILSON'S OF CLEVELAND

Illustrated below is the #3113 "Tiny Atom" Motor Assembly Kit, a popular \$3 retailer included in the line of Wilson's of Cleveland, 425 Lakeside Avenue, N.W., Cleveland 13. The same motor, in assembled form, has a five-year history of sales to hobbyists, schools, research laboratories and industry. Now, in disassem-

bled form, it's being aimed at the youngster or adult who enjoys creating something with his own hands.

The hinged, clear plastic case contains all the parts needed for making a complete 1½ to 3-volt, double extended shaft, reversible motor with a clear plastic housing, a permanent Alnico V magnet and a wound armature. Also in the case is a vial of accessories including shafts, a pulley and a worm gear for applying the completed motor to work. Each unit is packed, too, with a pair of shaft brackets to facilitate the application of the motor to many uses; and a comprehensive instruction book.

The #3113 is termed an excellent educational item inasmuch as the basic principles of the small motor are the same as those of all other DC motors.

Packing is one dozen kits per carton; shipping weight, about five pounds

TED WILLIAMS GLOVE

Top quality Ball Hawk glove by Wilson—sure to please every baseball minded boy. 3 finger model with leather interlaced fingers; leather laced ball trap and heel. Full leather lining. Pre-formed grip-fits pocket; plastic binding. Autographed by Ted Williams, famous Boston slugger. Perfect for your "Little Leaguer." Shipping weight 1 lb. 11 oz.

52 J 7045. R.H. Thrower **4.95**
52 J 7046. L.H. Thrower 4.95

"RICHIE ASHBURN"

All the features usually found only in higher priced gloves are built into this top quality 3 finger glove. Leather interlaced fingers, laced ball trap and heel. Rolled leather binding; welted seams; built-in leather thumb loop; deep oil treated pocket. Adjustable "Wrist-loc" feature—offered for the first time at such a low price. (1 lb. 11 oz.)

52 J 7047. R.H. Thrower **6.95**
52 J 7048. L.H. Thrower 6.95

WARREN SPAHN GLOVE

Professional quality at a low low price. Leather interlaced fingers, leather laced heel and finger webbing. Special perma-pak padding, cowhide lining. Extra wide . . . yet designed for snug fit with adjustable "Wrist-loc" feature. (1 lb. 15 oz.)

52 J 7024. Right Hand Thrower **9.94**
52 J 7025. Left Hand Thrower . 9.94

Christmas Special

9.94

Sells regularly for $10.95

WILSON BAT AND BALL

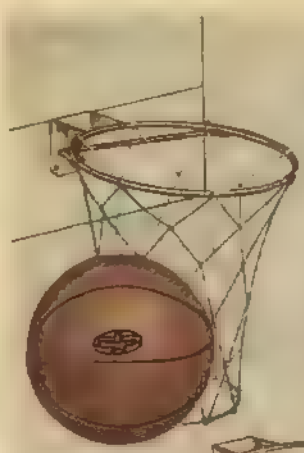
A well constructed set by the people who make the equipment of the champions . . . sure to thrill your youngster. Regulation size "Bob Feller Fireball" with horsehide cover and felt center. 31-in. Wilson Junior model bat; natural finished ash wood.

52 J 7136. (5 lbs.) **1.98**

BALL AND GLOVE SET

An ideal gift for every sports-minded boy on your Christmas list. Regulation size "Bob Feller Fireball" with horsehide cover and felt center. "Irv Noren" 4-finger glove of top grain cowhide; plastic binding throughout. R.H. throw only.

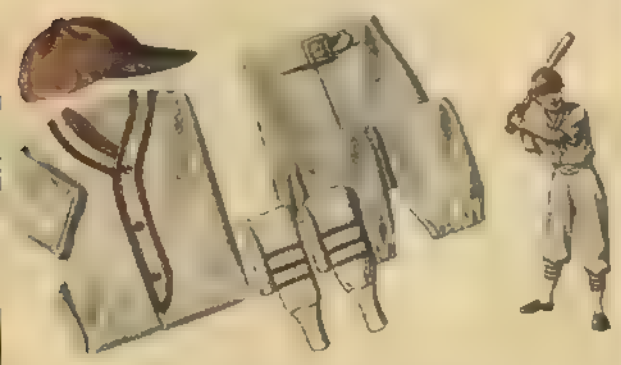
52 J 7137. (3 lbs. 4 oz.) . . **3.95**



BASKETBALL SET

Give him this complete outfit for Christmas . . . he'll be the envy of his gang with the basketball, goal, and backboard . . . all for one remarkably low price, too! Includes 4 ply American Eagle rubber Basketball and 29x29-in. backboard. Constructed so that the braces can be quickly attached. Regulation size 18 in. Orange colored goal, net. All hardware and instructions for easy assembly included. Shipping weight 25 lbs. Mailable.

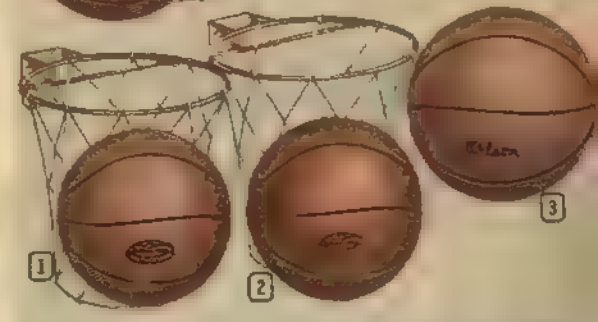
R52 J 8376Y 3 Pcs. **9.95**



BOY'S 4 PC. BASEBALL UNIFORM

Dress him like a "pro" in a well made "Big League" suit priced to fit your budget. Shirt has short sleeves, button front, pants have elastic bottoms, self belt, button closing fly front. Matching cap; long stirrup socks. Color: Gray. State size: 6-8-10-12-14. See chart 7, p. 270.

52 J 7267. (1 lb. 5 oz.) **5.95**



(1) REGULATION BASKETBALL SET . . . a wonderful outfit for your youngster. 2 ply rubber basketball with official valve type bladder. 18 in. Orange colored goal with net; sturdy brackets complete set.

R52 J 8375. Shipping weight 10 lbs. 2 pcs. **5.95**

(2) BALL AND GOAL SET. Official 4 ply rubber ball. Valve type bladder. Rubber impregnated twill lining. Complete with 72 in. Orange goal and net. Mailable.

R52 J 8378 (8 lbs.) 2 pc **6.95**

(3) WILSON BASKETBALL. Top value! Molded rubber "Triumph" basketball . . . sturdy Wilson construction. Regulation size and weight. Inflating needle incl.

52 J 8371. (2 lbs. 8 oz.) **4.95**

NOW YOU HAVE MORE LIBERAL MONTHLY PAYMENT TERMS—SEE PAGE 273

25¢ 30" bow, blue, red, black, colored card, 24 to ctn. - No. 2

49¢ 33" bow on a green, yellow, red, black, colored card, 24 to ctn. - No. 3

98¢ 42" bow on a red, green, yellow, black, colored card, 12 to ctn. - No. 4

$1.29 33" bow, colorfully decorated box, 4 color target, 12 to ctn.

$1.79
$2.50
$3.00

34", 40" and 48" bows, colorfully decorated box, 4 color target, packed 12 to ctn. ($3.00 set includes an instruction booklet and is packed 6 or 12 to ctn.) Specify suction cup or steel pointed arrows.

WITHINGTON

ARCHERY SETS

Complete Line and Price Range

Archery sales are booming and the Withington Line is built to help you get your share of this business. It's a complete line, priced right, styled right and packaged right for action selling and quick turnover.

Contact your nearest jobber for descriptive literature or write us. Immediate delivery.

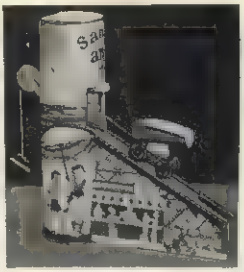
WITHINGTON

$3.98-$4.98-$5.98 Prince Valiant sets 48", 54", 60" bows, colorfully decorated box, 4 color target, arm guard, instruction book, packed 6 to carton.

Order NOW!.. WOLVERINE TOYS for SPRING

Wolverine Toys are designed for Play Value . . . Built to Endure . . .

NEW . . . No. 68—Crane



No. 61 Sandy Andy
Entirely New . . . All Set Up

No. 587 Submarine

No. 86 Aircraft Carrier

Write for New Spring Catalog

No. 93 A Luxury Liner

Also replenish your stock of Wolverine Staples—such as irons, stores, etc. . . .

Matched Embossed Sand Pails and Sprinklers

■

All figures are deeply embossed

●

No. 16 → Embossed Pail with Metal Shovel

No. 47 Embossed Sprinkler

Sand Sieve Sets with Plastic Molds
No. 65 Illustrated Above
No. 67 Larger Set

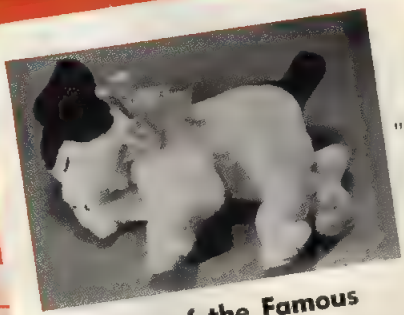
WOLVERINE MADE IN U.S.A.

WOLVERINE SUPPLY & MFG. CO.

Factory: Pittsburgh, Pa. · New York Office: 200 Fifth Avenue · Room 436 · OR 5-3080

Woolnough

ANIMALS



"SLEEPING PUP"

Just One of the Famous WOOLNOUGH CLASSICS

Often Imitated—Never Equalled

The famous "Sleeping Pup" is a perfect example of WOOLNOUGH originality and quality. One of our exclusive staples for many years, like many other fascinating items in the WOOLNOUGH Line, it has proven just too difficult to imitate. And yet for all the unequalled superiority in design and perfection of workmanship always assured by WOOLNOUGH animals, you will find WOOLNOUGH prices in the same category as other lines of distinctly inferior quality.

Come in and look over the line that so many buyers are finding to be tops in quality but comparable in price to what you would expect to pay for the ordinary.

F. W. WOOLNOUGH CO., Inc.

CREATORS OF MASTER [illegible]

200 FIFTH AVE. · ROOM 555 · NEW YORK 10, N. Y.

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. . . from WYANDOTTE'S volume

OF FAST-SELLING MERCHANDISE

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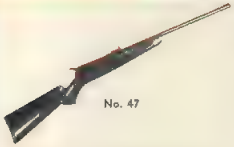

No. 47

RED RANGER REPEATING CAP RIFLE
Another WYANDOTTE Hit

No. 1015

ALL STEEL REPAIR TRUCK
Complete Set of Tools — Every Wheel and Tire Removable

No. 9623

HOPALONG CASSIDY TWO GUN HOLSTER
Wonderful Value

VARIETY
QUALITY
ECONOMY

. . . . for the discerning toy buyer—a complete refreshed line of quality merchandise, including mechanical train sets, durable plastic items, steel, die cast and lithographed metal toys.

These, plus a new selection of western cap guns and holster sets make "Wyandotte" a perennial source of reliable merchandise for discriminating toy buyers everywhere.

Our new 1954 Spring and Summer Catalog Is Now Available

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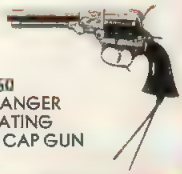
401 COMBINATION ALL STEEL SAND LOADER and DUMP TRUCK

575
DOLL STROLLER

1006
ALL STEEL
DUMP TRUCK
with
FRONT LOADER



50
RED RANGER
REPEATING
SMOKER CAP GUN

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LOOK FOR THE DOT...

No. 2158 WyanDOTte's Five Unit Mechanical Train with Crossover

Clear the tracks!—here comes a carload of excitement. Lithographed engine with ringing bell and electric headlight. You can almost smell the cinder smoke from the tender with imitation coal. Box car . . . caboose . . . four straight tracks . . . twelve curved tracks . . . One crossover. Automatic start-stop attachment makes switching and station stops possible for more realistic performance. Exclusive banked track feature allows ultra high speed operation. One half dozen in shipping container.

W

ON WYANDOTTE TOYS

That DOT tells you it's WyanDOTte . . . "a great name in Toys." It's your guarantee of dependability, top quality, quick saleability . . . good, sure profits.

Yesterday's children joyfully welcomed WyanDOTte Toys . . . just as *their* children do today! That's because, down the years, WyanDOTte Toys have been made chock full of exciting play value . . . loaded with fun.

Keeping that name on top—through consistent performance and promotion—is our promise and our pledge to you.

STEEL TOYS
POP GUNS
RIFLES
CAP PISTOLS
HOLSTER SETS
MECHANICAL TRAINS
and
DURABLE PLASTICS

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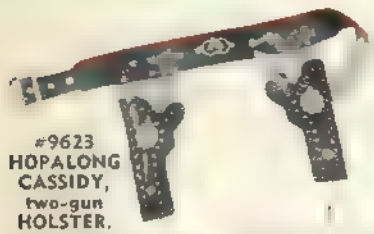
OF FAST-SELLING MERCHANDISE

401 COMBINATION
ALL STEEL
SAND LOADER
AND DUMP TRUCK

#47 RED RANGER REPEATING CAP RIFLE, Another Wyandotte Rifle

#1015 ALL STEEL REPAIR TRUCK, Complete Set of Tools. Every wheel and tire removable



#9623 HOPALONG CASSIDY, two-gun HOLSTER. Wonderful Value

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Day in, day out — year after year — Monopoly holds its place as the best-selling game of all. No game in the world is more fascinating, or more extensively promoted. Monopoly is featured in *every* advertisement in the huge national Christmas campaign for Famous Parker Games.

Deluxe Edition . . . $10.00
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Parker Brothers, Inc. SALEM, MASSACHUSETTS

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OF FAST-SELLING MERCHANDISE

401 COMBINATION
ALL STEEL
SAND LOADER
AND DUMP TRUCK

575 DOLL STROLLER

1006 ALL STEEL
DUMP TRUCK
WITH FORD LOADER

50 RED
RANGER
REPEATING
SMOKER
CAP GUN

VARIETY
QUALITY
ECONOMY

. . . for the discerning toy buyer—a complete refreshed line of quality merchandise, including mechanical train sets, durable plastic items, steel, die cast and lithographed metal toys.

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TOYS & NOVELTIES, March 1944. Volume 5, No. 3. Published monthly at 307 N. Michigan Ave., Chicago, Ill., by the Toys and Novelties Publishing Co., with Editorial Headquarters at this address. Subscription price $3.00 per year in the United States, Mexico and South America, other countries $10. Entered as second class matter, August 15, 1940, at the post office at Chicago, Ill., under the act of March 3, 1879.

Another Big Page!

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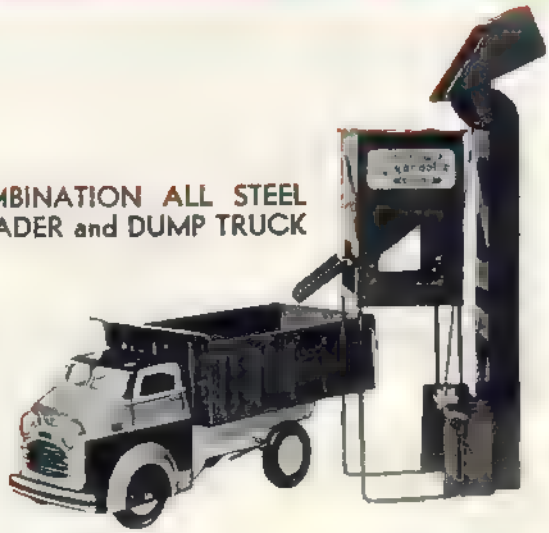

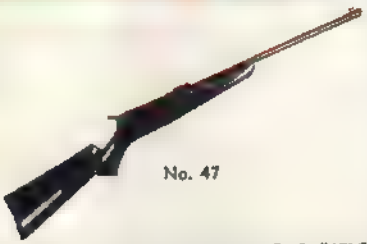

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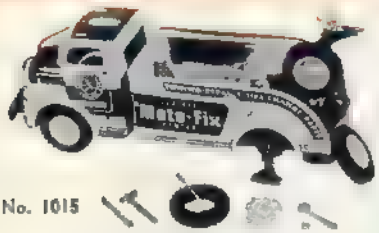
Another WYANDOTTE Hit



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ALL STEEL REPAIR TRUCK
Complete Set of Tools — Every Wheel and Tire Removable

No 9623

HOPALONG CASSIDY TWO-GUN HOLSTER
Wonderful Value

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PLAYTHINGS, June, 1954. Vol. 52, No. 6. Published monthly by McCready Publishing Co., 71 West 23rd St., New York 10, N. Y. Printed in U. S. Entered as second-class matter September 11, 1903, at the Post Office, New York, N. Y., under the act of March [illegible] 1879. $3.00 a year in U. S.
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OF FAST-SELLING MERCHANDISE

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575 DOLL STROLLER

1006 ALL STEEL DUMP TRUCK WITH FORD LOADER

50 RED RANGER REPEATING SMOKER CAP GUN

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ALL STEEL
SAND LOADER
AND DUMP TRUCK

#47 RED RANGER REPEATING CAP RIFLE, Another Wyandotte Rifle

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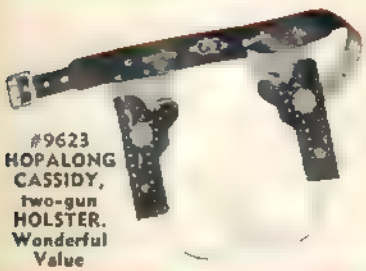

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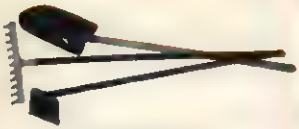
AND DUMP TRUCK

298
MOTORIZED
LAWN
MOWER

1015 WRECKER TRUCK



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TOYS & NOVELTIES August 1946 Vol. 13 No. 8 Published monthly at 37 W. Michigan Ave. Chicago 11, by the Toys and Novelties Publishing Co. with offices at the same address. Subscription rate $4.00 per year in the United States, Mexico and South America, other countries $5.00. Entered as second class matter August 5, 1940 at the post office at Chicago, Ill. under the act of March 3, 1879.

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Sincerely,

Al Moritz

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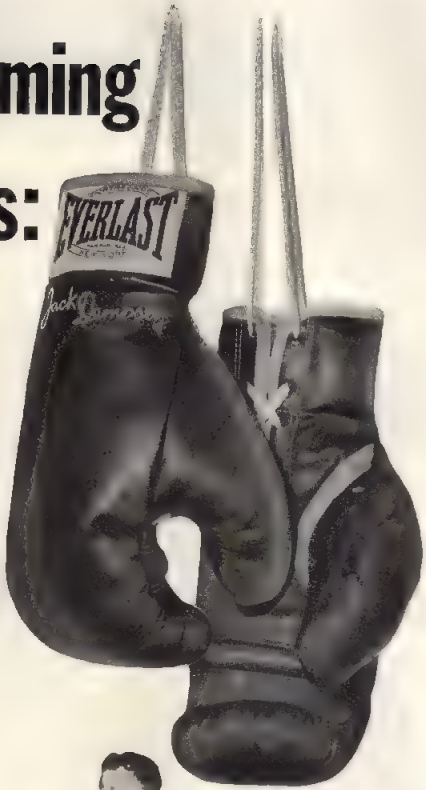

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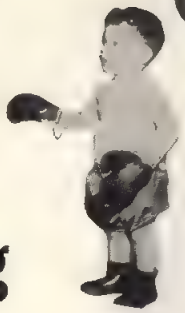

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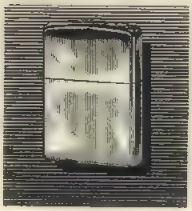

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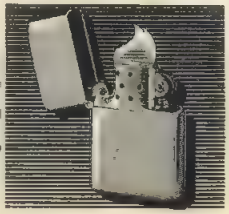

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Whether you're a smoker—or just the perfect host—it's smart to own a Spark-Lite . . . the pocket lighter requiring no wick . . . no liquid fuel . . . no unpleasant odor! You can be sure of light after light for months and months of continuous use. When needed, an inexpensive, throw-away refill can be inserted in seconds.

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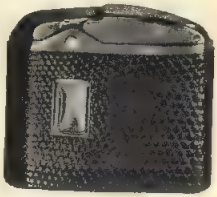

THE PRESIDENT The Deluxe of all lighters. Flat as a fine watch and just as precision made. A real luxury lighter, perfect for gift giving, even to yourself. Custom tailored in smart lizard grained leather with chrome top and initial plaque. 7" x 3¾" x 1⅛" Individually packed

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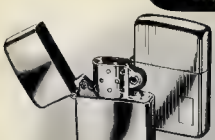

Zippo Chrome Lighters. Lights with a zip of the thumb on the wheel. Even, dependable flame for cigarette or pipe, in gale or blizzard! Use it to start campfires. Lifetime guarantee. $1\frac{1}{2}$x$2\frac{1}{4}$".

172-544 A323 Brushed Chrome . . **$3.50**
172-551 A383 Paneled Chrome . . . **5.75**

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Spark-Lite Table Lighters -- with finger touch control. Gold finish lighter gleams thru clear Lucite; Chrome finish thru jet black Lucite. With 2 cartridges.

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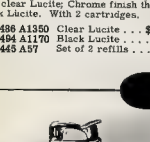
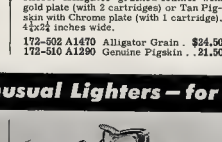
Unusual Lighters – for Gifts



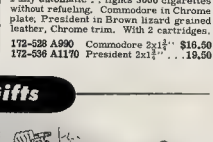
Modern Table Lighters . . . by Draymor. At last! A table lighter that harmonizes with the most modern home and office furnishings. Famous Evans lighter mechanism gives you years of trouble-free operation. Solid Walnut or Maple, with legs and lighter unit of golden metal. $3\frac{3}{4}$" high.

173-484 A670 Solid Walnut **$10.00**
173-492 A670 Solid Maple **10.00**



Modern Lighter Set . . . by Draymor. Neat and compact. Lighter, with famous Evans mechanism, lifts off for individual use. Handsome anywhere -- ideal for dinner table service . . . one at each place for complete guest comfort. Modern design in solid polished Walnut or Maple. Ht. $5\frac{1}{4}$x4".

173-500 A900 Solid Walnut **$13.50**
173-518 A900 Solid Maple **13.50**



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The JB trade mark on a watch band is a guarantee of the finest materials and workmanship that can be obtained. Each band is guaranteed free from material or mechanical defects. The top surfaces of these bands are made with an overlay of 1/15 12 Karat gold. This thicker, heavier shell means longer, better wear.

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(C) MEN'S ROYAL CHAMPION—Full expansion. Same as above in stainless steel. (#7011)
No. 5J-5123. Index 1-340. LIST (No Tax) 4.95

(D) MEN'S CHESTERFIELD Full expansion. Each link a gold filled framed panel of genuine brown tanned alligator leather. Yellow gold filled.
No. 5J-5129. (#4000)
Index 1-450. LIST (Plus Tax) 10.95

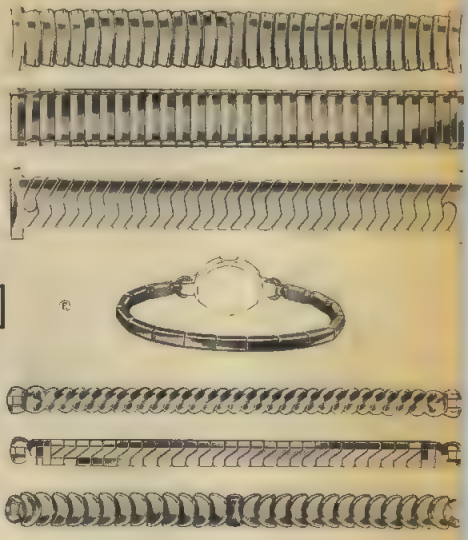
(D) MEN'S CHESTERFIELD—Same as above in stainless steel with black colored alligator leather.
No. 5J-5128. (#8001)
Index 1-350. LIST (No Tax) 6.95

(E) LADIES' GOLDEN WISP—Telescopic full expansion. End-o-matic ends fit all watches.
No. 5J-5163. (#6075) Yellow gold filled.
No. 5J-5106 (#6075) Pink gold filled.
No. 5J 5107 (#6075) White gold filled.
Index 1-300. LIST (Plus Tax) 7.50

(F) LADIES' LA PETITE—One of the most popular full expansion creations. End-o-matic ends fit all watches. Yellow gold filled. (#5056)
No. 5J-5102. Index 1-265. LIST (Plus Tax) 6.50

(G) LADIES' LA ROYALE PETITE—Full expansion. Designed to harmonize with watches of any shape or style. Yellow gold filled. (#5055)
No. 5J-5108. Index 1-300. LIST (Plus Tax) 7.50

(H) LADIES' GOLDEN PENNY—Dramatic new conception in expansion bands. End-o-matic ends fit all watches—ideally suited for round watches. Yellow gold. (#2020)
No. 5J 5108. Index 1-335. LIST (Plus Tax) 8.50

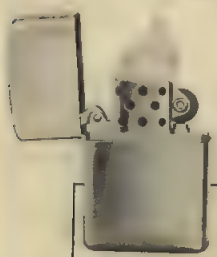


Guaranteed for life!

ZIPPO

WINDPROOF LIGHTERS

The dependable Zippo will light no matter how severe the weather or how rugged the treatment! More and more people have turned to Zippo as their lighter. Its modern styling has pleased the most discriminating tastes. Mechanically guaranteed for life.



Zippo's Most Popular BRUSH FINISH

Dependable 1-zip action. Moderately priced yet carries the lifetime guarantee. Lights in strongest wind. Buffed chrome finish renders a soft-toned sunny elegance. (#200)

No. 7J-6101. Index 1-210. LIST 3.50

ENGINE TURNED

Handsome engine turned design gives this Zippo a rich looking appearance. Polished in long wearing chrome, polished to flashing brilliance. Monogram shield for owner's initials. Lights in a flash even in wind or rain.

No. 7J-6306. (#350)
Index 1-345 LIST 5.75

TOWN and COUNTRY

Brilliantly colored panel-like engraved sports designs in beautiful true-to-nature ceramic colors for long wearing. Always lights in one zip. The perfect lighter for the young, modern. (#350)

No. 7J-6303. Mallard
No. 7J-6304. Trout
Index 1-510. LIST 8.50

SPORTS MODELS

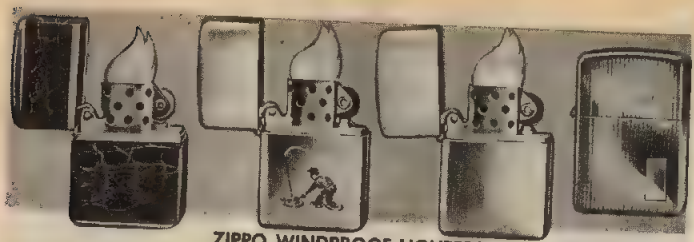
One-zip windproof lighter with permanently engraved popular sports design in color. Case finished in heavy, long wearing chromium—brush finish. Best bet for sportsmen because it always lights in wind or rain. (#350)

No. 7J 6301. Fisherman
No. 7J-6302. Golfer
Index 1-285. LIST 4.75

LEATHER CRAFTED

Famous Heritage quarter-sized one-zip Zippo lighter action with new luxurious styling. This handsome leather-crafted lighter displays the latest panel treatment of genuine alligator leather with accents of velvety chrome. A gift for life.

No. 7J-6307. (#550)
Index 1-360. LIST 6.00



ZIPPO WINDPROOF LIGHTERS

Alligator This luxuriously styled handsome Zippo lighter combines the richness of genuine imported Alligator leather in a deep brown shade with accents of velvety chrome. Leather crafted Zippo is mechanically guaranteed for life!
No. 6876. List $6.00. Dlr's., ea. **3.60**

Sport Series – Engraved in full colors For the sportsman or woman these chrome plated lighters become cherished and indispensable companions.
No 6877. Fisherman.
No. 6879 Hunter
No. 6880 Golfer List $4.75. Dlr's., ea. **2.85**

Chrome Plated—America's best known and biggest value in windproof lighters in brush finish chrome. Suitable for engraving A thoughtful appropriate gift for either men or women. Precision built to last and guaranteed for life.
No 6878 List $3.60 Dlr's., ea **2.10**

Engine Turned The delicately executed engine turned design on rich chrome finish makes this a cherished lighter This popular Zippo lighter is noted for its rugged dependability no matter how severe the weather or rough the treatment
No 6899. List $5.75 Dlr's., ea **3.45**

Automatic Lighters

Novel "his and her" idea in lighters. Chrome plated, neat vertical design. Automatic "light-switch" action.
No 7205 Standard model.
No 7206 Midget Model
List $4.95
Dlr's., ea **4.17**

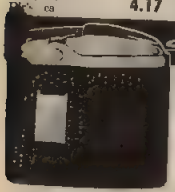
A·S·R Ascot **...the world's most beautiful lighters**

(A) Heritage Set Lighter and cigarette server in quaint design suggestive of a samovar Lustrous white rhodium finish with contrasting ebony handles Matching tray with intricate stamped design.
No. 7207. 3-pc. set. List $29.95. Dlr's., ea. **17.97**
No. 7208. Lighter only. List $14.95. Dlr's., ea.. **8.97**

(B) Mother-of-Pearl Genuine iridescent Tahitian mother-of-pearl panels give this distinctive hand-fitting lighter a unique warm glow. "Year-long" flint and "light switch"
No 7299 List $12.50 Dlr's ea **7.50**

(C) Demi-Tasse — Table Lighter and Cigarette Service New, modern table lighter and three matching ash trays in gleaming non-tarnish Rhodium finish, designed to be part of any table setting
No. 7203. List $14.95. Dlr's., ea. . . . **8.97**

(D) Pagoda Set Includes Pagoda lighter in rich gold finish with Lucite body, 4 golden ash trays and ebony stand A set of exotic Oriental beauty Features "Year-long" flint.
No. 7296. Ebony black.
No. 7297 Oriental red List $15.95 Dlr's., ea **9.58**



Spark-Lite AUTOMATIC GAS LIGHTER

Pocket Models

Commodore. Rich, satin chrome finish. Famous finger touch control. 2" high. 1⅛" wide
No. 7230. List $16.50. Dlr's., ea. **9.90**

President Swank lizard leather, chrome initial plaque. 2"x1¾".
No. 7231. List $19.50 Dlr's., ea. **11.70**

Extra refills for Spark-Lite models. Contains 2 refill cartridges, 6 flints—a year's supply.
No. 7211. List 85c. Dlr's., ea. **57c**

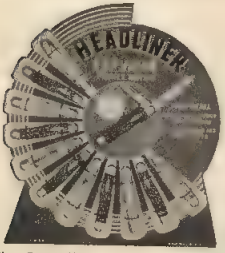
Amazing pocket lighters that provide 3000 lights from a single cartridge of iso-butane gas. No fluid or wick needed.

A.S.R. WINDPROOF

With the sensational YEAR-LONG Flint

With built-in chimney for easy lighting – anywhere! Won't blow out—holds light until closed Quick easy "light-switch" action plus exclusive "year-long" flint with "propel repel" action for simple adjustment. Five times ordinary length; lasts a year in normal use Beautiful rhodium finish, engraving panel
No 7204 List $9.95 Dlr's., ea **5.97**

Satisfaction Guaranteed or Money Refunded



C82/1762—Headliner Pocket Knives. Popular curved handles, name plate shields on each handle. Good and sharp carbon steel clip and pen blades, hand honed for precision service and polished to mirror brilliance. Assortment of serpentine pattern, rugged stag and high styled colored handles, secured by polished bolsters and solid brass rivets. 3 dozen knives on four color display card with stand up easel
Per dozen $8.00

C82/1716—Sportsmaster Fish Knife. Equipped with a bevemaster can-opener. The knives are made up with full alloy bolsters They measure 4¼ inches in length The blading is master cutting blade and combination fish scaler and hook remover. Each knife has incorporated in it a beverage type can-opener. The knives have simulated stag and simulated pearl and maize handles with the attractive shield in the shape of a fish One dozen to display card.
Per dozen $24.00

C82/1723

C82/1754

C82/1728 — Sportsman's Knife. Heavy gauge carbon steel blade. Hardened and tempered, hand honed and full polished Solid leather ring handle, aluminum alloy guard and butt plate. Genuine buffalo hide sheath. Blade is 5⅛" long and overall length 9¼" ½ dozen to box.
Per dozen $36.00

C82/1772 — Hunting Knife in heavy tan top leather sheath with snap button strap. Tempered, hardened, sabre ground, full range, crocus polished, protecting guard, keen lasting edges, through tan construction, stag pattern handle, brass compression rivets. Blade length 4⅝ inches, overall 8⅝ inches. Each boxed.
Per dozen $16.00

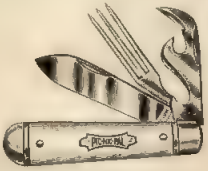
C82/1761—Kutmaster Two Blade Jack Knives. Three kinds assorted, brass lined, nickel silver bolster Assorted handles. 1 dozen on attractive display card with stand up easel.
Per dozen $16.00

C82/1729—Hunting Knives. An assortment of hunting knives measuring 9 inches in overall length, with blades measuring 5 inches in length. The blade is made of high carbon cutlery steel, fully heat treated. The construction is full tang construction. The knives have the simulated handle with guards. Three of the knives are serrated, have fish scaling, three are plain edge and is equipped with an attractive sheath of Vinylite sheath 6 in sheaths and 8 blade, one dozen in box.
Per dozen $18.00

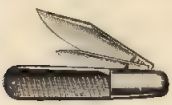
C82/1758 — All-Purpose Axe n' Knife Kit to complete the Sportsman's essentials. Both axe and knife in detachable heavy top leather sheaths with snap button straps. Tough carbon steel, hardened and tempered, stag pattern handle, brass compression rivets, crocus polished and mirror finished. Axe length 10 inches, knife length 8⅝ inches. Set boxed.
Per set $5.00

C82/1730—Hunting and Scout Knife Set. A combination consisting of an attractive hunting knife and three-piece Kamp King Knife packed together in an attractive Vinylite sheath. The hunting knife measures 4¼" in overall length and the blade measures 2" in length. The Kamp Knife measures 3⅜" and is made up with full bolster, has master cutting blade, combination cap lifter and screw driver. Both knives have the simulated stag handle Set boxed
Per dozen sets $30.00

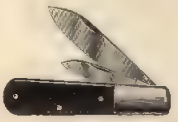
C82 1741—Jack-O-Matic Safety Push Button Knife, measures 4½ inches in length and is made up with full nickel type bolsters and brass linings. Has a scientifically designed automatic push button opening manufactured with precision equipment and each knife is equipped with a safety lock Six to display card and six in shelf box.
Per dozen $16.00



C82/1763 — Pic-Nic-Pal Knife, Stag Handle. Three in one set. (1) Cutting Blade, (2) Fork, (3) Can Opener with Bottle Cap Lifter High carbon steel blades, hardened and tempered by modern automatic controlled equipment. 3½ inches long. Each boxed and one dozen to carton.
Per dozen $32 00



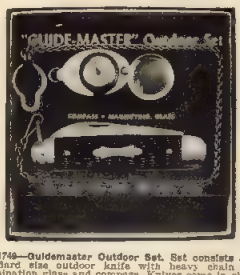
C82/1773—General Barlow Knife, 3¾ inches Solid flat plastic handles, clip master blades and small pen blade. Solid polished bolsters "with Barlow stamped on both sides," brass lined One dozen on card.
Per dozen $18.00



C82/1764—Barlow Knives, Heavy Duty 3¾ inches long Polished genuine bone handle, 2 blades, clip and pen; brass linings, iron bolsters blades full mirror polished With spear master blade. 1 dozen on display card Per dozen $24.00

C82/1765—Campbuddy, the All Purpose Camping Knife, 3¾ inches long, stag handle, shackle. Made of finest quality carbon steel thoroughly hardened, tempered and polished. One large blade can opener, combination cap lifter, screw driver and leather punch. 1 dozen on display card.
Per dozen $15.00

Guidemaster Outdoor Sets



C82/1749—Guidemaster Outdoor Set. Set consists of a standard size outdoor knife with heavy chain and combination glass and compass. Knives come in either stag or pearl handles. 3¾ inches long Made with large cutting blade, can opener, combination cap lifter and screw driver and leather punch The knives have nickel type bolsters The three pieces come in attractive individual box, 12 boxes to carton
Per dozen sets $24.00

Taking the Lead

in toy racer realism

O&R "Offie"

toy midget racer

Indiv. boxed.
Packed 4 asst.
to master
shipping carton.
Wt. approx. 7 lbs.

Overall length 10"
width 5"

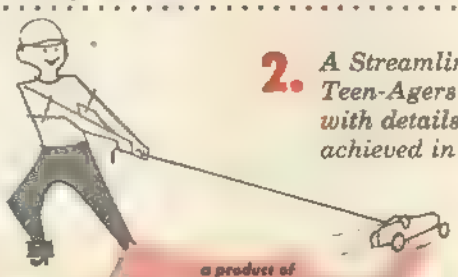
America's

BEST-BUILT *Toy!*

1. Authentic scale model of famous midget racer now in use at racing bowls throughout the country.
2. Precision die-cast body and frame.
3. Baked enamel finish in 4 body colors.
4. Special racing windshield and steering wheel.
5. Genuine racing-tread rubber tires.
6. Authentic parts & accessories: Hand fuel pump, hand brake, wheel guards, etc., etc.

Reaching 2 midget car markets

1. *A Sturdy Push-Pull Toy for Toddlers—ruggedly built—with the realism youngsters love.*



2. *A Streamlined Tether Racer for Teen-Agers—facsimile-perfect—with details never before achieved in play-miniatures.*

a product of

Cheminol Corporation

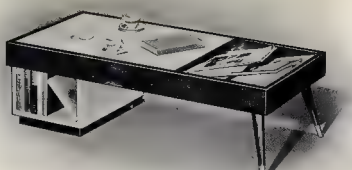
9307 East Bermudez St., Rivera Calif
Eastern Factory and Warehouse
410 N.Cass St, Middletown, Del.

WEST COAST REPRESENTATIVE
Ward Francis Company
Seattle
Los Angeles

MID WEST REPRESENTATIVE
French Rowlen
7423 South Kingston Ave
Chicago, Illinois

ON DISPLAY
During Toy Fair
ROOM 309
200 Fifth Ave Bldg

Formica Top
Occasional Tables



Cocktail Table with Bookcase and Magazine Compartment. A long (4 foot) table with large formica-surfaced area for entertaining, and handy magazine rack, all in its 48x22" top. "Rings" disappear with a wipe . . heat and alcohol can't affect it! Roomy bookcase too! Base, legs are solid birch. Ht. 16". 45 lbs.

874-297 D5750 Blond top, Cordovan (dark mahogany) legs, base . . . $79.50
874-305 D5750 Cordovan finish top, legs and base 79.50

Magnificent Modern . . designed by Philcraft, for those who prefer truly outstanding furnishings! Each table top is made of wonderful Formica -- the amazing surface that looks like choicest Mahogany . . . yet needs no upkeep to stay lovely. Spilled liquids won't mar the surface . . . and, when a guest leaves a cigarette on the table, you never need worry about the consequences for Formica is completely heat-resistant . . . won't chip, crack, peel or scratch. What's more, soil can be whisked off with a damp cloth!

Table surfaces come in a choice of two handsome Mahogany finishes . . rich Blond, or lustrous deep Cordovan shades. Legs and bases are sturdy solid birch, with hand-rubbed Cordovan (dark) Mahogany finish. Solid brass ferrules on legs add a distinctive style note . . cut down the wear on your rugs. From Ohio.

Step Table. Sure to draw flattering attention! Blond or Cordovan (dark) Mahogany-finished Formica top, birch legs and base in Cordovan Mahogany finish. 13x18" top tier 22" high. 28x18" lower tier 14" high. 50 lbs.

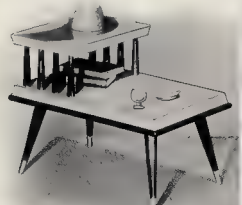
874-313 D4250 Blond top $59.50
874-321 D4250 Cordovan top 59.50

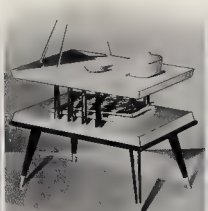
Lamp Table. Top tier is "just-right" reading height, bottom level keeps your books within reach. 20x16x24" high, Formica top in choice of 2 finishes. Legs and base in Cordovan (dark) Mahogany finish. 45 lbs.

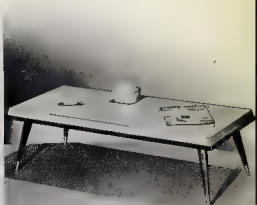
874-339 D4250 Blond top $59.50
874-347 D4250 Cordovan top 59.50

Cocktail Table. 48x22" top . . . plenty of room for party appetizers. Handsome spot for a low flowerbowl too. 14" high, Formica top in choice of 2 finishes. Cordovan (dark) Mahogany-finished legs, base. 30 lbs.

874-354 D3450 Blond top $49.50
874-362 D3450 Cordovan top 49.50







Cocktail Table with Revolving Top. Tapered birch legs and base finished in attractive Cordovan (dark) Mahogany, choice of Blond or Cordovan Mahogany-finished Formica top. 36" diameter, 14" high. Wt. 40 lbs.

874-370 D4950 Blond top $89.50
874-388 D4950 Cordovan top 69.50

2-Tier Corner Table. Makes the most of precious space. 24" high, with 16" high lower tier. 32x32" Formica top, finished in Blond or Cordovan (dark) Mahogany, birch legs, base, in Cordovan finish. 45 lbs.

874-396 D5750 Blond top $79.50
874-404 D5750 Cordovan top 79.50

Square Cocktail Table. Compliments any room! 32x32x14" high. Alcohol-and-heat resistant Formica top in choice of 2 Mahogany finishes. Birch legs and base finished in Cordovan Mahogany. Wt. 30 lbs.

874-412 D3450 Blond top $49.50
874-420 D3450 Cordovan top 49.50

ONE PIECE

MOLDED FIBERGLAS

READY FOR THE BIG SELLING SEASON are you?

VELOCIPEDES

More color . . . more "SELL." From 1¾" semi-pneumatic tires and multi-spoke wheels to 10" junior sizes Colored plastic grips and smart tan leather saddles.

SIDEWALK BIKES

10" and 13" sizes. 16" bikes for boys or girls. 1¾" semi-pneumatic tires with de-luxe or standard equipment all featuring new foot brake.

DOLL CARRIAGES AND STROLLERS

featuring colorful LINTEX fabric . . . in smart new Rainbow tints . . . powder blue, luggage tan, mint green, military blue and forest green.

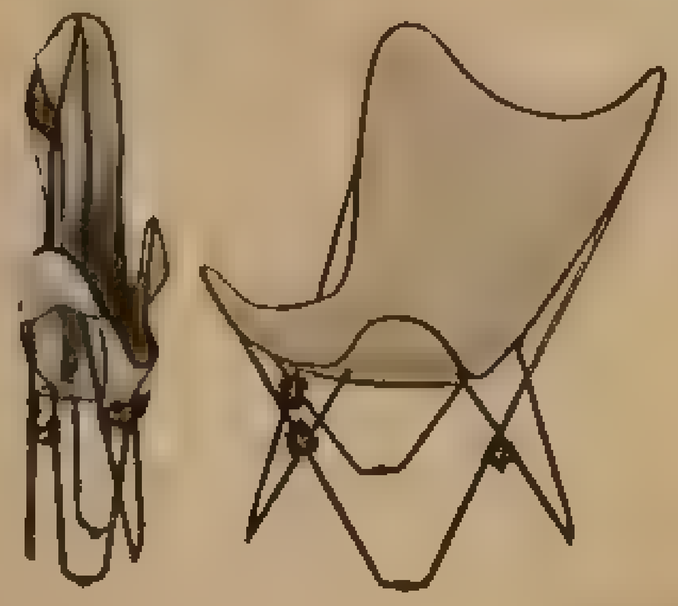
NEW!

CHILD'S

FOLDING

BUTTERFLY CHAIR

Folds in a flash! No setting up, no assembling. Heavy duck canvas



BLACK, ORANGE, YELLOW, GREEN.

Two plants to give better service, more direct shipments at lower freight costs.

Hedstrom

HEDSTROM UNION CO.
FITCHBURG, MASS., DOTHAN, ALA.

Highlights

FROM THE

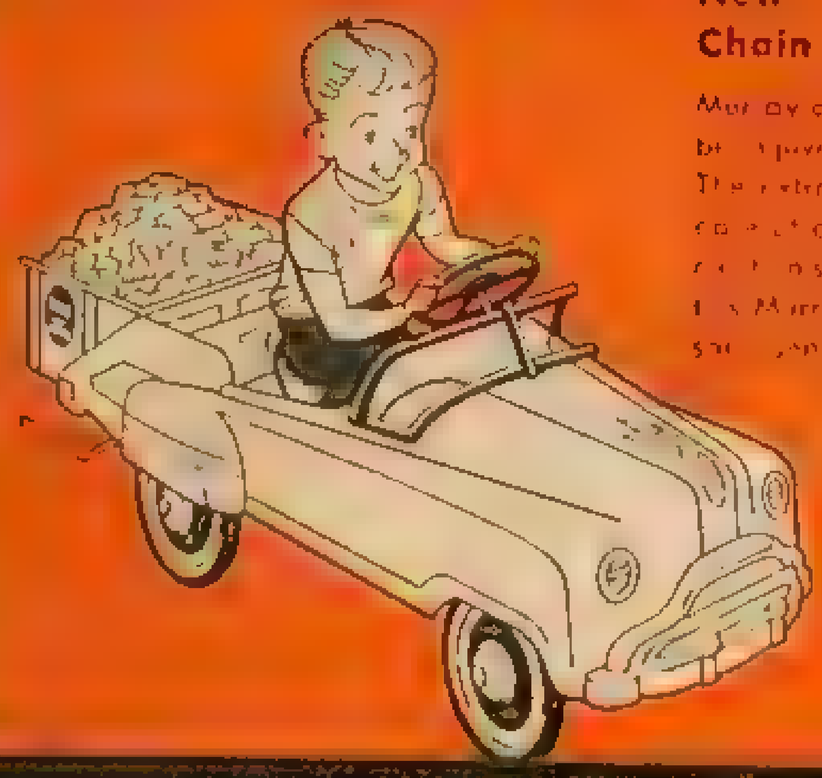
'54 MURRAY LINE

Greatly Expanded Velocipede Line

T[illegible] patent [illegible] now SE[illegible] Velocip[illegible] This y[illegible] in every [illegible] in all p[illegible]

Extensively Redesigned Park Cycles

Amer ca s largest park cyc e l ne now ncludes many m dels w th c aster Brakes and even greater eye-appeal Bas Ecor ng construct on nsures unmatched value N w m d l , standard and de AR



New Chain Drive Auto

Mur ay autos have ng b t s pover e favor tes Th s extra pedal ng c n ect a chain drive r r ns s w make th s Murray extra real sa [illegible]

First Display at the Toy Fair

Murray Ohio designers have engineered greater-than-ever value into our 1954 juvenile wheel goods line. A few of the new improvements are described here . . . The Murray line has been famed for quality for years. It is the largest on the market—everyone from tots to teenagers is a prospect if you sell Murray . . . Now you have a greater opportunity for plenty of volume at a profit. You can sell MORE, if you sell MURRAY.

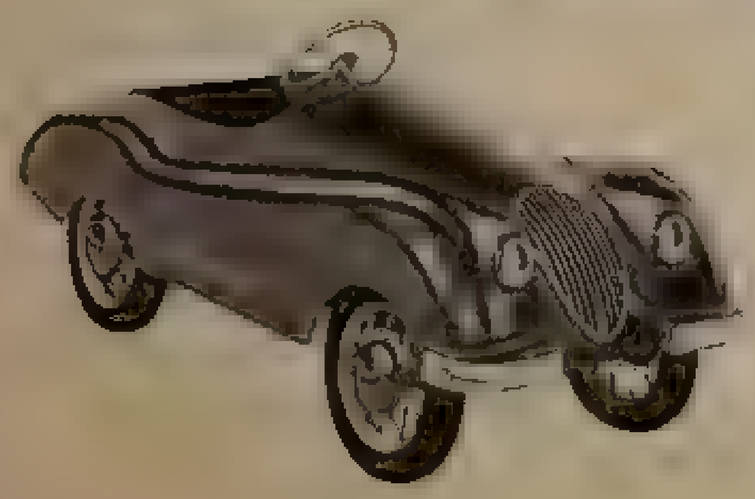
THE MURRAY OHIO MFG. CO.
Cleveland 10, Ohio

Be sure to visit Murray's space and see the sensational new

Supersonic Jet

ONE PIECE

MOLDED FIBERGLAS



READY
FOR THE BIG
SELLING SEASON
are you?

VELOCIPEDES

More color . . . more "SELL." From 1¾" semi-pneumatic tires and multi-spoke wheels to 10" junior sizes. Colored plastic grips and smart tan leather saddles.

SIDEWALK BIKES

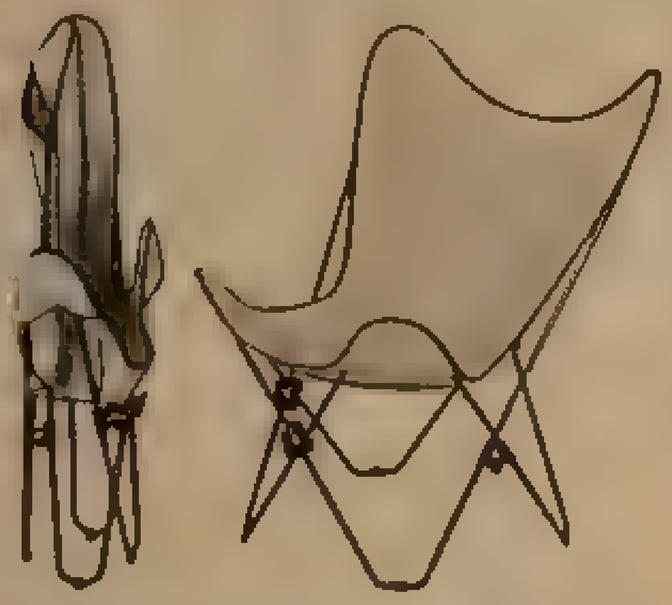
10" and 13" sizes. 16" bikes for boys or girls. 1¾" semi-pneumatic tires with de-luxe or standard equipment all featuring new foot brake.

DOLL CARRIAGES AND STROLLERS

featuring colorful LINTEX fabric . . . in smart new Rainbow tints . . . powder blue, luggage tan, mint green, military blue and forest green.

NEW!
CHILD'S
FOLDING
BUTTERFLY
CHAIR

Folds in a flash! No setting up, no assembling. Heavy duck canvas



BLACK, ORANGE, YELLOW, GREEN.

Two plants to give better service, more direct shipments at lower freight costs.

Hedstrom

HEDSTROM UNION CO.
FITCHBURG, MASS., DOTHAN, ALA.

51

ONE PIECE

MOLDED FIBERGLAS

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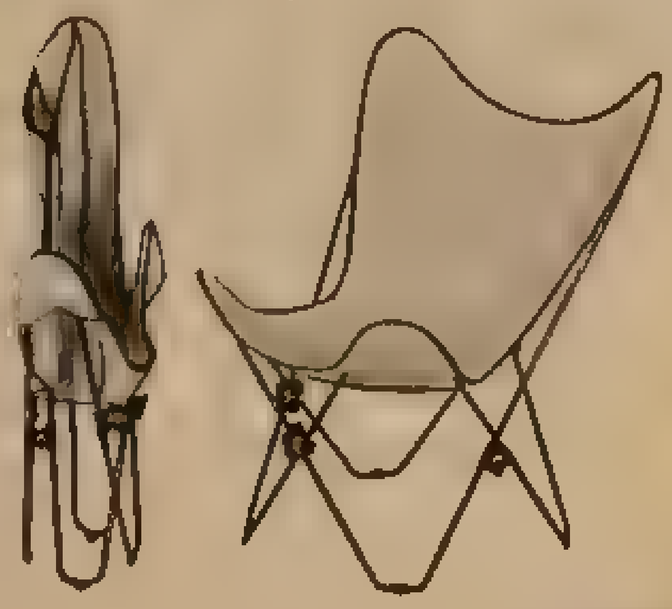
CHAIR

Folds in a flash! No setting up, no assembling. Heavy duck canvas



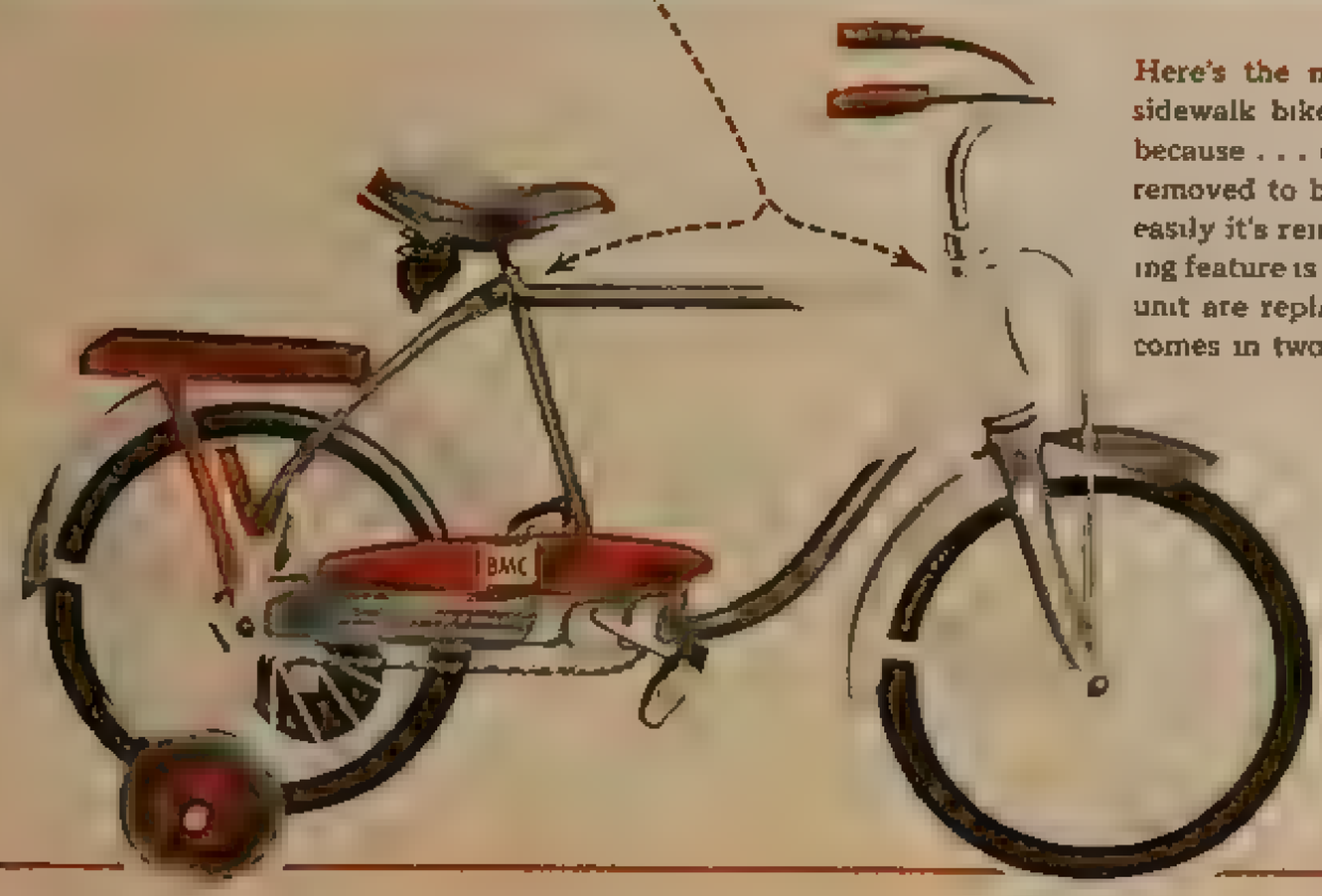
BLACK, ORANGE, YELLOW, GREEN.

Two plants to give better service, more direct shipments at lower freight costs.

Hedstrom

HEDSTROM UNION CO.
FITCHBURG, MASS., DOTHAN, ALA.

Introducing the Completely New BMC "CONVERTIBLE" Bike with Real Sales Appeal!



Here's the newest BMC development . . . a sidewalk bike called the "CONVERTIBLE", because . . . click! . . . the crossbar is simply removed to become a girl's bike! And just as easily it's reinstalled again. Another outstanding feature is that the sprocket and pedal crank unit are replaceable. The "CONVERTIBLE" comes in two sizes—14" and 16", in both De Luxe and Standard models complete with stabilizer wheels. This is a brand new bike with powerful sales features that will make America's youngsters and BMC Dealers happy!

New Color Styling on America's Biggest Line of Juvenile Wheel Goods

WATCH FOR POWERFUL NATIONAL BMC ADS IN MAGAZINES THAT INFLUENCE CONSUMER BUYING.

Publications such as the Saturday Evening Post and Parents' will feature BMC toys to influence BMC sales prior to peak buying periods.

New colors, new screening, on models in the Thunderbolt, Challenger, Blue Streak, Jet Liner and Special Series give BMC Dealers the most complete up-to-date line of high caliber wheel goods in the entire price range with 30 models to choose from.

Remember that multi million dollar market! Stock, display, sell BMC Wheel Goods and Get Your Share!

See BMC at the New York Toy Show—200 Fifth Ave., Room 810

BMC MANUFACTURING CORPORATION · BINGHAMTON, N. Y.

CANADIAN REPRESENTATIVE
STANDARD CYCLE PRODUCTS, LTD.
800 Victoria Park Avenue, Toronto, Canada

EXCLUSIVE EXPORTERS
LIONEL-ESSEX INTER AMERICA, INC.
10 East 40th Street, New York 10, N. Y.

MILES AHEAD!

THE TRACTOR
OF TOMORROW
BY CASTELLI

#610

Just COMPARE this new, deluxe chain driven Castelli tractor with any other tractor on the market at the price! Its modern, streamlined styling . . . rugged construction . . . and many special play features make it a real value!

A LEADER IN SALES!

F. C. Castelli Co.

Cottman and Edmund Streets
Philadelphia 35, Pa.

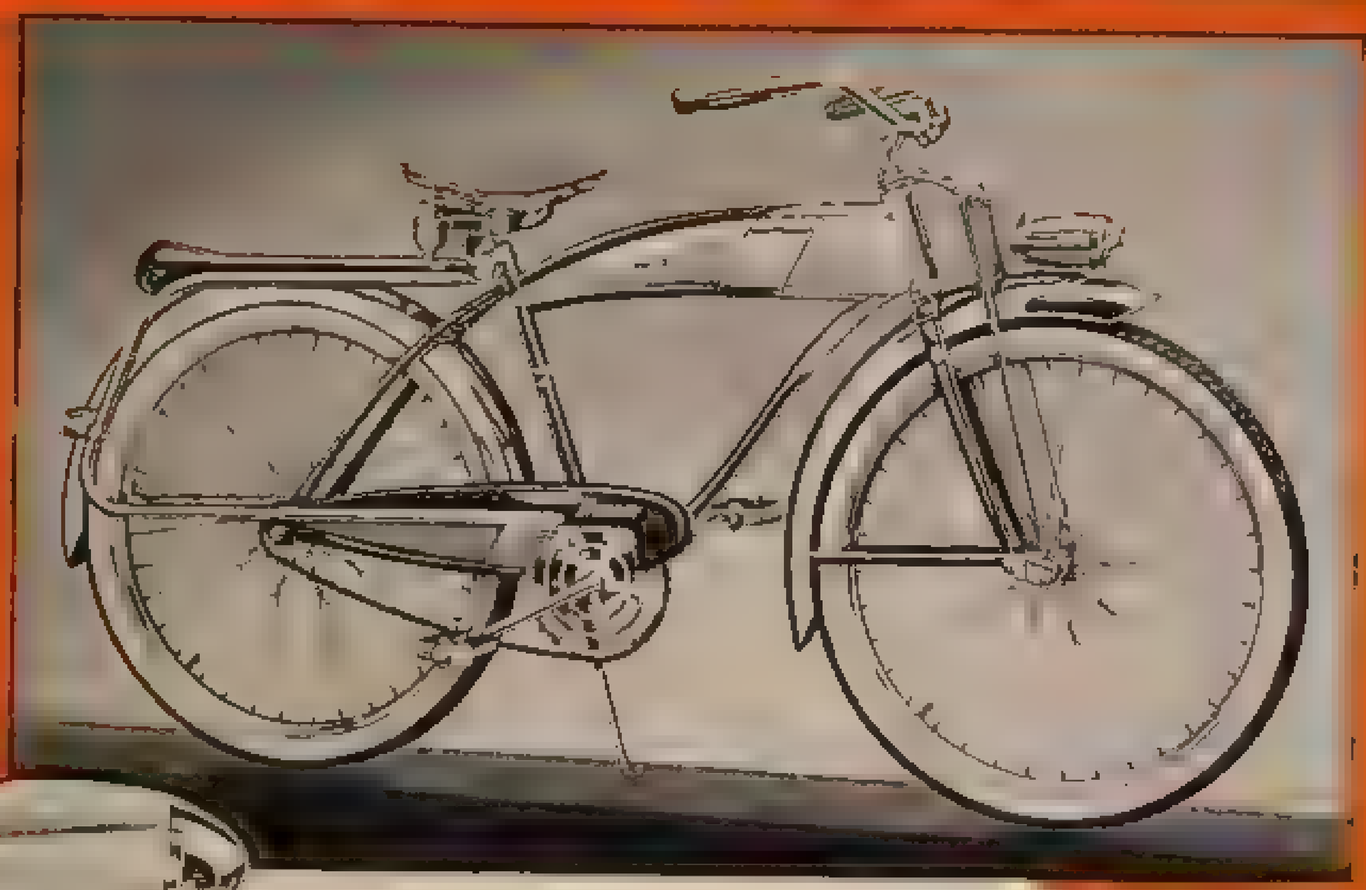
EASTERN STATES AND WEST COAST
Riemann Seabrey Co., Inc.
107 Broadway
New York 14, N. Y.

MID-WEST
C. L. Bradford & Assoc.
1486 Merchandise Mart
Chicago 54, Ill.

SOUTH
Coursey & King, Inc.
2263 Peachtree Rd., N. E.
Atlanta, Georgia

SOUTHWEST
Hughes-Stacks
1064 Santa Fe Bldg.
Dallas, Texas

MOUNTAIN STATES
A. F. Wells, Inc.
157 Motor Ave.
Salt Lake City, Utah



Four quality lines in the 26" size, two each

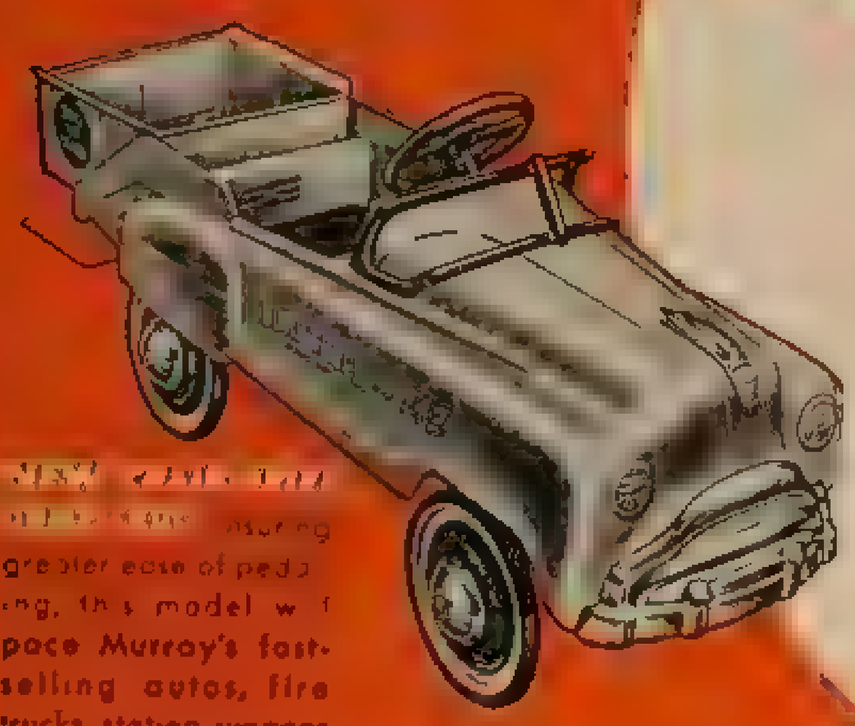
This sensational,

leader of the year

greater than ever..

MURRAY

WHEEL GOODS and BICYCLES



greater ease of pedaling, this model w

pace Murray's fast-selling autos, fire trucks, station wagons and tractors

Yes, the '54 line of Murray wheels is even broader than before, with several outstanding new items—plus a greater price range on many products . . . Every model is superbly styled and built to Murray standards of quality that have been famous for over 30 years . . . Murray nationally advertises its entire line in full color to make your selling easier . . . So for greater profit opportunities, stock and feature MURRAY—*America's most complete line of wheels!*

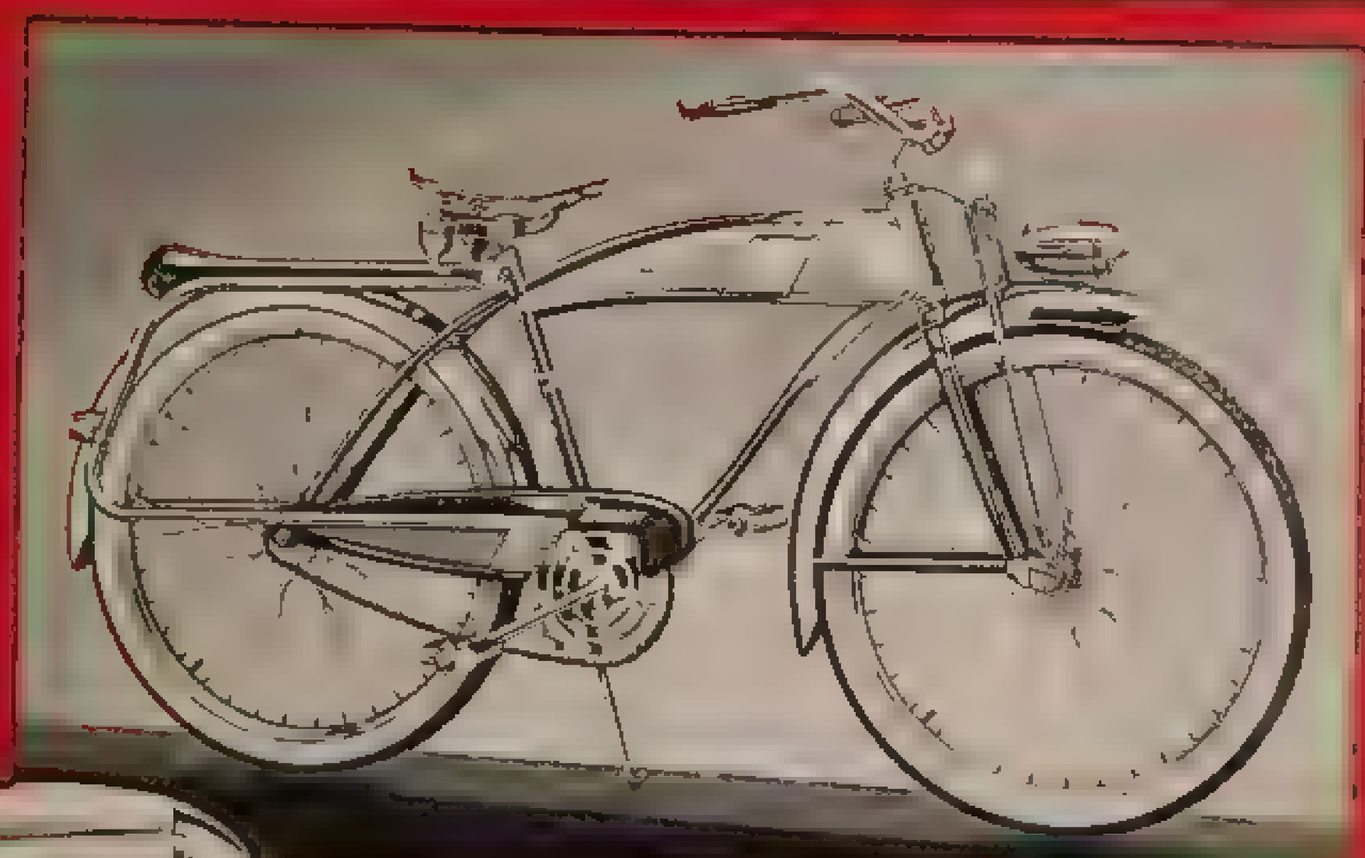
THE MURRAY OHIO MFG. CO.
CLEVELAND 13, OHIO

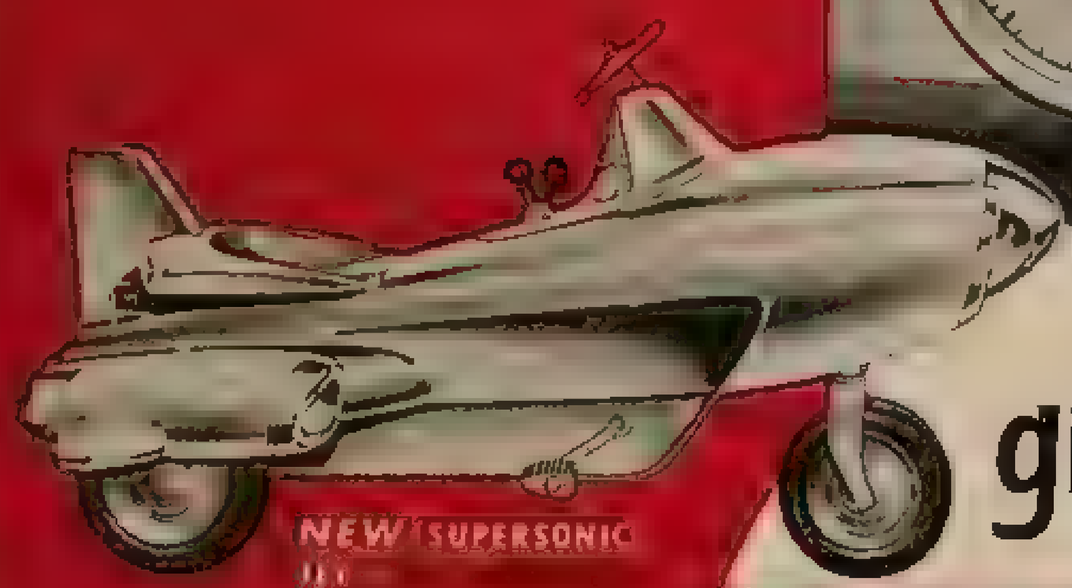
Nine models, 12", 16" and 20" sizes several with coaster brakes

Seven different models, in many sizes to meet all needs

COMMENDED BY PARENTS MAGAZINE

MURRAY BICYCLES
Four quality ...





NEW SUPERSONIC
... new item is the series leader of the year

greater than ever..

MURRAY

WHEEL GOODS and BICYCLES

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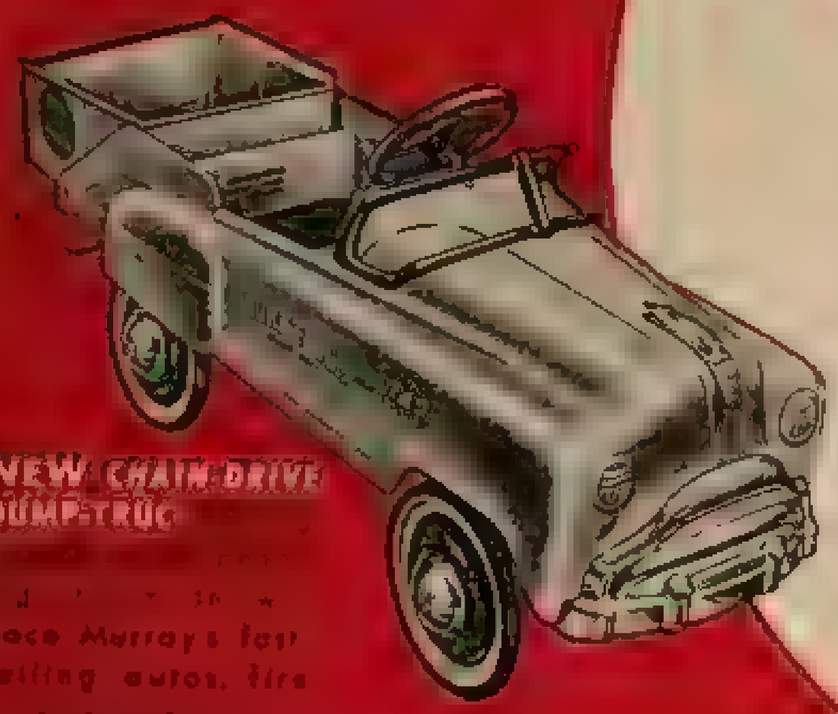
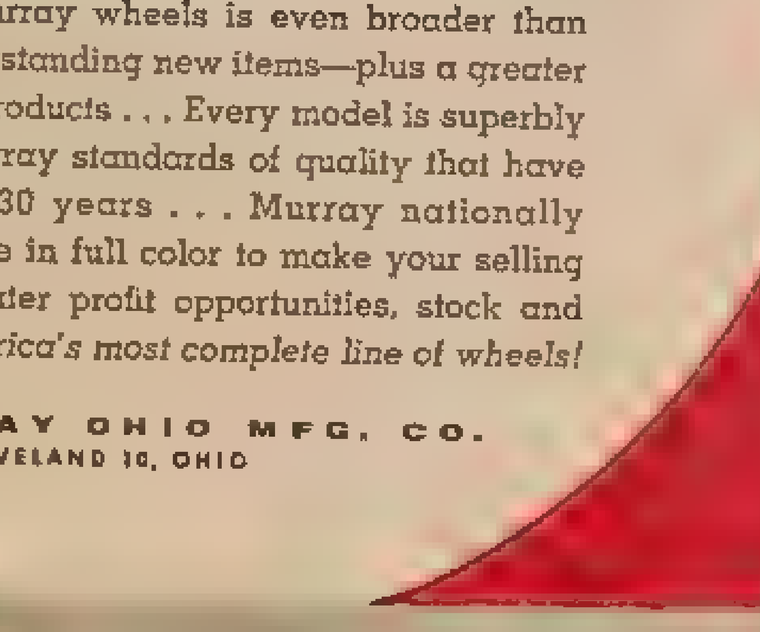
THE MURRAY OHIO MFG. CO.
CLEVELAND 10, OHIO

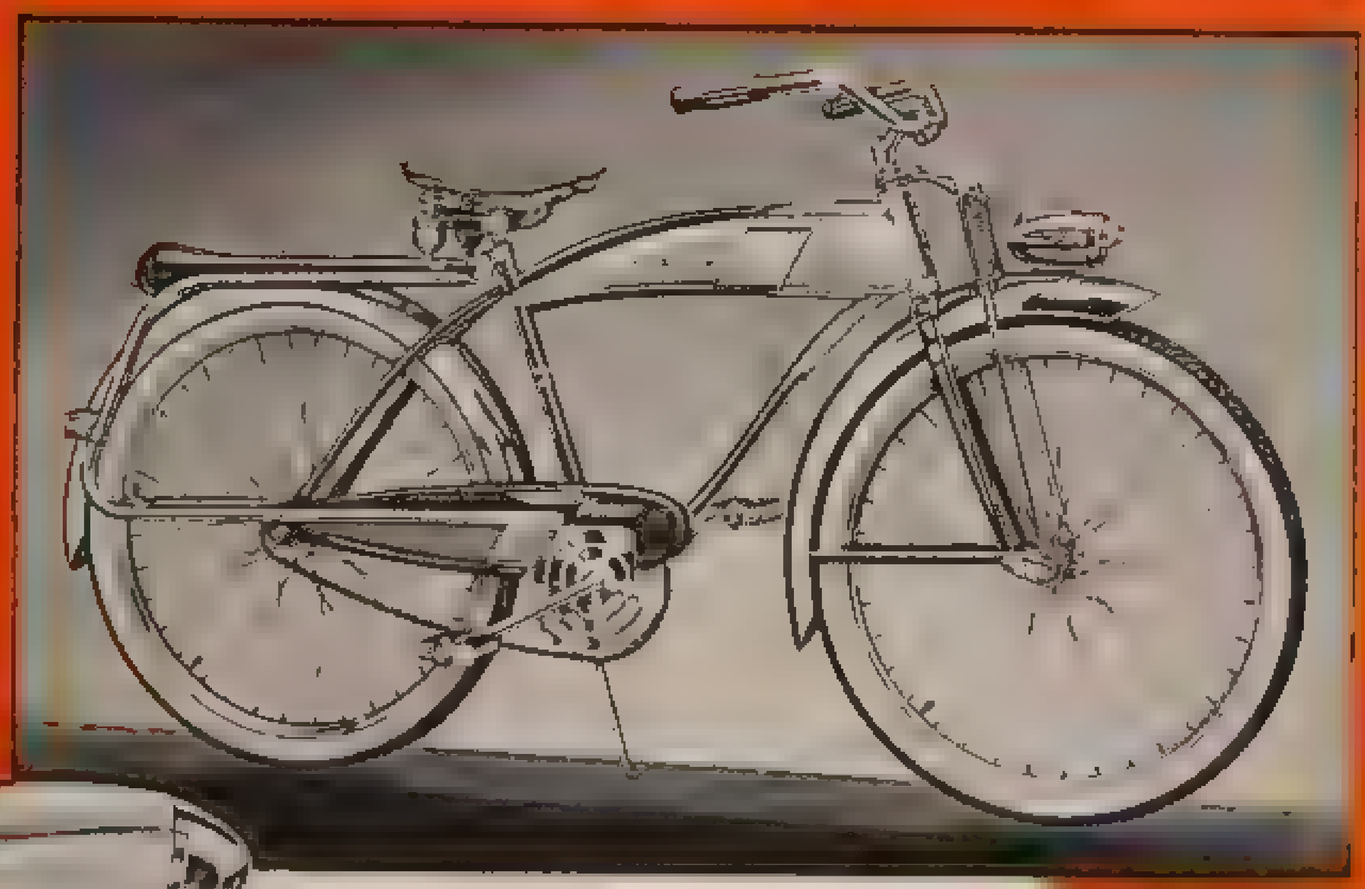


NEW CHAIN DRIVE DUMP TRUC
... pace Murray's fast selling autos, fire ...

MURRAY PARK CYCLES
... with comfy ... bar

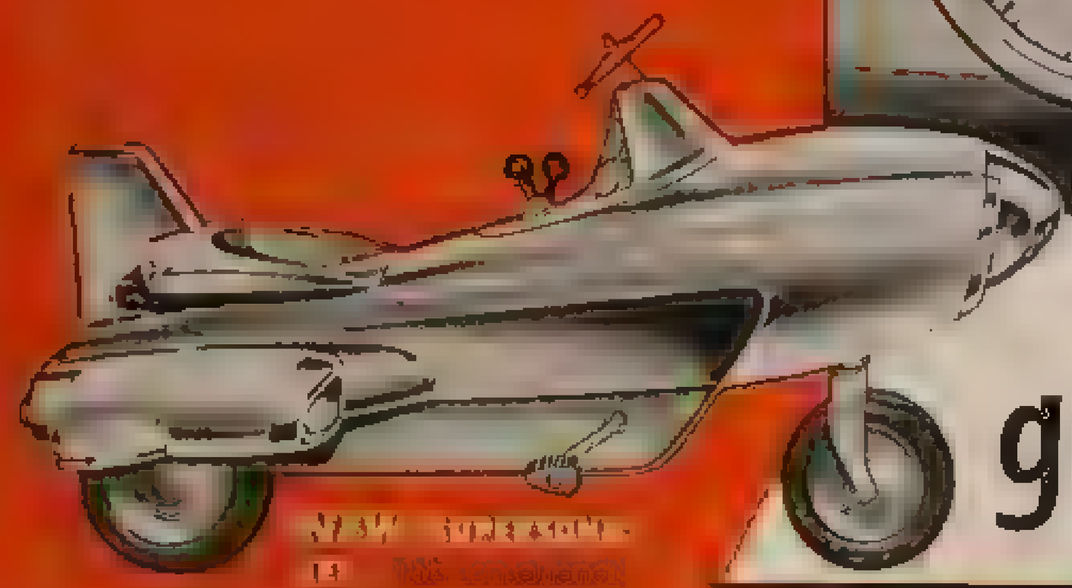
MURRAY VE ... TRICYCLES
... tion ... ed ... ers ...





COMMENDED BY PARENTS

Four colorful models in 16" 20" size, Muscle-bilt in 24" and 20"



NEW STREAMLINE 14" TWO-WHEELER

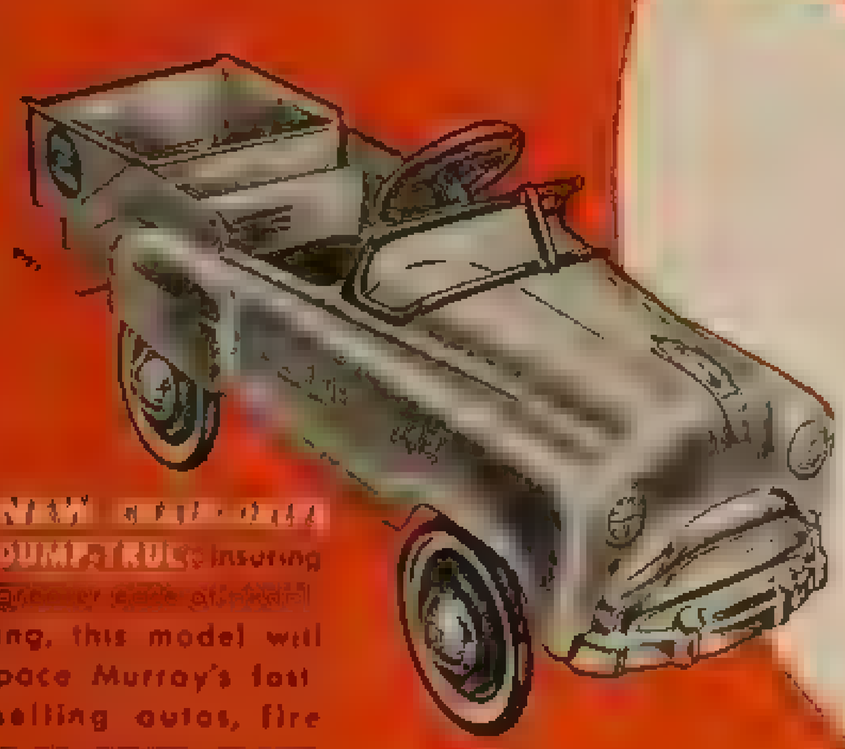
Now, them in the stores leader of the year

greater than ever..

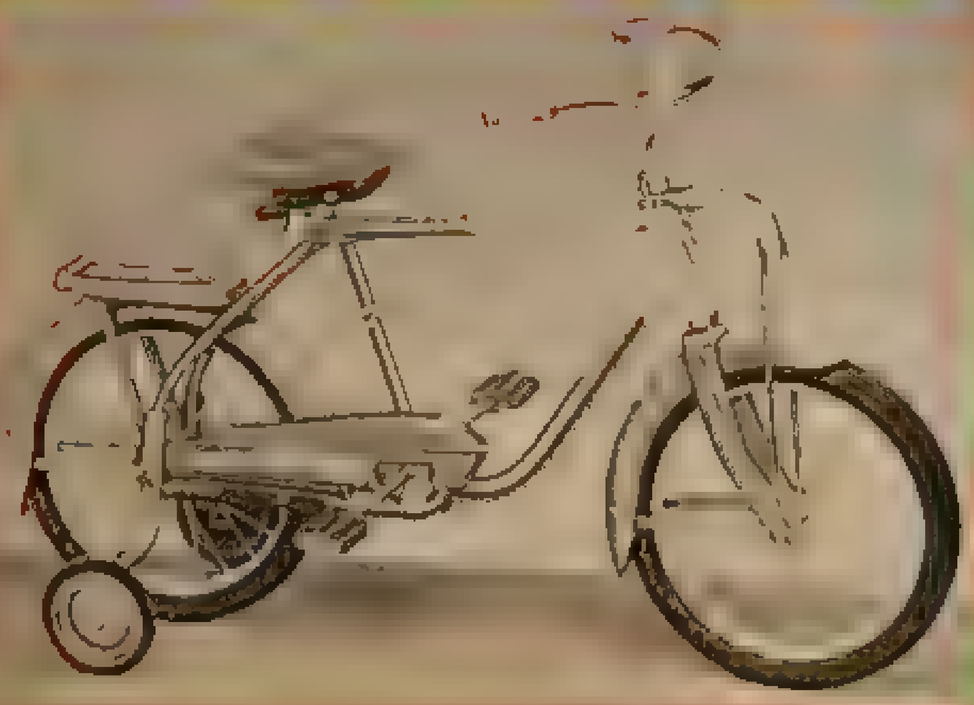
MURRAY

WHEEL GOODS and BICYCLES

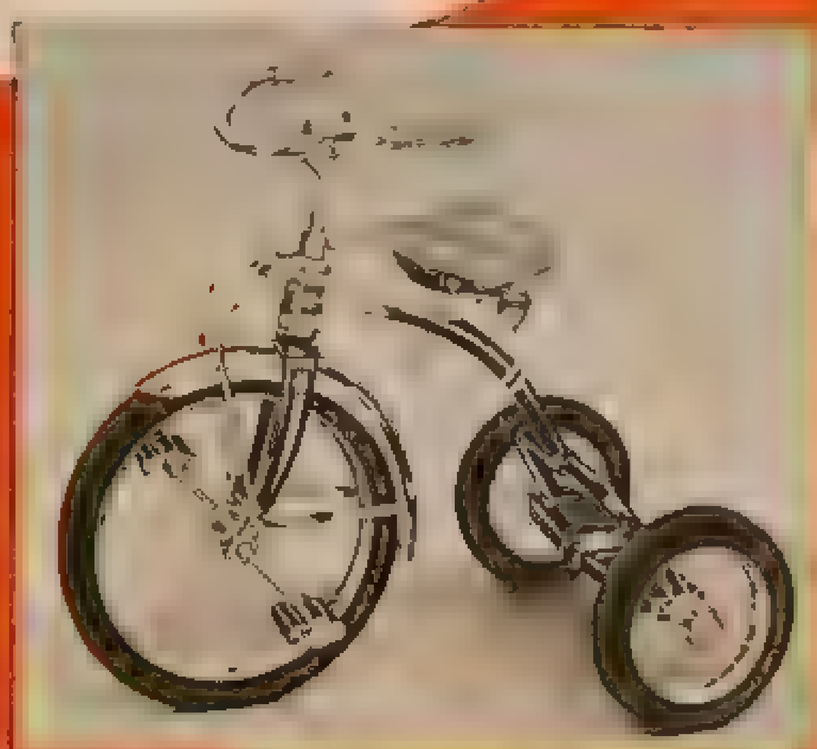
Yes, the '54 line of Murray wheels is even broader than before, with several outstanding new items—plus a greater price range on many products . . . Every model is superbly styled and built to Murray standards of quality that have been famous for over 30 years . . . Murray nationally advertises its entire line in full color to make your selling easier . . . So for greater profit opportunities, stock and feature MURRAY—*America's most complete line of wheels!*



NEW STREAMLINE DUMP TRUCK insuring ... ing, this model will pace Murray's fast selling autos, fire ... and tractors

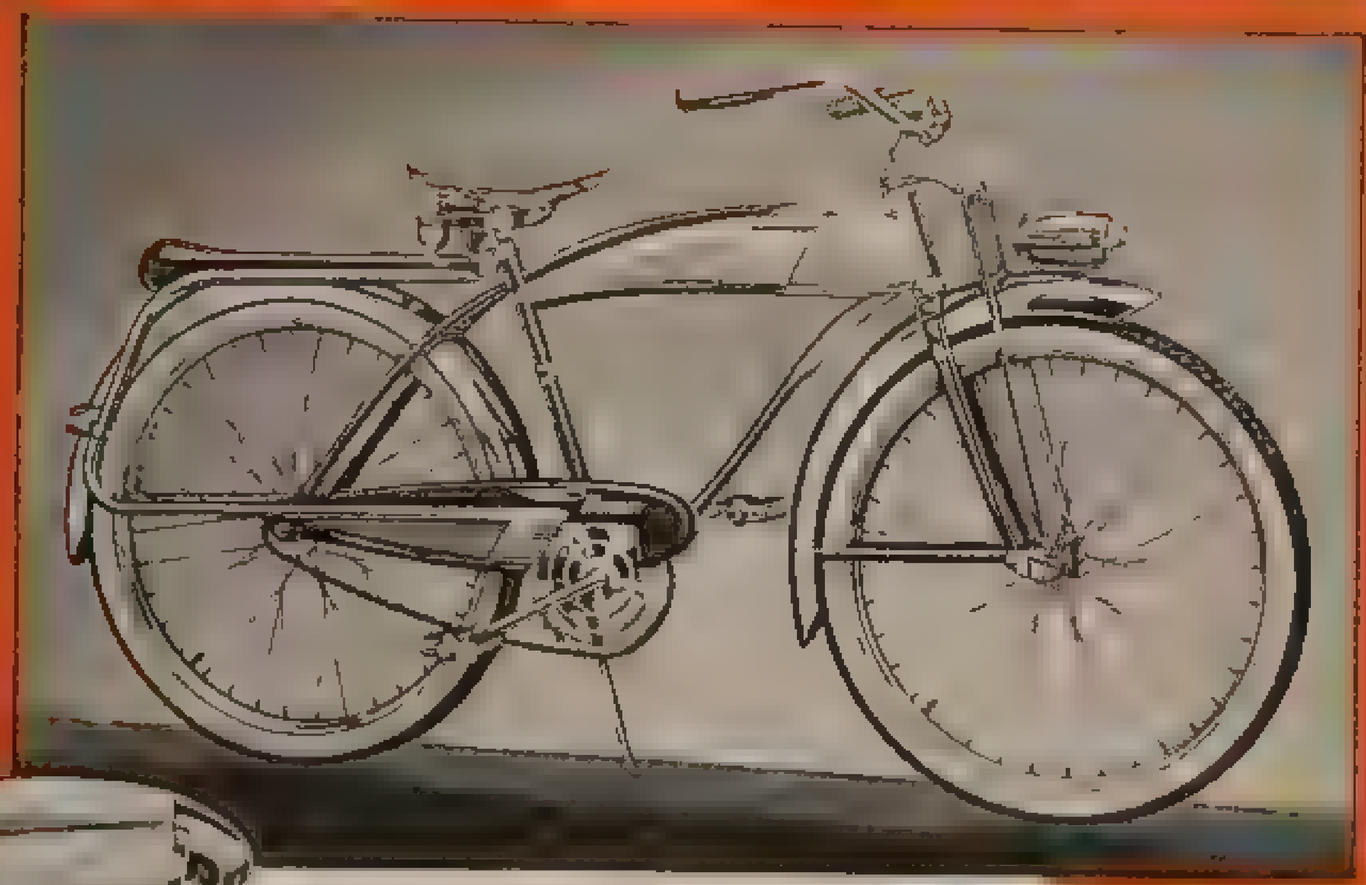


Seven different models in many sizes to meet ... needs



THE MURRAY OHIO MFG. CO.
CLEVELAND 10, OHIO

Four quality lines in the 26" size, two each in 24" and 20"



greater than ever..

MURRAY

WHEEL GOODS and BICYCLES

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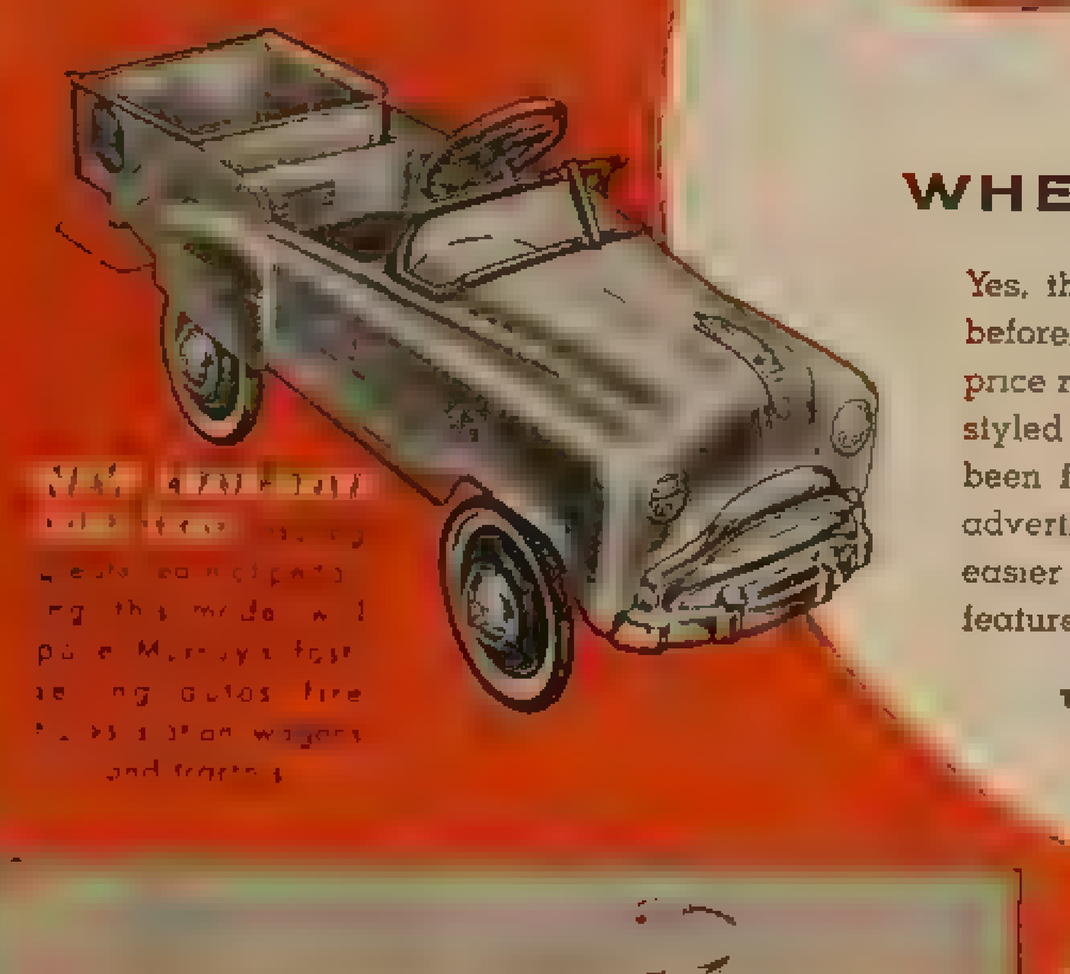
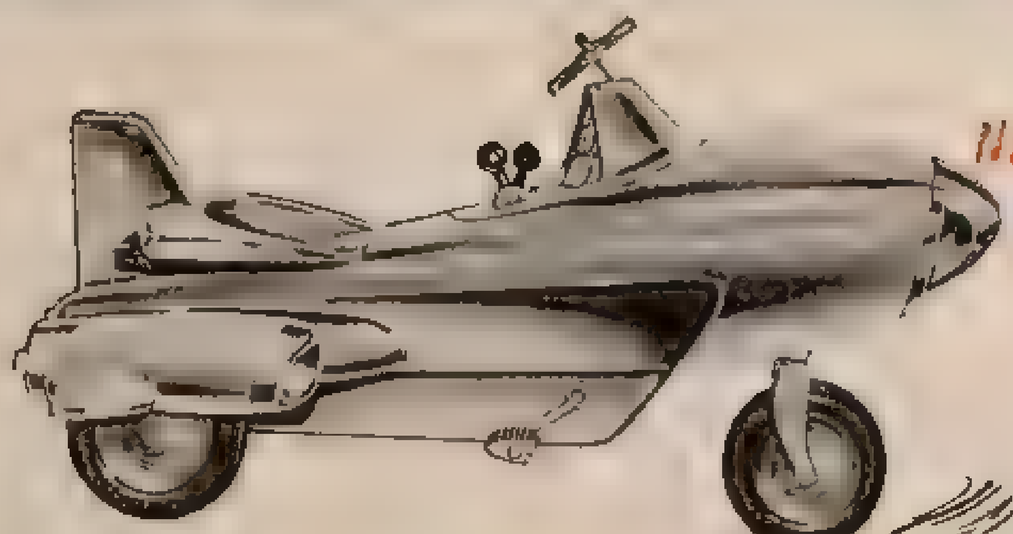
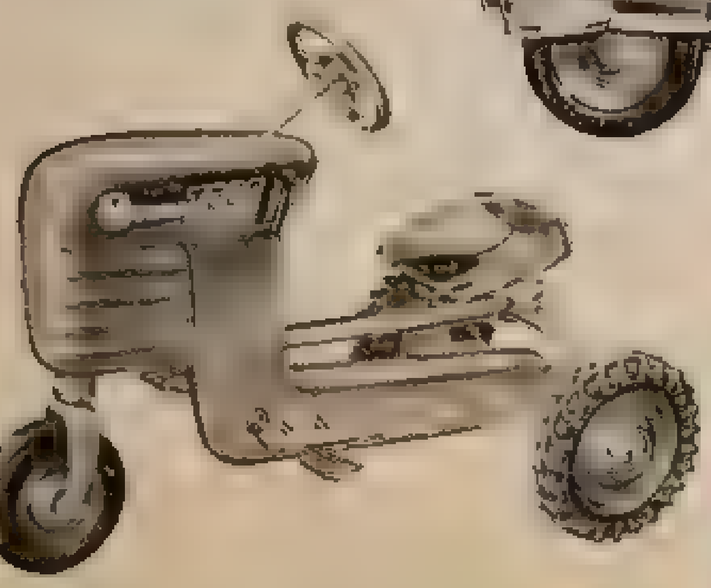
THE MURRAY OHIO MFG. CO.
CLEVELAND 10, OHIO





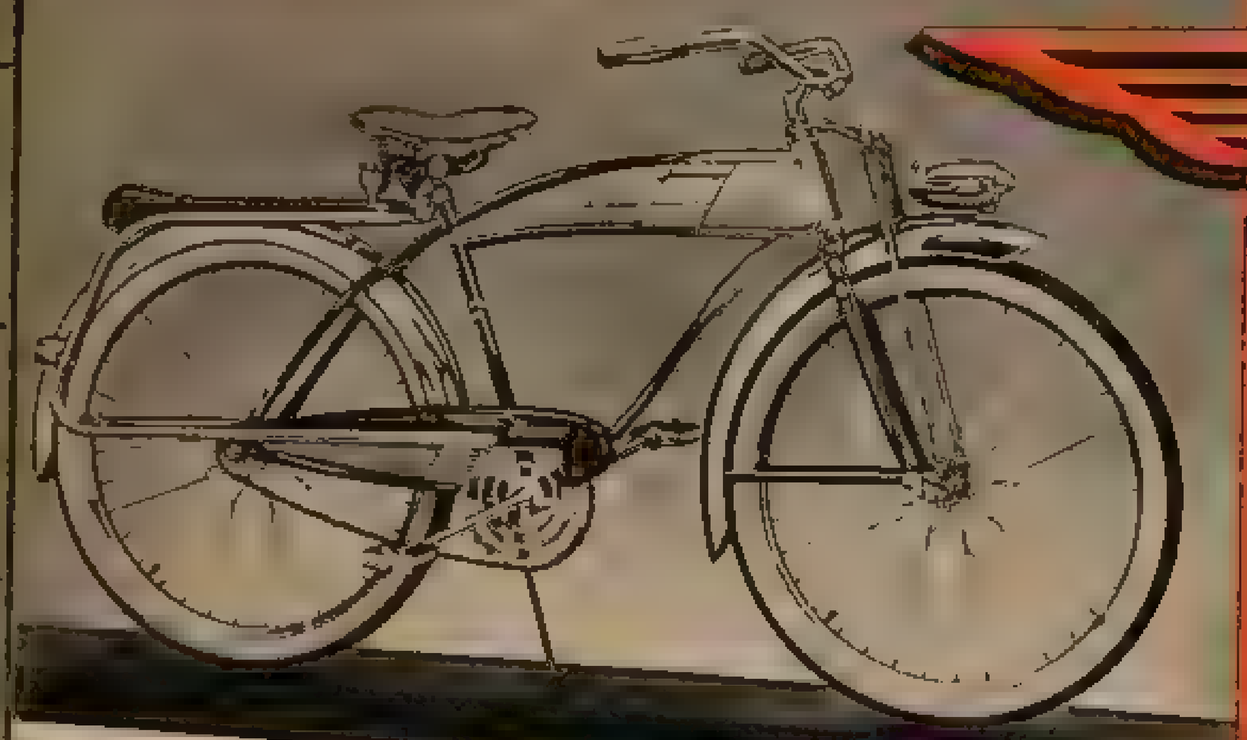
MURRAY TRAC
Imitated but never equa led
Both chain and pedal-drive models

NEW SUPERSONIC JET
This sensational, new item is
the sales leader of the year



every child is a prospect
when you sell —

MURRAY
"WHEELS"

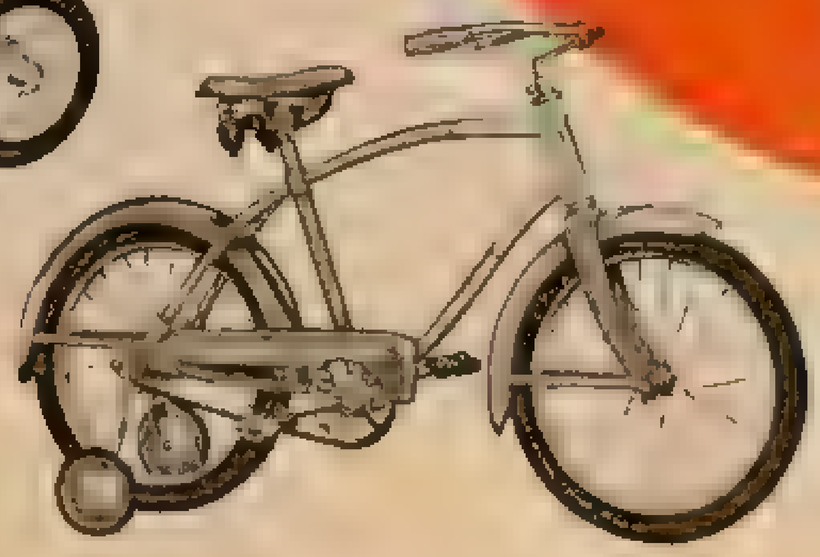


Your market is *unlimited* when you sell the Murray line. For it includes items for every age—tots to teenagers. Start selling the younger set Murray-Go-Round Baby Walkers. Next they graduate to Murray velocipedes, juvenile autos and wagons. When they reach the two-wheeler stage, they want Murray park cycles and bicycles . . . There is a wide range of sizes and models priced for every pocketbook . . . Feature this famous and *truly complete* line right now! Sell more in '54 . . . Sell Murray!

THE MURRAY OHIO MFG. CO.
CLEVELAND 10, OHIO

MURRAY BICYCLES—Four quality lines in the 26" size
two each in 24" and 20".

MURRAY VELOCIPEDE
Seven different models, in many
sizes, to meet all needs.



MURRAY BABY CYCLES
Nine models, 10", 14", 16" and 20"
sizes, several with coaster brakes.

MURRAY-GO-ROUND
The finer baby walker with
a folding handle

"Look at me in my — Spacetotter"

ONE-PIECE

MOULDED FIBERGLAS

AMAZINGLY TOUGH AND RESILIENT

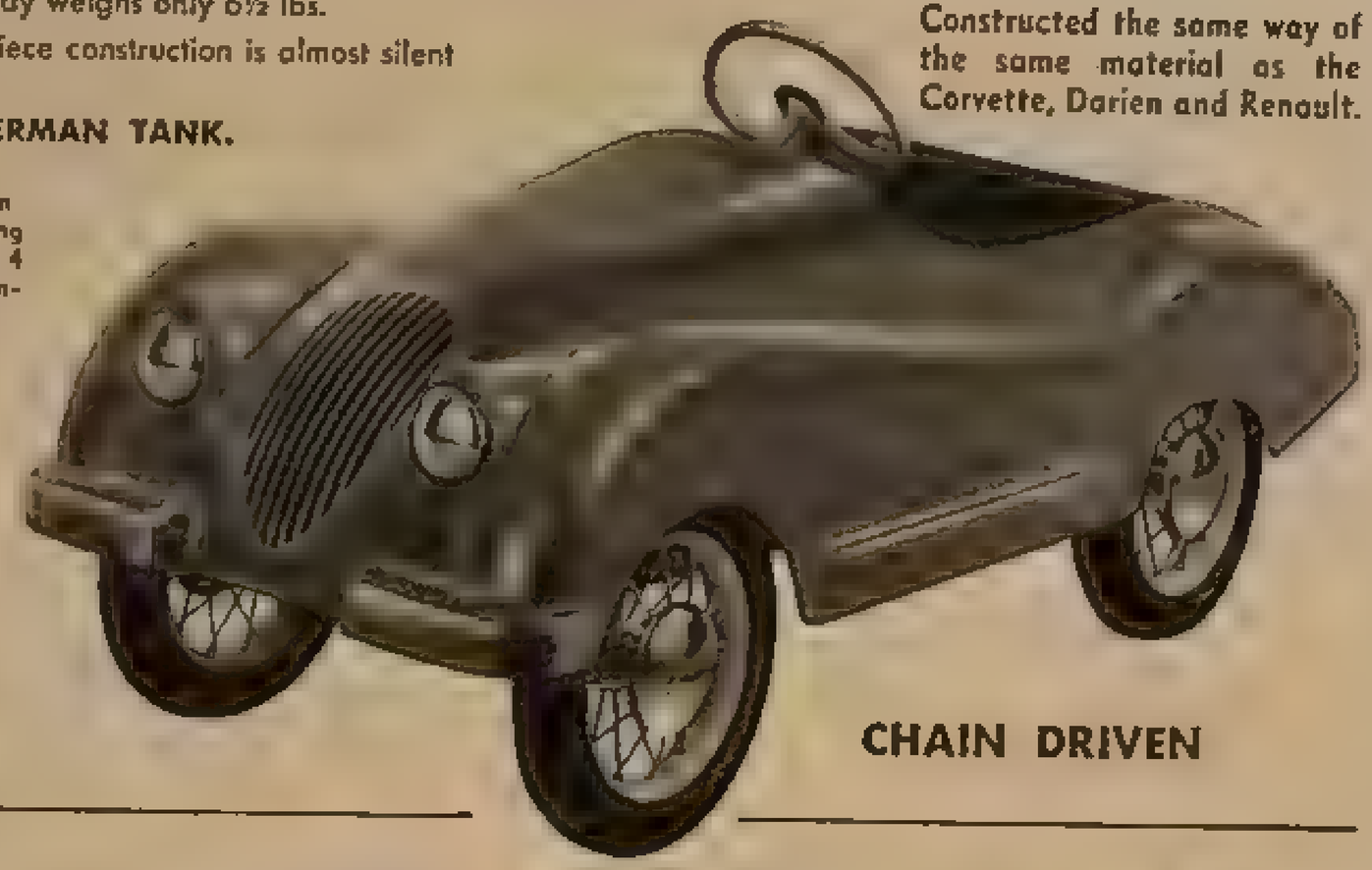
LIGHTWEIGHT: Body weighs only 6½ lbs.

NOISELESS: One-piece construction is almost silent in motion.

TOUGH AS A SHERMAN TANK.

4 bolt, 5 minute easy assem bly Attach wheels, steering post. Body attaches with 4 bolts already embedded in-to body

Constructed the same way of the same material as the Corvette, Darien and Renault.



3

PASTEL COLORS

IMPREGNATED

MINT GREEN, POWDER BLUE AND YELLOW

CHAIN DRIVEN

NOW . . . A FOOT BRAKE ON ALL 16" BIKES.

Hedstrom

New COLORFUL LINTEX

5 sparkling colors to select Smartest line ever

HEDSTROM UNION CO., FITCHBURG, MASS, DOTHAN, ALA.

"Look at me in my — Spectator"

ONE-PIECE

MOULDED FIBERGLAS

AMAZINGLY TOUGH AND RESILIENT

LIGHTWEIGHT: Body weighs only 6½ lbs.

NOISELESS: One-piece construction is almost silent in motion.

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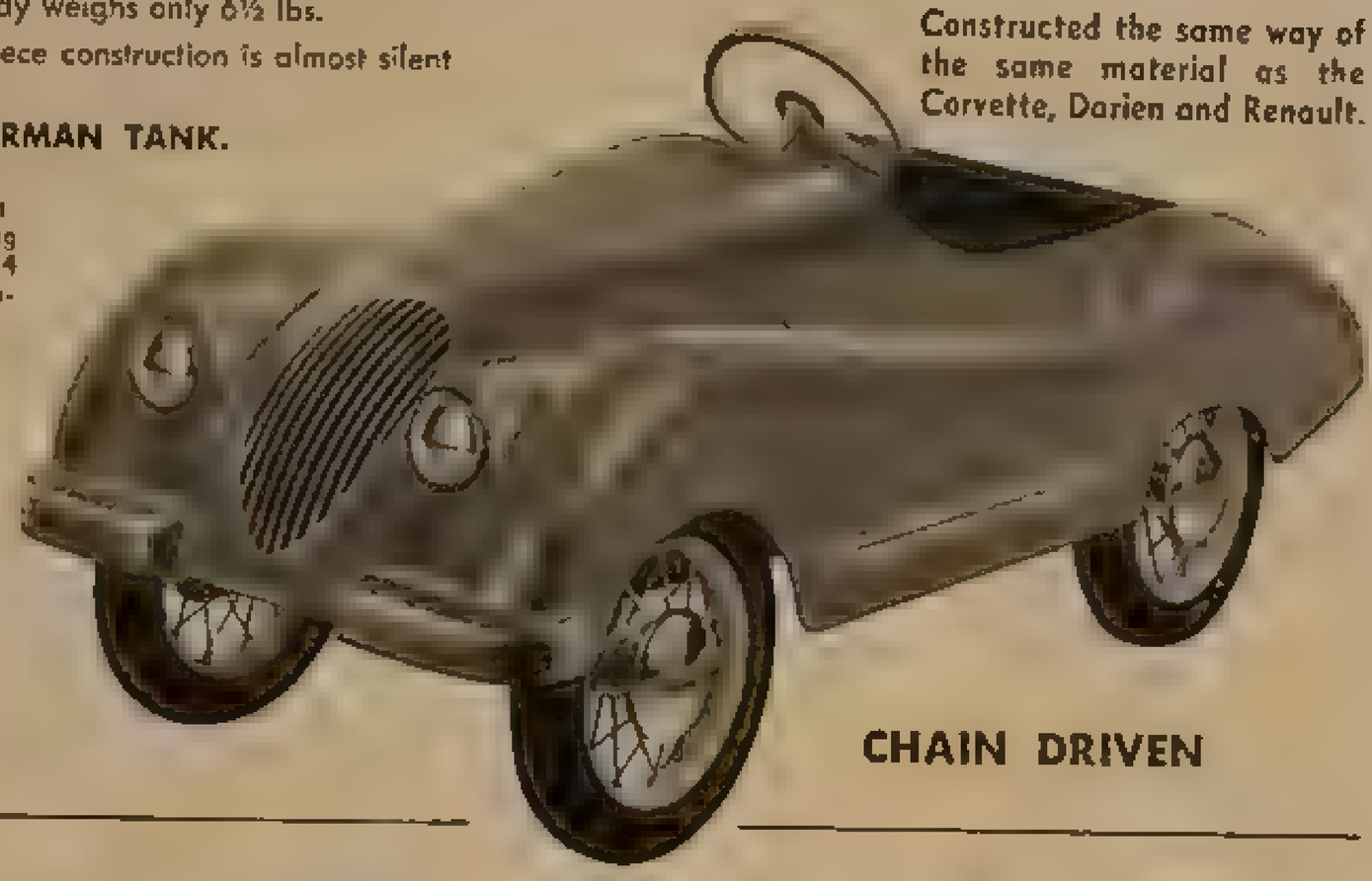

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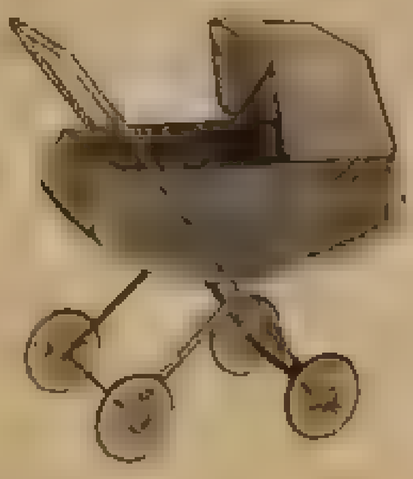


HEDSTROM UNION CO, FITCHBURG, MASS., DOTHAN, ALA.

"Look at me in my —

Sportster"

ONE-PIECE

MOULDED FIBERGLAS

AMAZINGLY TOUGH AND RESILIENT

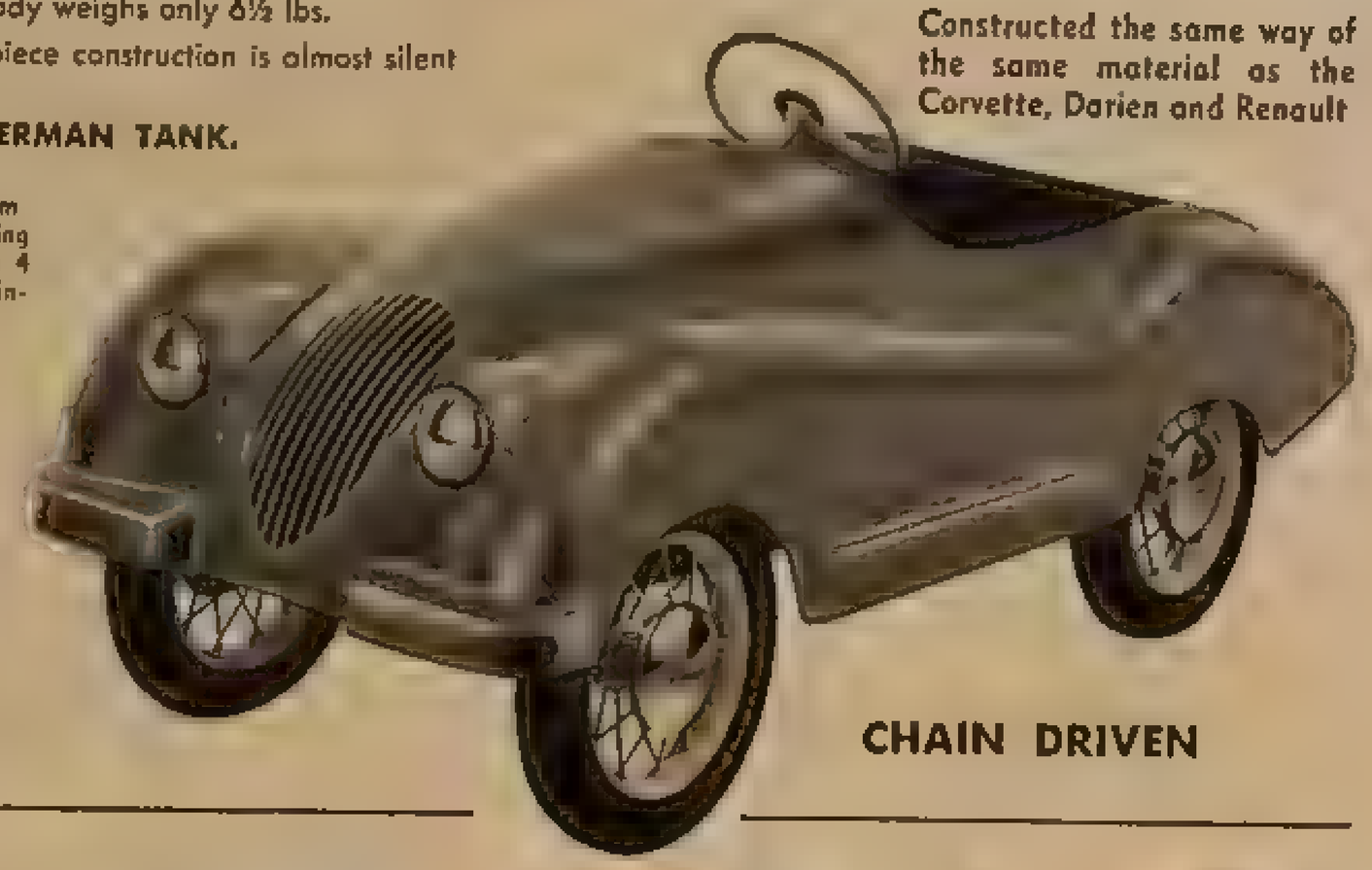
LIGHTWEIGHT: Body weighs only 6½ lbs.

NOISELESS: One-piece construction is almost silent in motion.

TOUGH AS A SHERMAN TANK.

4 bolt, 5 minute easy assembly. Attach wheels, steering post. Body attaches with 4 bolts already embedded into body

Constructed the same way of the same material as the Corvette, Darien and Renault



3

PASTEL COLORS

IMPREGNATED

MINT GREEN, POWDER BLUE AND YELLOW

CHAIN DRIVEN

NOW . . . A FOOT BRAKE ON ALL 16" BIKES.

New

COLORFUL

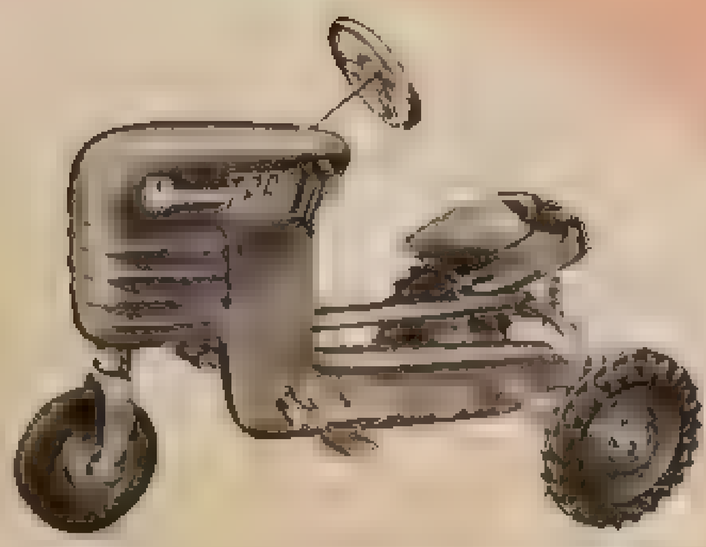
LINTEX

5 sparkling colors to select Smartest line ever

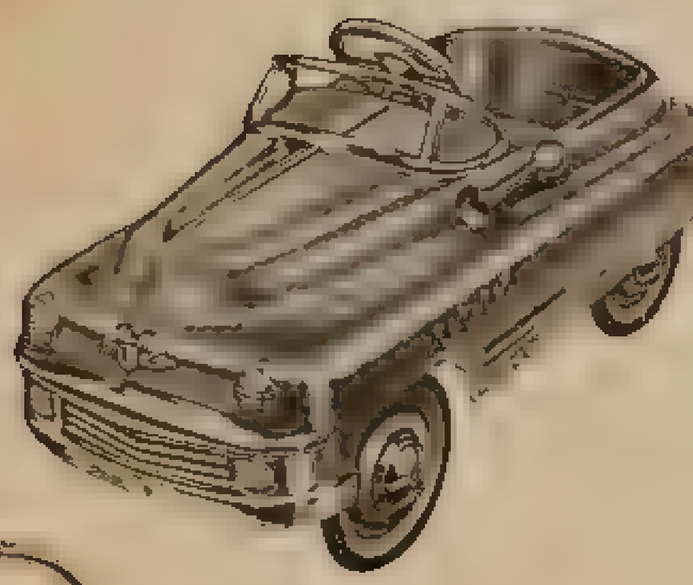
Hedstrom

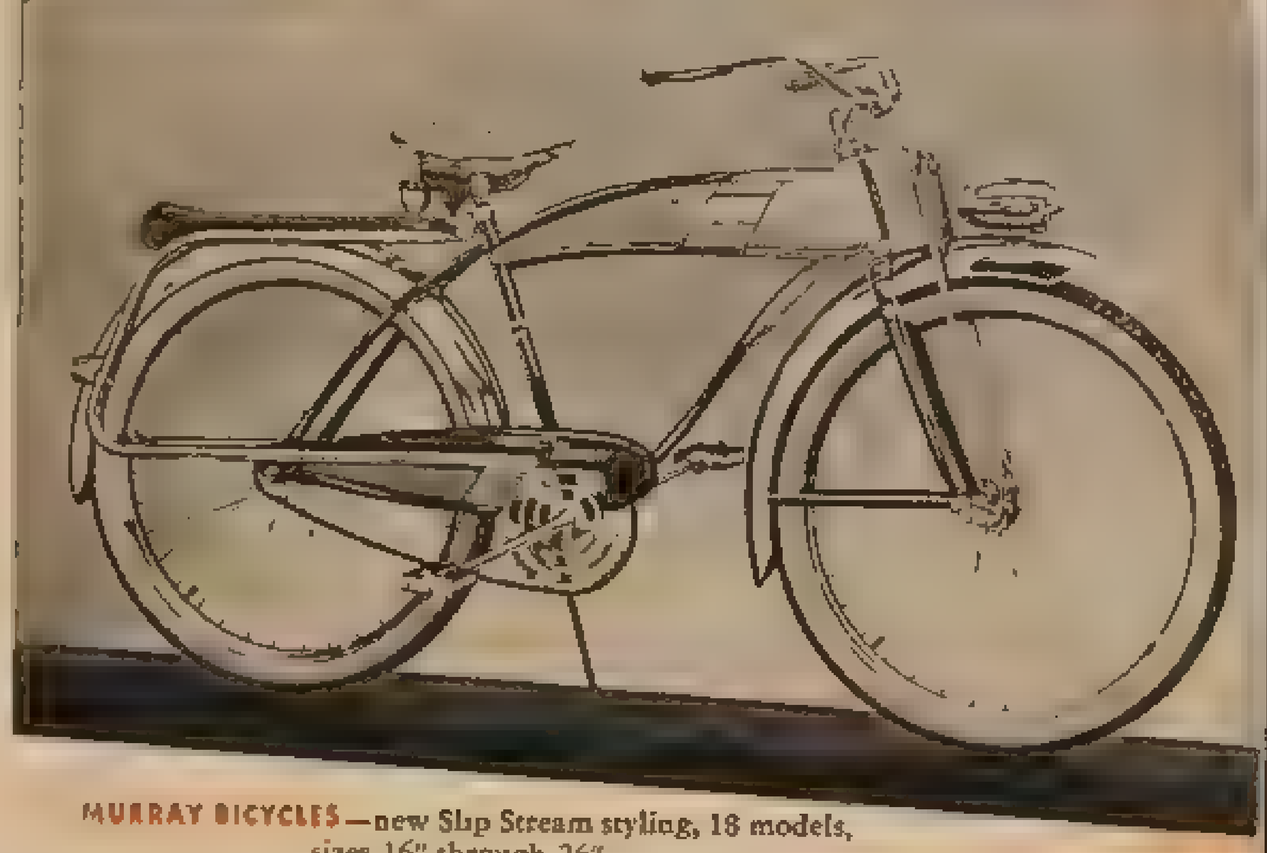
HEDSTROM UNION CO., FITCHBURG, MASS., DOTHAN, ALA.

[redacted]

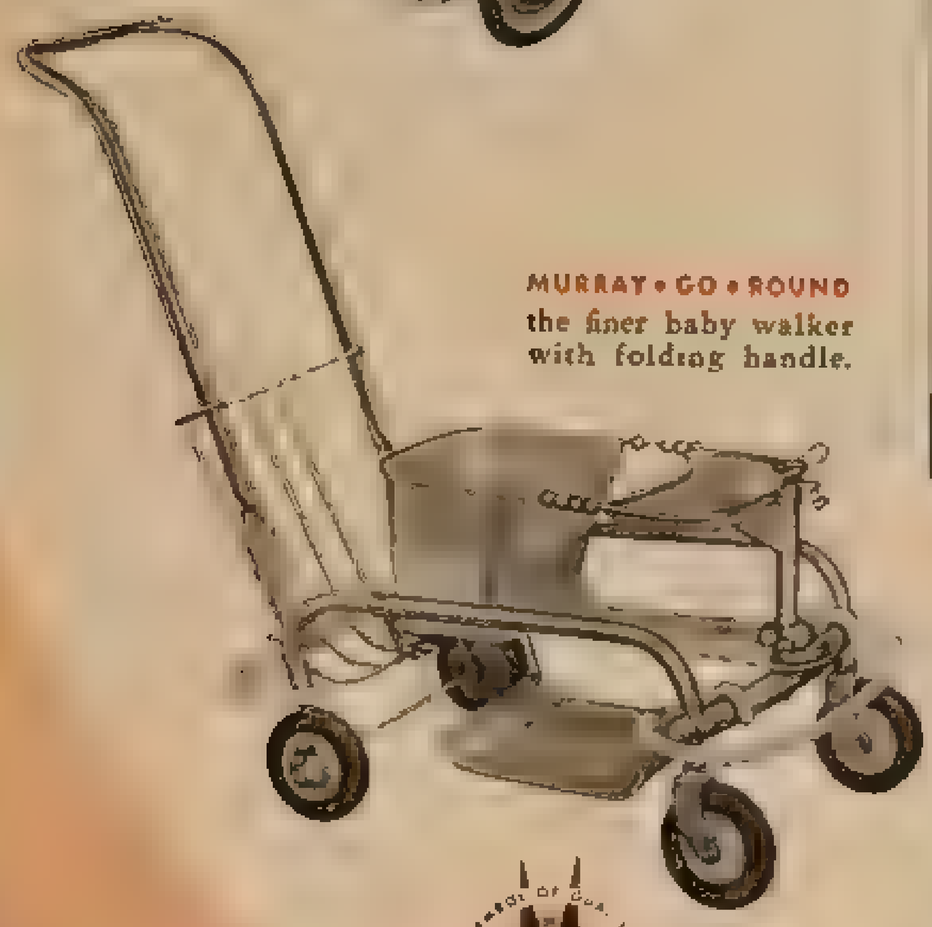


MURRAY WHEEL GOODS
include a full range of velocipedes, autos, fire trucks, station wagons, tractors, chain drive tricycles.





MURRAY BICYCLES—new Slip Stream styling, 18 models, sizes 16" through 26".



MURRAY • GO • ROUND
the finer baby walker with folding handle.

MURRAY PARK CYCLES
all new line, including 7 models; 10", 12", 14" and 16" sizes.

COMMENDED PARENTS

MURRAY
makes everything on wheels for children

You can sell everyone from toddlers to teen agers when you sell Murray wheel goods and bicycles. There are sizes for every age and models priced for every pocketbook. Ultramodern styling makes Murray products the center of attention in any display . . . Nationally advertised in full color . . . For greater profit opportunities, stock and feature Murray—America's *most complete* line of wheels!

THE MURRAY OHIO MFG. CO. • CLEVELAND 10, OHIO

Only BMC

MODELS IN THE ENTIRE PRICE RANGE TO FIT EVERY BUDGET!

With the introduction of the KIDDIE TRACTOR BMC now has a full line of tractors in the complete price range. The '54 addition of the new ROAD KING WAGON and the brand new CONVERTIBLE bike give BMC dealers models in the entire price range to please every toy buying parent that walks in the door

30 DIFFERENT BMC MODELS ESPECIALLY DESIGNED TO SELL CHILDREN ON SIGHT!

The sensational color stylings on BMC models are the result of actual tests to determine just what appeals most to the younger set! Gay colors, clever screening, careful attention to details in the TRACTOR, THUNDERBOLT CHALLENGER, BLUE STREAK, JET LINER and RACER Series let BMC dealers offer a choice of models which will please every child that walks in the door

NEW BUDGET PRICED BMC KIDDIE TRACTOR

The same high quality features that have made BMC famous have been incorporated into the new BMC KIDDIE TRACTOR which sells for an amazingly low price. Chain drive, with ball bearings in the rear frame and sprocket assembly, tractor-type semi-pneumatic tires, high gloss baked enamel finish, and sock streamline design are all features that make this item the fastest seller in the entire wheel goods field.

Flash!

BMC De Luxe Tractor voted a "Prestige Toy" by the Toy Guidance Council

Only BMC

Educational as well as appealing to children, it's easy to sell a BMC attachment. Parents are quick to see the many extra hours of safe play that children will get with any one of these versatile BMC attachments.

COMPLETELY NEW BMC "CONVERTIBLE" BIKE

There's no need to carry an oversize stock of bikes when you handle the BMC "CONVERTIBLE"! The crossbar on this handsome new bike simply removed to become a girl's bike and is just as easily reinstalled. The sprocket and pedal crank unit are replaceable. And it comes in two [illegible] and 5 sizes in all, and complete with balloon tires, wheels. Here is one bike that fully fills the demand for both [illegible]

NEW BUDGET PRICED BMC ROAD KING WAGON

Extra large semi-pneumatic tires... wide boat on the body completely rolled for safe play... sturdy handle design and turning assembly... these are just a few features that make this the outstanding wagon in the entire wheel goods field. To look at the quality of this wagon you would think it would sell for twice the price

Get the Biggest Profits in the Juvenile Wheel Goods Field STOCK BMC TOYS

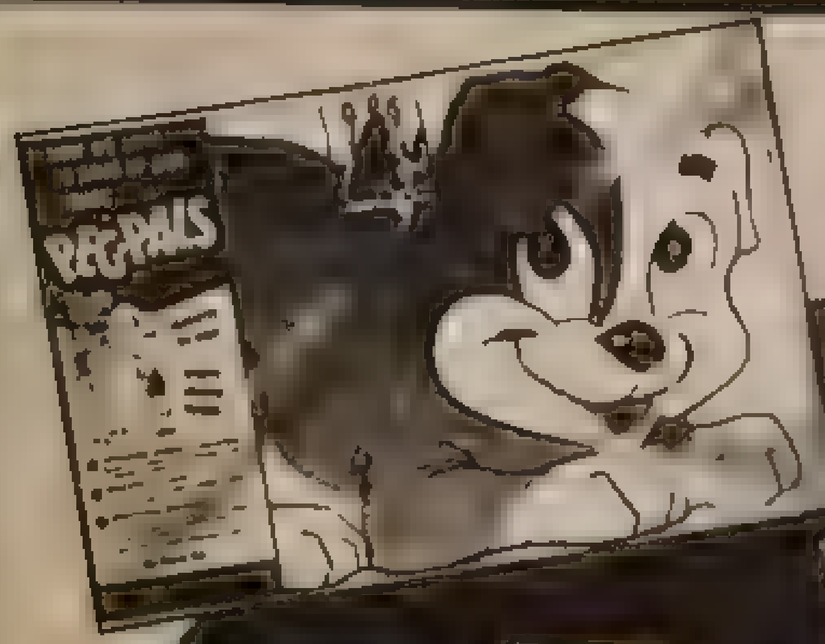
Order from your distributor today or write:

BMC MANUFACTURING CORPORATION · BINGHAMTON, N.Y.

SUBSIDIARY OF [illegible]

CANADIAN REPRESENTATIVE
STANDARD CYCLE PRODUCTS, LTD.
[illegible] Toronto, Canada

OVERSEAS EXPORT
LIONEL ESSEX INTER AMERICA, INC.
[illegible]



CHILDREN LOVE TO HANG-UP THEIR BELONGINGS...

ON PEG-PALS©

THE EDUCATIONAL NEW KIDDIES Animal Peg-Kit that SELLS ON SIGHT!

TEACHES CHILDREN TIDINESS!

DECORATES THE ROOM!

EASY TO INSTALL!

BATHROOM

BEDROOM

CLOSET

PLAYROOM

RETAILS FOR

$1.00

NEW! FOR EVERY CHILD FROM 3 to 10 YEARS! THREE EXCITING, COLORFUL ANIMAL PEG-KIT CUT-OUTS — PACKAGED AND SOLD INDIVIDUALLY FOR VOLUME REPEAT SALES!

"paddy pig"

"peppy the pup"

"freddy teddybear"

HIGH QUALITY, LOW COST PEG-PALS . . . A MUST FOR EVERY CHILD!

Each Peg-Pal Kit contains 1 Hardboard Animal Cut-out, 3 hooks, 2 screws, 2 spacers and 3 wood hook knobs. Size overall 9" x 13". Installs in a jiffy, never scratches the wall. Each Animal is brightly finished in colorful three-tone long lasting lacquer, packaged in attractive transparent polyethylene bag. **A SURE-FIRE STOPPER! AN INSTANT SALES-MAKER FOR YOUR STORE!**

Packaged 12 of each per carton — Shipping Weight 7 Lbs

PEG-PAL CREATIONS

2326 S. Michigan Avenue
Chicago 16, Illinois

Amazing Piano Toy
IT PLAYS BY LIGHTS!

the one and only

lite-a-tune

PATENT PENDING

this is the magic TUNE STRIP that does the light trick

A GORGEOUS
COMPLETE OCTAVE PIANO
13 x 11 x 7

BIGGEST SELLING APPEAL IN TOY PIANO HISTORY

- EXCLUSIVE
- UNIQUE
- EDUCATIONAL

EXCLUSIVE, UNIQUE
nothing ever like it...

A WONDERFUL PIANO [illegible] battery operated Playtry Light feature [illegible] Keys [illegible] real baby grand! Complete with [illegible] of tunes children love best. It's a [illegible] natural [illegible] children love it! Parents appreciate its wonderful educational [illegible] teaching children to play [illegible] tunes. 'Lite a tune', with its unique [illegible] appeal is styled right and priced right for big volume sales.

Available in
Blue, Ivory or Ebony

complete with 3 Tune Strips
(3 favorite musical selections)

Retail Price $10.00
including batteries

INDIVIDUALLY PACKED
Shipped in Master Cartons of 2
Master Carton Size 24 x 32 x 42
Master Carton Weight [illegible] approx.

SALES REPRESENTATIVES

Walter Fleischaker Jr
2105 W 6th Street
Los Angeles 5 California

Pan Berg
[illegible] N Hamilton Ave
Chicago [illegible]

Bert Schwarz & Co
[illegible] th Avenue
New York 10 New York

Richard A Mayer
[illegible] S Shore Drive
Chicago [illegible]

amazing appeal--
SEE OTHER SIDE
FOR HOW IT WORKS

ANSON ISAACSON & CO. 164 DIVISION STREET, ELGIN, ILLINOIS **lite-a-tune**

NOW the amazing Lite-a-tune toy piano

The New Light Way to Play!

SO SIMPLE TO PLAY

CHILDREN LOVE IT

AT FIRST LIGHT!

HERE'S HOW IT WORKS

1. Child hits any key until red light appears on piano rail, tune is now ready to play

2. Child inserts the magic 'Tune Strip' like this.

3. First piano key lights up automatically child hits that key for the first note ...

4. then the tune lights up in proper sequence ... the child plays!

that's all there is to it ... it's a delight!

EXTRA PROFITS!

the Lite-a-tune

TUNE STRIP LIBRARY

A CONTINUOUS SOURCE OF SALES AND PROFITS

Children want all the tune [illegible] popular selections are [illegible] each. Stock an [illegible] Tune Strip Library

Tune Strip Pocket 'A" 16 Strips a favorite tune on [illegible]

The Farmer in the Dell
London Bridge
Little Bo Peep
Hickory, Dickory, Dock
Jack and Jill
Mary, Mary, Quite Contrary

Tune Strip Pocket 'B" 16 Strips a favorite tune on each!

Merrily We Roll Along
Pop! Goes the Weasel
See-Saw Margery Daw
Pease-Porridge Hot
Rock A Bye Baby
Little Miss Muffet

Tune Strip Packet 'C' 16 Strips a favorite tune on [illegible]

Susanna
Silent Night
Yankee Doodle
Happy Birthday
Listen to the Mocking Bird
My Country 'Tis of Thee

EACH PACKET IN DISTINCTIVE INDIVIDUAL ENVELOPE
ORDER BY PACKET DESIGNATION ("A", "B", [illegible]

Retail Price per Packet, $1.00

AMBON ISAACSON & CO. 164 DIVISION STREET, ELGIN, ILLINOIS

NO. 430 PEE-WEE HORSESHOES

Plays Every Horseshoe Game

It's New and Such Fun!

Everybody Will Like It!

Same Action as in Actually Pitching Horseshoes

[illegible] \$1.50 retail

[illegible] Size is colorful, self-selling carton, 12 to shipper weighing 16 lbs.

No. 466 SHUFFLEBOARD JR.

The Only Game with Authentic Shuffleboard Action!

The [illegible] figure boasts a shuffleboard cue. When your partner [illegible] by sliding the wood discs out on the playing field. A real and 4 genuine wood discs will [illegible] scoring device [illegible] complete playing field for all shuffleboard games.

[illegible] \$1.50 retail

A New, Glass-Covered, 4-Game Poosh-M-Up with Gong and 2 "Flippers" for Extra Action!

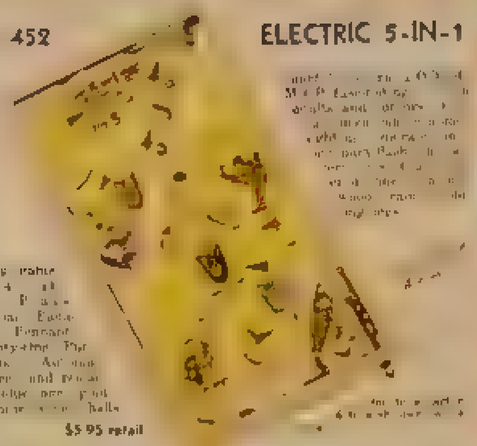
NO. 446 . . . BAT-M-UP SR.

[illegible] automatic POOSH-M-UP has 2 [illegible] glass-covered playing boards to keep the [illegible] of your entertainment and an added [illegible] Factory finished wood frame [illegible] steel balls, [illegible] scores when struck by balls. A swell fun game. Plays Hardball, Indoor Twenty-One, Put 'N Take. [illegible]

\$2.98 RETAIL

[illegible] Wt. [illegible] lbs.

No 452 ELECTRIC 5-IN-1



A big [illegible] Bagatelle, Bowling Alley, Pinball Machine, Shuffleboard, Twenty-One. Play N Take. Automatic [illegible] one edge, one goal and [illegible] balls.

\$5.95 retail

No. 452 5-Game Electric Poosh-M-Up, identical in size, and similar in features and construction to No. 452. Glass-covered [illegible] operated by automatic wood frame [illegible] \$5.95 retail

No. 451 . . . BIG 5 POOSH-M-UP

The famous FIVE-IN-ONE . . . a big, hand some glass-covered, completely self contained, home pin game. Solidly constructed to last for years.

\$3.75 retail

[illegible] One to a carton, 6 to a shipper, wt. 40 lbs.

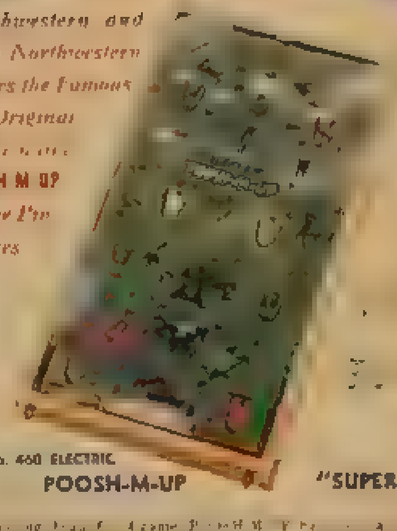
Plays 5 different games! Automatic [illegible] and scoring. Bright-colored playing field. Swing type [illegible] wood frame. Bowling legs. One [illegible] and gold [illegible] steel balls. Large 24 x [illegible]. More than a million sold!

No. 440—[illegible] POOSH-M-UP [illegible]. A wonderful [illegible] for [illegible] and [illegible] fun. Heavy [illegible] cabinet [illegible] Plays Hardball, Indoor Twenty-One, Put 'N Take. One to a carton, 12 to shipper weighing [illegible] lbs. [illegible] retail.

No. 407—LUCKY 7 POOSH-M-UP. (Not Illustrated). Low-cost, open face, 4 game, "circus" design Poosh-M-Up. 12" x 24" x 4½". One to carton, 24 to shipper weighing 42 lbs. 96¢ retail.

Prices slightly higher in West and South.

[illegible] Northwestern and Only Northwestern Makes the Famous the Original [illegible] POOSH M UP Home Pin Games



No. 460 ELECTRIC
POOSH-M-UP "SUPER"

[illegible] Poosh-M-Up [illegible] 4 game [illegible] by [illegible] this [illegible] glass-covered [illegible] playing [illegible] Solid wood frame [illegible] Plays Hardball, Indoor Twenty-One, Put 'N Take, [illegible]

\$6.95 retail

No 441
POOSH-M-UP JR.

THE FOUR IN ONE

[illegible] Automatic [illegible] and scoring. Plays Hardball, Indoor Twenty-One, Put 'N Take, [illegible]

\$2.39 retail

[illegible] One to a carton, 12 to a shipper, wt. 40 lbs. \$2.39 retail.

No. 461—[illegible] Poosh-M-Up [illegible] and [illegible] Plays [illegible] Put 'N Take. [illegible] to a carton, 12 to a shipper, wt. 40 lbs. \$2.39 retail.

Magnificent ALL-METAL

SAN LOO COMBINATION SET

CHINESE CHECKERS

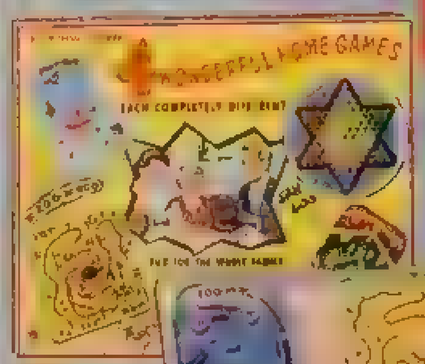
BACKED BY REGULAR CHECKERS

No 127-C [illegible] $3.29 Retail

No 20-C [illegible] $2.10 Retail

Tremendous Seller! BEAUTIFUL

4-GAME PACKAGE



FOUR ALL PLASTIC POCKET-SIZE GAMES IN ONE, BIG COLORFUL, SELF SELLING CARTON!

CONTAINS 4 GREAT ALL PLASTIC POCKET SIZE GAMES

ZOO-M-ROO
POCKET POOSH-M-UP

BAT-M-UP JR.
POCKET BASEBALL

SAN LOO CHINESE CHECKERS
POCKET SIZE

"TIPT"
3-GAME COMBINATION

No. 420. Huge Wonderful Home Games Set. Each in gay colorful box 10 inches 15 x 1½ x 6. 12 sets to shipper we gladly [illegible] $1.98 Retail

A great big box of fun for the whole family a tremendous value a record breaking best seller! Just stock it, show it & sells itself!

Games Also Available in Individual Packages

No. 403-S. ZOO-M-ROO. An plastic automatic feed and ground, pocket pin-ball game. Completely self-contained 3 steel balls and clear plastic frame and parts 6 x 3½ x 1½ inches. Individually packed in transparent bags 24 to shipper wt 6 lbs

No. 403-S Same, with wire display rack. 49c Retail

No. 413-S. TIPT. Many type 3-game combination Plays Roll-over, Trail, Table Golf. All you need is 3 steel balls & you all original appealing uncomplicated individually packed in cross-barred bags 24 to shipper wt 6 lbs

No. 413-S Same with wire display rack 49c Retail

No. 415-S. BAT-M-UP JR. Pocket Baseball. New swivel-batter all plastic Pooh-M-Up with batting markers. Completely self-contained automatic feed and return, nonsplit the appearing leg & ball clear plastic frame and parts 6 x 3½ x 1½ inches. Individually packed in transparent bags 24 to shipper wt 6 lbs.

No. 415-S Same with wire display rack. 49c Retail

No 417-S. Pocket Size SAN LOO CHINESE CHECKERS. Beautiful sparkling all transparent plastic feather weight Bubble type Chinese playing pieces fitting closure quickly easily, secure & snug, 3 pieces in shape 7½ x 4½ x ½ inches, handy quality packed in transparent bags 24 to shipper wt 4 lbs

49c Retail

No 417-S same with wire display rack

49c Retail

No 419 4-Game ASSORTMENT with Display Rack

Assortment of Zoo-M-Roo, Tipt, Bat-M-Up Jr. in transparent bags. Wire display rack. Gaily colored, as all colors feature strong appeal

No 418 Same as at left without rack

Northwestern Products Company 2655-2733 Lucas Pl St Louis 3 Mo

Colorful · Action-Packed · Volume Selling

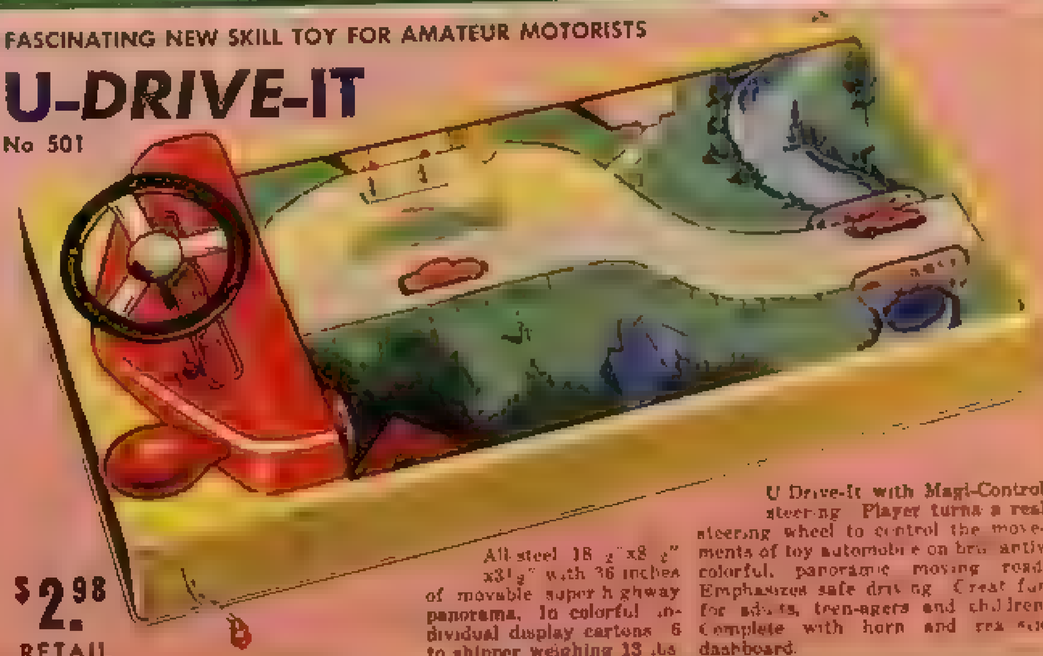
Since 1902

NORTHWESTERN PRODUCTS COMPANY

FASCINATING NEW SKILL TOY FOR AMATEUR MOTORISTS

U-DRIVE-IT

No 501



$2.98 RETAIL

All steel 18 g" x8 g" x3½" with 36 inches of movable super highway panorama. In colorful individual display cartons 6 to shipper weighing 13 lbs

U Drive-It with Magi-Control steering. Player turns a real steering wheel to control the movements of toy automobile on brilliantly colorful, panoramic moving road. Emphasizes safe driving. Great fun for adults, teen-agers and children. Complete with horn and realistic dashboard.

ACTUALLY BLOWS AIR—Beautiful, non-electric replica of a real hair dryer complete with a detachable metal base to rest handle on, and a colorful satchel-type carrying case.

NOT A WIND UP TOY

Trigger-action spring motor blows air. Play size, 3½"x 5½"x7" high. 12 to shipper weighing 9 lbs.

$1.59 RETAIL

To Dry Her Own Hair

New! No. 212 'Little Deb'

HAIR DRYER

To Dry Her Doll's Shampooable Hair

MULTIPLE PRODUCTS

CORP.

55 WEST 13th ST., NEW YORK 11, N. Y.

NEW ADDRESS

an added excitement for
young adventurers. A thrilling Pirate's Treasure
Hunt Game with full Pirate regalia.
Amusing construction. Offers endless
hours of play value.

MULTIPLE PRODUCTS

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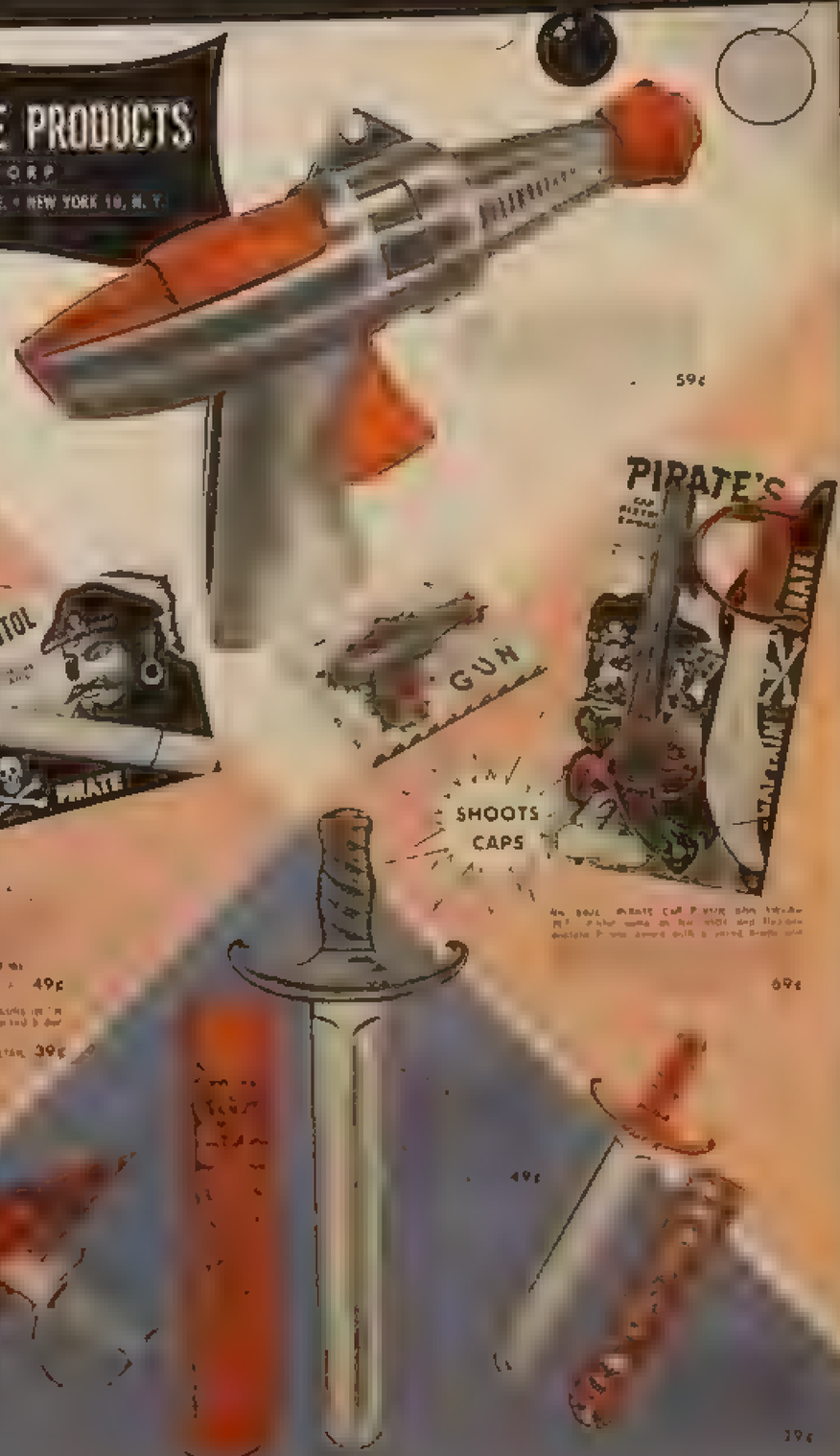
303 FOURTH AVE. • NEW YORK 10, N. Y.

SEE US AT THE SHOW
HOTEL NEW YORKER
ROOM 1028



MULTIPLE PRODUCTS
CORP.
303 FOURTH AVE. - NEW YORK 10, N. Y.

69¢

39¢

Make it Kit

SEE US AT THE SHOW
HOTEL NEW YORKER
ROOM 1028

BRILLIANT
METALIZED JEWELRY

29¢

39¢

39¢

39¢

An old standby with a brand new twist. Stuffed animals to sew and decorate to one's own taste. Constructive make-a-ring inspires thought and free play of the imagination. Encourages creative activity.

MULTIPLE PRODUCTS
CORP.
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NEW ADDRESS

$1.00

Note—New Address Above

STUFFED ANIMALS

39¢

11 10 9 8 7 6 5 4 3 2 1 0

18 17 16 15 14 13 12 11 10 9 8 7 6 5 4 3 2 1 0

You'll Do more in '54 by featuring the STEVEN 8

PIXIE BUILD A TOY
85 PIECES

"Kit No. 1" for full range of action and non-action toys, basic spools are colored bright red. Beats any set anywhere near its price. Suggested retail 59¢

PIXIE BUILD A TOY
137 PIECES

"Kit No. 2" for wider variety of toys, action and non-action; basic spools are colored bright red. Suggested retail 98¢.

PIXIE BUILD A TOY
56 PIECES

"Kit No. 0." Basic spools are colored bright red. Lowest-priced wooden construction set on the market. Suggested retail 39¢.

PIXIE PIC-UP STIXS

Colorful, smooth "Stixs" for engrossing fun. High gloss package illustrated with climbing, pixies. Suggested retail 25¢

PIXIE BUILD A TOY
303 PIECES

DeLuxe "Kit No. 3" for unlimited construction of action and non-action toys; basic spools are colored bright red. Suggested retail $1.98

KALEIDOSCOPE

7½" long; wide range of colorful designs. Lithographed in 2 colors. Suggested retail 29¢

DELUXE KALEIDOSCOPE

Sturdy, sealed plastic panel has 3 viewing sections for creating endless combinations and variety of designs. Suggested retail $1.29

KALEIDOSCOPE

For years, America's best-seller. Turning head for revolving action. 9" long. Beautiful multicolor package. Suggested retail 59¢.

Write for descriptive folder and prices

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Craft Master

40 Colors

by-the-numbers!

40 Pre-mixed artists' oil colors for more professional pictures!

Large resealable Press-fit oil paint containers!

3 MOUNTED GENUINE Canvases 16" x 12" On Genuine Canvas– *not paper!*

12 Most Wanted Subjects

Plus: 2 Selected Artists' Brushes and special brush cleaner

Only $3.50 RETAIL

FOR EVERYTHING YOUR CUSTOMERS WANT, CALL, WRITE OR WIRE YOUR JOBBER . . .

WRITE DEPT. D

Palmer Paint Sales

Woodward at Canfield
Detroit 1, Michigan

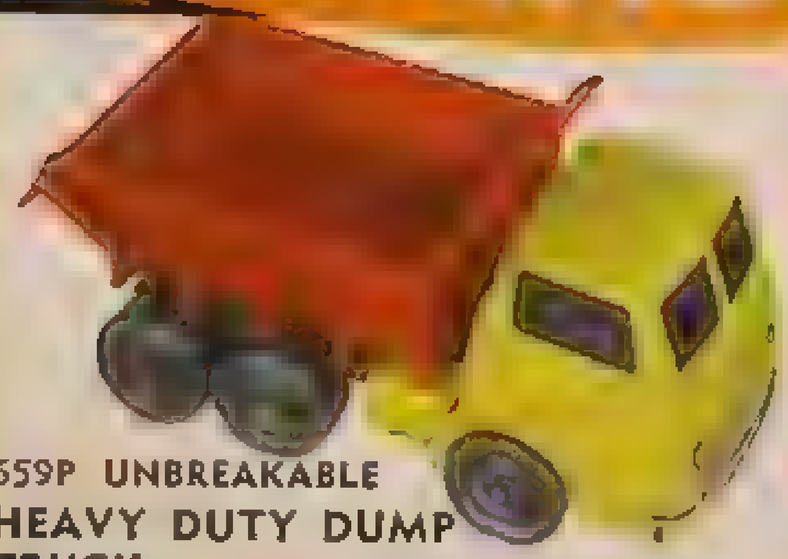
Polyethylene Plastic UNBREAKABLE

Always ahead with the

NEWEST and BEST!

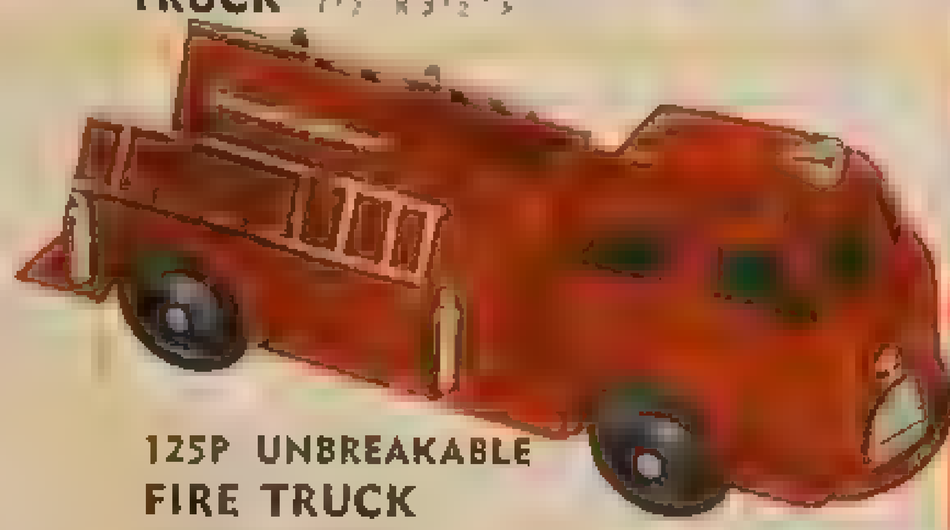
- We now choose Unbreakable Polyethylene as the perfect material for our outstanding toys
- Kids can't break them—can't mar or scratch the furniture with them!
- Attractively designed—beautifully colored—accurately detailed—scientifically engineered
- Priced with toys potential

See the complete line displayed in Room 552 Hotel New Yorker, Toy Fair Exhibit



659P UNBREAKABLE
HEAVY DUTY DUMP TRUCK 7½" x 3½"

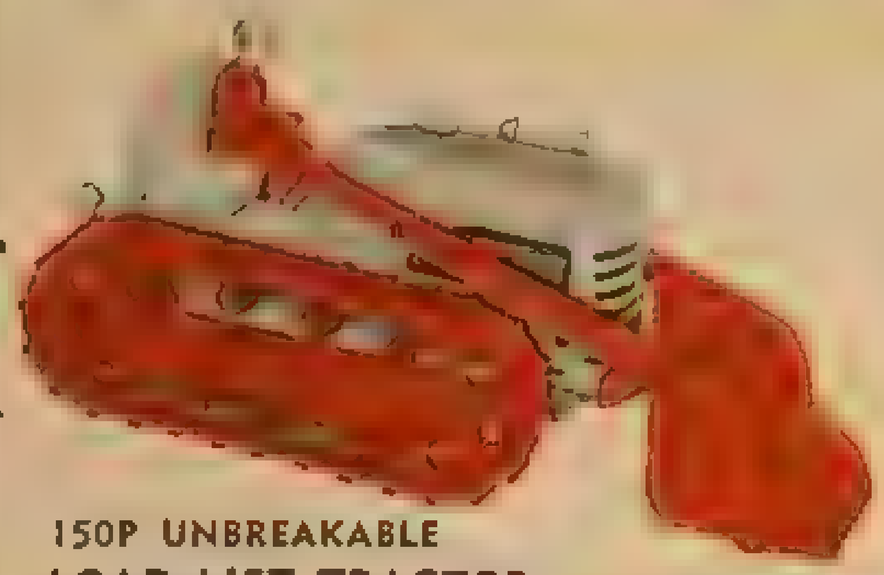
501P UNBREAKABLE
FARM TRACTOR 5½" x 3⅝" x 3¼"



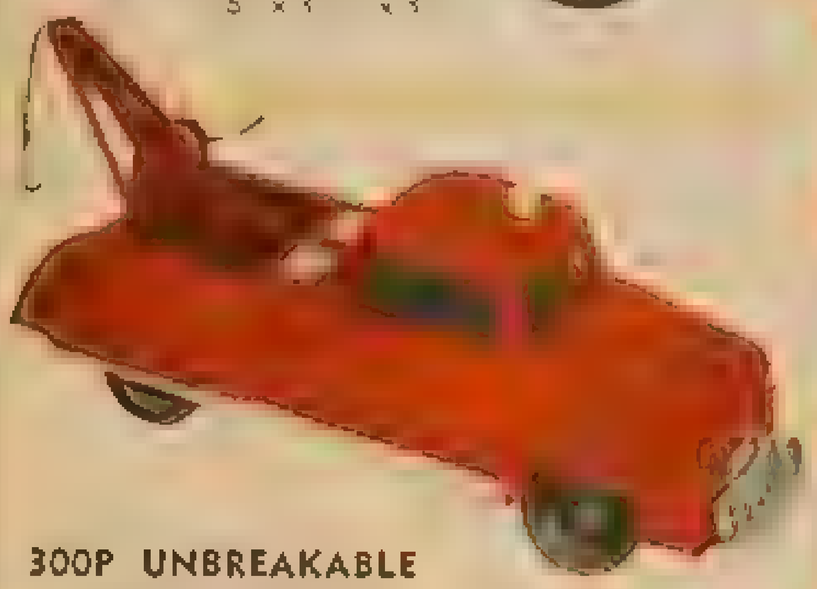
125P UNBREAKABLE
FIRE TRUCK

119P UNBREAKABLE
HOT ROD 5" x 2⅛" x 2¾"

249P UNBREAKABLE
B-LINE RACER



150P UNBREAKABLE
LOAD LIFT TRACTOR



300P UNBREAKABLE
TOW TRUCK

Processed NO-BRAK PLASTIC

B-LINE TOYS

PROCESSED PLASTIC CO.
AURORA, ILLINOIS

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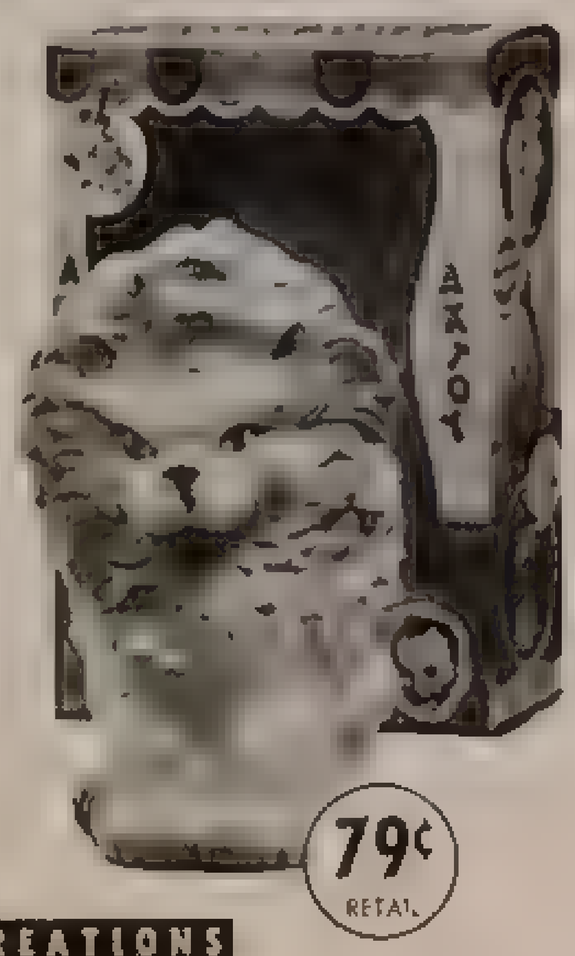
OH BOY! IT'S AN AKTOY

YES . . . all children love AKTOY,
America's fastest selling
rubber toy line.

- Moulded in one strong piece
- Non-Toxic colors won't fade or stain clothing
- Washable
- 100% pure latex rubber
- All rubber whistle
- Multi-Colored boxes
- Write for descriptive catalog with complete AKTOY line



TOY CREATIONS
AKTOY

1035 POST STREET
SAN FRANCISCO, CALIF.

AKTOY SALES REPRESENTATIVES:

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Scott-Fitch Sales Co.
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Sales Agents, Inc.
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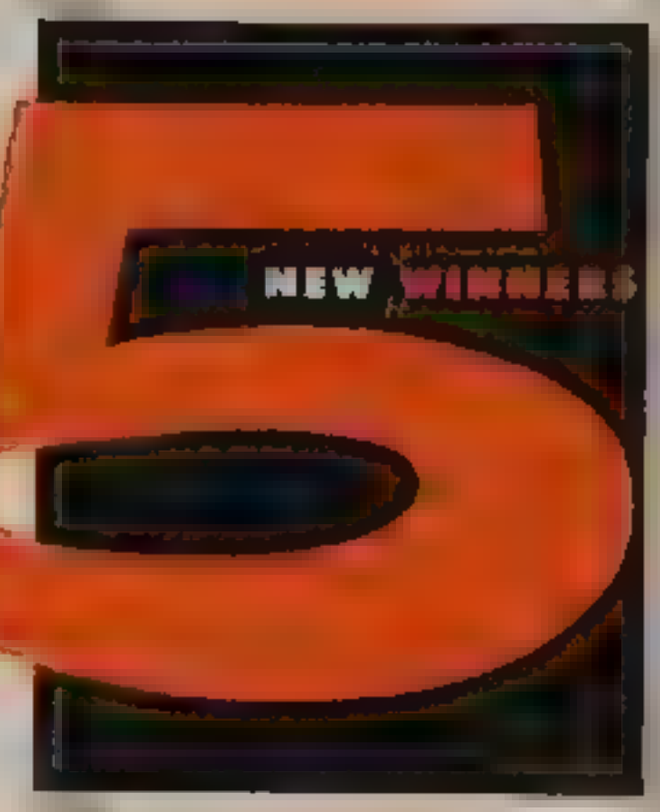
ELDON'S



Natural catalog items. Price range from

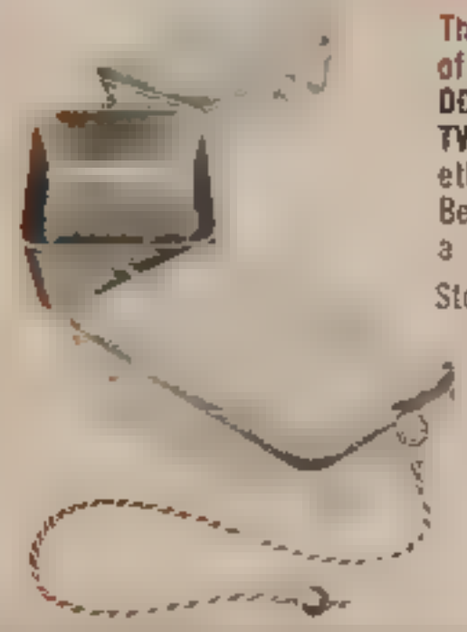
19c to $3.98

TRICKSY
THE ACROBATIC PUP

Barks! Clickety Clacks! Stands 16½" high. Holds over 100 poses. Comes off platform. Can even stand on one front paw with new peg-and-hole design.

Stock No. 811 **$3.98** *retail*

DING DONG Tote Train



The famous Toy Toter fresh out of Dr. Frances Horwich's **DING DONG SCHOOL** on NBC's national TV network! Unbreakable Polyethylene in red, yellow, blue. Bell and pull cord. A big value in a big colorful display carton.

Stock No. 813 **$2.98** *retail*

GOLDEN RULE
play desk

Big 17½"x17½"! Loaded with color! Used on lap, floor, table, bed. Turns over to make bed tray. Both sides decorated. Thick wall high-impact Styron. A brand new idea!

Stock No. 812
$2.98 *retail*

VISIT US AT THE FAIR — ROOMS 300, 301, McAlpin Hotel; ROOM 450, 200 5th Avenue Bldg.

habitufor TOYS

Sales Representatives
[illegible]
CATALOG PAGES [illegible]

Eldon
MANUFACTURING COMPANY
1010 East 62nd Street, Los Angeles 1, California

PUDGY

The hilarious new **PIGGY BANK** that grows **FAT** as he's **FILLED**. 7½" high. Another never before idea! In cello window display box.

Stock No. 814 **98c** *retail*

PUDGY JR. in cello bag
Stock No. 815C **49c** *retail*

PRE-SCHOOL TOYS

Presents:-

NO. 760

No. 760 Locomotive and Tender [illegible] **$2 retail**

No 750 Locomotive. [illegible] **$1.25 retail**

NO 750

NO. 805

No 805 Freight Transport. [illegible] **$2.25 retail**

No. 800 Lumber Transport. [illegible] **$2.25 retail**

No 732 Lumber Truck [illegible] **$1.25 retail**

No 734 Freight Truck. [illegible] **$1.25 retail.**

NO 800

No 731 Log Truck [illegible] **$1.25 retail**

No. 733 Tank Truck [illegible]

NO. 732

NO 731

NO 734

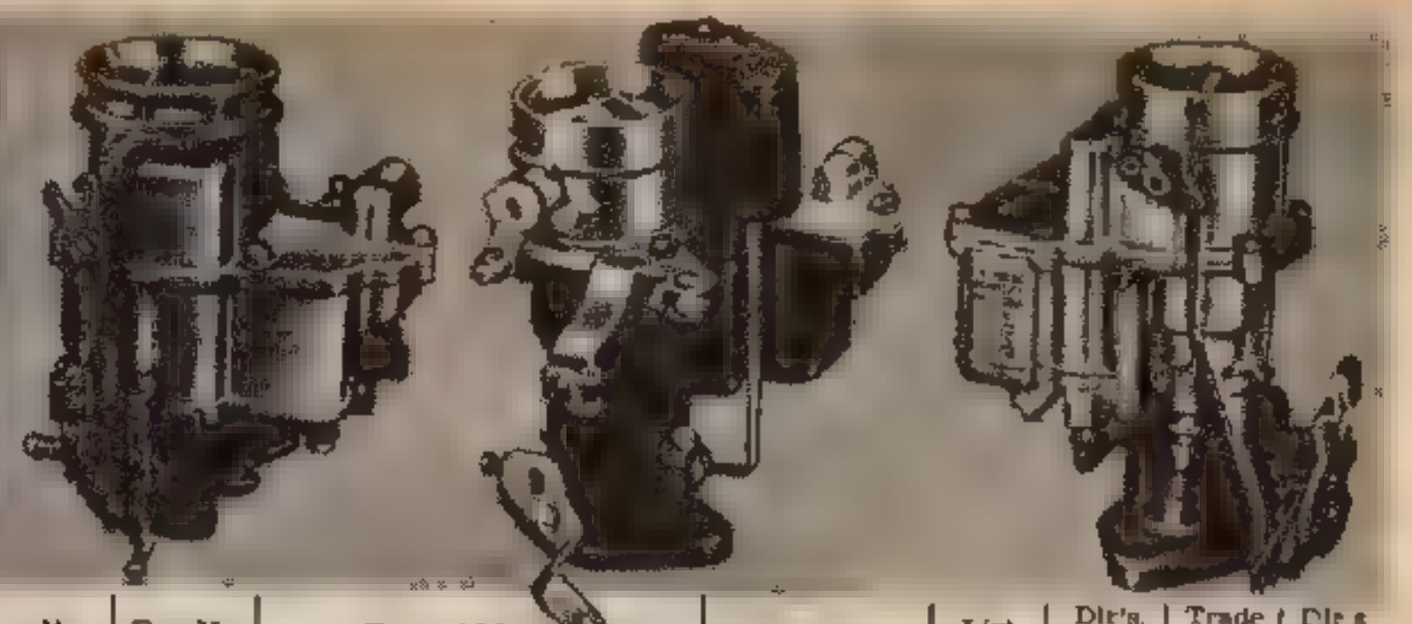
NO. 733

Above toys are for children 1 to 6, 7 or 8 respectively

PRE-SCHOOL TOY MFG. CO., 23706 74th Ave., West, EDMONDS, WASH.

[redacted]

BORG-WARNER ORIGINAL EQUIPMENT CARBURETORS

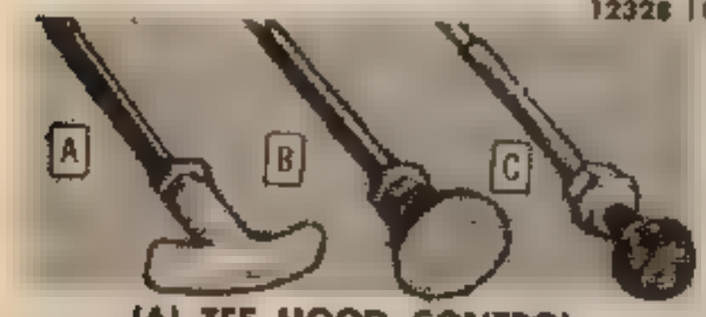


Rebuilt and Flow-Meter Tested

The finest carburetor replacement you can buy! These are the original carburetors expressly engineered for the car it fits. Completely taken apart, re-engineered and re-assembled by master carburetor craftsmen. All worn parts replaced with precision-made new ones. FLOW-METER tested to assure highest performance standards.

Pay full price when you purchase carburetor. When we receive your old carburetor we will refund the amount shown under "Trade In Allowance" Your net cost is shown under "Dlr's. Exchange Price". Full refund if not completely satisfied.

No.	Fac. No.	Car and Model	Make	List Price	Dlr's. Full Price	Trade In Allow	Dlr's Exch Price
12247	600240	Chevrolet 1937 40	Carter	$11.33	$ 8.14	$ 1.77	$ 6.37
12250	600246	Chevrolet 1941 48	Carter	12.76	9.57	3.20	6.37
12254	600249	Chevrolet 1949	Carter	13.83	10.64	4.27	6.37
12257	600251	Chevrolet 1950-51 Std. Trans.	Rochester	13.83	10.64	4.27	6.37
12261	600641	Chrysler, Desoto 1935-41	Ball & Ball	13.64	9.97	2.64	7.33
12266	600441	Dodge W/O Fluid Dr. 1940-41	Stromberg	15.79	12.12	4.79	7.33
12270	600443	Dodge with Fluid Dr. 1942-48	Stromberg	19.33	15.33	7.34	7.99
12273	600130	Ford 8 1937-38	Stromberg	6.73	4.00	1.24	3.66
12277	600148	Ford 8 1939-48	Holl.-Ch. Gr	7.98	6.15	2.49	3.66
12280	600149	Ford 6 1941-42	Chan. Grove	8.92	7.09	3.43	3.66
12284	600149A	Ford 6 1946-48	Chan. Grove	8.92	7.09	3.43	3.66
12287	600149B	Ford 6 1947 49	Chan. Grove	10.11	8.82	4.62	3.66
12291	600150	Ford 8 1949-51	Chan. Grove	11.11	9.28	5.62	3.66
12294	600151	Ford 6 1949-51	Chan. Grove	10.11	8.28	4.62	3.66
12298	601702	Kaiser-Fr F47 K100 1947-49	Carter	21.10	17.10	9.11	7.99
12303	601703	Kaiser-Fr 1948-50	Carter	30.55	24.55	12.55	12.00
12307	601401	Mercury 1949	Chan. Grove	30.00	24.00	12.00	12.00
12310	600338	Plymouth 1935-39	Ball & Ball	12.75	9.14	1.92	7.22
12314	600341	Plymouth 1939-41	Ball & Ball	15.61	12.00	4.78	7.22
12317	600348	Plymouth 1942-48	Ball & Ball	17.86	14.65	7.43	7.22
12321	600350	Plymouth 1949-51	Ball & Ball	17.86	14.65	7.43	7.22
12324	600642	Oldsmobile 6 1941-48	Carter	19.75	15.76	7.76	7.99
12328	600747	Pontiac 6 1941-48 Std. Trans.	Carter	15.88	14.88	6.89	7.99



(A) TEE HOOD CONTROL

Heavy duty all metal chrome. For Alligator type hoods. 84"

No. 18743. Dlr's., 83c. 6, ea. 58c

(B) HOOD CONTROL

Plastic, heavy duty 1¼" knob. For Alligator type hoods. 72".

No 18759. Dlr's., 44c. 6, ea. 39c

(C) DASH CONTROL

Metal. Chrome knob. 72" long.

18737. Dlr's., 38c. 6, ea. 26c

"ALLOY" CERAMIC GASOLINE FILTERS

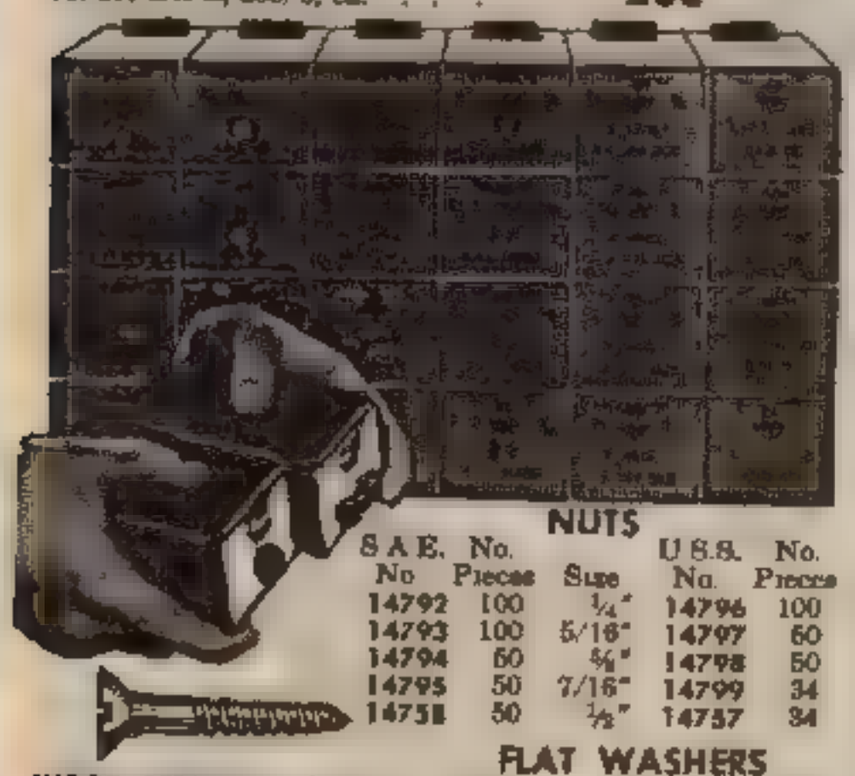
Highly polished triple chrome plated fuel filters. Removes all dirt and foreign matter from gasoline preventing clogged jets and prolonging carburetor life, can be cleaned in a moment by dipping in gasoline or any other cleaning fluid. Filter is resistant to the attack of most acid and alkaline solutions. Filters are uniformly glazed.

No. 16991. Fits Ford (exc. 6 cyl.) 1928-53, Mercury 1939-53.

No. 16992. Fits Chrysler, DeSoto, Dodge, Plymouth 1936-52.

No. 16993. Fits Buick, Chevrolet, Hudson, Nash, Olds., Packard, Pontiac, Studebaker, Willys, 1939-53.

List $3.25. Dlr's., ea. $1.25.
Lots of 6, ea. 1.15



DORMAN Add-A-Bins

Handy Interlocking Containers for Screws, Washers, Nuts, Etc.

Dorman Add-A-Bin units offer the busy repairman a convenient method of buying and storing nuts, bolts, screws, washers, etc. Each unit contains a quantity of one size and of one item in a steel box 2½"x3"x5" deep. These boxes are constructed with an interlocking device so that any number of boxes can be combined into a single compact unit. The size and type of the item contained is clearly marked on the front of each Add-A-Bin.

NUTS

S.A.E. No.	No. Pieces	Size	U.S.S. No.	No. Pieces
14792	100	¼"	14796	100
14793	100	5/16"	14797	60
14794	50	⅜"	14798	50
14795	50	7/16"	14799	34
14751	50	½"	14757	34

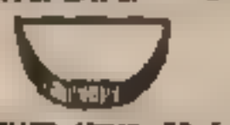
FLAT WASHERS

14804	¼"	500
14805	5/16"	360
14806	⅜"	275
14807	7/16"	250
14756	½"	175

LOCK WASHERS

14800	¼"	310
14801	5/16"	200
14802	⅜"	165
14803	7/16"	110
14755	½"	75

WOOD SCREWS — Approx. 300 wood and metal screws for all uses.
No. 14490. Dlr's. 37c



WOODRUFF KEYS—52 keys, 13 sizes. Fits all shafts.
No. 14522.
Dlr's. . . . 1.69

CAP SCREWS

S.A.E. No.	Size	No. Pieces	U.S.S. No.
14780	¾"x ¾"	50	14813
14781	¼"x1"	50	14814
14782	5/16"x ¾"	50	14815
14783	5/16"x1"	50	14816
14784	⅜"x1"	34	14817
14785	⅜"x1½"	34	14818
14786	½"x2"	25	14819
14763	7/16"x1"	30	14750
14764	7/16"x1½"	30	14760
14765	7/16"x2"	25	14761
14766	½"x1½"	25	14762
14767	½"x2"	20	41115

Hammer Lock Cotter Pins

No.	Size	No. Pieces
14787	3/32"x ¾"	875
14788	3/32"x1"	650
14789	7/64"x1"	445
14790	⅛"x1¼"	350
14791	⅛"x2"	275

R.H. STOVE BOLTS

No.	Size	No. Pcs.
14768	3/16"x ½"	148
14772	3/16"x ¾"	130
14773	3/16"x1"	120
14775	3/16"x1½"	99
14769	¼"x ½"	89
14776	¼"x ¾"	80
14777	¼"x1"	73
14770	¼"x1¼"	66
14778	¼"x1½"	61
14771	¼"x1¾"	56
14779	¼"x2"	51

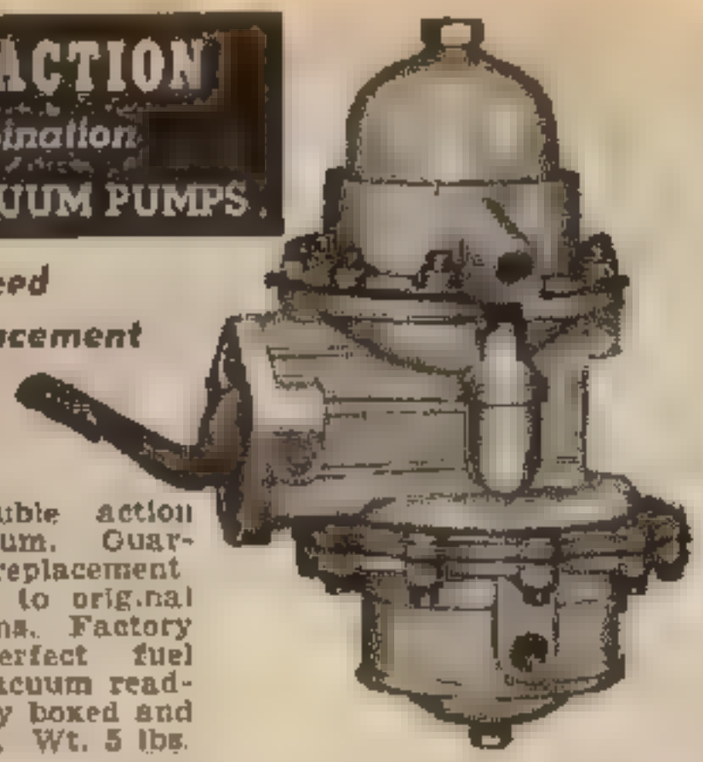
Dlr's. price per Add-A-Bin (merchandise included) 88c.
6 lots, ea. 83c

No. 10539. Empty Add-A Bin. List 75c. Dlr's., ea. 48c
10. ea. 39c

Satisfaction Guaranteed or Money Refunded

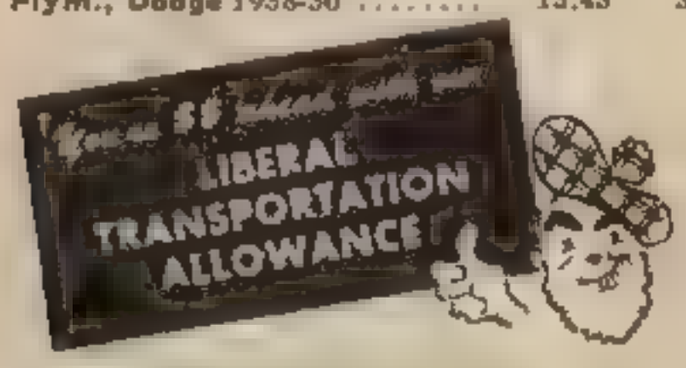
DUAL ACTION Combination FUEL-VACUUM PUMPS

The Guaranteed Perfect Replacement for Original Equipment

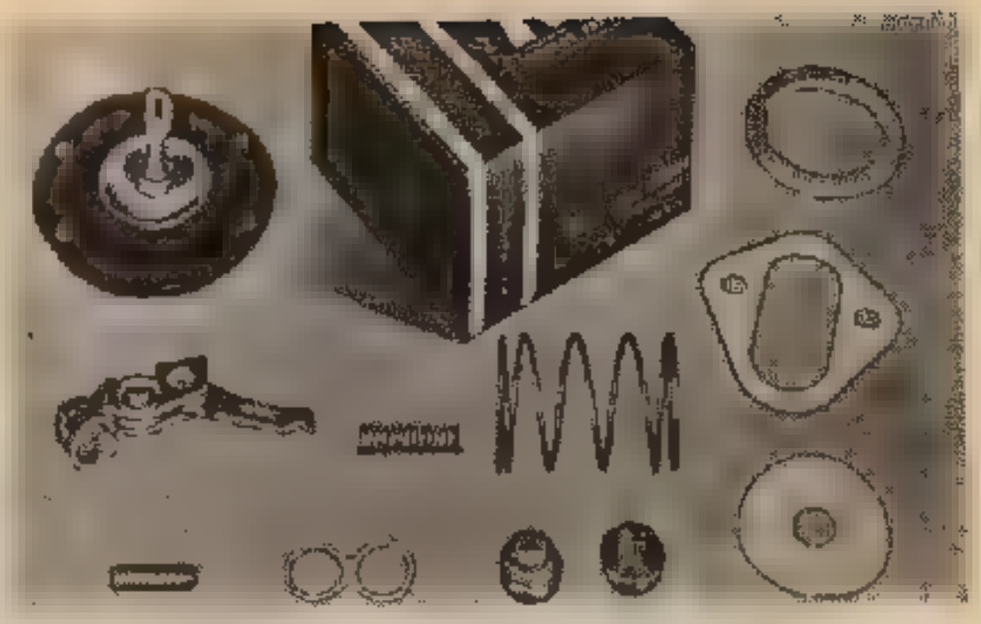


Brand-new double action fuel and vacuum. Guaranteed perfect replacement Precision made to original car specifications. Factory tested for perfect fuel pressure and vacuum reading. Individually boxed and ready to install. Wt. 5 lbs.

No.	Year and Model	List	Dlr's., ea.	6, ea
41012	**Buick** 1941 51, 40, 50	$15 45	$5 99	$5 69
13208	1941-51, Eight 60, 70, 80 and 90.	15 45	5 99	5 69
13207	**Chevrolet**, 1942-51	15 45	5.99	5.69
15003	1952-53 Dual	15 45	5 99	5.69
13209	**Ford**, 1949-50, also Merc 1949-51	15 45	5 99	5.69
15001	**Ford** V8, 1951 53 Dual	15.45	5 99	5.69
14999	**Mercury**, 1951 53 Dual	15 45	5 99	5.69
41017	**Oldsmobile**, 1939, 6 cyl	15 45	5 99	5.69
41021	1941-48, 8 cyl	15 45	5 99	5.69
41050	1941 48, 6 cyl	15 45	5.99	5.69
14995	1949 53, 8 cyl., Dual	15.45	5 99	5.69
41017	**Pontiac** 1939-40, 6 & 8	15 45	5 99	5.69
41017	1941-48, 6 cyl	15 45	5 99	5.69
41057	1941-52, 8 cyl., All 1953 1949-52, 6 cyl. (optional)	15 45	5 99	5.69
14997	**Plym., Dodge** 1938-50	15.45	5 99	5.69



See Inside Front Cover for Details



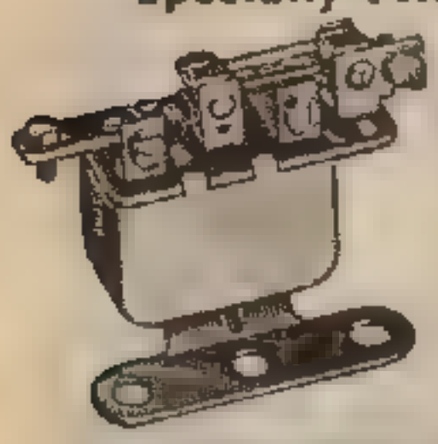
FUEL PUMP REPAIR KITS

Precision engineered parts for fuel and vacuum sections for most popular cars - guaranteed quality and performance equal to original equipment - includes all internal parts.

Our No.	Fac. No.	Car and Model	Dlr's.	6, ea
17112	RK24	**Ford** 1941-48, 6 cyl	$.89	$.79
13332	RK22	1933-46, large top	99	.82
17113	RK98	1934 48, glass bowl, pump #571	90	.79
17104	RK100	1949-50 8 cy.. V8 also **Mercury** 1949-50	.89	.80
13381	RK19	**Buick** 1934-38, model 40 also **Chevrolet** 1934, pump 417	.98	.79
13382	RK37	**Chevrolet** 1929-33, **Plymouth** 1933-38, **Dodge** 1936-39, for pumps 428 & 587	.98	81
13383	RK21	**Chevrolet** 1937-50	.98	.83
13408	RK50	**Chrysler, Dodge** 1938-50; **DeSoto, Plymouth** 1939-50	87	.78
17106	*RK106V	Vacuum Section **Kaiser-Frazer** 1947-50	.93	.83
13411	RK51	**Pontiac** 1937-42, angle pump	1.47	1 32
17103	RK84	Fuel Section **Buick, Oldsmobile,**	1 12	.99
17111	*RK55F	**Pontiac** 1949-50, 6 cyl		
		Packard and **Pontiac** 1937-50, 8 cyl also **Nash** 1946-50	1.20	1.08
17110	*RK55V	Vacuum Section **Buick, Oldsmobile, Packard** and **Pontiac** 1937 50 8 cyl., also **Nash** 1946-50	1 05	.94
17109	*RK41F	Fuel Section for **Chrysler, DeSoto, Dodge** 1938 42, also **Plymouth** 1938-42, pump #506, also 1949-50	.79	.70
17108	*RK49V	Vacuum Section **Chrysler, DeSoto, Dodge, Plymouth** 1938-42, also **Plymouth** 1949-50	.87	.78

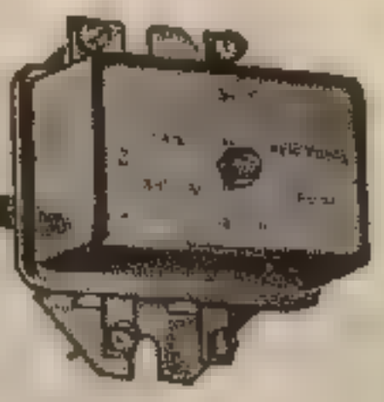
*Kit does not include rocker arm

Specially Priced UNIVERSAL LIGHT RELAYS



Single Model

High capacity, for 6 volt systems. Base welded to drawn steel housing Completely assembled with 20-amp. fuse
No. 13160. List $1 65
Dlr's 69c 6 lots, ea... **64c**



Dual Model

For 6 volt systems. Increases brightness of upper, lower headlight beams. Equipped with two 20 amp. fuses, one for each circuit.
No. 13159. List $3.00.
Dlr's $1.25 6, ea.. ... **1.19**

K-W CURRENT and VOLTAGE REGULATORS

These regulators are quality-built throughout and provide the utmost in protection against overload Made to original equipment specifications. Requires no adjustment to meet additional overloads of radio, heater, spotlight, etc. All 3 unit type except 10804 and 10810 Carefully checked and inspected for perfect performance

No. 10729. For V8 **Ford**, 1938-53 **Ford Trk.**, 1940-53, **Lincoln Zephyr**, 1938-48, **Mercury**, 1939-53, List $8 74. Dlr's., $3.95, 3, ea..... **3.59**

No. 10804, Buick, 1939, all, **Chevrolet**, 1938-39, all **Oldsmobile**, 1936-39, **Pontiac**, 1935, 1938 6 cyl 1939, 6 & 8 cyl. List $7.75. Dlr s. $3.19 3, ea..... **2.99**

No. 10744, Buick, 1940 48, all. 1940, Model 40 **Chevrolet**, 1940-52, **Chev Trk.**, 1940-49 exc. D ts D D4 **Oldsmobile**, 1940-48, **Pontiac** 1940-50. List $9 00 Dlr's, ea. $3.99. 3 lots, ea. **3.75**

No. 10810, Plymouth, 1937-39, P4, P6, P8, **Dodge** 1937-39, D7, D10, D13, **Dodge Trk** 1937 40, GCJ GDF Gen Type List $11 00 Dlr's $3 19 3, ea **2.99**

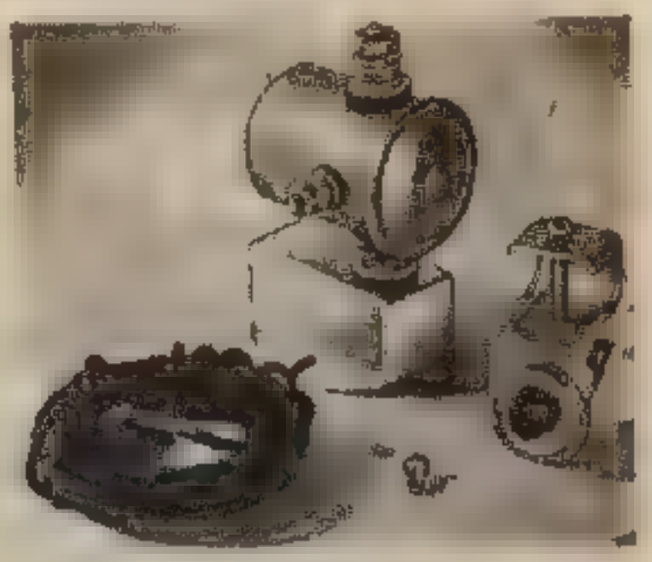
No. 10753 Chrysler, 1937 39 exc. C16, **DeSoto** 1938-39 S5, S6. **Dodge** 1938-39, D8 D11 List $13 00. Dlr s ea $4 99 3 lots, ea... ..... **3.75**

No. 10763. Chrysler, 1940-48, 1949, C 45, **DeSoto**, 1940-50 exc GGW Gen. **Dodge** 1940 50 exc. GGW Gen **Kaiser-Frazer** 1946-51 **Nash** 1940-50, AL Gen **Packard**, 1946-49 AL Gen , **Plymouth** 1940-49, exc GGW Gen **Studebaker** 1941-49, GDZ GEB Gen List $13 00 Dlr s. ea. $3 99. 3 lots, ea **3.75**

No 10812. Chrysler, DeSoto, Dodge, Plymouth 1949 GGW Gen only **Hudson** 1952-53, **Packard** 1950-53 List $13 00. Dlr's. $3.99. 3, ea... **3.75**

No. 11009. Chrys, DeSoto, Dodge, Plym. 1951 53, Stude. Champ 1951 53. List $13.00 Dlr's $3 99, 3, ea **3.75**

No. 10911. Buick, 1949-50, 70, all 1950-52, 1953, 40. **Chev.** all 1953, **Olds.** all 1949-52, **Pont** all 1951 53 List $9 50, Dlr s. $3 99. 3, ea. . **3.75**



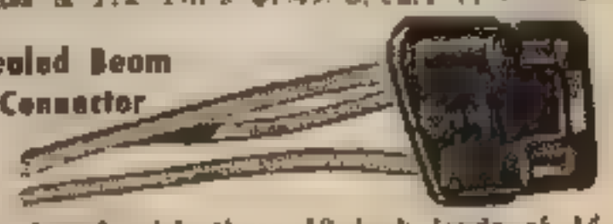
Solenoid Conversion Starter Kits

Converts Foot Pedal Starter To Modern Dashboard Starter

Kits consist of solenoid, push button and wire—all that's necessary for converting to modern dashboard starting High quality construction switch will carry full positive load Can be wired to prevent operation when ignition is turned off

No. 12035, For 1931 37 Chevrolet and all other Delco-Remy equipped cars with spring type Bendix drives. Dlr's, ea $1 49 6 lots, ea. **1.39**

No. 11722, For 1925 36 Ford, Pass & Trk Dlr's $1 49. 6, ea.. .. **1.39**



Equipped with three 12 inch leads of 14 gauge wire attached to pre-formed bronze silver contacts locked in bakelite housing. Quick, easy installation

No 31171, Dlr s ea 26c 12 lots, ea **24c**

The TRUMPETTE

A slightly smaller version of the Trumpeter swan. Identical in every detail. In choice of all chrome finish or with gold body, chrome wings.

No. 19451. Gold and Chrome finish. List $6.45. Dlr's., ea. $3.75. 3 lots, ea.. **3.48**

No. 19452. All-chrome finish. List $4.95. Dlr's. $3.10 3 lots, ea..... **2.95**

3-D ROCKET Hood Ornament

A futuristic hood ornament with a sale-appeal design that ties-in with America's latest fad—a 3-D golden rocket ship! Contrasted with an iridescent blue background this eye-catching ornament blends in with today's ultra-streamlined cars and will give old cars that new modernistic look. Comes wired—can be electrically connected. Can be installed in 5 minutes. No drilling of hood necessary when used with custom bases listed below

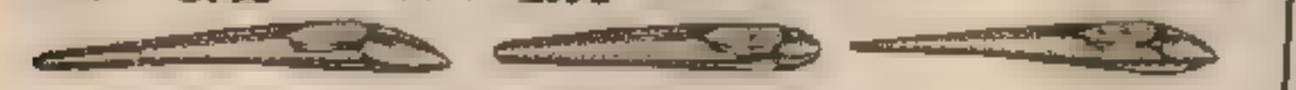
No. 10758. List $9.95. Dlr's., ea. $6.25 Lots of 3, ea..... **5.95**

Helm TRUMPETER SWAN

Here is the hood ornament preferred by motorists who take pride in having the dressiest car on the street. Nothing can quite highlight the beauty of the car like Helm's Trumpeter Swan. Its sweeping, graceful lines, its rich jewel like finish make an instant hit with everyone. Adds a dash of glamour to any car. Finished in 24 kt. triple plated gold or chrome. No drilling of hood necessary when used with Helm custom bases

No. 19449 Gold and Chrome. List $7.95 Dlr's ea. $5.99 3 lots ea. **5.79**

No. 19450 All Chrome. List $6.95. Dlr's ea. $4.99 3 lots, ea. **4.79**



HELM CUSTOM BASES

Provides for custom-fit installation of hood ornaments.

No. 10470. Fits Buick, 1951-53, Ford and Mercury, 1946-48, Kaiser-Frazer, 1946-53, Packard, 1951-55, Studebaker, 1952.
No. 10472. Fits Chevrolet, 1949-52.
No. 10749. Fits Chevrolet, 1953-54.
No. 10752. Fits Mercury, 1949-52.

List $3.09. Dlr's., ea. $2.06. Lots of 3, ea. **1.95**

No. 10507. Fits Mercury, 1952-53.
No. 10754. Fits Ford, 1949-50.
No. 10430. Fits Ford, 1952-53.
No. 10750. Fits Ford, 1954.
No. 10756. Fits Plymouth, 1949-51.
No. 10436. Fits Plymouth, 1952.
No. 10751. Fits Plymouth, 1953-54.

INSIDE DOOR HANDLE GUARDS

A universal-type smartly styled inside door handle guard. Highly polished stainless steel adds lustre to any car interior while it protects the upholstery around the door handle from wear.

No. 16526 List $1.15 per pair. Dlr's., per pair 65c. 12, per pair ..... **59¢**

DOOR HANDLE GUARDS

A sure-seller for your customer who takes pride in his car, and priced for volume sales! Prevents ring and fingernail scratches on car door. Polished stainless steel. Easily installed.

No. 14071 Fits 1950-54 Ford, Mercury, Lincoln. List $1.15 per pair. Dlr's., per pair 65c. 12 lots per pair ..... **59¢**

No. 14070. Fits 1949-52 Chrysler, Dodge, Desoto, Plymouth. List $1.15 per pair. Dlr's per pair 65c. 12 lots, per pair **59¢**

No. 16525. Fits 1953-54 Dodge, & Plymouth. List $1.15 per pair. Dlr's. per pair 65c. 12 lots, per pair **59¢**

No. 14072 All late GM cars with push button type door handles. List 95c per pair. Dlr's. per pair 57c 12 lots, per pair..... **52¢**

RADIO SPEAKER GRILLE

For 1952 and 1953 Fords

Striking new beauty for the Ford instrument panel. Replace the drab Radio Speaker Grille with this new, heavily chromed lusterous Helm Radio Speaker Grille. Adds a custom sparkle to the Ford interior. Easily installed in just a few minutes. Fits all 1952 and 1953 model Fords. Priced low for volume sales this handsome accessory has tremendous appeal for discriminating Ford owners.

No. 10760 List $3.95. Dlr's ea. $2.29. Lots of 3, ea. **2.19**

No-Mar GAS DOOR GUARDS

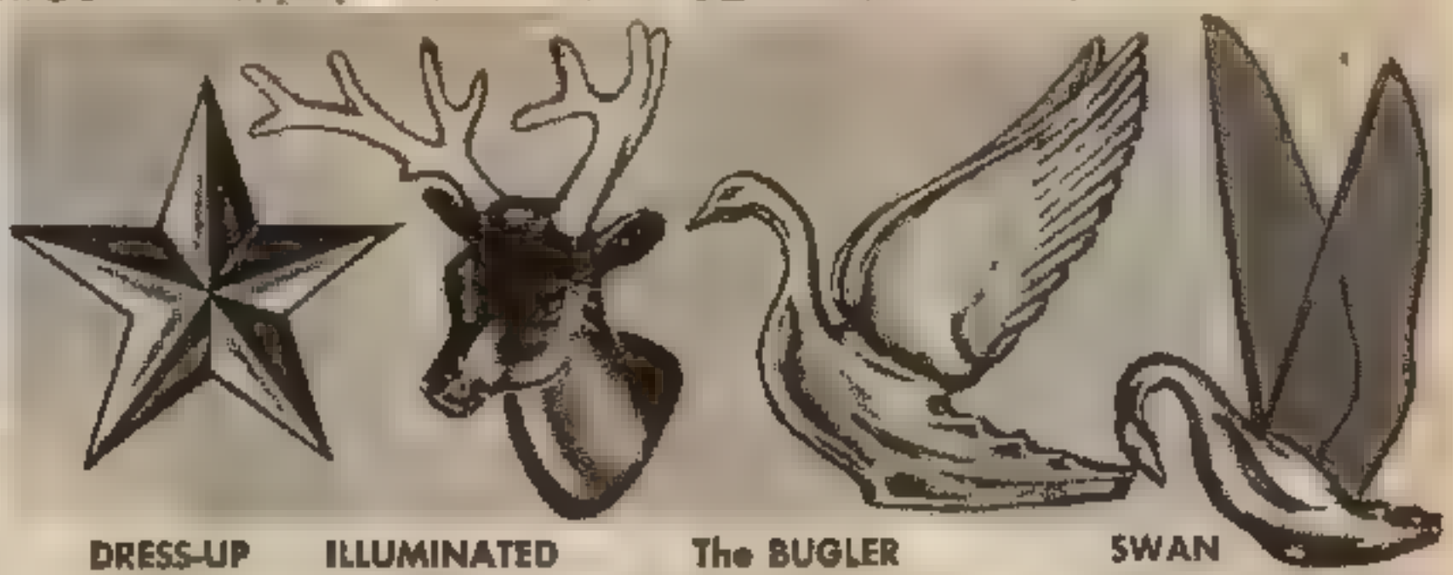
Protects paint around gas door from being scratched by gas nozzle. Chrome plated.

13124 Buick, 1949-52
13130 Chev., 1950, Olds., 1950-76 & 78
11747 Chev., 1951-52 Pont., 1949-52
13133 Dodge, Plym., DeSoto, Chrys., 1950-52
13128 Ford, 1942-48
13132 Stude., 1949-52

List $1.50. Dlrs. 63c 12 ea **59c**

14192 Buick Spec & Rdmstr, 1953
14193 Chevrolet 1953
14194 Pontiac, 1953
14195 Olds., Model 88, 1953

List $1.50. Dlr's., ea. 79c. Lots of 12, ea. **75c**



DRESS-UP STARS

Here is an ornament that can be used on cars, bikes, tricycles, wagons, in children's room, on boats. Heavily chrome plated. 5-point 3¾" Card of 12.

No. 11248. List $6.15. Dlr's., $3.69. Lots of 6 **3.59**

ILLUMINATED DEER

Horns, nostrils and eyes light up to a breath-taking effect. Graceful curving lines add elegance to modern streamlined cars. Lasting chrome finish. Length 5", height 6". Wt. 12 oz.

No. 10231. List $4.55. Dlr's. $2.18. 6 lots, ea. **2.07**

The BUGLER

Life like wings and body in gleaming chrome or gold or combination of both

No. 10494 All Chrome. List $4.35. Dlr's., ea. $2.62. 3 ea **2.40**

No. 10495 All Gold List $4.25. Dlr's $2.89 3 lots, ea. **2.69**

No. 10496. Gold Body Chrome Wings. List $6.40. Dlr's ea. $3.11 3 lots, ea. **2.93**

SWAN

Dramatically illuminated through lucite wings in four glittering colors. Graceful swan design is in keeping with the latest in automotive styling. Triple plated with copper, nickel and chrome. With heavy duty mounting hardware bulb and socket.

11190 Green
14556 Amber
14557 Blue
14558 Red

List $3.35. Dlr's., $1.89 3. ea **1.79**

CHROME AIR HORNS

These streamlined chrome air horns add smartness and beauty to the streamlined cars of today, as well as a penetrating warning signal which can be heard for 5 miles. Truck and bus operators are also "hot" prospects for air horns, because of their great safety feature. Unlike many of the horns today, the **air horn does not drain off battery,** it is operated by compressed air. Generally installed in pairs, one long and one short to the pair. These horns are to be used with air storage tank listed below.

Individual Horns

No.	Length	Bell	List	Dlr's.	6 lots, ea.
18780	18"	6¼"	$17.50	$11.74	$11.13
18781	22½"	6½"	21.50	14.95	13.84
18782	27"	7½"	26.00	17.93	16.85
18783	30"	7½"	27.50	19.10	17.83

Installation Kits

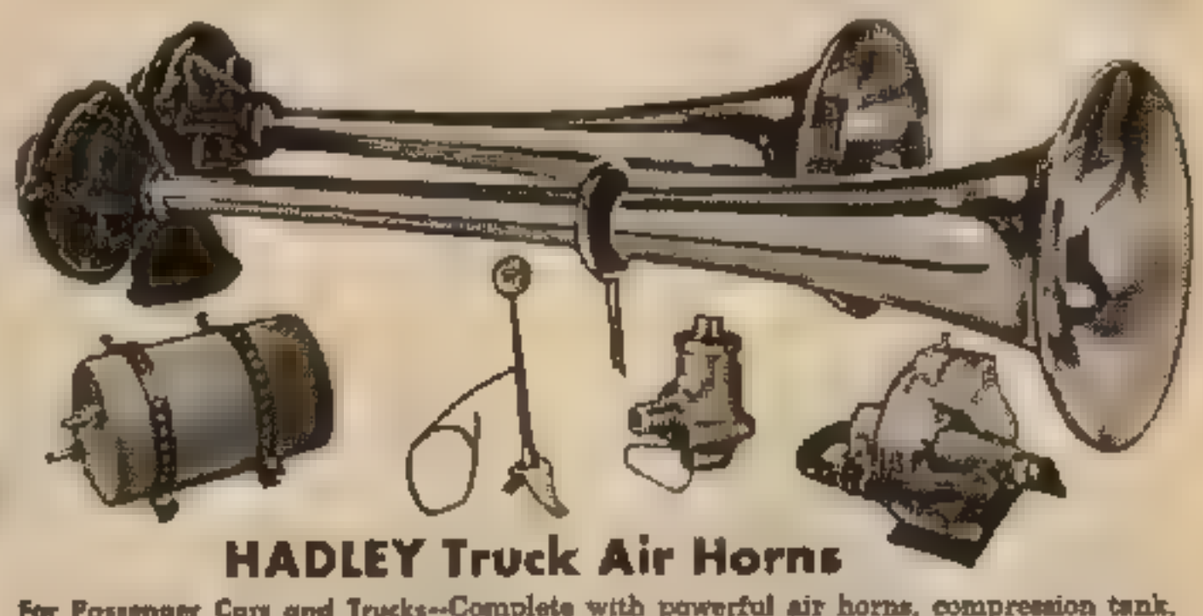
No. 18784 For single horns. List $6.75. Dlr's. ea. $4.60. 6 lots, ea. ... **4.39**

No. 18785. For dual horns. List $8.75. Dlr's. ea. $5.99. 6 lots, ea. ... **5.69**

ACME Safety Air Storage Tank

A portable, safe, low-cost air tank with a hundred uses around the car, house, garden and shop. Easily filled at any air line. Built of heavy welded steel and treated inside and out to prevent corrosion. Working pressure rating of 250 lbs. for extra margin of safety. Equipped with dial type pressure gauge that registers up to 300 lbs. Bursting pressure of 750 lbs. Hose 15". Ship. wt. 14 lbs.

No. 18807. Dlr's., ea. $12.58. 3, ea. **12.10**



HADLEY Truck Air Horns

For Passenger Cars and Trucks--Complete with powerful air horns, compression tank, valve control and fitting--everything necessary for installation. The loudest horn on the market today. Chrome plated. 12" horn with 4½" bell. 17" horn with 5½" bell. Lifetime phosphor bronze diaphragm assure long, troublefree service.

No. 12524 List $89.50. Dlr's., ea. **54.95**

For Trucks with Air Brakes. Standard equipment on Armed Forces trucks with air brakes. Requires only two holes to install both horns and valve. Chrome plated. Permanently adjusted. Leak proof valve and low air consumption of horns put less drain on air system. 10½" and 13½" horns with 3½" bells. Less kit. Wt. 4 ½ lbs.

No. 15249 List $25.50. Dlr's., ea. $16.58. 3 lots, ea. **15.89**

Installation Kit For Trucks with Air Storage Tank.

No. 12522 List $8.00. Dlr's., ea. $4.99. 3 lots, ea. **4.79**

Passenger Car Installation Kit for Above Air Horns--Kit handles any car.

No. 15253. List $7.70. Dlr's., ea. $4.85. 3 lots, ea. **4.65**

GOOSE HORN

The novelty horn sensation of the year--one that is gaining sales momentum daily. Clamps on to door just like a side view mirror where it is instantly available for use. Produces an attention attracting honking sound. Quality constructed throughout.

No. 14127. List $3.95. Dlr's., ea. $2.39. 24 lots, ea. **2.29**

BERMUDA Clanging Bell

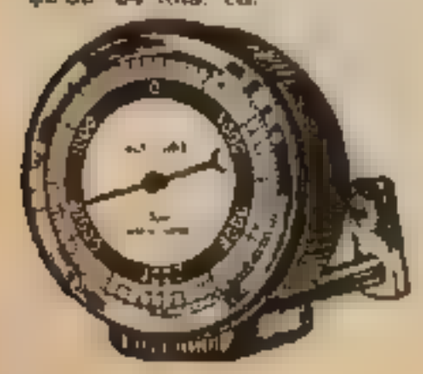
The Bermuda bell has caught on like wildfire, famous the world 'round. Installed under car floor by driver's seat -- step on plunger produces clear, ringing two tone signal. 5½" gongs. Cast frame and heavy spring mechanism. Floor plate heavy cast brass, nickeled. 3 lbs.

No. 12075. List $7.95. Dlr's., ea. $3.15. 3 lots, ea. **2.89**

EA Automotive Siren

Expressly designed for use on police cars, ambulances and small community fire warning signals. Produces a tremendous volume of high-pitched sound audible for considerable distance. Equipped with 10 ft. of cable and clamp-on bracket. Finished in rust green. 7½" long 5¼" high. Ship. wt. 5½ lbs.

No. 41196. List $17.95. Dlr's., ea. $9.97. 3 lots, ea. **9.75**



TAYLOR AUTO ALTIMETER

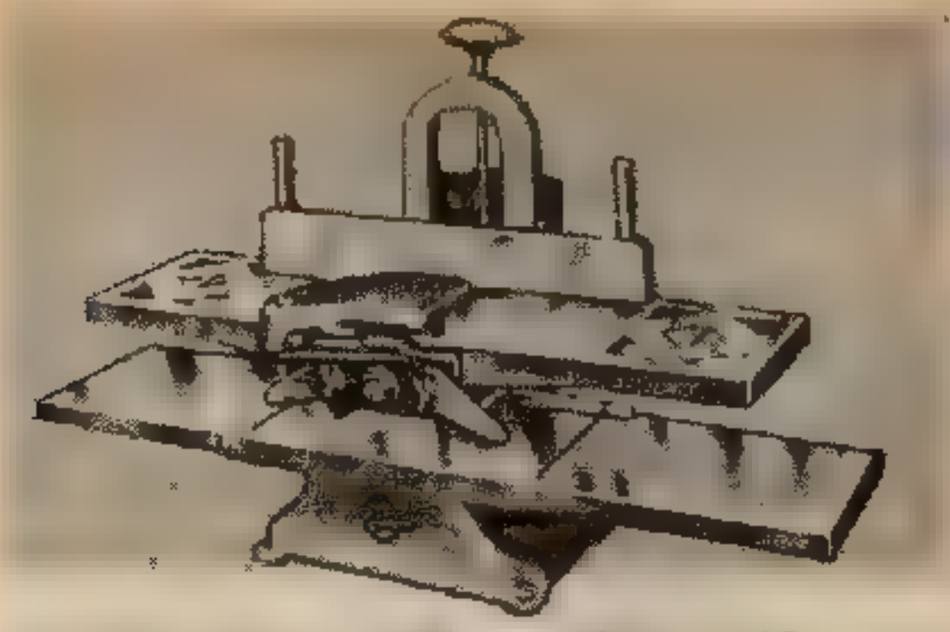
Shows altitude at which car is traveling, at a glance. Acts as weather barometer when car is standing still.

No. 11044. 500-5,000 ft. Dlr's., ea. $5.85. 12 lots, ea. **5.85**

No. 11045. 1,000-10,000 ft. Dlr's., $6.59. 12 lots, ea. **6.12**

No. 11046. 1,000-15,000 ft. Dlr's., $7.93. 12 lots, ea. **7.15**

See Inside Front Cover for Details



DARRA JAMES — MODEL 465 6" PLANER-MOLDER-JOINTER

Turns rough lumber into finished boards, makes moldings, planes stock 4⅛" thick and 11" wide—all on 1 revolving, balanced cutter head. No change-over required—it joints as it planes. Factory sealed pre-lubricated ball bearings. Depth indicator, recessed straight edge, machined pulley. Open end construction for greater capacity. Overall size 19x14x14½"; table 14⅛x7⅝". Capacity ⅛" to 4⅛"; width of cut 6", depth up to ⅛". Knives 6x2x⅛" thick, high quality alloy steel. Jointer table, 14⅝x7½"; ⅓, ½, or ¾ HP (for heavy duty) recommended.

No. 4512. Wt. 83 lbs. List $138.50. Dlr's., ea. **96.95**

BURGESS BAND SAW

COMPLETE WITH BUILT-IN ROTARY MOTOR!

- **Big Capacity—12" Thread Depth**
- **Handles Any Kind of Material—the Thinnest Plywood or a Heavy 2 x 4—With Ease**

A powerful, smooth-running, man-size band saw—amazingly low priced, complete with motor. Handles any kind of material—the thinnest plywood or a heavy 2x4, with ease. Does work in seconds that would take long, blistering, back-breaking minutes by hand. Just flip the switch and guide the wood. Saws straight lines or curves.

Big Capacity. 12" throat. Thickness capacity under blade guide, 2¾". 10"x10" cast aluminum table. Adjustable blade guard and guide.

No Extras to Buy. Powerful rotary motor built right in. Has self-lubricated bearings and is automatically blower cooled. UL approved cord.

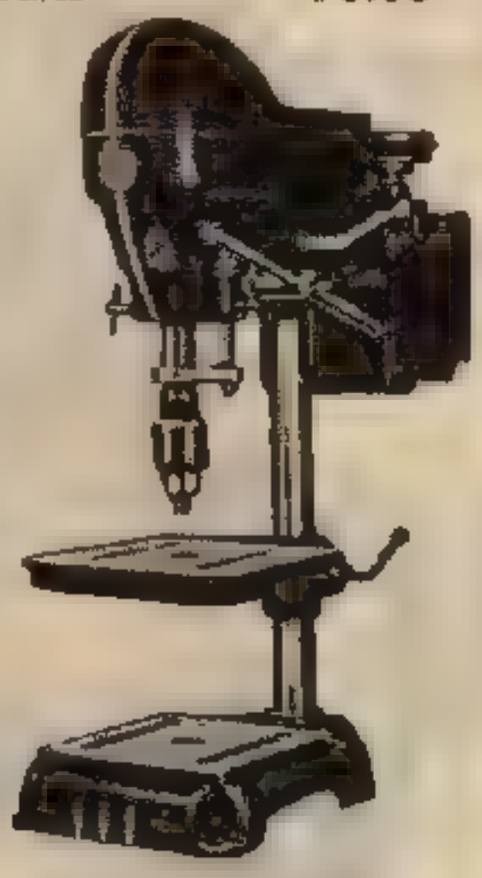
Rugged Construction. Die-cast aluminum and steel.

No. 4996. List $34.95. Dlr's., ea. **24.46**

DARRA JAMES 12" DRILL PRESS MODEL 350

Today's most modern design safety head makes adjustments easy. Built for precision workmanship in the home workshop. Drills to center of 12" circle. Jacobs keyed chuck, ½" capacity. 7½x8½" cast iron table travels 8½"; spindle travels 3". 7 speeds. Oilite and ball bearings. 4-step pulley, belt. Motor recommended ⅓ HP. Wt. 57 lbs.

No. 4503. List $54.50. Dlr's., ea. **38.15**



DARRA JAMES POWER TOOL STANDS

Specially designed by Darra-James! Ruggedly constructed to absorb vibration and stand up under continuous service. Legs and cross braces are sturdy angle iron; steel motor bracket. 10x20" top shelf is heavy 2" wood. Finished in gray crackle enamel.

No. 4500. Model 372 for Band Saw, Jig Saw, Sabre Saw, or Drill Press. Ht. 31". 24 lbs. List $14.75. Dlr's., ea. **10.33**

No. 4501. Model 371 for Table Saw, Planer, or Sander. Overall ht. 28". Ship. wt. 24 lbs. List $14.25. Dlr's, ea. **9.98**

ROTO SPEED PLANER

Fits any ¼" or ½" Electric Drill

Attaches in one minute to any ¼" or ½" electric drill motor, cuts 10 times faster than any hand plane! Enables the home owner, boat builder, farmer, small builder, cabinet maker to do a better planing job—faster! Cuts to 2" thick—tilted from 0° to 45°. Works equally well across grain, plywood, hardwood, and all joints. Cutter is supported by three heavy duty oilite bearings — safety guard protects operator. Cutter is high grade high speed tool steel. Ship. wt. 2¼ lbs.

No. 2401. List $19.95. Dlr's., $14.89. 3 ea. .. **13.97**

(A) 6" DADO HEADS—Better quality fast cutting 6" head combination gives smoother ¼" cut. ⅝" hole. 2 outside blades ⅛"; inside —2, 1/16", 1, 1/32", 1, 1/64". Wt. 4 lbs.

No. 1189. List $16.00. Dlr's., ea. . . **10.79**

(B) CIRCULAR SAW BLADES—Clean cutting combination rip-cross cut blades, hardened tempered carbon Steel. ½ lb.

No.	Diam.	Hole	List	Dlr's.
1020	6"	⅜"	$3.00	$1.40
2101	7"	½"	3.25	1 60
2303	8"	⅝"	3.75	1 72

(C) BAND SAW BLADE— Fits Darra James band saw. ⅛"x60" 6 teeth per inch. **No. 2322.** List $1.50. Dlr's., ea. . **97¢**

LUTHER 20 INCH PORTABLE CHAIN SAW

Cuts In Any Position—Faster and Easier

- **Powerful 3 H.P. 1 Cylinder, 2 Cycle Air Cooled Gasoline Engine**
- **Lighter, Faster, Easier, More Economical—For Felling, Stripping, Pruning Trees, Bucking Logs**
- **Fast Cutting Oregon Chipper and Router Chain—Chrome Tipped**
- **Automatic Centrifugal Clutch**
- **Aluminum and Magnesium Construction**

No 92520F. F O B. Williams Bay, Wisconsin. Shipping Weight, 40 lbs. List $249.50. Dlr's., ea. . .. **187.15**

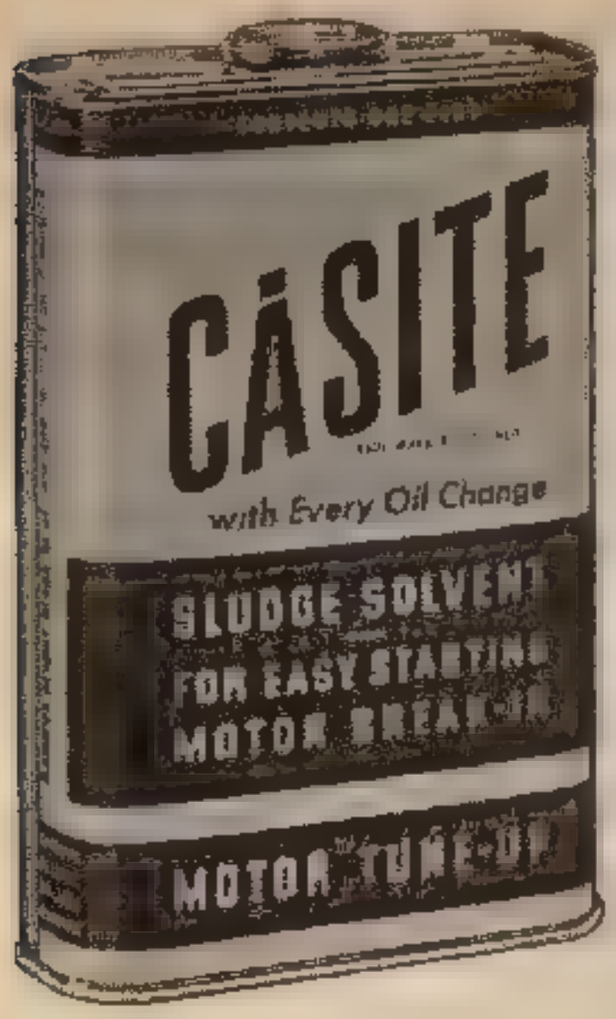
The ease and speed with which the new Luther 20" portable chain saw fells and trims trees was never before thought possible. Modern design and lightweight magnesium and aluminum casting construction throughout does it. Ease-of-operation PLUS economy will sell Luther for you. Uses only half as much fuel—cuts 15 more trees per quart of fuel than ordinary chain saws — terrific operating economy made possible by new gravity feed fuel system!

Sure Fire Start—Foolproof automatic rewind starter does not fail. Exclusive nylon cord will not fray or snag. Lasts many times longer.

Carburetor—Works in any cutting position, up, down, sideways, even over head.

Cuts Close—Down to 1" above ground, safely!

Waterproof Ignition System—Works safely in fog, rain, snow; rests safely on wet ground. Handle grip throttle control; snap on air filter; Chipper tooth chrome tipped chain.



For Improved Motor Performance and Easier Starting, Recommend CASITE with every oil change

Motor Tune-Up - Motor Break-In - Sludge Solvent

From coast to coast, service station operators and garagemen are constantly stepping up their sales and profits on CASITE by simply suggesting to everyone of their customers that they try a pint of this marvelous motor tonic. Most motorists know of CASITE - all they need is a simple reminder at point of sale to get them to try it. After that, they are confirmed CASITE enthusiasts and will insist upon it with every oil change.

What does Casite do? Casite cleans motors, speeds lubrication and retards formation of sludge and gum. It carries oil to all the wearing parts, frees sticking valves and rings. The results are reflected in a peppier, smoother performing motor, easier starting and greater pick up.

No. 11810. 1 Pint can. List $1.00. Dir's, ea. 67c. 24 lots, ea. 60c. 120 lots, ea. 57c 240 lots. ea. **54¢**

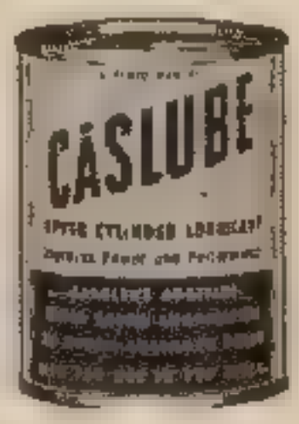
No. 11811. 1 Qt. can. List $1.65. Dir's., ea. $1.10. 12 lots, ea. **99c**

No. 11812. 1 Gal. can. List $6.38. Dir's. ea. $3.85. 6 lots, ea. **3.77**

CASLUBE
UPPER CYLINDER LUBRICANT

A newly developed gasoline additive by the makers of CASITE, designed to give extra lubrication to upper cylinder parts. Caslube is the product of extensive research and has been proven effective in use. Steps up power and performance on even the most sluggish engine. Recommend a can of Caslube with every tankful of gas. Sold in 4-oz. cans.

No. 11111. List 25c. Dir's., ea. 18c 48 lots, ea **15c**



SHALER KAR-B-OUT
Concentrated Motor Gum Solvent

KAB-B-OUT is positively amazing in its ability to dissolve gum and carbon formations from around valves, cylinder heads, piston ring grooves and ring slots. In so doing, KAB B-OUT restores the free and easy movement of the valve stems against springs, resulting in increased compression and power.

Frees Sticky Valves
Restores Lost Power
Equalizes Compression
Improves Acceleration

No. 11829. 8 oz. can. Dir's., ea. 42c. Lots of 12 cans, in attractive counter display carton, as illustrated, each .. **35c**

GENUINE PYROIL

PYROIL "A" Frees sticking valves eliminates hard carbon, seals rings, safeguards piston spaces and cylinder walls against corrosion and damage, reduces friction, overheating etc.

			List	Dirs ea.		
2 oz. Can	11931	8-oz.	25	.17	72, ea.	.15
15¢	11932	Pint	.98	.66	24, ea.	.59
	11933	Quart	1.80	1 13	12, ea.	1.00
In 72 lots	11934	Gal.	5.75	3.68	2, ea.	3.45

PYROIL "B." A deterrent to friction, corrosion and wear on main and connecting rod bearings, cams, wristpins, transmission and differential gears. Not intended for use with hypoid gear greases.

12 oz. Can	11943	12-oz.	.79	.53	24, ea.	.47
47¢	11944	Pint	.98	.65	24, ea.	.59
	11945	Quart	1.69	1.13	12, ea.	1.00
In 24 lots	11946	Gal.	5.75	3.83	2, ea.	3.45

SHALER RISLONE
A Quick Tune-Up for All Engines!

Shaler Rislone will not only improve the general performance of all engines, but will also give better starting in sub-zero temperatures by keeping regular oils free-flowing.

Also facilitates the breaking-in of new or rebuilt engines so they may be operated at normal speeds immediately.

No. 11822 1 Pint (Valve Treatment size). Dir's., ea. 33c. Lots of 12, in display carton each **44c**

No. 11823. 1 Qt Refinery Sealed cans. Dir's., ea. 88c. Lots of 12, ea. . **73c**

POWER GREASE GUN

An air-operated grease gun that will develop up to 7000 lbs. pressure per sq. in. on an air line pressure of 100 lbs. It is a single shot gun, dispensing a measured quantity of grease to any standard grease fitting. Grease container is suction filled and spring force primed. Pistol grip hand e with finger-tip control. ¼" air line coupling Bleeder vent prevents air pockets. Capacity 20 ozs.

Air Operated

Handles All Types of Lubricants

No. 41104. Dir's., ea $11.29. 6 lots, ea. **10.89**

Similar to Above - 26 oz. Capacity

No. 14041. Dir's., ea. $11.95. 6 lots, ea. **11.45**

Satisfaction Guaranteed or Money Refunded

GLAMOUR GIRL

Steering Wheel Spinners

Gorgeous live model glamour girls, photographed in rich natural colors permanently set into clear plastic top. Body of spinner beautifully finished in lasting chrome. Easily mounted on any steering wheel. A real "dress up" accessory that is scoring a hit with motorists everywhere. 12 to colorful display carton.

No. 13014. List $1.25. Dlr's., 69c. 12 lots, ea. **64c**

ROSETTE

Steering Wheel Spinner

A beautifully hand carved rose, hard to tell from a real one, embedded in 100% clear Lucite. Mounted on heavy chrome base, with stainless steel strap.

No. 15166. Red rose, white background.

No. 15167. Yellow rose, blue background.

No. 15169. Yellow rose, red background.

List $1.49. Dlr's., ea. 72c. 12 lots, ea. **69c**

No. 15170. (4 of each) Display Ass't of 12. List $8.98. Dlr's., ea. **7.99**

TIME SPINNER

It's a Watch
It's a Spinner

Watch has New Haven movement, handy crown for winding, setting, ebony black face with radium dial for night driving, second hand for speed timing. Fits all steering wheels. Base high polish chrome finish.

NOT AVAILABLE

JOMALITE

All-around handy spot light and general utility light—needs no installation. Plug it into lighter well in car dash. 40,000 C.P. beam. Switch in 12½' cord. With cloth bag.

No. 10489. All chrome. List $6.95. Dlr's., $4.45. 3 lots, ea., . **4.25**

No. 10490. Enamel finish, oblong style. List $5.45. Dlr's. ea. $3.15. 3 lots, ea. **2.95**

MIRO-PAK ALL PURPOSE HOLDER

An all purpose holder for hundreds of uses. Securely holds Maps, Matches, Cigarettes, Pencils, Notebooks, etc., and gives added rear view vision. Fits snugly to all types of automobile visors. 8½x3½x¾ inches. Wt. 8 oz.

No. 17349. List 69c. Dlr's. ea. 59c. 12 lots, ea. **54c**

ASH TRAY

Can be installed anywhere in a matter of seconds. Equipped with both molding clips and upholstery pins. Gleaming satin striped chrome. Individually boxed. 12 to carton. Wt. 5 oz.

No. 19679. List $1.35. Dlr's., 87c. 12 lots, ea. **81c**

PERFECTION FENDER GUIDES

Invaluable in gauging clearance when driving in heavy traffic. Adjustable in height from 12" to 19". Universal clamp attaches quickly to every type of fender.

Illuminated Model—Beautifully designed of unbreakable translucent Tenite with long lasting bulb. Mounted on chrome plated shaft.

No. 14464. List $2.75. Dlr's., ea. $1.53. 3 lots, ea. **1.45**

Non-Illuminated Model—Streamlined Indian head design. Mounted on chrome-plated rustproof shaft.

No. 14463. List $2.10. Dlr's., ea. $1.16. 3 lots, ea. **1.09**

SPEED-O-LUBE

Speedometer Cable Lubricant

Lubricates speedometer cables! Cuts noise, repairs, trouble. Needs no tools—simply unscrew speedometer cable screw tube onto cable.

No. 41151. Individual Tube. List 69c. Dlr's., ea. 41c. 12, ea. **38c**

No. 41146. Card of 12. List $8.28. Dlr's., $4.69. 3, ea. **4.39**

CAR LOCK

Safety-Lock protects the children by locking the doors from the outside. Fits coupes, sedans, and rear doors of 4-door sedans.

No. 12792. List $2.25. Dlr's., $1.28. 12 ea. **1.18**

NIGHT DRIVING GLASSES
With Interchangeable Lenses

Eye Saver glasses with two sets of interchangeable lenses - one for day and one for night! Make day or night driving a pleasure for hours longer - cutting eye strain makes any driving far less tiring. Lenses are optically correct - no distortion of image. Made of shatterproof acrylate. Frames are adjustable to fit anyone - good looking on both men and women. Temples telescope to proper length for comfort. Comfortable plastic and metal frames and universal fit nosepiece. Plastic case included.

No. 20704. List $7.50. Dlr's., set **4.45**

Lenses snapped in or out in a jiffy!

For NIGHT DRIVING
Amber lenses give better visibility at night, in fog or rain. Also ideal for television.

For SUN GLARE
Green lenses best for sun glare or snow, filter out almost 100% of the ultra violet rays.

TWIST LOCK
The Safety-Engineered Lock FOR CAR DOORS

No holes to drill—attaches with screw driver to the rain gutter in seconds. Just a twist of the wrist and the children are SAFE—unlocks ONLY from the outside. Rustproof, theft-proof. Fits all cars. Made of heavy guage steel—highly polished. Locking arm is tipped with rubber bumperettes to prevent body scratch.

No. 13093. List $1.25. Dlr's., ea. 79c. Lots of 12, ea. **75c**

Satisfaction Guaranteed or Money Refunded

CHAMPION SUN VISOR

Full Transparent

Offer Champion and you offer glarefree driving with carefree ease. No blind spots. New, easy to install clamp-on brackets. Affords year round protection against rain, snow, sleet. No blind spots. Stainless steel trim. Made of powerful molded plastic. No painting necessary. In attractive green or blue. Shipping weight 9½ lbs.

Model 400. Fits most 1939-53 cars with V-type windshield with center strip and drop moulding

No. 20339. Green **No. 20331.** Blue
List $19.95. Dir's. $11.57.
4 lots, ea. **10.80**

Model 425. Fits all cars with one-piece windshield and drip moulding.

No. 20329. Green **No. 20327.** Blue.
List $21.95. Dir's., $12.14.
4 lots, ea **11.25**

REAR WINDOW SHADE

An all-metal rear window shade for autos, which keeps the heat and glare of the sun out, without interfering with driver's rear view. Snaps on and off in a minute. Baked enamel finish.

For FORDS

No.	Year and Model	List	Dlrs. ea.	6 lots, ea.
20463	1941-48, all, also Merc.	6.95	3.25	2.99
20464	1949-51, all models . .	8.95	4.69	4.49

For CHEVROLETS and Other G.M. Cars

20458	1941-48 Stylemaster & 1947-48 Fleetmaster; also Olds. 66 & 68, 1947-48; Pont. 25 & 27, 1947-48	6.95	3.25	2.99
20459	1941-48 Fleetline, 2-dr. .	7.95	3.98	3.79
20461	1949-52 Styline, 2 & 4-dr.	8.45	4.42	4.25
20462	1949-52 Fleetline, 2 & 4-dr.	8.95	4.69	4.49

For PLYMOUTHS

20456	1941-48, 2 & 4-dr. sedans	6.95	3.25	2.99
20461	1950-52, 4-dr. sedans .	8.45	4.42	4.25

SOLAIR SUNSHIELDS

- Baked Silver Hammerloid finish
- New, car-contoured design
- Extra Low Price for Big Volume Sales

One model fits most cars—and with no drilling. Has new, car-contoured design. Stainless steel side brackets stop rust. Has smart new bonderized baked enamel finish. Neutral shade makes painting unnecessary. The lowest priced quality sunshield on the market today. New driving ease—with protection from glare and prevention of eye strain.

No. 20194. List $9.95 Dir's., ea. $4.59.
Lots of 6, ea. **4.29**

C-O TWO Fire Extinguishers

With The "SQUEEZE-GRIP" Valve For Quick Action

Approved by Underwriters' Labs., Inc.

The fastest known non-damaging, non-conducting extinguishing agent, the C-O-Two Extinguisher smothers fire instantly under a heavy, dense blanket of cold Carbon Dioxide. Particularly adaptable for highly inflammable liquids such as gasoline, alcohol, etc. It is stored in steel cylinders under high pressure. When liberated, the gas is discharged by its own pressure, without pumping. Equally effective indoors and outdoors, in high or low temperatures. It leaves no odor or stain, and will not damage any machinery or materials with which it comes in contact.

No. 41185. 15 lb size 28" high 6¼" diameter weight, 42 lbs. 36" hose.
Dir's., ea. **59.90**

No. 41183. 2½ lb. size, 17½" high; 3½" diameter; weight, 9 lbs.
Dir's., ea **24.10**

No. 41184. 5 lb. size 18½" high, 5¼" diameter; weight, 16½ lbs.
Dir's., ea. **32.10**

Pyrene FIRE EXTINGUISHERS

17672

Approved by Underwriters' Labs

VAPORIZING TYPE

Designed for instant first aid use against fire anywhere—particularly inflammable liquid fires and electrical fires. Rapid pump action. 1 Qt. Cap.

No. 17672. With Truck Bracket. List $20.00. Dir's., each $12.50.
3 lots, ea.... **11.25**

No. 17671. With bracket for wall mounting List $13.00 Dirs. 11.65.
3 lots, ea.... **10.50**

1½ QUART SIZE

No. 14644. With truck bracket. List $23.00. Dir's., each $14.30.
3 lots, ea.... **12.90**

18691

13004

FLUID FOR VAPORIZING TYPE

Specially compounded by Pyrene. Quickly extinguishes all types of fires. Will not deteriorate or freeze

No. 13005. 1-Pt. List 95c.
Dir's., ea. **63c**

No. 17673. 1-Qt List $1.80.
Dir's., ea. $1.23. 12 lots, ea **1.11**

PYRENE FOAM TYPE

For fires in oil, grease, gasoline, etc. The ideal extinguisher for garages and service stations. Polished stainless steel. 2½ gal. capacity

No. 18691. List $40.00
Dir's., ea. $25.95. 3 lots, ea. **23.40**

FAST FOAM RECHARGE

No. 18692. For 2½ gal. Fast Foam Models. List $2.00. Dir's., ea $1.30.
12 lots, ea **1.17**

Pyrene HOME FIRE EXTINGUISHER

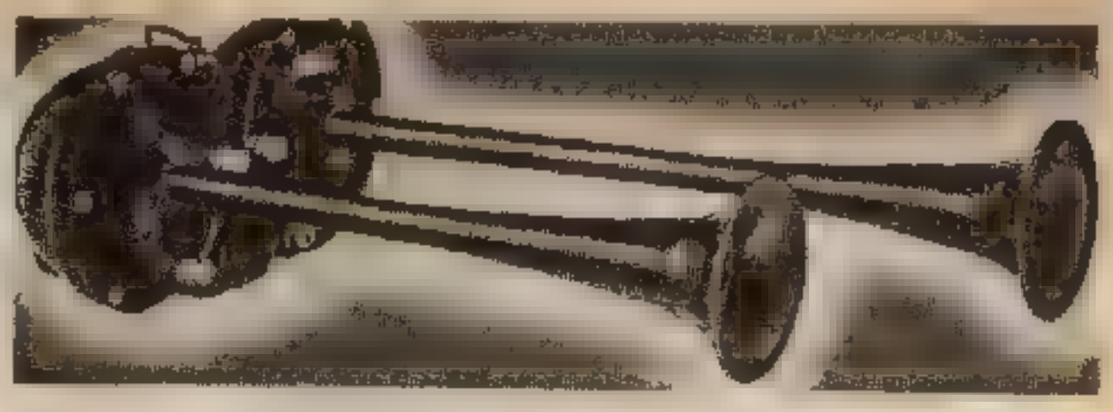
Press the Button—Fire's Out! The first genuinely good looking, home fire extinguisher ever offered. Easy to handle—easy to operate. Weight filled, only 2½ lbs. Press button and it shoots a steady stream in any direction. Release button to stop. Effective on all small fires including gasoline and oil. 1 Pt. capacity, easy to recharge.

No. 13004. List $7.95.
Dir's., ea. **4.80**

SPARTON SINGLE BLAST HORN

Provides a distinctive penetrating warning signal which can be heard for some distance. Furnished with universal bracket for easy installation on all cars. Finished in black enamel. Length, 20½". Width, 5⅛" Wt. 5¾ lbs.

No. 18481. List $5.40. Dlr's., ea. $3.15. 4 lots, ea. **3.03**



SPARTON TWIN BLAST HORNS

A top quality replacement horn, equipped with full size standard power plants and universal mounting bracket. Produces a powerful, yet pleasant warning signal. Easy to install on any car or truck. Finished in black enamel. Length, 20⅛". Width, 11". Wt. 7¾ lbs. Complete with relay.

No. 18480. List $10.90. Dlr's., ea. $6.40. 4 lots, ea **5.99**

SPARTON Air-Shell Horns

Sparton air-shell horns are identically matched and constructed of die cast, long coiled, air column projectors, producing a warning signal powerful and effective. Completely equipped for installation with chrome trimmings. 6⅛" high, 9⅛" wide, 6¾" long. Black enamel finish. Wt. 7¼ lbs.

No. 18484. List $11.79. Dlr's., ea. $7.04. 3 lots, ea. **6.76**

TRUMPETER
Twin Trumpet Electric Air Horns

A powerful, beautifully styled set of horns for outside or inside mounting on cars, trucks, buses, boats, etc. Its gleaming chrome plated beauty will add smartness and color to any vehicle, and its penetrating warning voice gives driver assurance of greater safety. Easy to install in whatever position desired - simply connect to electrical system. No tanks to fit, no pipes or fittings to install. 24" long, 8⅝" wide, 5⅛" high Wt. 9 lbs.

No. 41176. List $53.75. Dlr's., ea. $31.95. 4 lots, ea. **30.95**

Hollywood Wolf Whistle

A precision-built, reliable signal which can be installed on cars, trucks, motorcycles and motorboats. With little practice, one can easily imitate Wolf Call, imitate a barking dog and get many other distinctive sound effects.

No. 41066. List 3.95. Dlr's. $2.39. 24 lots, ea. ... **2.29**

Jubilee FOG HORN

The biggest horn sensation in years. Issues a deep penetrating fog-horn tone which is so novel as to attract attention everywhere. Can be sounded as loud or as soft as wanted. Compact construction for easy under the hood installation, entirely independent of horn and wiring already on car. Furnished complete with variable tone and blast control for mounting on steering column.

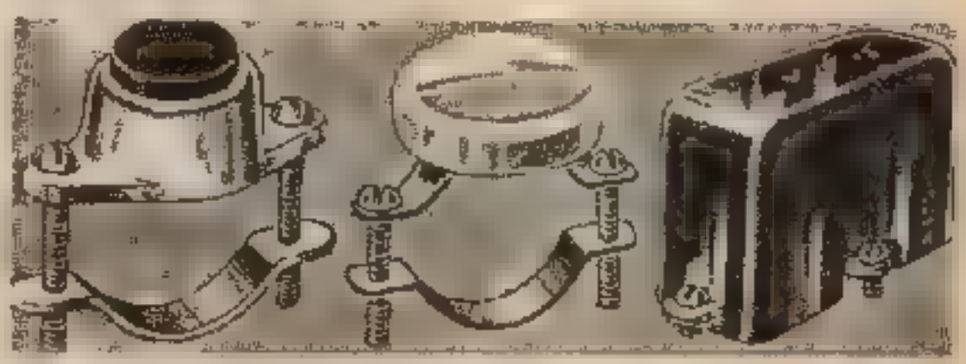
No. 11858. List $15.75 Dlr's ea. $9.85. 4 lots, ea. **8.95**

The Horn With The Handy Electric Piano-Key Control

JUBILEE MUSICAL AUTO HORNS

An exciting musical horn designed to play tunes with only 9 keyed notes. Handy Piano Keyed control clamps on steering post for convenient use. Horns can be sounded individually or in combination for high, in-between, low notes, or chords. Has a great volume of depth as well as correct pitch. Instructions showing how to play tunes furnished. Completely wired and assembled with 2 built-in relays. Size of horn: 21 inches long, 10 inches high, 10½ inches wide. Ship. wt. 12 lbs. Finished in green metalustre lacquer.

No. 18483. List $21.10. Dlr's., $12.82. 4 lots, ea. **12.20**



MICRO FLAT HORNS

Inexpensive and sturdily built horns with a penetrating tone. Furnished with bracket for under hood or out front mounting. 5½" diam. Mist green lacquer finish. Wt. 2 lbs.

No. 18482. List $3.40. Dlr's. ea $2.12 12 lots, ea. **1.99**

Horn Button

Clamps around steering column or bolted to side or floor board. Nickel plated with plastic button.

No. 41204. List 40c. Dlr's., 24s. 6, ea. **19c**

Jumbo Top Horn Button

Extra large button of Ivory tenite matches modern car interiors

No. 41205. List 75c. Dlr's. 37c. 12, ea. **34c**

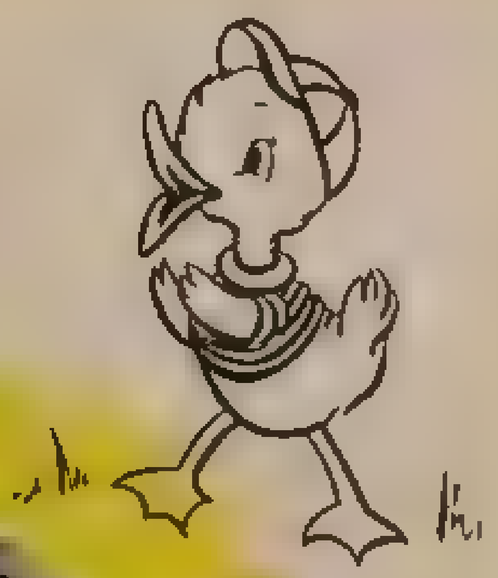
Universal Horn Relay

Absolutely essential in the satisfactory operation of two or more horns.

No. 12865. List 85c. Dlr's., ea. 53c. 6 lots, ea. **51c**

Quackie

SAFE-T-SNIPPERS



Including a complete portfolio
of character cut-outs

It's a
Universal Toy
of Distinction

LET QUACKIE HELP YOU INCREASE SALES

Every youngster will enjoy QUACKIE fascinating SAFE-T-SNIPPERS. This character provides hours of enjoyment, a perfect companion. Equipped with U/L approved cord. Guaranteed perfectly safe. Expensive looking—attractive bright yellow color—priced right. QUACKIE stands upright on the sales counter—instantly desired.

Packed 24 units to a carton, shipping wt. 25 lbs. For additional profits, order your supply now. Catalog #500.

$2.95 LIST

"BTO"

-but every hit *direct*! using RCA SHORAN

"Bombing through overcast"! Yet RCA Shoran can determine your position "over target" to an accuracy of better than 50 feet in 100 miles or more—*and do it in less time than it takes to tell it!*

Developed by RCA for the Air Force to aid blind bombing during World War II, Shoran is helping to set astonishing records for pin-point accuracy under conditions where visual bombing would be impossible.

Just one example of how RCA is working with our Armed Forces to assure U. S. supremacy in electronic equipment.

You, too, can help our Armed Forces keep our country safe. The U. S. Air Force urgently needs men and women volunteers to spot enemy aircraft—man Air Defense filter centers—do the many jobs as part of the Air Defense team. 200,000 patriotic Americans are serving. 300,000 more are needed

JOIN NOW! Contact your nearest local Civil Defense Director
Or write to
Ground Observer Corps, U. S. Air Force, Washington 25, D. C.

RCA

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT — CAMDEN, N. J.

Brand new EXCITING TOYS

NEW TELEPHONES

0687
SPEED PHONE

Sound, action and color! Bells ring when dial is revolved

0683 S
PLA PHONE

Sound on mouthpiece. Real size dial action. Bright colors.

0686
SOUNDPHONE

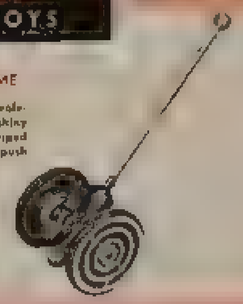
Sound producing device in base. Realistic spring return dial.

0685
VOICE PHONE

Deluxe and realistic revolve dial - bells ring. Lift receiver - voice sounds

NEW PULL TOYS

NEW PUSH TOYS



157
RAINBOW PUSH CHIME

Elegant chime assembly with revolving multi-colored balls shiny musical gongs large colorful striped metal wheels. Sturdy hardwood push handle.

232 PONY CART CHIME

A pull toy delight for fun and galloping action. Realistic pony with loveable rider. Bells ring merrily as toy is pulled along.

NEW RIDER TOYS

299 PONY RIDER

A popular action toy sturdily built. Plated gangs in all 4 gaily strong enameled steel wheels. Realistically lithographed for indoor and outdoor use

306 B.G. HORSE RIDER
With RUBBER TIRES

Extra large deluxe model with rubber tires. Strongly built with enameled heavy steel legs and bases. Shiny gangs ring in all four wheels. Lithographed horse's head with plated jingle bells on reins for music wherever it goes

92 HORSE RIDER
WITH RUBBER TIRES

A new rider treat with rubber tires. Plated gangs in all 4 wheels. Smartly lithographed. Built to last. A smooth ride on sidewalk or floor.

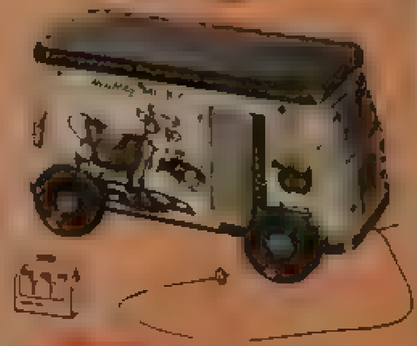
IN THE '54 GONG BELL LINE

SUPER MARKET CART 255

Realistically created to look like an actual market basket on wheels. Lithographed in brilliant colors. Shiny gongs ring merrily as toy moves along. Tubular steel handle. Attractive matting. Tires realistically colorized tread. Bearings included for added realism.

SCHOOL BUS 124

Another wonderful amusement to America's favorite toy line - a colorful, realistically fashioned school bus with rubber tires. Push or push it as ride it. Top comes off so youngster can load it. Plenty of action and musical sound. Brightly lithographed.



MILK TRUCK 123

Color than a real milk truck. Sliding door. Colorful mounted. Fun maker for all youngsters. Brightly lithographed and rugged construction for extra fun. Three little square milk bottles and carrier included. A natural for year 'round good will.

"New" Gong Bell Features!

[illegible] and created for this [illegible] Gong Bell line to give even greater play appeal, even greater sales [illegible]

[illegible] New York 5 [illegible]
200 Fifth Avenue, Suite 218-318

Year in, year out, year 'round Gong Bell toys the [illegible] toy line, are big for little children

THE Gong Bell
MFG. COMPANY
EAST HAMPTON, CONN

Rig-A-Jig

America's
FASTEST GROWING new idea
in EDUCATIONAL Play Material
for Boys and Girls

OUTSTANDING GIFT PACKAGE

Specifically Designed to SELL RIG A JIG THE YEAR ROUND

16 page book in every set shows 7 colors.

Almost indestructible

RIG-A-JIG'S washable, non-toxic plastic pieces link together quickly and firmly to produce truly realistic toys wagons, trucks, trains that *really roll on wheels* . . . windmills and merry-go-rounds that *really turn* . . . and hundreds of other fascinating objects — dolls, animals, birds, furniture, figures, designs

Thousands of Schools in U.S.
NOW USE RIG-A-JIG
with teacher acceptance growing monthly.

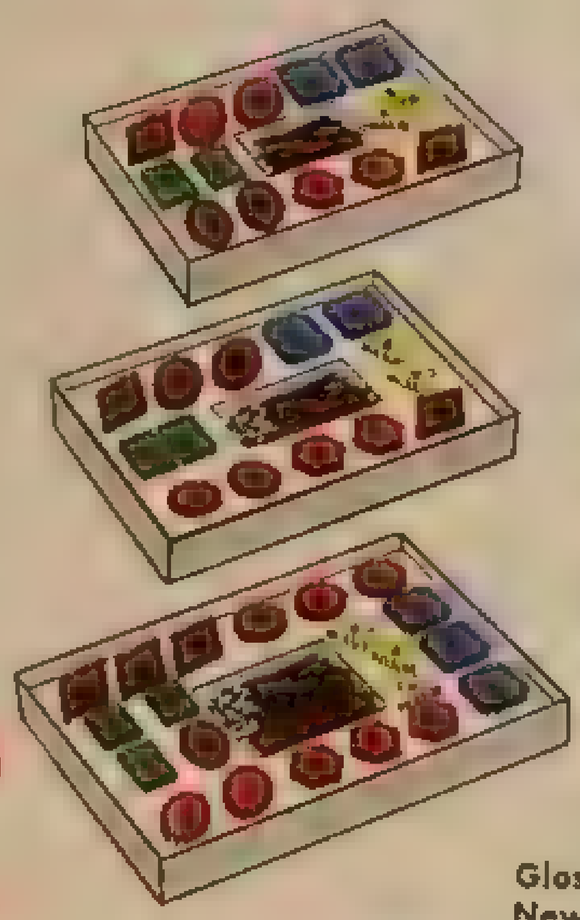
NATIONAL ADVERTISING

Pre-Sells Your Market with

35 MILLION Reader Impressions

FULL COLOR COVER ADS comprise most of the insertions.

The NEW YORKER
HOUSE BEAUTIFUL
CHILD LIFE
CHILDREN'S ACTIVITIES
The PARENTS' Magazine
LADIES HOME JOURNAL
McCALL'S • MAIZIE COMIC GROUP (3)
INSTRUCTOR
GRADE TEACHER
STATE TEACHERS
NEA JOURNAL



SPECIFICATIONS:

$1 RETAIL — No. 100 JUNIOR SET
72 PIECES
Full color gift box 9"₂ x 6¼
3 doz. in shpg ctn., 27 lbs

$2 RETAIL — No. 200 SENIOR SET
140 PIECES
Full color gift box 10¹₂ x 7¹₄
2 doz. in shpg ctn., 20 lbs

$3 RETAIL — No. 300 DELUXE SET
236 PIECES
Full color gift box 12¹₂ x 8¹₂
1 doz. in shpg ctn., 14 lbs

SELLING AIDS

Glossy Photos
Newspaper Mats
Electros
Counter Displays
Window Posters

RIG-A-JIG
Builds anything the mind can conceive

32 W. Washington Street
Chicago 2, Illinois
Mfd. by the Landfield Company

AT THE FAIR — ROOM 530, NEW YORKER HOTEL

The Child . . . LINDA

The Toy . . . "RUB N SCRUB"

The Manufacturer . . .

NORSTAR CORPORATION

THE PRICE $1.98 RETAIL

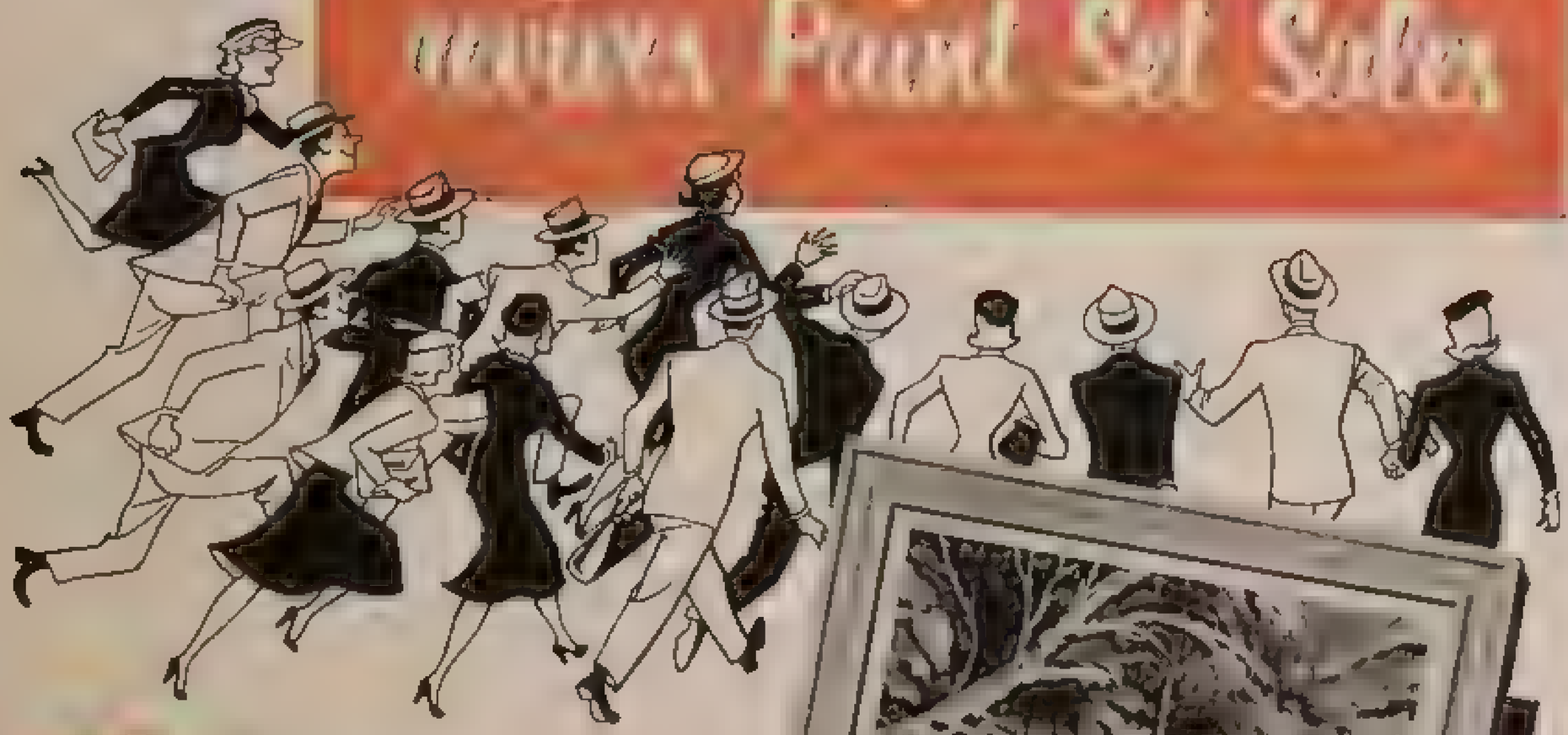
A. H. DELFAUSSE

COMPANY

200 FIFTH AVENUE · NEW YORK 10, N.Y.

NEW silhouette method

Paint Set Sales



Silloo

the non-numbered
OIL PAINTING SET creates new interest among amateur artists

Thousands of hobbyists who have painted the number sets will want to try Silloo. It's an entirely new and different way to produce paintings that resemble original creations. It's simple — easy — a fool-proof method that any beginner can use. Yet it teaches the amateur the color-and-form technique used by professional artists — trains him in the basics of fine art understanding and appreciation.

SILLOO OIL PAINTING SET

( )

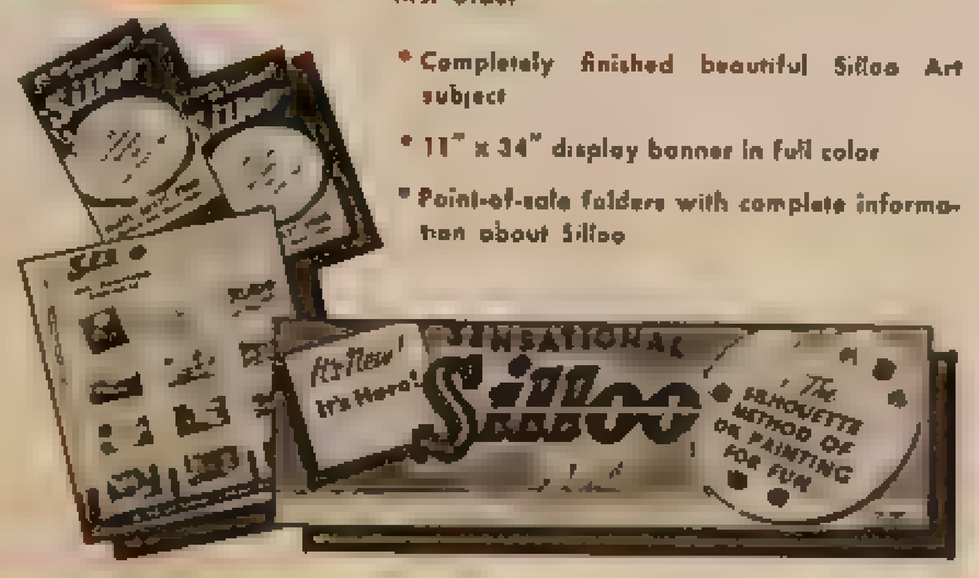
Contains all the materials needed to produce a finished painting ready for framing — 12" x 16" art subject, color-mass charts for each color; pre-mixed oil paints; two artist's brushes; mat for framing; simple instructions.

SILLOO is unlike any set you ever [illegible] before — unique, fascinating, instructive!

ONLY $1.98 RETAIL

PROMOTION MATERIAL available with your first order

- Completely finished beautiful Silloo Art subject
- 11" x 34" display banner in full color
- Point-of-sale folders with complete information about Silloo



CONTACT YOUR JOBBER — OR WRITE DIRECT

SILLOO ART COMPANY
Dept. 32, Herkimer, N.Y.

Stainless Steel here...

and
Stainless Steel here...

AIR FORCE
92515

HELP RESIST HEAT HERE

Republic ENDURO Stainless and Heat-Resisting Steels are made for flight

Tail pipes and exhaust cones are but two applications in which ENDURO proves its ability to withstand the scorching gases that thunder through jet engines. Rotor compressors, turbines, after-burners, and shrouding are others.

And, ENDURO offers much more than this single quality. It stubbornly resists rust and corrosion. It resists abrasion. It maintains its great strength at what extremes of temperature. It provides that strength without prohibitive weight. It is easy to fabricate. It serves you well . . . and long.

For your future development work, ENDURO is available in many forms: sheets, strip, cold-finished bars, forging bars, wire and tubing. Through Republic's exclusive "Three-Dimension Metallurgical Service" you get help in applying ENDURO Stainless and Heat-Resisting Steel most efficiently.

REPUBLIC STEEL CORPORATION
Alloy Steel Division • Massillon, Ohio
GENERAL OFFICES • CLEVELAND 1, OHIO
Export Department
Chrysler Building, New York 17, New York

REPUBLIC
ENDURO STAINLESS STEEL

Other Republic Products include Carbon and Alloy Steels—Pipe, Sheets, Strip, Plates, Bars, Wire, Pig Iron, Bolts and Nuts, Tubing

Games for CHRISTMAS

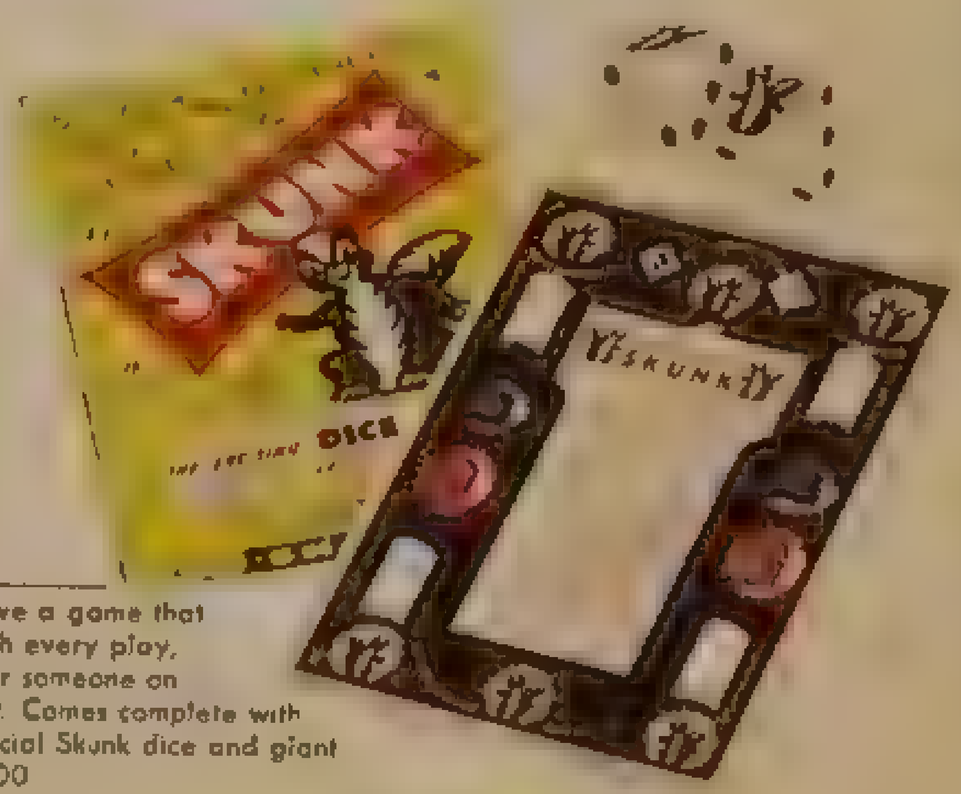
LIFE MAGAZINE and the FARM JOURNAL carry full page ads of these games in color

COOTIE

One of America's favorite games! First one to assemble the plastic Cootie with all the legs, head, eyes, etc., is the winner. Two or more can play this "building" game Easy to learn and fun to play. Voted one of America's most outstanding games! $2.00

STADIUM CHECKERS

A real family favorite! Two or more players compete in getting marbles out of the colorful plastic stadium. In just a few months Stadium Checkers became one of America's most intriguing and popular games. A wonderful game and a perfect gift $3.00



SKUNK

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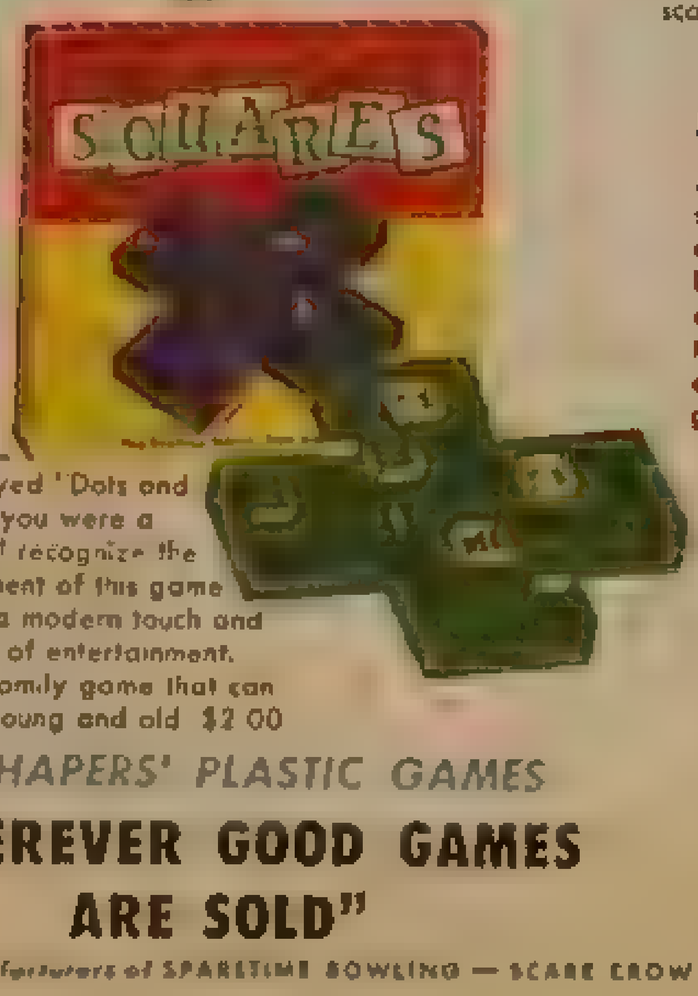

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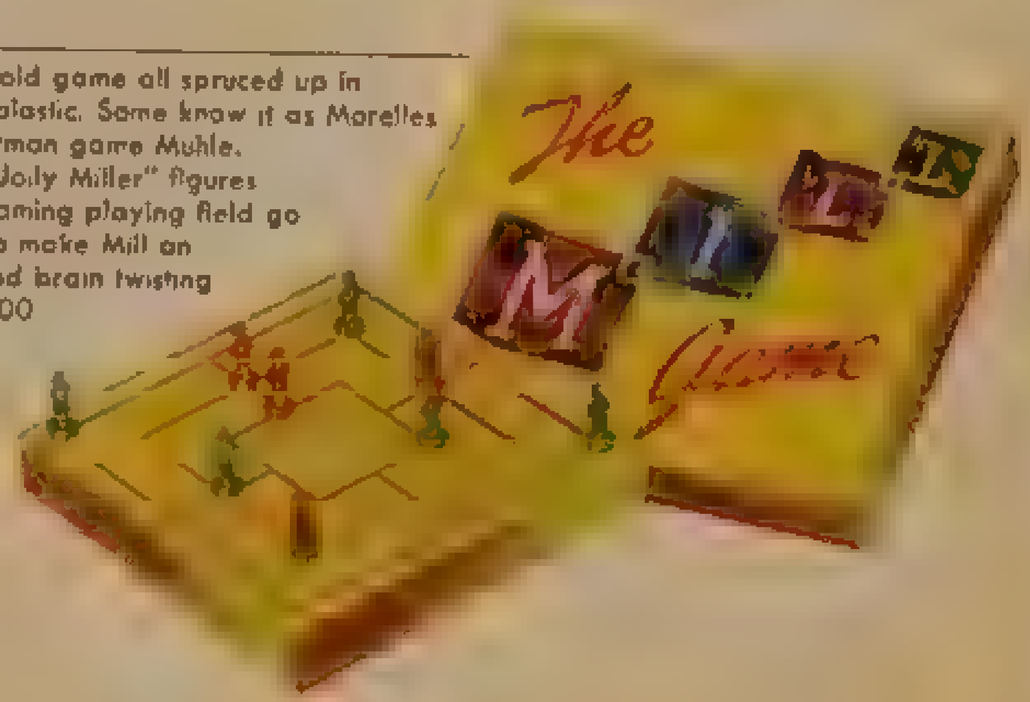


MILL

A century old game all spruced up in sparkling plastic. Some know it as Morelles or the German game Muhle. Eighteen "Jolly Miller" figures and a gleaming playing field go together to make Mill an exciting and brain twisting game. $2.00

SCHAPERS' PLASTIC GAMES

"WHEREVER GOOD GAMES ARE SOLD"

Manufacturers of SPARETIME BOWLING — SCARE CROW — SKUNK — COOTIE — STADIUM CHECKERS — MILL — SQUARES — PICKIN

HIGHLANDER SALES COMPANY

DIVISION OF W. H. SCHAPER MFG CO., INC

MINNEAPOLIS 11, MINNESOTA

IMAGINE! The five big game hits of COOTIE . . . STADIUM CHECKERS . . . SKUNK AND SQUARES ALL combined in one package!

It's Schaper's PAK-O-GAMES a *suitcase-type* package, crammed with the biggest sellers this company has ever turned out. Here's the perfect Christmas gift . . . the ideal family present and a good profit item for you

Once you get a look at Schaper's PAK-O-GAMES, you'll agree the year

Remember, PAK-O-GAMES includes Cootie, Stadium Checkers, Skunk, Mill and Squares.

HIGHLANDER SALES COMPANY

THE NEW GAME FOR SIX

it's here — Deluxe 6 COOTIE

The arrival of the Deluxe "6" Cootie Game was to accommodate a demand for a Party Size Cootie Game. The set consists of six complete Cootie Bugs with a total of 78 gaily colored plastic parts.

Packaged in a beautifully designed box measuring 10" x 13" x 1¾"

FAIR TRADE PRICE
$3.00

PACKED 1 DOZEN
WEIGHT 12 LB.
F.O.B. MINNEAPOLIS

HIGHLANDER SALES COMPANY

DIVISION OF W. H. SCHAPER MFG. CO., INC

MINNEAPOLIS, MINNESOTA

Thanks for the wonderful Reception

AT THE TOY FAIR

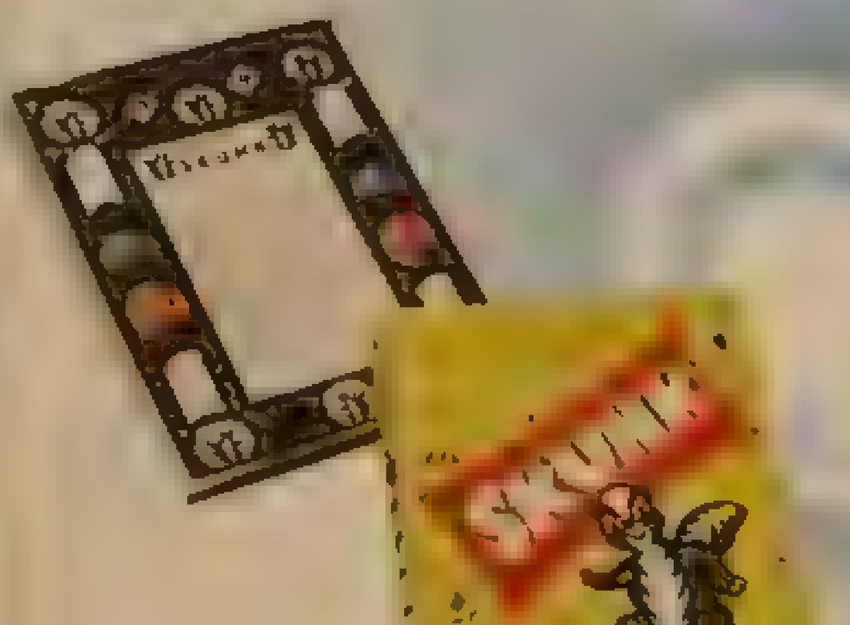
HIGHLANDER SALES COMPANY

DIVISION OF SCHAPER MFG. CO., INC.

MINNEAPOLIS 11, MINNESOTA

SKUNK

his SCENT becomes CENTS.. results are heavenly



SKUNK

The Exciting Dice Game for the Whole Family

Truly the most entertaining game to hit the toy market in the last ten years. THRILLS – LAUGHTER – SUSPENSE EXCITEMENT in every roll of the dice.

Children love it — Adults demand it—easy to play, needs no deep concentration—any number can play. A laff a minute.

[illegible] $2.00

Manufacturers of the record breaking games "Cootie" and "Stadium Checkers"

HIGHLANDER SALES COMPANY

DIVISION OF W. H. SCHAPER MFG. CO., INC

MINNEAPOLIS 11, MINNESOTA

NO BUM STEER

Come on in and see

OUR LATEST

SCHAPER GAMES

ROOM 825
HOTEL
NEW YORKER

HIGHLANDER SALES COMPANY

DIVISION OF W H SCHAPER MFG CO INC

MINNEAPOLIS 11 MINNESOTA

Games for CHRISTMAS

LIFE MAGAZINE and the FAMILY JOURNAL carry full page ads of these games in color

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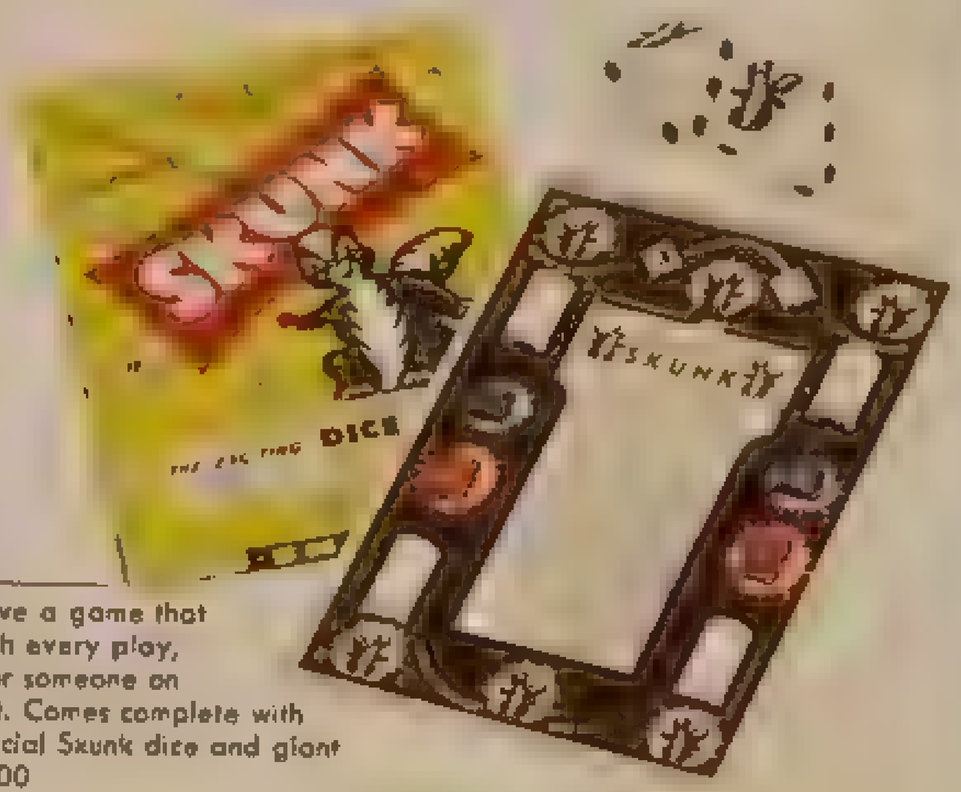

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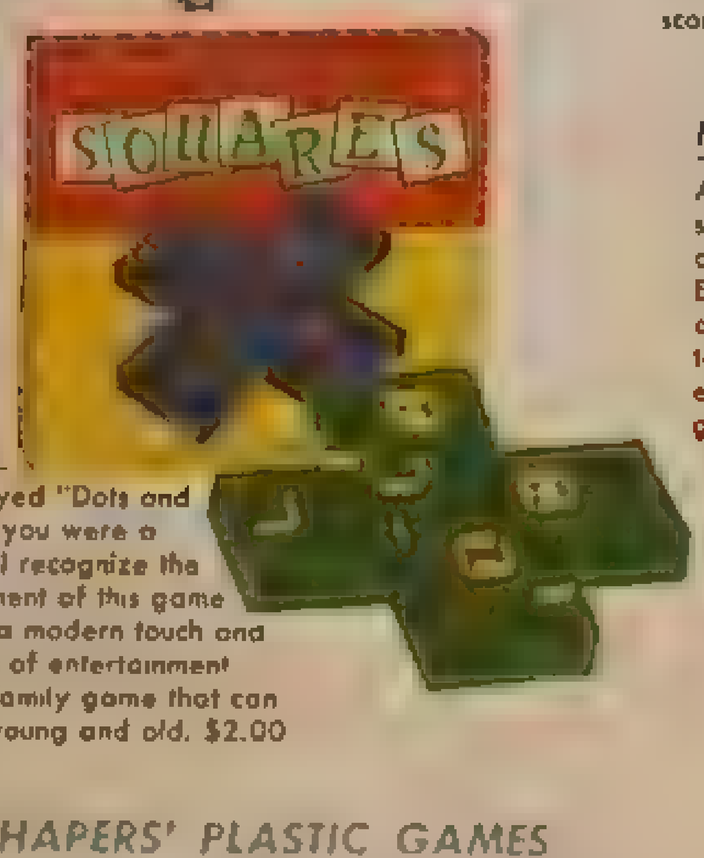

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HIGHLANDER SALES COMPANY

DIVISION OF W. H. SCHAPER MFG. CO., INC.

MINNEAPOLIS 11, MINNESOTA

STADIUM CHECKERS

A GAME SENSATION THAT'S SWEEPING THE [illegible]

As exciting as a Football Game
As interesting as Checkers

Stadium Checkers is a rainbow of brilliantly colored plastic rings rotating on precision perfect tracks. Playing requires strategy, a calculating eye as to how one or more of his five marbles by rotating the ring to his advantage and yet not revealing to his opponent. Object of the game is for each player to move all of his marbles from the starting point of his board clear around to his home base. Stadium Checkers is designed to accommodate from 2 to 4 players. It is packaged in a beautifully designed box in four colors measuring 10" x 10" x 2".

FAIR TRADE PRICE

$3.00

F. O. B. MINNEAPOLIS

Packed — 1 DOZEN IN CARTON

NET WEIGHT — 16 Lbs

[illegible] STADIUM CHECKERS — MILL — SQUARES — PLAIN

HIGHLANDER SALES COMPANY
DIVISION OF W. H. SCHAPER MFG. CO., INC.
MINNEAPOLIS 11, MINNESOTA

MAY I SUGGEST . . .

Games

Good games make wonderful Christmas gifts. Schaper plastic games are for the entire family. Both children and grown-ups play them and love them

COOTIE

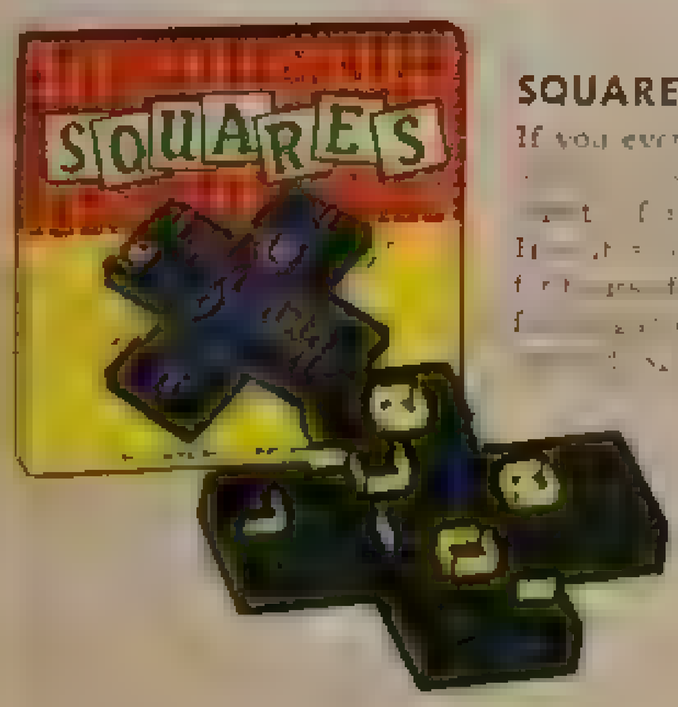
One of An [illegible] Fastest [illegible] the plastic C [illegible] the [illegible] [illegible] t's A [illegible] Tune, [illegible] game. Ease [illegible] A [illegible]

STADIUM CHECKERS

A [illegible] f [illegible] Two or more [illegible] compete [illegible] I [illegible] a few [illegible] C [illegible] A [illegible] A [illegible]

MILL

A [illegible] k [illegible] German game Mu l Eight [illegible] J l Mill [illegible] to make Mill [illegible]



SQUARES

If you ever p [illegible] Dots and Squares [illegible] I [illegible] f [illegible]

SKUNK

If [illegible] I [illegible] Skunk [illegible] C [illegible] pads. $2.00

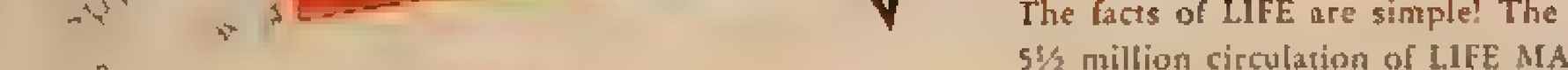
SCHAPER PLASTIC GAMES

MINNEAPOLIS 11, MINN.

BUY THEM WHEREVER GOOD GAMES AND TOYS ARE SOLD

5½ MILLION CUSTOMERS!

SCHAPER PLASTIC GAMES!



The facts of LIFE are simple! The big, 5½ million circulation of LIFE MAGAZINE goes to work for you in November. Our full page, full color advertisement will feature 5 top selling games. This is an all-out promotion to do big things for you with bigger and greater sales.

HIGHLANDER SALES CO.

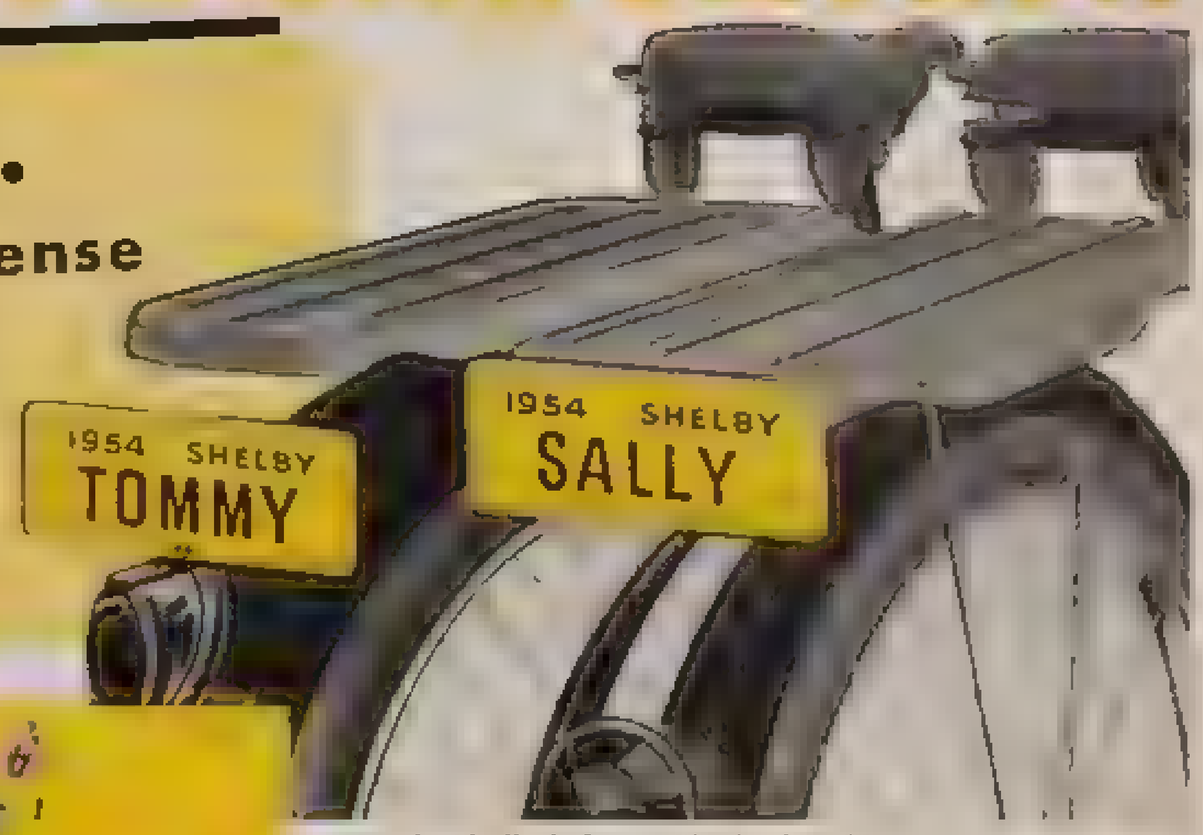
1800 OLSON HIGHWAY
MINNEAPOLIS, MINNESOTA

SHELBY'S

FREE...

personalized license plates with every new

SHELBY!



Here's Shelby's latest "look ahead" promotion keyed to bring in more and more customers. With every Shelby bicycle you sell you offer personalized license plates! There's no cost to you or your customer. It's a traffic builder for you, a feature no youngster can resist

All Shelby dealers are getting a complete promotion package including window streamers, sample license plates and giveaway folders. It's in the mail now!

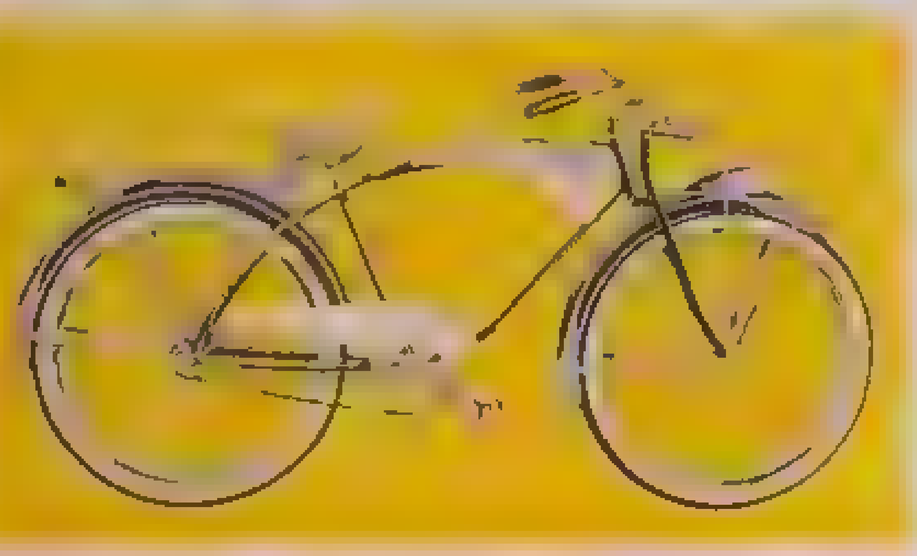
Plus plenty of advertising backing in the magazines every boy and girl reads Comics, *Boys' Life* and Scholastic publications.

If you're not a Shelby dealer, now's the time to start. Tie in with this great promotion. Write us today

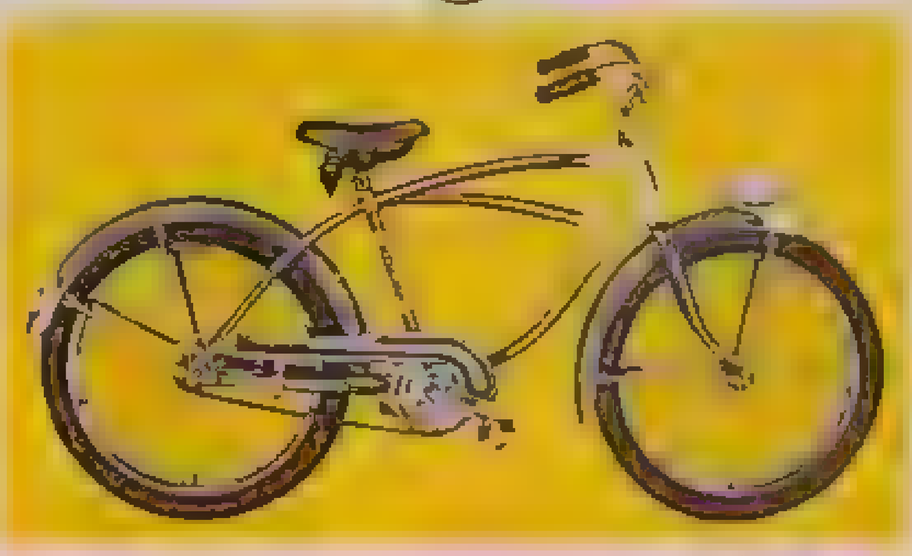
look ahead...be ahead with SHELBY

ANOTHER AMF PRODUCT

Shelby's brand new Traveler, #4219. Exclusive 3-speed Hi-torque gear shift, dual caliper hand brakes, famous Lucas "King Sports" generator set. Chrome rims, fenders, pump, saddle springs. Large tour ist bag. White pedals, kickstand, reflector, oil can and wrench. Black



Shelby's all-new balloon-tire line, #52. Exclusive Arrow frame. Dual-action spring fork. Luggage carrier, powerful headlight. Chrome rims, 1 wood fenders, white sidewalled tires.



Shelby's 20", #SX 2. Red and white with blue outline stripe. Chrome rims, chain guard, tail reflector. Girls' and boys' models available [illegible] and up.

SHELBY CYCLE COMPANY, 2121 West 117th Street, Cleveland 7, Ohio

Get set for the big, all-out push

ON STURDY POOLS AND PLAYTHINGS...

A barrage of full color ads

REACHING OVER 23,000,000 CONSUMERS BREAKING THIS JUNE!

Life—June 7 **Better Homes and Gardens—July**

Saturday Evening Post—June 5, 12, 19

Make sure your customers know your store is headquarters for inflatables made of KRENE—slated for the largest nation-wide promotion ever! Made only by Bakelite Company, KRENE is *quality controlled* to give customers best service and satisfaction—to give you a smoother operation with plenty of repeat sales!

Display your inflatables made of KRENE! Tie-in with national ads. Promote the "Made of KRENE" label! June's the month to tie-in and cash-in with inflatables made of KRENE.

Stress these KRENE advantages!

- QUALITY CONTROLLED from start to finish •
- SPECIALLY ENGINEERED to be best • Strong and Durable •

Resistant to fading, cracking, ripping

BAKELITE COMPANY, A Division of Union Carbide and Carbon Corporation

Silloo ART

OIL PAINTING SUBJECTS

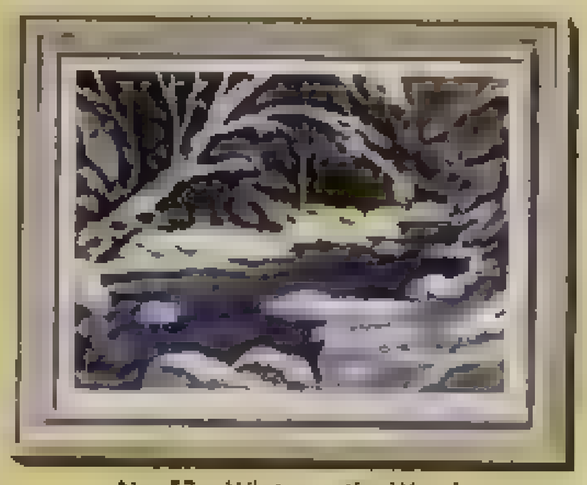
Now you can paint radiant works of art the very first time you try. For with SILLOO, the entirely new, entirely different silhouette method of oil painting you merely paint the colors on a plastic panel on which the difficult portions and outlines are pre-sketched. You develop your picture from contrasting colors, lights, and shadows the same way skilled artists do.

Each SILLOO set comes complete with 12" x 16" art subject, pre-mixed artists oil paint, artists brush, silhouette charts, mats to prepare the picture for framing and easy instructions. It's fast, it's easy, it's fun . . and it's a method that never fails!

Choose from any of 12 art subjects as illustrated and new subjects that will be added from time to time

No. 51 Chrysanthemums

No. 52 Fishing Schooner at Sea



No. 53. Winter in the Woods

No. 54 Covered Wagons on the Trail

No. 55. Sankaty Light, Nantucket

No. 56. Hunting Dogs Afield

No. 57 By Tropical Seas

No. 58 Sunset on the Lake

No. 59 Covered Bridge in the Spring

No. 60 The Old Mill

No. 61 Bowl of Poppies

No. 62 Young Friends on the Farm

SILLOO ART COMPANY, HERKIMER, N. Y.

Printed in U.S.A.

SILLOO ART

OIL PAINTING SUBJECTS

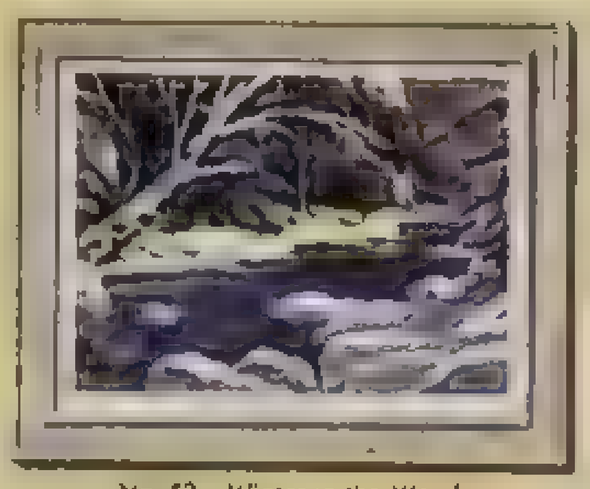
Now you can paint radiant works of art the very first time you try. For with SILLOO, the entirely new, entirely different silhouette method of oil painting you merely paint the colors on a plastic panel on which the difficult portions and outlines are pre-sketched. You develop your picture from contrasting colors, lights, and shadows the same way skilled artists do

Each SILLOO set comes complete with 12" x 16" art subject, pre-mixed artists oil paint, artists brush, silhouette charts, mats to prepare the picture for framing and easy instructions. It's fast, it's easy, it's fun . . . and it's a method that never fails!

Choose from any of 12 art subjects as illustrated and new subjects that will be added from time to time

No. 51. Chrysanthemums

No. 52. Fishing Schooner at Sea



No. 53 Winter in the Woods

No. 54 Covered Wagons on the Trail

No. 55. Sankaty Light, Nantucket

No. 56 Hunting Dogs Afield

No. 57 By Tropical Seas

No. 58 Sunset on the Lake

No. 59. Covered Bridge in the Spring

No. 60 "The Old Mill"

No. 61 "Bowl of Poppies"

No. 62 "Young Friends on the Farm"

$1.54

SILLOO ART COMPANY, HERKIMER, N. Y.

BANKERS APPROVE

Silly Putty

"Bankers are Nutty
About Silly Putty"
. . . says Teller McPhutty

And you will be too
When you see it'll do
Things too, too weird
To be true.

Like bouncing, for instance,
Much higher than rubber . . .
Or melting down into
A puddle of blubber.

AND

TAKING UP PICTURES
From comic book pages,
And stretching them funnier—
(That's what the rage is.)

If toys are for Fun
(And that's what they say)

For batten's sake--
Get in your order today!

NOTHING ELSE IS

Silly Putty

SEE THE MIRACLE EGG
AT THE TOY FAIR
HOTEL NEW YORKER, ROOM 1144

If you are buying while Easter is handy,
remember, it's even more welcome than candy.

SILLY PUTTY MARKETING
P. O. Box 741 • New Haven, Conn.
Telephone UNiversity 5 5896

GO FLY A

FLEXIKITE

Invention of Aeronautical Scientist
Termed Ten Years Ahead of Jets

Stunts like an airplane
Loops, dives, *by Positive Control*

Crashproof--No sticks to break; no paper to tear

Wetproof--Perfect for beach

Ready to Fly when bought...and All Year 'Round

Easy to Store in its own Control Tube

World's First Flexible Heavier-than-air Craft

Complete In its own handsome tube; You don't touch it!

Self Displayed -- In shipper display dozens

Eight Ounces -- Ready for individual Mailing

Year 'round Sales -- Features make fans of customers

New Priced-Right model HX-1
Ready for Toy Fair

AT THE TOY FAIR
HOTEL NEW YORKER, ROOM 1144

Patent No. 2,546,078 and other patents pending.

THE FLEXIKITE COMPANY
424 TEMPLE STREET
NEW HAVEN, CONNECTICUT
TELEPHONE LOcust 2-7010

New Battery-Operated Action Display. *Free* with 1 gross order . . . measures only 9½" x 13½" at base.

New Stair-Step Counter Display. *Free* with 4 doz. order . . . measures only 5" x 11½" at base

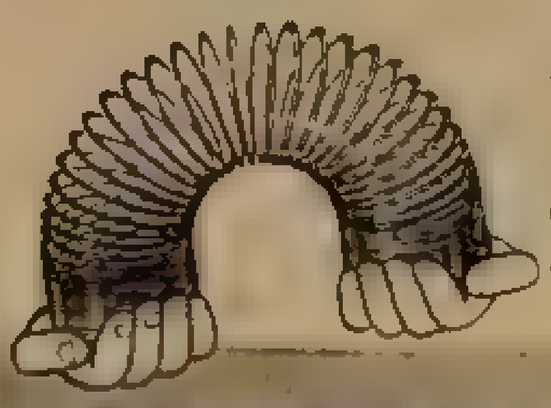
New Counter Display Card *Free* with 4 doz. order

they're FREE

to help you cash in on the

Slinky®

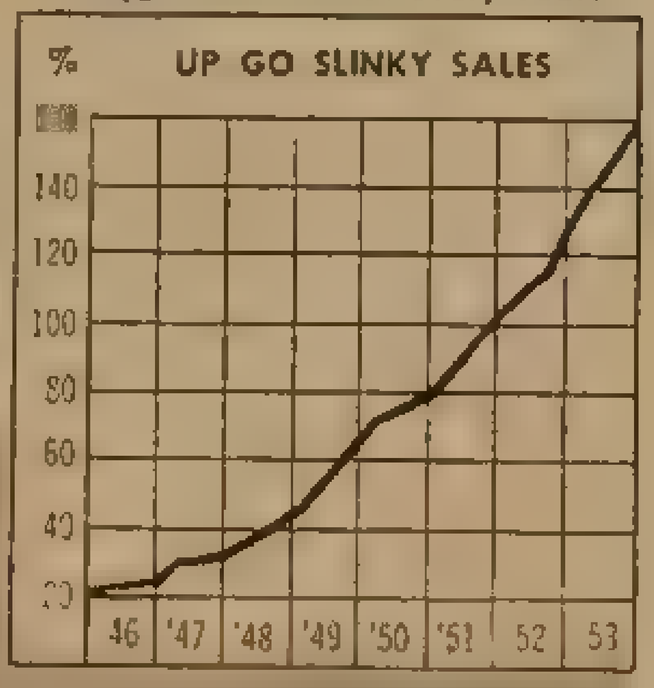
NOVEMBER LIFE PROMOTION



Slinky . . . the famous . . . the original stair-walking spring toy . . . *has broken sales records every year!*

And these free sales aids . . . *plus* powerful promotion in LIFE . . . *Parents' Magazine* . . . and on TV . . . will help you sell more *Slinkys than ever before!*

Slinky Has Averaged 30% Sales Increase Every Year!



This chart based on audited monthly sales

JAMES INDUSTRIES, INC.

Makers of Slinky Train, Slink 'Em Game, "Slinky Jr. Goes To The Circus"

359 East Madison Avenue • Clifton Heights, Penna.

Trucking Along with Banner

#601

#781

#782

#1140

#1141

Young "trucksters" will dance with glee when they see these heavy guage steel trucks, with metal wheels and steel axles. Realistic decorations. In popular price range.

#601	Delivery Truck . . . movable tail gate size: 14⅜" long x 4⅜" high x 4⅝" wide
#781	Banner Toy Truck . . . movable tail gate size: 14⅝" long x 5⅛" high x 4" wide
#782	American Express . . . Beautifully lithographed size: 14⅝" long x 5⅛" high x 4" wide
#1140	Banner Lumber Truck . . . logs included size 17½" long x 4¼" high x 4" wide
#1141	Banner Wrecking Service . . . crank operated chain hoist size 17⅜" long x 6⅛" high x 4" wide

Banner PLASTICS CORPORATION

80 Beckwith Ave., Paterson 3, N. J. • Permanent N. Y. Showroom: 200 Fifth Ave., Rm. 513

REPRESENTATIVES:

Mid Atlantic & New England Jerome Messinger New York City N. Y.
Midwest James Cavanagh 209 S. State St. Suite 1613 Republic Bldg. Chicago 11
Southern Brown Eddy Inc. M & M Building Memphis 3 Tenn.
Brown Eddy Assoc. Merchandise Mart Suite 332 Dallas Tex.
Western A. H. Greenburg 1206 So. Maple Avenue Los Angeles 15 Cal.
Banner Export Company Walter Kramer New York City N. Y.

COMMENDED BY PARENTS' MAGAZINE

GEO. BORGFELDT CORPORATION 44-60 East 23rd Street New York 10, N. Y.

No. 4

FLYING SAUCER

The Flying Saucer soars high and far, and so will your sales if you include it in your line. These flexible Vinylite saucers cannot hurt little fingers . . . Saucers will fly all of 100 feet straight up or horizontally. Beautifully boxed.

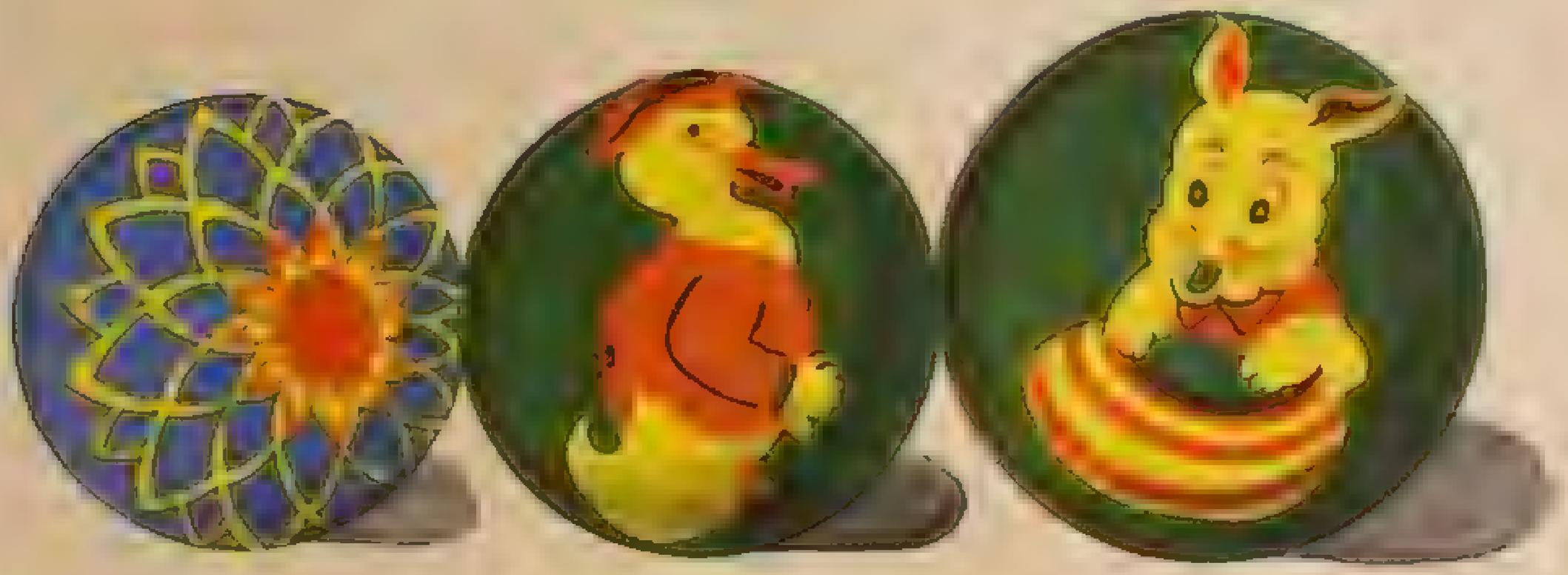
No. 4 — Consists of 1 Saucer and 1 Roter (Sender), in box as shown, packed 2 dozen in a carton, wt. 9 lbs., assorted colors. 2 gross make a freight shipment.

No. 11 — Consists of 3 Saucers and 1 Roter (Sender), in box as shown, with open-faced box, packed 1 dozen in a carton, wt. 4 lbs., assorted colors. 2 gross make a freight shipment.

AN EXCITING ACTION TOY

"MY PLAYMATE"

Beautifully Lacquered Rubber Balls



An old world art now being produced in the United States.

★

These balls contain a beautiful lacquer finish unmatched by any other American made play ball. The eye appeal means sales.

★

Comes in 3 sizes 4" - 5" - 6"

Perfect year round gift for children and infants.

No. 4 Packed 1 doz. assorted — 4 styles
12 doz. and 6 doz. to a carton.

No. 5 ½ doz. assorted — 4 doz. to a carton

No. 6 ½ doz. assorted — 4 doz. to a carton.

F.O.B. St. Louis, Mo.

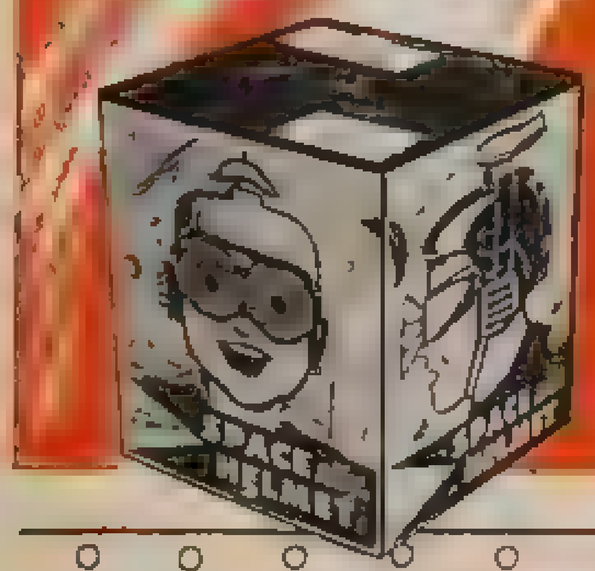
GEO. BORGFELDT CORPORATION

EXAMPLE 5

SPACE HELMET

gives Kiddy Products

makes SKY PROPHETS
and GOOD BUSINESS



Banner PLASTICS CORPORATION

80 Beckwith Ave., Paterson 3, N. J. • Permanent N. Y. Showrooms: 200 Fifth Ave., Rm. 513

REPRESENTATIVES:

Mid Atlantic & New England Jerome Messinger New York City, N. Y.
Midwest James Cavanagh 209 S. State St. Suite 1613 Republic Bldg. Chicago 4
Southern Brown Eddy Inc. M & M Building Memphis 3, Tenn.
Brown Eddy Assoc. Merchandise Mart Suite 332 Dallas, Tex.
Western A. H. Greenburg 1206 So. Maple Avenue Los Angeles 15, Cal.
Banner Export Company Walter Kramer New York City, N. Y.

COMMENDED BY PARENTS' MAGAZINE

Extra HOLIDAY SALES

SUPERB HALCO BRAND

Santa Claus

SUITS, BEARD AND WIG SETS

Halco's ringing the bell to remind you that you can ring up extra holiday sales by stocking these items. They're Christmas naturals!

They'll be asked for! Halco gives you a complete price range—four costume styles that are suitable for all occasions from simple home needs to the plush requirements of stores, clubs, lodges and institutions. Each complete with tassel cap, belt, leatherette leggings, beard with mask or wig. And each *fully cut* for extra padding that makes the traditional round and jolly Santa.

ANOTHER HALCO FAVORITE!

WRITE TODAY FOR COMPLETE INFORMATION

SUPERB HALCO BRAND

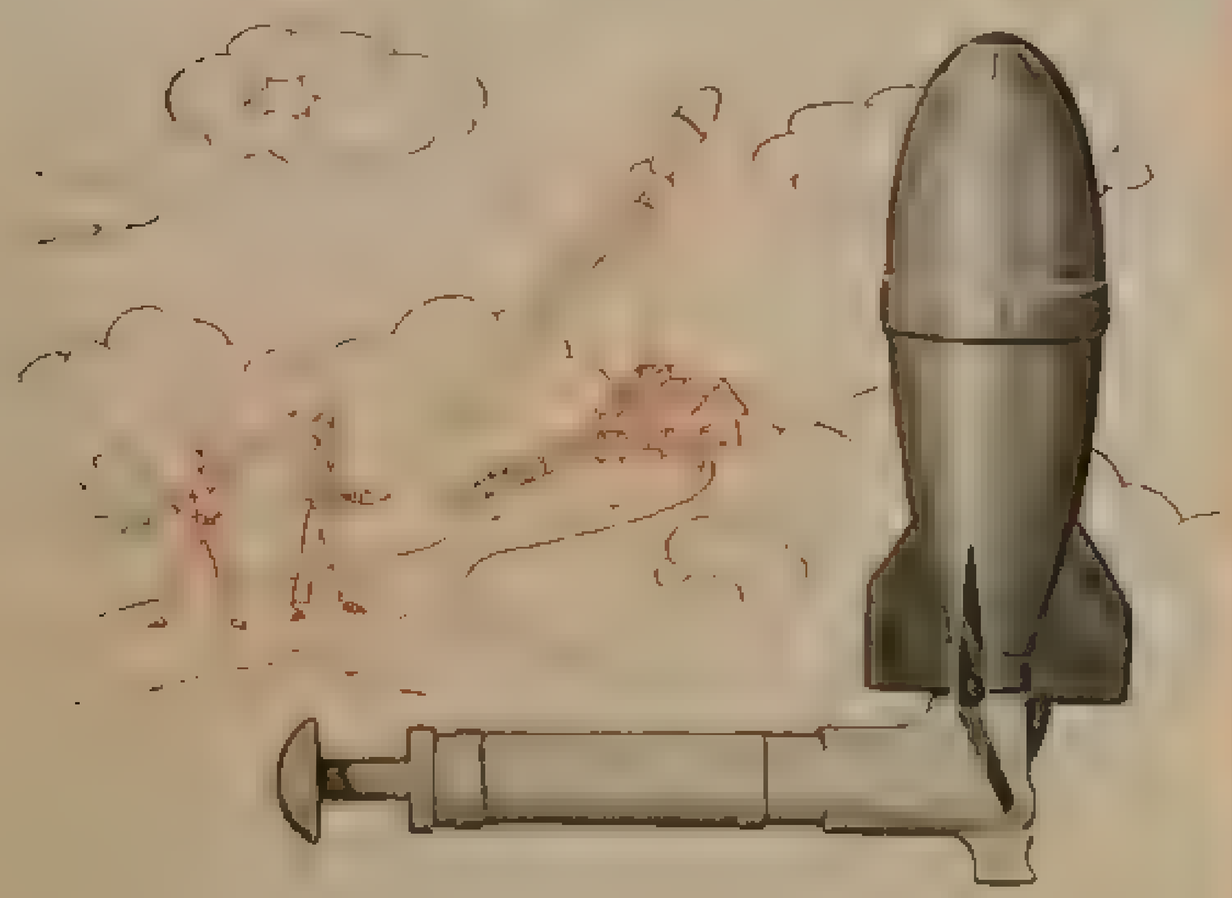
J. HALPERN COMPANY

810 PENN AVE., PITTSBURGH • 200 FIFTH AVE., NEW YORK

Park's NEW JET-PROPELLED ROCKET YOU'VE HEARD AND READ SO MUCH ABOUT!

The Park Rocket is one of the Most Amazing Toys Ever Engineered and Developed for the Space-Minded American Child

- *Travels Over 300 Ft. into Air, Operates on True Scientific Jet Principle*



Here's how it works! The rocket is turned upside down and filled approximately 1/3 full of water through the tail, by means of a funnel included with the set. Then, a precision designed pump—also included with the set—is attached. The rocket is turned nose upward, and air is injected with the pump. Up-launching, is controlled by a trigger, the compressed air forces rocket 300 feet or more into the air. The height of travel is controlled by the amount of air injections into the rocket.

Made of almost indestructible butyrate plastic, one 8-inch space rocket, a compression pump, and a filler funnel are included in the dramatically designed display box. Suggested retail $1.98. Replacement rockets are available at a suggested retail price of $.49 each.

DISTRIBUTED BY

Marmor & Co., Inc.—*East Coast*

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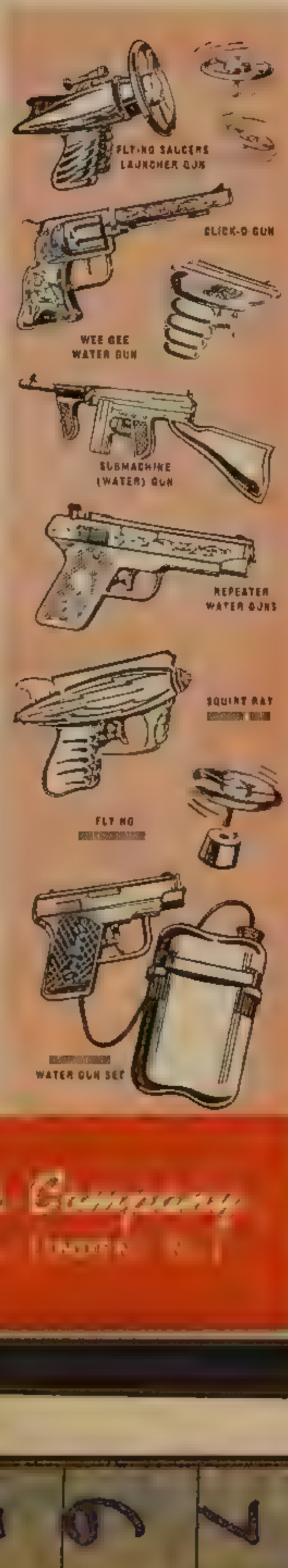


A Park toy

PARK PLASTICS CO.

Park Plastics Company

DESIGNED BY CARL GOLDBERG
U.S.A.F. FORCE
0495
FU-495
F-86D SABRE JET
TOP FLITE Superform
Model C1—13" Span, $1.00
NEW
THESE REALISTIC FLYING MODELS WITH
SUPERFORM BALSA FUSELAGE SHELLS AND
PLASTIC PARTS WILL SELL ON SIGHT!
$1
NAVY
DOUGLAS SKYROCKET
TOP FLITE Superform
Model C2—12" Span, $1.00
NAVY
Skyrocket
LOOK AT THIS EXPLODED VIEW
OF TYPICAL SUPERFORM MODEL
GOES TOGETHER LIKE MAGIC!
LOOK AT THIS SENSATIONAL
TOP FLITE DEAL!
you get 24 asst. kits your cost
$15.75
and included with every deal, you get
A BUILT-UP MODEL
an eye-catching mobile
LOOK AT THESE SELLING AIDS
nationally advertised in LIFE
Air Trails
Model Airplane News
West Coast Model News
actual built-up models
big business
after
MONTH
The most beautiful flying scale models ever! Top Flite Superform balsa fuselage shells are die-cut for exact fit . . . then permanently pre-formed to actual rounded contours! Many molded plastic parts, rubber wheels, and colorful decals. No tools needed! Comic-book style plans for easiest assembly.
for JETEX and CATAPULT!
as advertised in
LIFE
TOP FLITE
THESE PLANES ARE REALLY HOT!
CALL YOUR JOBBER RIGHT NOW!
TOP FLITE MODELS, INC. 2643 S. Wabash, Chicago 16, Ill.

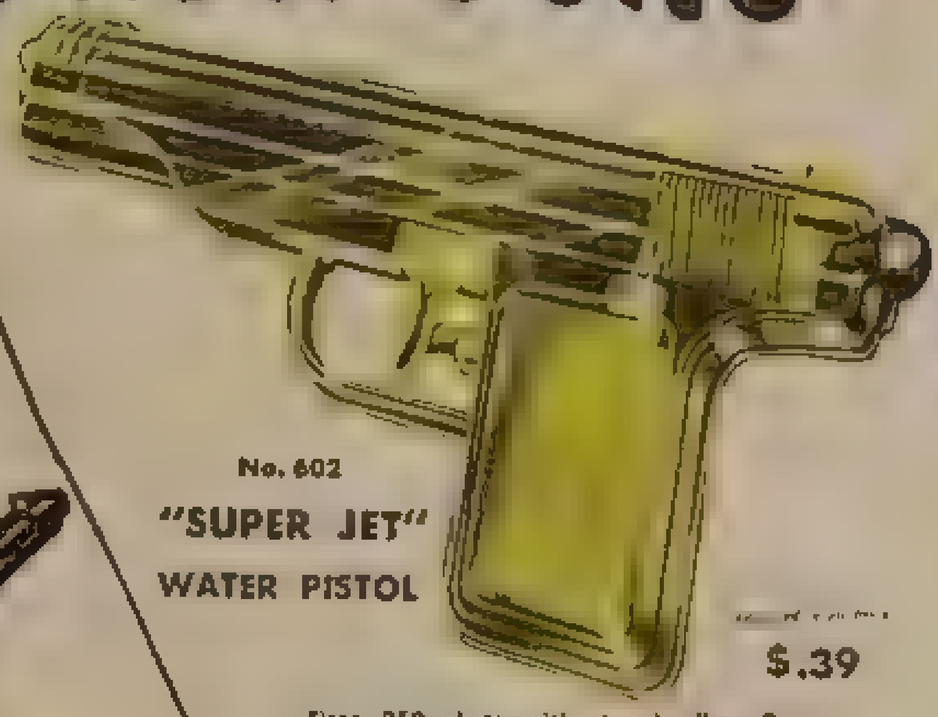
KNICKERBOCKER WATER GUNS

No. 607

"WESTERN STYLE" WATER PISTOL

Authentic Western "Sixshooter" style and decoration. Fires 300 shots without reloading. Assorted colors

Suggested retail price **$.49**



No. 602

"SUPER JET" WATER PISTOL

Suggested retail price **$.39**

Fires 250 shots without reloading. Transparent plastic allows view of water. Assorted colors

No. 619

"HIDE-AWAY JET" WATER PISTOL

Palm-sized repeater. 100 shots. Shoots 25 feet. Assorted colors.

Suggested retail price **$.25**

No. 617

"HIDE-AWAY COLT" WATER PISTOL

Palm-sized repeater, 100 shots. Shoots 25 feet. Assorted colors

Suggested retail price **$.25**

No. 611

"JUNIOR COMMANDO" AUTOMATIC REPEATING WATER RIFLE

Over 16 inches long. Shoots 40 feet. Authentic tommy gun replica, packed 6 to a very attractive display carton.

NOW PRICE EFFECTIVE JANUARY 1, 1955

No. 606

"SPACE JET" WATER PISTOL

Styled for space ship era. Fires 150 shots without reloading. Assorted colors.

Suggested retail price **$.29**

No. 629

"SNEAKER" WATER PISTOL

Fires 150 shots without reloading. Assorted colors.

Suggested retail price **$.29**

* ALL PISTOLS – PATENT NUMBER 2,678,753 *

KNICKERBOCKER

NO. HOLLYWOOD, CALIFORNIA

Easter Banks

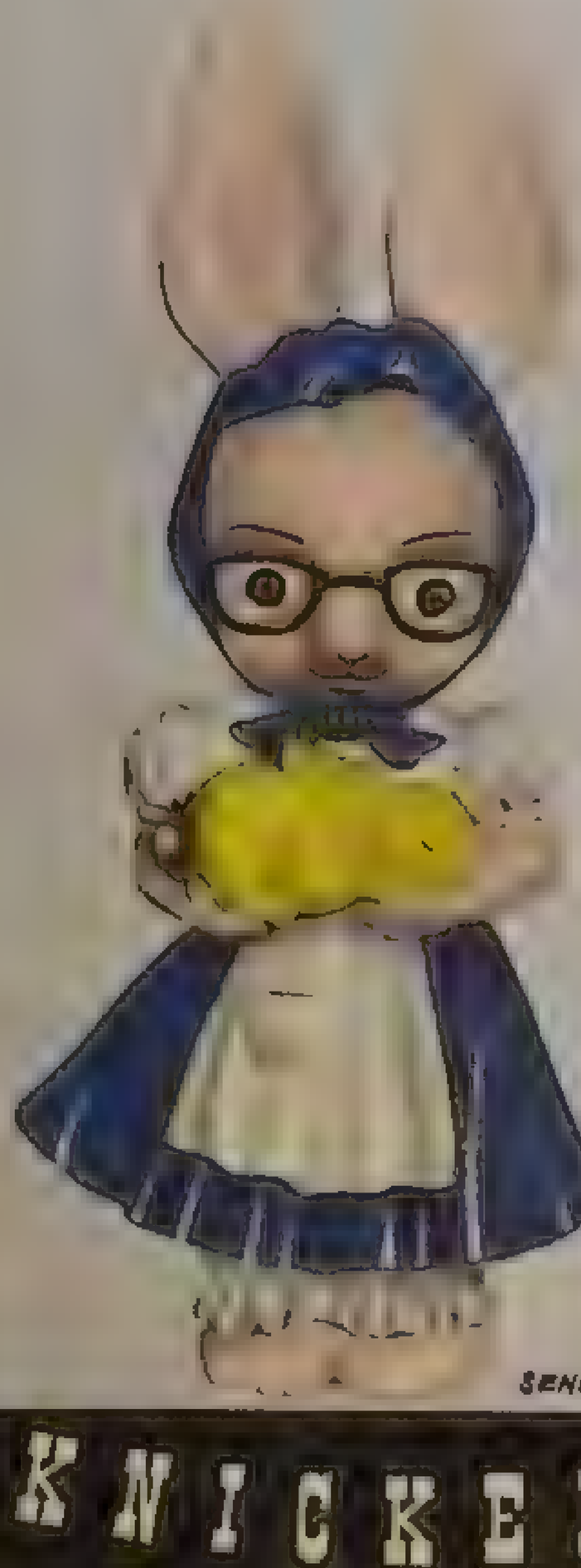
ALL MADE OF
HI-IMPACT
PLASTIC!

No. 379

This proud Boss of the Farmyard really has something to crow about when chuck full of pennies! Stands 10" tall, 7" wide, 4" in diameter; brilliantly painted. Screw catch on bottom permits easy removal of coins

Suggested Retail Price

$1.00



NO. 374

MOTHER RABBIT BANK

Mother Rabbit holding Baby Bunny—an attractive mate for Father Rabbit She's 11¼" high with hand painted features. Colorful combinations: yellow and red; pink & blue.

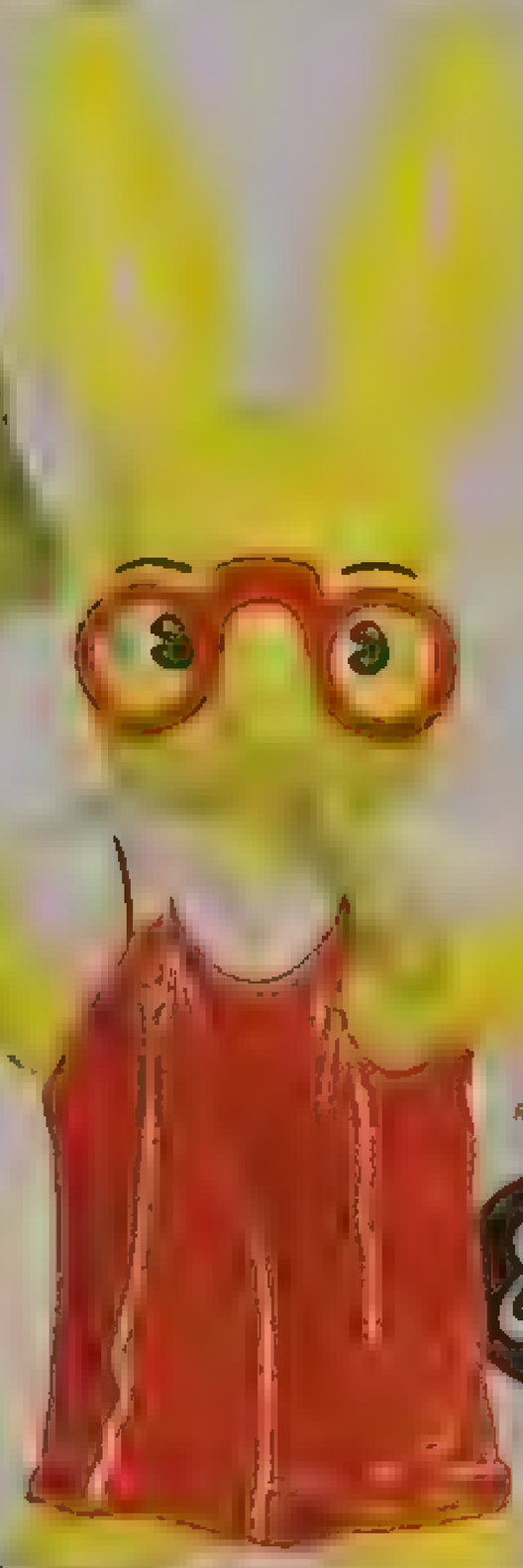
Suggested Retail Price

89¢

NO. 369

FATHER RABBIT BANK

He stands 11¾" high and can hold a lot o' loot. Glasses and pipe Top off his casual costume. Hand-painted features



Suggested Retail Price

89¢

SEND FOR COMPLETE EASTER CATALOG

KNICKERBOCKER

NO. HOLLYWOOD, CALIFORNIA

As Fast and Smooth as a Scared Cat . . .

TERRIFICALLY STRONG and LIGHT

X9 SUPER JET

CATALOG NO. X9-100

"Inland" Guilt for adventure!

Here is the Future - NOW !

MADE OF **FIBER GLASS** THE NEW WONDER MATERIAL

FOR CHILDREN 3 to 10

- TOUGH ONE-PIECE PRESSURE MOLDED FIBER GLASS BODY
- RECLINING 19" BACK—WIDE FORM FITTING SEAT — MOLDED INTEGRAL WITH BODY
- FRONT WHEEL CHAIN DRIVE
- 6 FULL INCHES ADJUSTMENT FOR LEG LENGTH — ROOMY FOR GROWTH
- FAST — SAFEST THING ON WHEELS
- LOW NON-TIPPING
- SO EASY IT'S FUN TO PROPEL
- SHORT CIRCLE, FINGER-TIP STEERING

SLEEK — LONG — LOW — WHAT DIMENSIONS !

55" LONG — 25" HIGH — 25" WIDE

AND WHAT A CHASSIS

GRACEFUL FLOWING LINES

GLEAMING FIBER GLASS IMPREGNATED WITH COLOR AVAILABLE IN RED AND AQUA

WELDED STEEL TUBULAR & CHANNEL FRAME

FRONT WHEEL CHAIN DRIVE FREE PROPELLING — 6" ADJUSTMENT

THREE 10" x 1.75" HEAVY DUTY STEEL WHEELS

REAR WHEEL — STEERED THROUGH GEARS AND DRAG-LINK

BALL BEARING THROUGHOUT

WEIGHT — APPROXIMATELY 42 ±

SEE THE INLAND DISPLAY
ROOM 1452
HOTEL NEW YORKER

WRITE FOR OUR NEW COMPLETE CATALOG

INLAND MANUFACTURING CORP.

164 ELLICOTT ST. BUFFALO 3, N. Y.
phone WAshington 1202

OVER

TRACTALL TRACTORS

CATALOG No. SH 546

"Inland" built for playwork!

by Far - the Biggest!

GREATEST ADJUSTMENT FOR GROWTH

MOST RUGGED BUILT FOR HARD USE

'Nationally advertised! Publicized in nation's leading consumer publications for over six years — exposed to over 100,000,000 readers . . . customer praised.'

Overall Length—47"
Overall Height—26 ¼"
Seat Adjustment—9 ½"

ACCOMODATES CHILDREN 3 to 12

VARIETY OF MODELS

FULLY MECHANIZED

• POWER SHOVEL

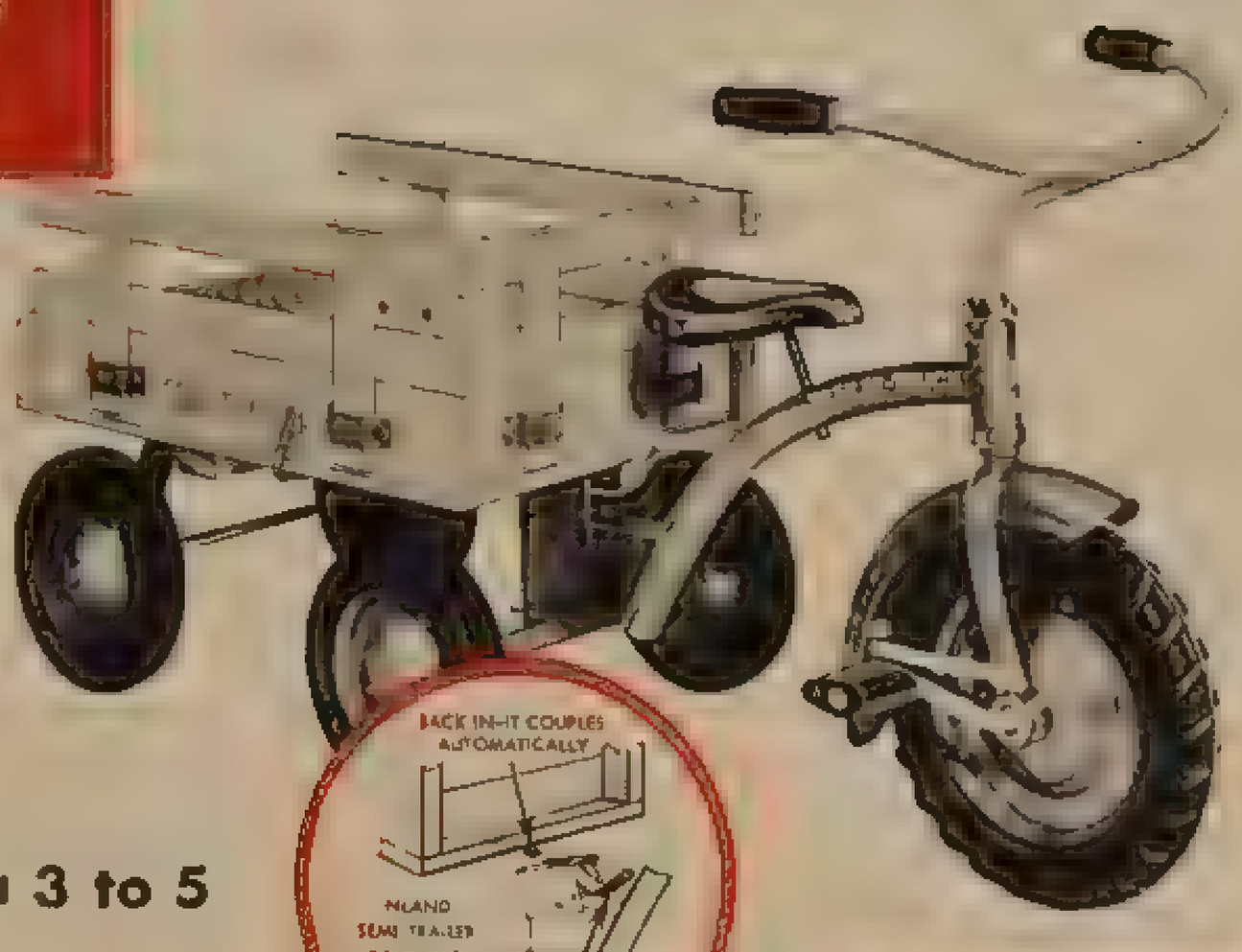
• TRAILER

• BULLDOZER

New! "INLAND-SEMI" TRAILER-TRUCK

CATALOG No. 54 TW-1

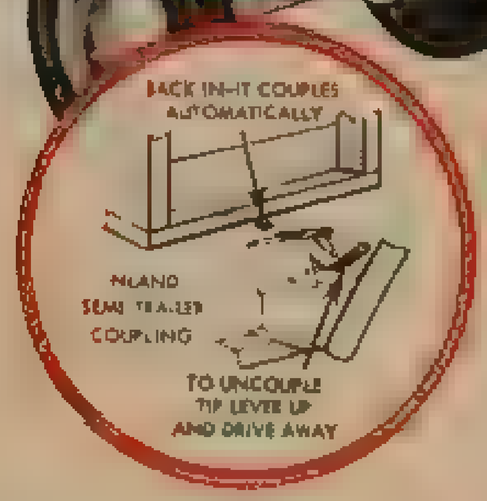
"Inland" built for playload!



Every little guy loves to haul things. Here is a compact, short turning trailer-truck easy for him to manage that appeals to his imagination.

Semi-Trailer parks on parking strut. A flick of coupling lever frees truck to drive away.

Backing into Semi-Trailer automatically couples unit together again.



ACCOMODATES CHILDREN 3 to 5

REPRESENTATIVES

EAST.
SAM WEISMAN SALES — 200 - 5th Avenue, N. Y.

SOUTH EAST.
COURSEY & KING — Atlanta, Georgia

SOUTH WEST.
McDONALD & SHAW — Dallas Texas

others to be announced

INLAND MANUFACTURING CORP.

164 ELLICOTT ST. BUFFALO 3, N. Y.

phone WAshington 1202

SEE THE INLAND DISPLAY
ROOM 1452
HOTEL NEW YORKER

OVER

ALL WES-KO GUNS ARE EXACT REPLICAS OF THE ORIGINAL FIREARMS!

WES-KO'S Sensational CARBINE

FULLY AUTOMATIC!

One of the most new way fun discovery toys ever Exciting realistic action Shoots 8 plastic balls as fast as you pull the trigger Magazine holds 32 lightweight plastic balls Moving parts are made of heavy die cast metal for extra ruggedness Packed in display box with extra supply of balls

No 735 Individually boxed with 8 plastic balls Packed one dozen per carton

$2.00

WES-KO'S Famous LUGER

PRACTICALLY INDESTRUCTIBLE!

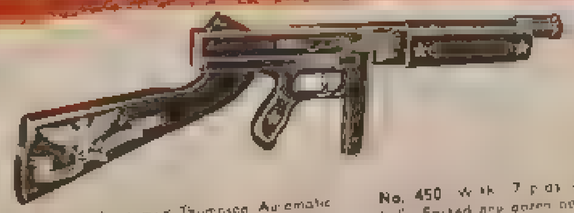
Authentic looking in every detail Shoots ten hard plastic pellets as fast as you pull the trigger automatically without pumping or recocking Moving parts are made of heavy die cast metal for extra ruggedness Packed in handsome gift type box with extra supply of pellets

No. 425. Individually boxed with plastic pellets Box size is 10 x 5 Packed three dozen per carton

$1.50

WES-KO'S Famous TOMMY GUN

COMPLETELY HARMLESS!!



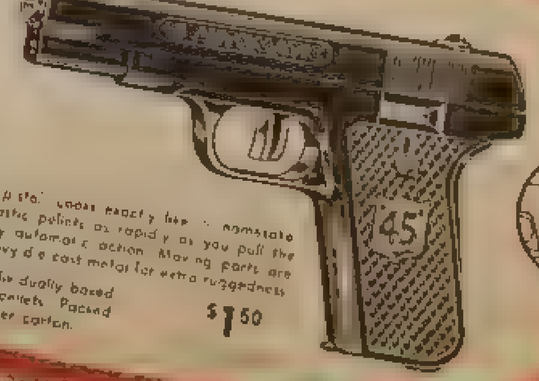
Exact replica of the famous Thompson Automatic Sub Machine Gun Has quick action cocking action needed to automatically load lightweight plastic balls Moving parts are made of heavy die cast metal for extra ruggedness Packed in display box

No. 450 With 7 plastic balls Packed one dozen per carton

$3.00

No 475 25 shot model With 25 plastic balls Packed one dozen per carton $5.00

WES-KO'S New Smash '45'

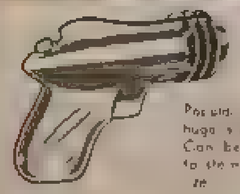


Our latest pistol Loads rapidly like a machine gun Fires 8 plastic pellets as rapidly as you pull the trigger Fully automatic action Moving parts are made of heavy die cast metal for extra ruggedness

No 715 Individually boxed with plastic pellets Packed three dozen per carton.

$1.50

COSMIC JET WATER PISTOL



Possible space design Has huge capacity water supply Can be fully loaded from the new Convenient pocket fill

No 750 Packed one dozen per box 12 dozen per carton

30¢

RAY-O-MATIC TARGET PISTOL

New six shot target pistol Automatically fires six harmless plastic balls as fast as you pull the trigger without reloading

No. 400 Packed one in a plastic bag with plastic balls Packed three dozen to carton

50¢

Serge Abagoff

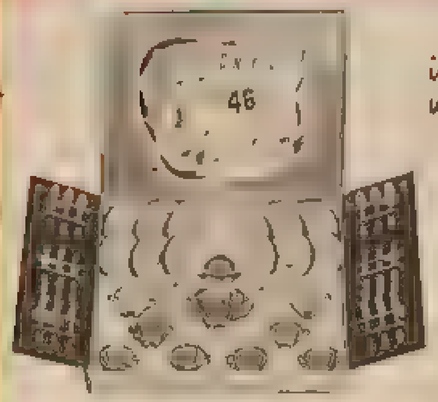
SERGE ABAGOFF, internationally known, is the designer and developer of the world famous Wes-Ko mechanically operated toys. He is now president of SEDA INVENTIONS DEVELOPMENT CORPORATION of Los Angeles. His sensational success is exemplified by the many Wes-Ko products created and developed by his genius. Serge's skill is constantly assuring WES-KO PRODUCTS in presenting better quality toys at the lowest possible prices.

WES-KO PRODUCTS • 3536 Union Pacific Ave., Los Angeles 23, Calif.

TEA SETS

in Beautiful California Desert-tones with Sterling Silvertone Silverware

Wes-Ko's beautiful California Fiesta Style tea sets are America's outstanding value priced to sell on sight!



LITTLE MISS CINDY sets are available in bright colorful floral tones each with sterling silver coin plated knives, forks and spoons attractively boxed.

No. 550 37 piece set. Service for four with matching silverware. Packed one set per carton. Box size 15" x 12" x 8"

$2.00

HOLLYWOOD set is complete service for two in attractive display box.

No. 525 Six week for two with tableware. Packed 24 sets per carton. Box size 8½" x 7" x 2".

$1.00

No. 575 46 piece set. Service for six with matched silver tone tableware. Packed one dozen per carton. Box size 13" x 8"

$3.00

"SILVERWARE CHEST" with complete service for six. Available in chest type box.

No. 570: Chest size 5" x 9". Plated plastic. Packed three dozen to a carton.

80¢

COMPLETE PIGGY BANK FAMILY!

... With the famous **TIPPING HAT**

Wes-Ko tipping piggy banks are the world's most known. A flip of the clever hat tip when coin is dropped in slotted head, a complete line of five different sizes.

Model No	Name	(Suggested Retail
S-50	Snooty Jr.	$ .25
S-100	Snooty	.50
B-250	Wee Big Pig	.60
S-300	Super Snooty	1.00
S-325	Jumbo Snooty	2.00

PERMANENT SHOWROOM. 200 Fifth Avenue Building Room 11 1 New York City

WES-KO PRODUCTS

Shown at the

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in room

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NEW YORK CITY

• 3536 Union Pacific Ave., Los Angeles 23, Calif.

IF YOU'RE GUNNING FOR... EXTRA SALES...

HIT the BULLSEYE with WES-KO PRODUCTS

THEY SCORE EVERY TIME!

ALL PRODUCTS MADE OF HIGH IMPACT PLASTIC PRACTICALLY INDESTRUCTIBLE

MADE OF STYRON 475

Serge Obojoff

WES-KO PRODUCTS • 3536 Union Pacific Ave., Los Angeles 23, Calif.

NOW! for the first time

exact replicas of major league baseball uniforms by

EMPIRE

Suits individually boxed. Made of fine washable baseball flannel with genuine sewn-on fast color felt letters. Zipper fly, large tunnel loops. Shirt & Pants only. Sizes 4 to 16.

EXCLUSIVE FRANCHISE for authentic duplications of uniforms of the Giants, Dodgers, Yankees, Cubs, Braves, Senators and Tigers.

LICENSED & OFFICIALLY APPROVED uniforms of Reds, Indians, Phillies, Cardinals and Pirates!

PRE-TESTED

for sales appeal in leading cities!

If you're looking for aisle-jamming TRAFFIC — this is it! If you're looking for STEADY VOLUME . . . BIGGER PROFITS— this is it! EMPiRE S authentic baseball uniforms are the very same uniforms worn by the kids' favorite baseball stars— copied down to the last detail. And there's a complete range of Major League styles for every preference. Nobody but EMPIRE makes such a complete range of styles. Best of all, you can promote these uniforms *straight through the year* during the baseball season, for Christmas and Birthday Giving. What a sensation you'll create in your department . . . what a sales record you'll rock up with these new and exclusive EMPiRE uniforms!

TIE IN WITH RELATED SALES!

Sell baseball equipment together with EMPIRE baseball uniforms for extra profits!

TIE IN WITH EMPIRE ADVERTISING!

Powerful advertising reaches thousands of your customers. TV and newspaper publicity reaches thousands more!

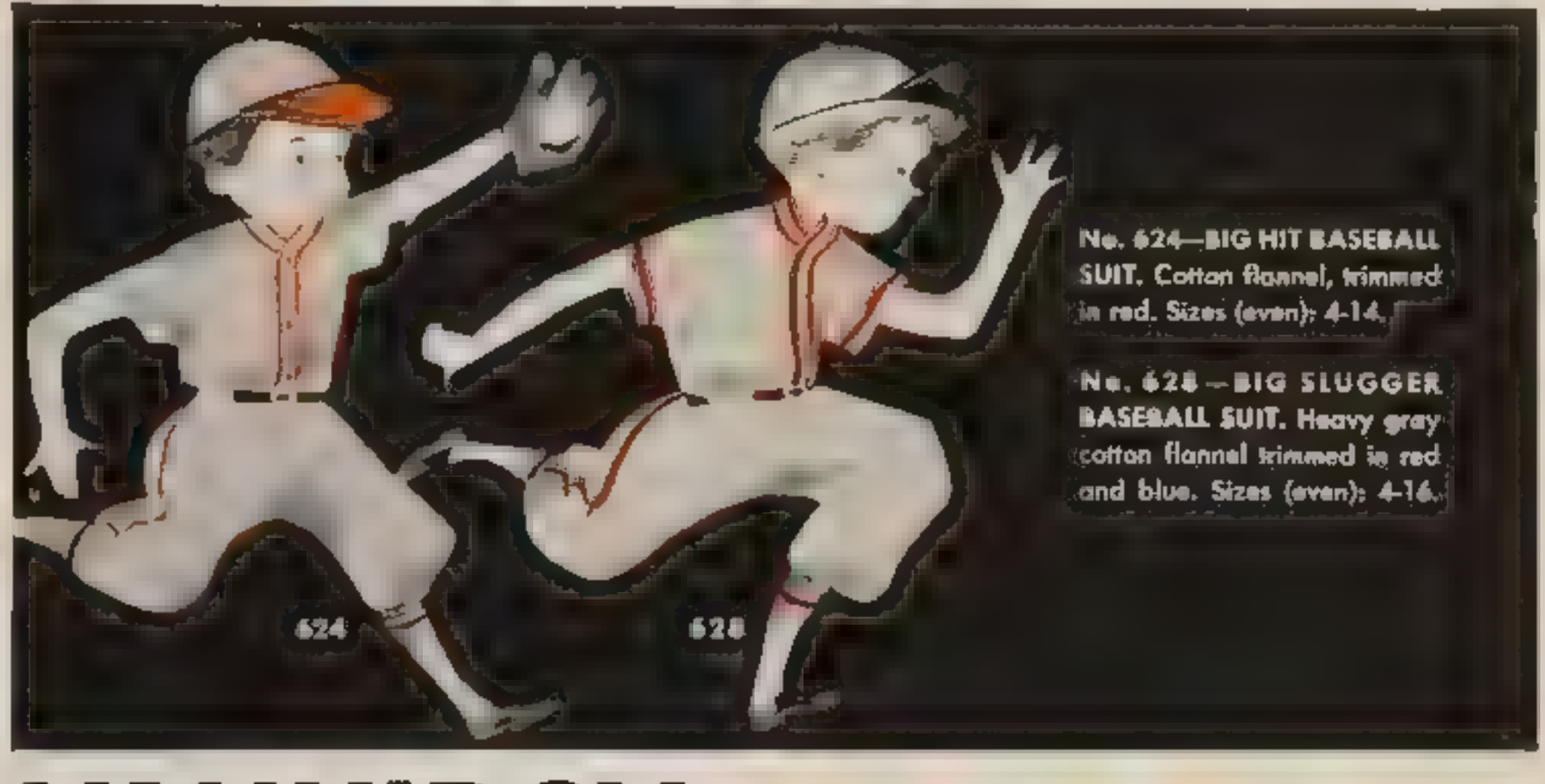
ORDER NOW FOR IMMEDIATE DELIVERY

FOR EXCLUSIVE SELLING AND SELECTION OPPORTUNITY!

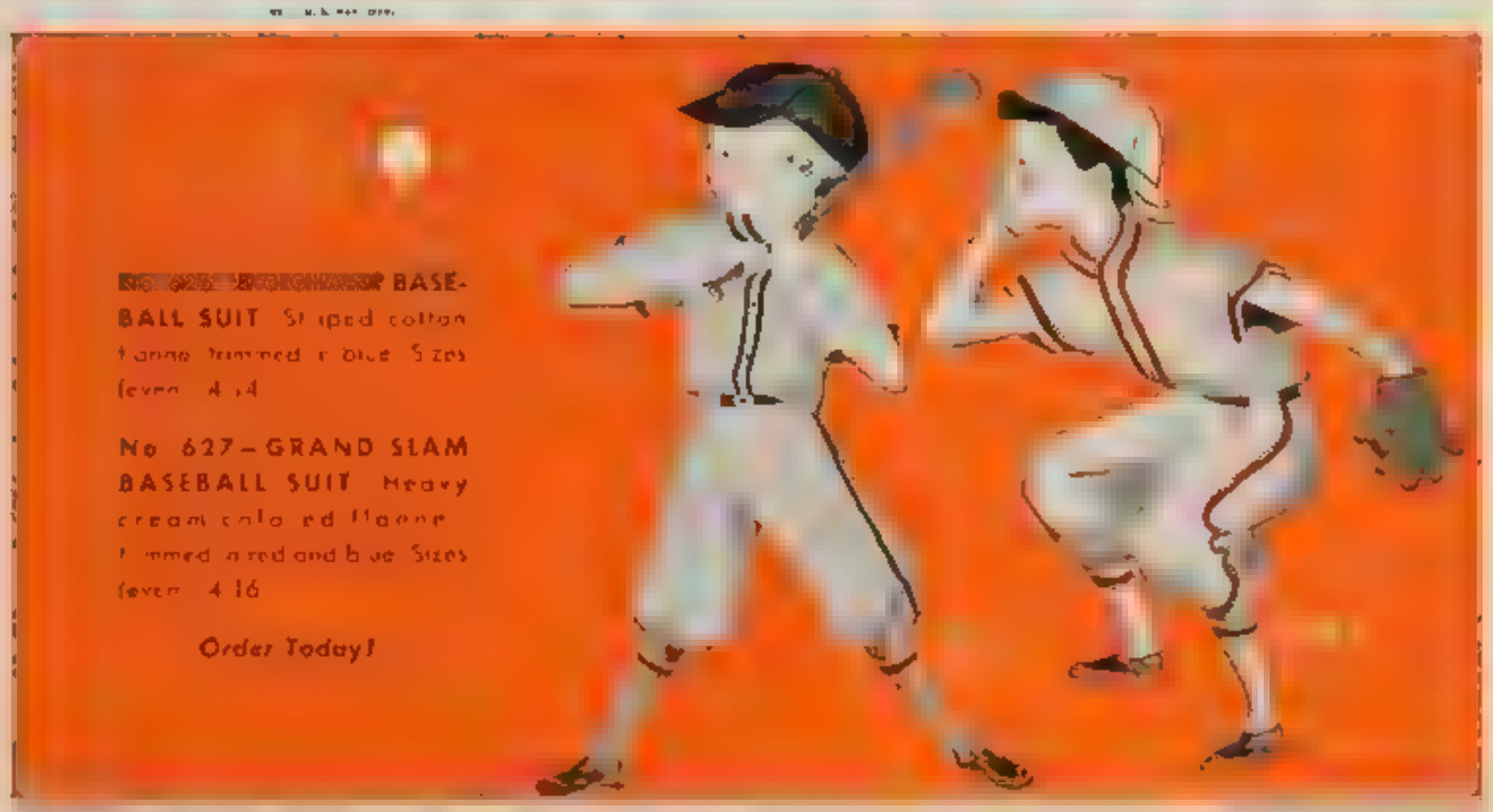
WRITE FOR FREE CATALOG of complete EMPIRE sportswear line showing these and other uniforms in full color!

EMPIRE

81



YANKIBOY LEADS IN EVERY DEPARTMENT!



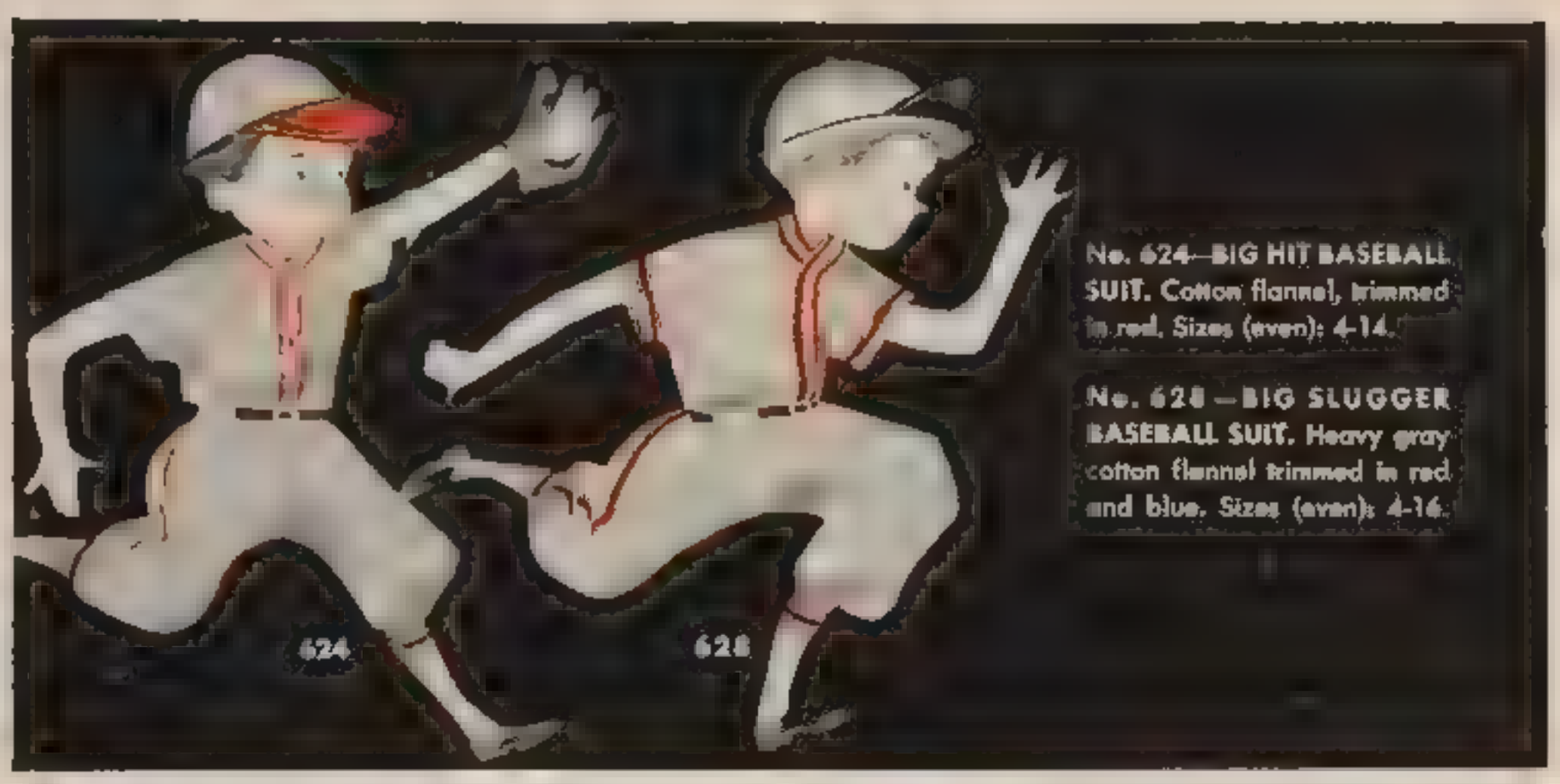
FIRST *in real major league styling . . .*
in sensational, low prices . .
in volume sales, bigger profits . . .

Year after year, the reports are the same — YANKIBOY racks up more sales records in stores from coast to coast One look at this great, new lineup for 54 will tell you why. It's packed with more customer-appeal than ever priced to build big volume, repeat business. Cash in on this profit opportunity now, before the big baseball season gets under way

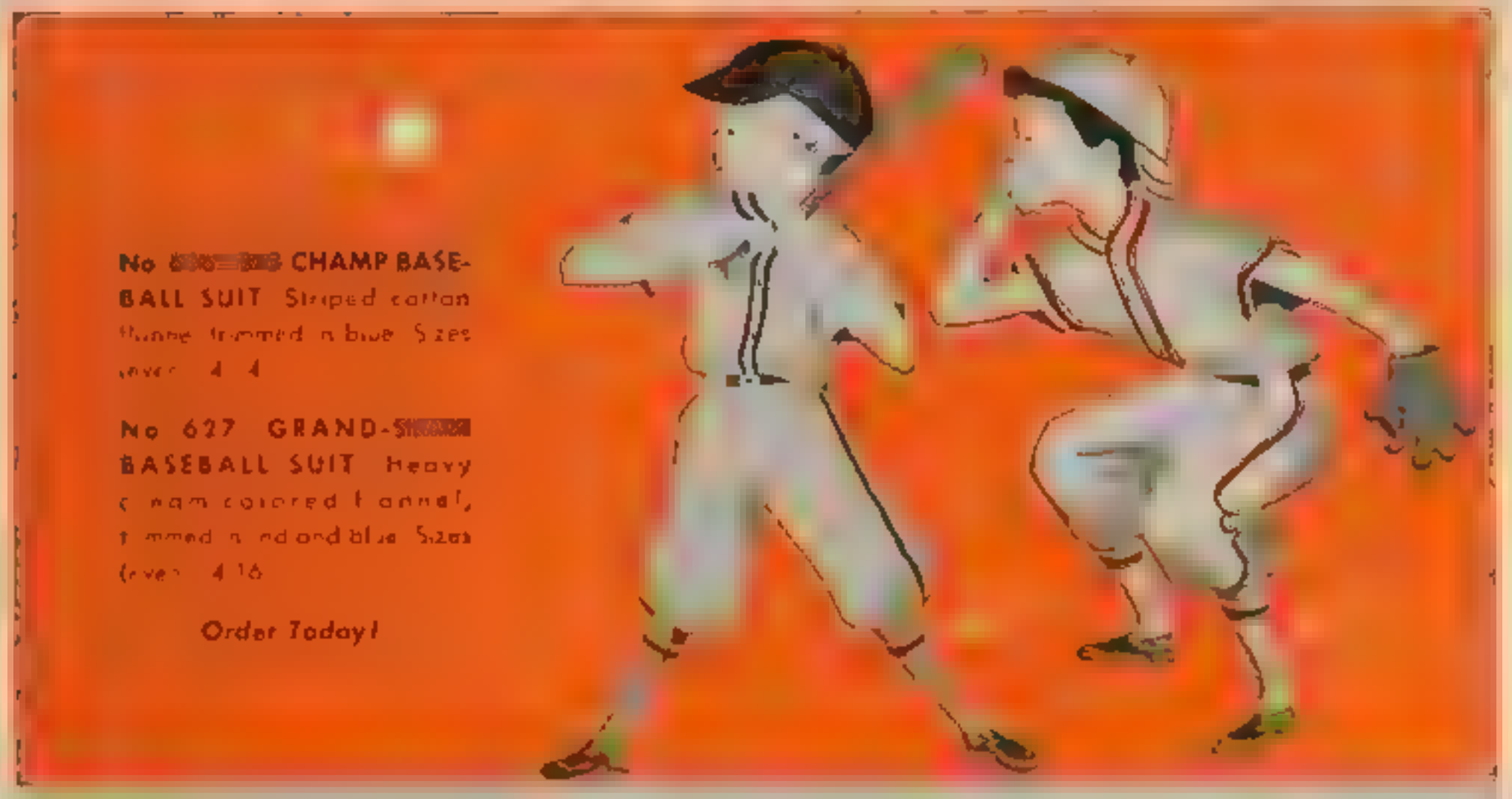
YOU'LL WANT TO SEE OUR LINE
OF *APPROVED LITTLE LEAGUE*
BASEBALL SUITS, TOO!

Write for details — or visit us in our air-conditioned showrooms.

SACKMAN BROTHERS COMPANY
WORNOVA MFG COMPANY
200 Fifth Avenue • New York 10, N Y



YANKIBOY LEADS IN EVERY DEPARTMENT!



FIRST *in real major league styling . . .*
in sensational, low prices
in volume sales, bigger profits.

Year after year, the reports are the same — YANKIBOY racks up *more* sales records in stores from coast to coast. One look at this great, new lineup for '54 will tell you why. It's packed with more customer-appeal than ever . . priced to build big volume, repeat business. Cash in on this profit opportunity now, before the big baseball season gets under way.

YOU'LL WANT TO SEE OUR LINE OF *APPROVED LITTLE LEAGUE* BASEBALL SUITS, TOO!

Write for details — or visit us in our air-conditioned showrooms

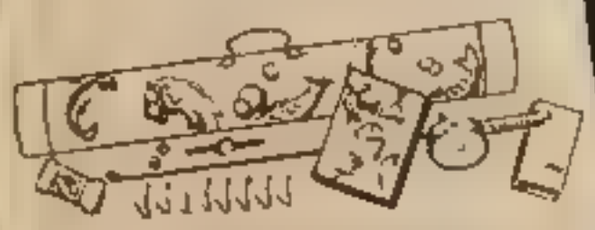
SACKMAN BROTHERS COMPANY
WORNOVA MFG. COMPANY
200 Fifth Avenue • New York 10, N. Y.

[redacted]

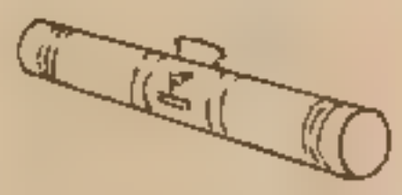
AMERICA'S LEADING MANUFACTURER OF
JUNIOR SPORTING GOODS OUTFITS

Jr.Ace

TOY FISHING SETS
59¢ to $1.49 list



COMPLETE FISHING OUTFITS
$2.98 to $9.98 list



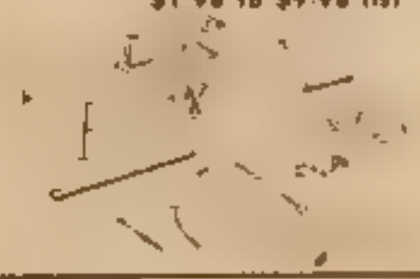
GOLF SETS
$2.98 to $4.49 list

BASEBALL SETS
$2.98 list

BASKETBALL SETS
$1.98 to $4.98 list

PUNCHING BAG SETS
$4.98 to $8.49 list

TOOL SETS
$1.98 to $9.98 list



ALSO a wide variety of
SAFETY DART GAMES •
FINGERPRINT SETS
SEWING SETS • TOYS & GAMES

Write for complete catalog

NEW YORK TOY & GAME'S great values in...

Fishing OUTFITS

NEW PACKAGES!

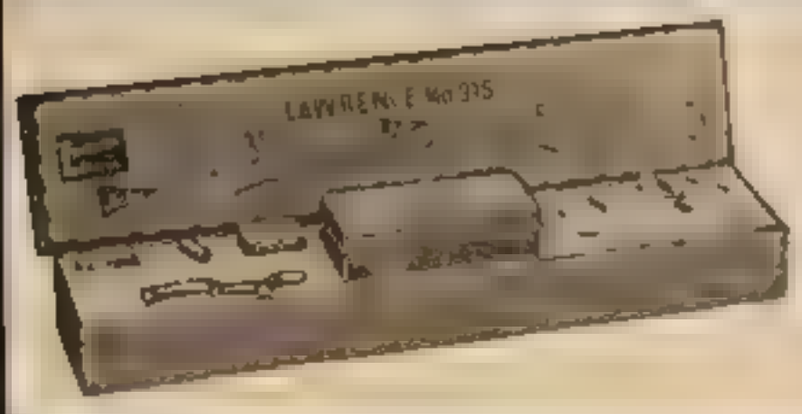
NEW FIBERGLASS RODS!

No.302 ... $2.98

12 PIECE complete fishing outfit illustrated with Click single action reel 4 foot glass rod assortment of tackle

No.305 ... $3.98

20-PIECE complete fishing outfit with Click single action reel 4 foot glass rod assortment of tackle



No.315 ... $5.98

22 PIECE complete fishing outfit with steel tackle box Beacon double multiplying reel 4 foot glass rod assortment of tackle

No.915 ... $9.98

35 PIECE complete fishing outfit (illustrated) with steel tackle box Stuart level wind reel 4½ foot glass rod assortment of tackle

NEW CORRUGATED DISPLAY CARTONS!

COMPLETE WITH METAL CARRYING TUBE!

No.300 ... $3.98

19-PIECE complete fishing outfit with Click single action reel 2 piece steel rod assortment of tackle

No.500 ... $7.98

24-PIECE complete fishing outfit (illustrated) with Stuart level wind reel 2 piece steel rod assortment of tackle

LAWRENCE TACKLE

ANOTHER Jr.Ace PRODUCT

JUNIOR ACE® FISHING OUTFITS contain authentic LAWRENCE fishing reels and rods — exactly like those in sporting goods stores. LAWRENCE precision-engineered fishing tackle is used and recommended by real fishermen everywhere.

For bigger profits, feature New York Toy & Game's JUNIOR ACE fishing outfits—the only fishing outfits manufactured by a toy company that contain real fishing tackle. See your jobber or write for our catalog.

NEW YORK TOY & GAME MFG. CORP.

200 Fifth Ave. • New York 10, N. Y.

Factory: Lawrence, Mass.

AMERICA'S LEADING MANUFACTURER OF JUNIOR SPORTING GOODS OUTFITS

How Wilson clubs help you hit 'em where you want 'em

Every Wilson wood and iron is built to increase your distance But you need more than a long ball to score well. You need *accuracy* . . . so Wilson clubs are designed to give better control, too.

For example: The exclusive "Reminder" grip squares your club-face to your planned line-of-flight. And the life-long tackiness of finest calfskin makes sure your hands are firm at impact.

The new Wilson-specified Rocket shaft by True Temper builds accuracy, too, by concentrating the "feel" of the club down at the head-end of the shaft. This gives you a club-head that's easier to time . . . so you can feed in more power without coming out of your hitting groove

Wilson Woods help you keep your shots from drifting because Strata-Bloc head construction guarantees a true club-face for true flight. And Wilson irons, with their special distribution of weight throughout the head, help your control, too. You avoid pressing—stroke that ball smoothly—when you *know* your irons are delivering maximum power at impact.

All Wilson club design results from the largest and most respected professional consultant staff in golf, working closely with Wilson craftsmen. We feel the construction details built in at the suggestion of Sam Snead, Cary Middlecoff, Porky Oliver, Dutch Harrison, Gene Sarazen, Patty Berg, Babe Zaharias and many others are important in explaining why today more golfers play Wilson's than any other clubs.

Wilson Irons • the entire face is a power-[illegible] area due to special weight distribution *throughout* the club-[illegible]

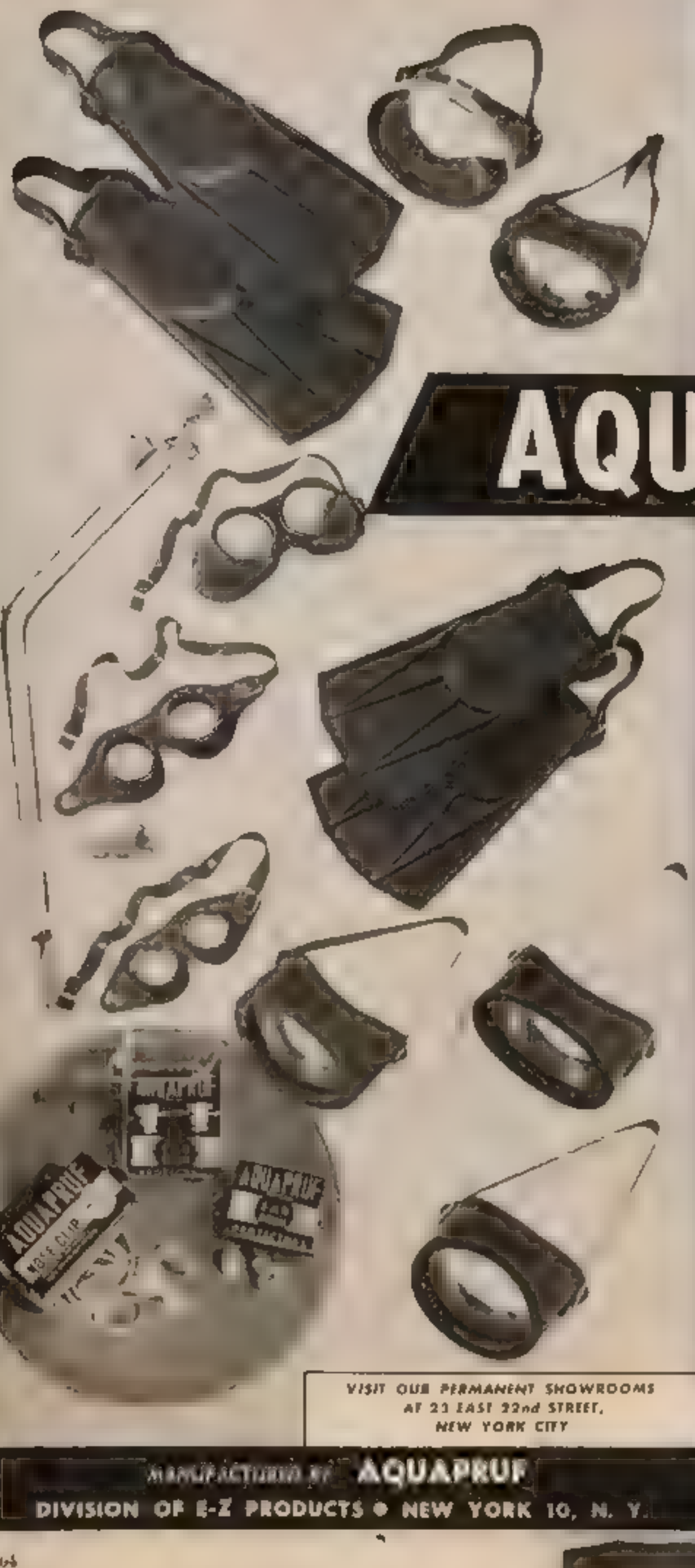
Wilson Strata-Bloc Woods • impervious to moisture at impact. With [illegible] assured and club-[illegible] impossible, greater accuracy [illegible]

Wilson Rocket Shaft • concentrates "feel" of club down at the shaft's head end. Makes head easier to time, boosts club head speed for more distance

Wilson

Your wisest investment in golf equipment

WILSON SPORTING GOODS CO., CHICAGO • [illegible] Trademarks of Wilson & Co., Inc.)



YOU'LL
PROFIT
MORE
IN '54
WITH

AQUAPRUF®

THE
FINEST
IN
SWIMMING
ACCESSORIES.

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MERRI-MARINER
EAR DRUM PROTECTORS
NOSE CLIPS
SNORKELS

★

PROTEK
EAR DRUM PROTECTORS
SWIM GOGGLES
DIVE MASKS
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Complete line of
ELASTIC ATHLETIC
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WRIST BANDS, ETC.

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ORDER THRU YOUR JOBBER

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DIVISION OF E-Z PRODUCTS • NEW YORK 10, N. Y.

3x6

RICH TOYS *presents the*

biggest

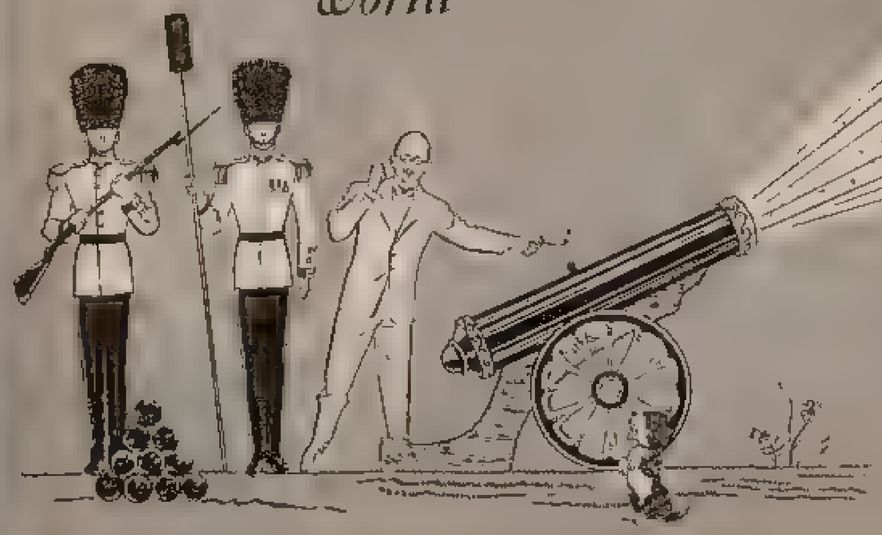
and

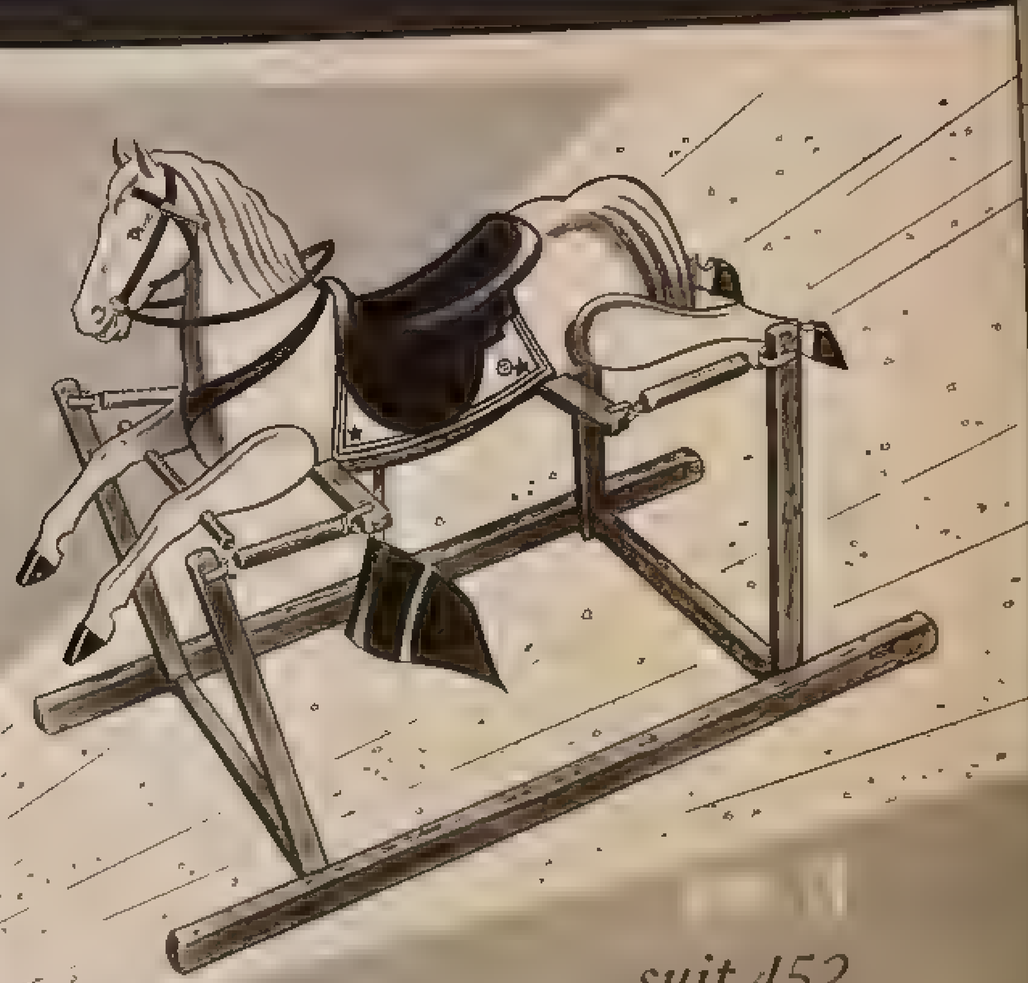
[illegible]

moulded spring horse

in the

world





suit 452

new york, n.y.

Rich Industries Inc

[illegible]

SUPER CIRCUS STILTS

™

NICKY says Cliffie's stilts are the most beautiful ** easiest and quickest to adjust ** the safest stilts available and at prices parents can afford to pay

SCAMPY says kids have more fun with his stilts with no danger of splinters or jagged broken ends 'cause of the steel rails with red or yellow baked enamel finish

FUN

ADJUSTABLE STRONG

KIDS LOVE 'EM

SCAMPY—54 INCHES

$3.98

CLIFFIE—72 INCHES

For order blank Mail to

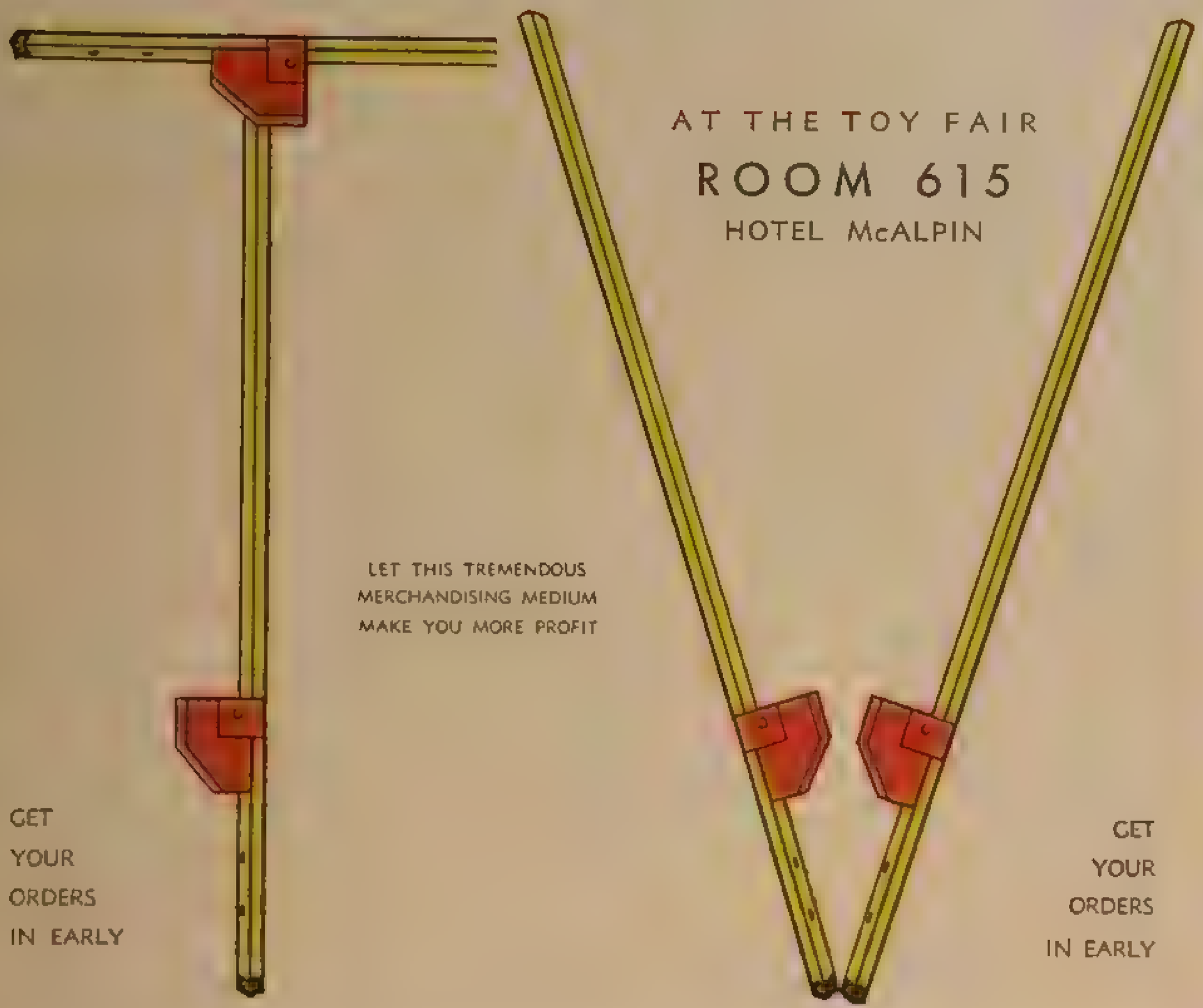
GUILD EQUIPMENT CORPORATION

1298 MILTON ST., BENTON HARBOR, MICH

DON'T DELAY!! GET ON THE "SUPER CIRCUS" BAND WAGON WRITE AT ONCE FOR YOUR NEW MORE LIBERAL DISCOUNTS

SUPER CIRCUS™
STILTS

MORE THAN FIFTY STATIONS FROM
COAST TO COAST TELEVISE THE
"SUPER CIRCUS" PROGRAM'



AT THE TOY FAIR

ROOM 615

HOTEL McALPIN

LET THIS TREMENDOUS
MERCHANDISING MEDIUM
MAKE YOU MORE PROFIT

GET
YOUR
ORDERS
IN EARLY

GET
YOUR
ORDERS
IN EARLY

GUILD EQUIPMENT CORPORATION

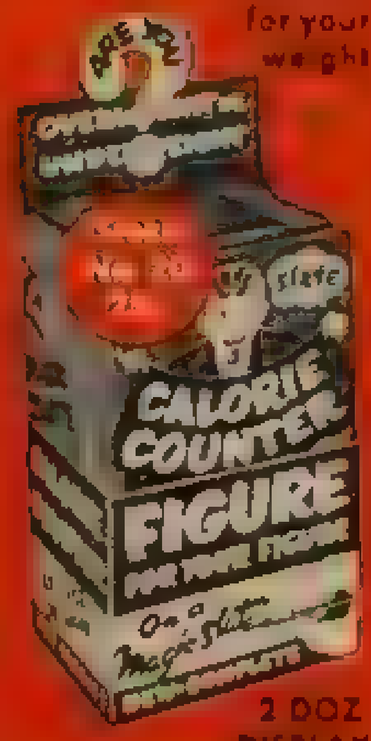
Benton Harbor, Michigan

Strathmore MAGIC SLATES®

at your phone

2 DOZ DISPLAY

for your weight

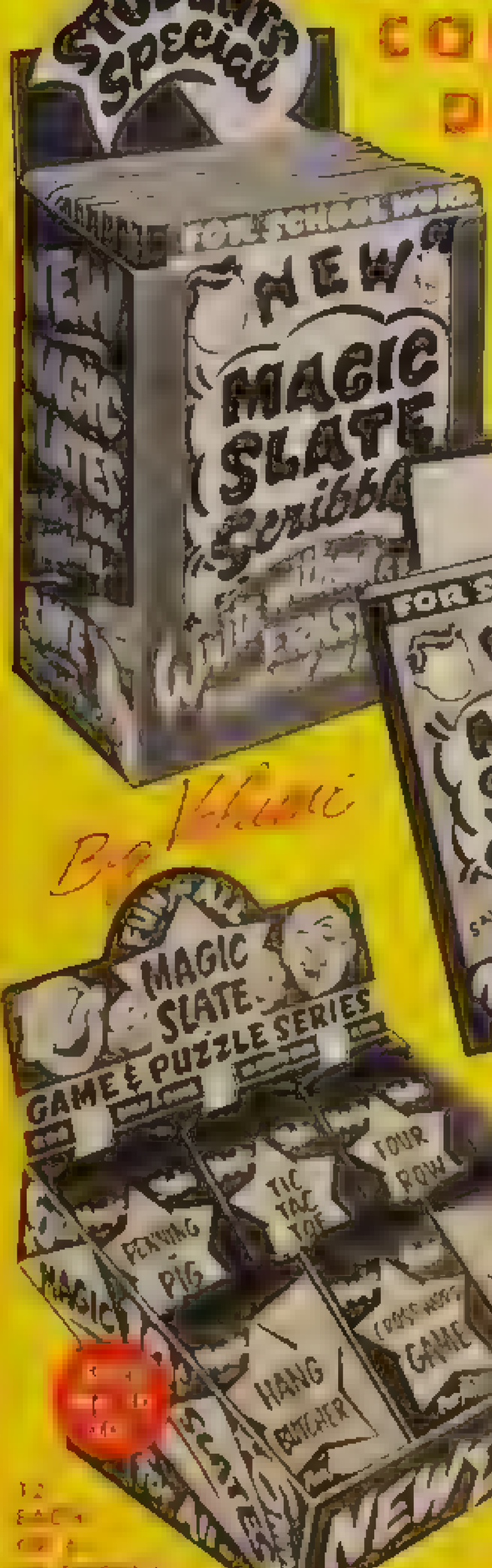


2 DOZ DISPLAY

for your game

2 DOZ DISPLAY

COUNTER CA$H IN ATTRACTIVE COLORFUL DISPLAYS



THIS DISPLAY IS USED FOR BOTH NOS. 39 AND 71

THE STRATHMORE CO., AURORA, ILLINOIS

STRATHMORE REPRESENTATIVES

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1431 Merchandise Mart
Chicago 54, Illinois

ARTHUR FREY AND DON
200 Fifth Ave.
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164 HUMES
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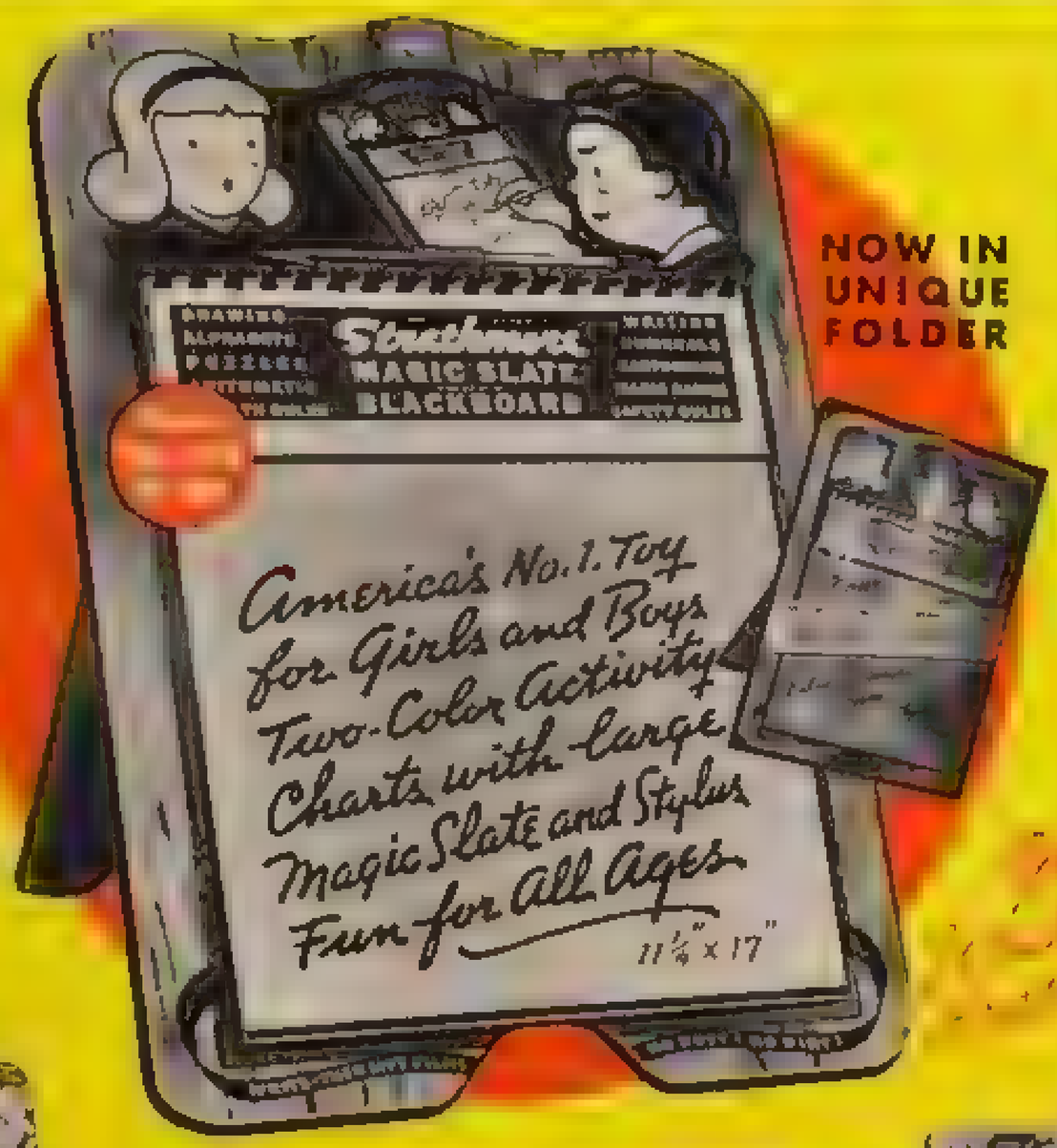
Dallas, Texas

Strathmore MAGIC SLATES®

GIFTS for ALL

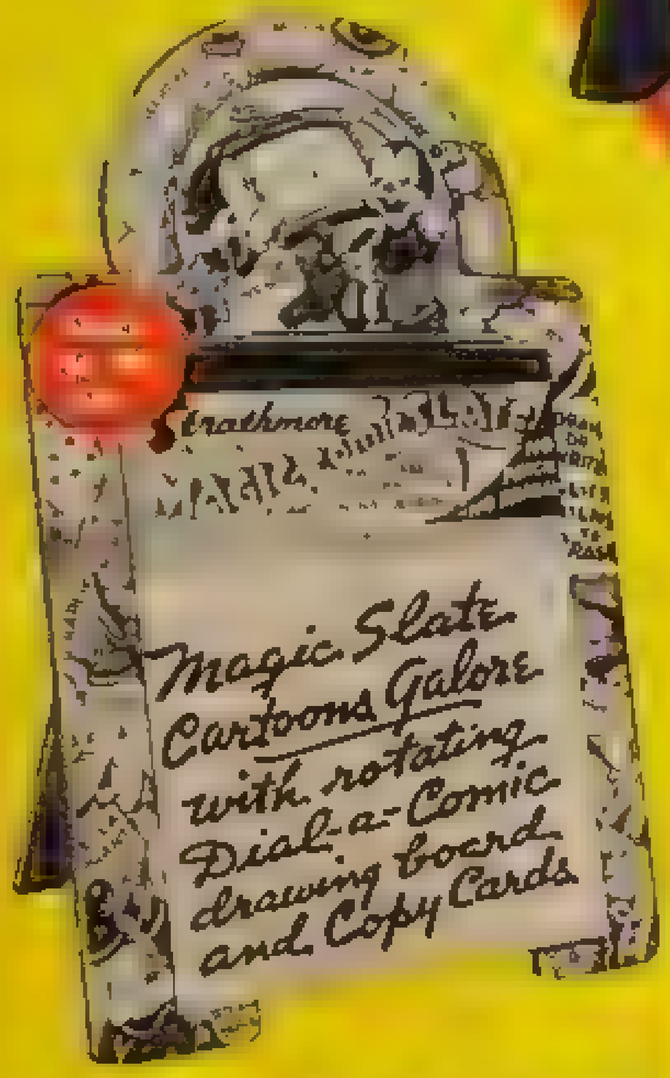
Magic Slates are all colorfully designed with sturdy construction to wear and last indefinitely They fascinate all age groups for home, school, and office use You write with Magic Stylus, then lift the films. Display and sell Magic Slates, the modern method for writing, drawing, games and figuring the year around



NOW IN UNIQUE FOLDER

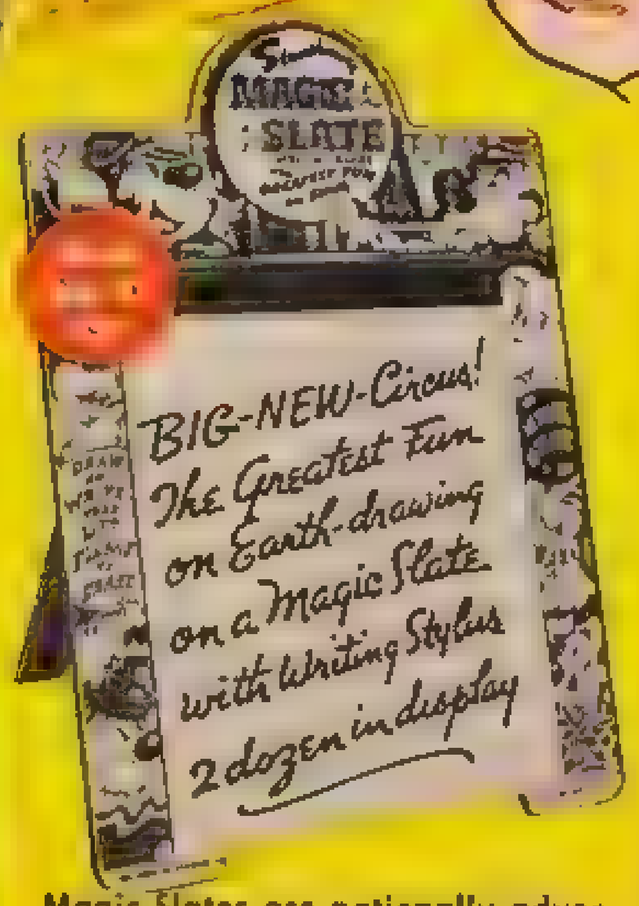
MORE SALES

Magic Slates have set phenomenal sales records from coast to coast as one of the fastest selling items on the market New—designs and uses in modern packaging and attractive displays promotes more sales for all Strathmore dealers. Magic Slates are volume sellers because they are big quality items at low retail prices.



Strathmore

EXCLUSIVE MANUFACTURERS OF MAGIC SLATES



ASK YOUR JOBBER

Thousands of Magic Slate jobbers stock the Strathmore line and are eager to serve you Order numbers to fit your needs today — they all sell "like Magic" — and be a Strathmore MAGIC SLATE dealer tomorrow.

Magic Slates are nationally advertised in magazines, newspapers, TV and radio A catalog of our complete line will be sent on request. We invite your inquiry regarding this fast selling merchandise "FOR MORE IN '54".

The STRATHMORE CO.
AURORA, ILLINOIS

Everyone A FAST SELLER

"CHICO" – Another
Rushton Original Star Creation.
The Baby Monk... An irresistible, mischievous, happy-go-lucky little fellow whom millions will adore. There'll be good monkey business when you feature CHICO ...
SALES will SOAR! Profits POUR! Made of the finest rayon plush with hand painted vinyl face, hands and feet. 15" tall. Retail $5.98.
The RUSHTON COMPANY
and ATLANTA PLAYTHINGS Co.
578 BANKHEAD AVE., N.W., ATLANTA, GA
Actual Photos of "CHICO"

and they'll love 'em more in '54

EEGEE America's Doll Darlings—

featuring her favorite "walk-with-me" dolly...

• SUSAN STROLLER

prettier than ever in her brand new '54 outfits

- **ROOTED HAIR DOLLS**
- **ALL VINYL DOLLS**

...AND FEATURING EVERYTHING GIRLS ADORE FROM BABY TO TEEN AGE DOLLS

You'll love EEGEE'S '54 Promotion!

for '54 EVERYTHING IN SALES PROMOTION FROM SCOOPS TO MATS!

Bright new ideas for your newspaper ads! Dramatic displays —for window, floor, counter! Publicity, TV and radio scripts! Glossy photos.

for '54 ANOTHER BIG AD CAMPAIGN! to help presell your customers.

GOLDBERGER DOLL MFG. CO., Inc.

"For over 30 years ... the doll house of distinction"

1107 Broadway, New York 10, N.Y.

Factory: 307 Richardson St., B'klyn, N.Y.

Toys Smash Hits!

MADE BY Gabriel

NEW!

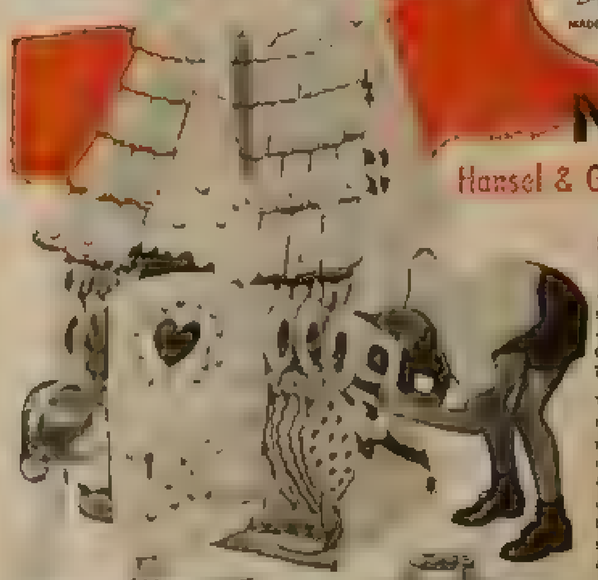
Hansel & Gretel Cookie Cottage

ONLY FULL COLOR
KIDDIE HOUSE ON THE MARKET

Featured in Displays, Promotions, Tie-ins!
—From coast-to-coast in theaters showing Hansel & Gretel movie.
—In major cities at Nabisco and Coca-Cola Hansel & Gretel Theater Parties.

The most outstanding Hansel & Gretel toy made anywhere! An actual life-size model—2 youngsters can play inside at the same time. The only full-color kiddie house. Easy to put up anywhere. Extra sturdy heavy board construction. Includes giant-size, colorful key to cottage. Size 60" (high, x 24" x 37" individual shipping carton: 31" x 16" x 3¼" No. G-72 ¼ doz./C.Wt. 24 lbs.

$4.95 retail



NEW!
5 Hansel & Gretel NURSERY PEANS
Cassette Assortment

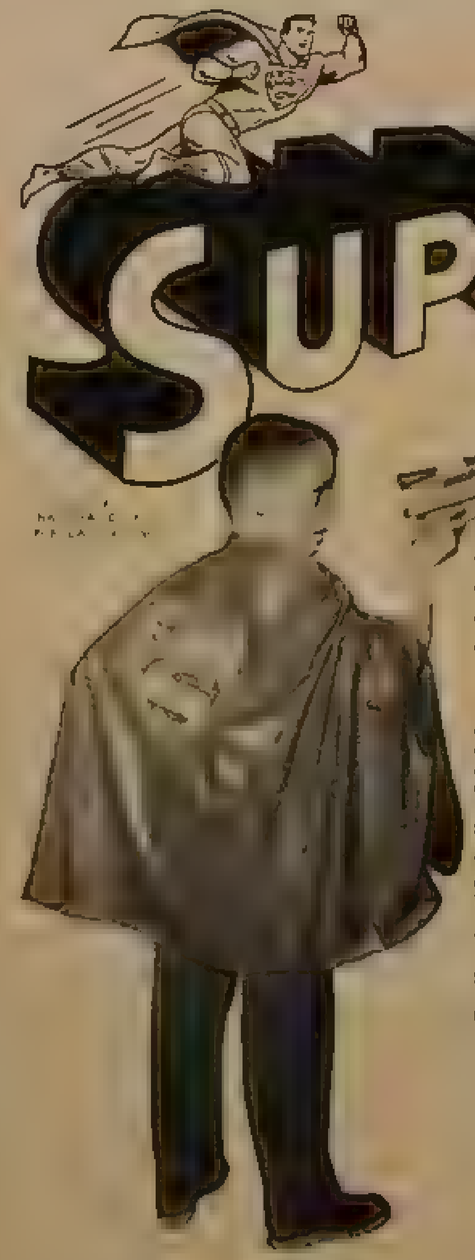
NEW!
Hansel & Gretel KNITTING SPOOLS
Fun Easy

Order Today

Ideal Gabriel Sons & Co.,
200 Fifth Avenue, New York City.
Phone: ORegon 5-2-00

Designed to sell, fast...
right off your counters!

SUPERMAN CAPES



- *The only authentic "Superman" Cape!*
- *Exactly as shown on television!*
- *Ideal for school or play days!*
- *Rainproof . . . non-combustible!*

Yes, the only authentic "Superman" Cape, designed and made exactly like the one over 25,000,000 viewers see on television! Just like the one Superman wears in the comic magazines, with circulations in excess of 2,000,000 and in over 100 daily and Sunday newspapers.

Made of Firestone Velon, non-combustible vinyl plastic that carries the Good Housekeeping Seal of Approval, in a blazing red color with the famous "Superman" insignia on the back . . . the cape is light, buoyant and ideal for rain or play. For boys and girls 2 to 10.

Put fabulous "Superman" to work for you today! Be the first to present "Superman" Capes to your customers!

We assist you by furnishing colorful 15 x 30 Window Streamers, 44" 3-color "Superman" easel to display the Superman" Cape, Newspaper Mats, and Autographed Pictures of "Superman."

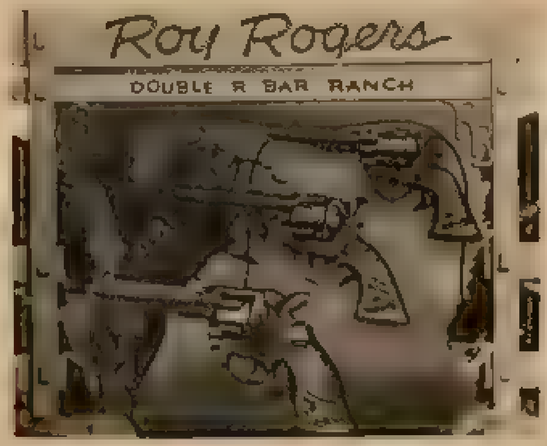
RETAILS AT ONLY $1.49

Write . . . Wire . . . Phone
AJUST-A-DYPER COMPANY, INC.
Playthings Division
P. O. Box 5843, Crosstown Station
MEMPHIS, TENNESSEE

here comes Roy Rogers

bringing big profits to KILGORE dealers

this Kilgore-Roy Rogers Display is your tie-in



Nationally Advertised

LIFE

They loved EEGEE dolls in '53

BIG NATIONAL ADS LIKE THESE IN

Month-after-month-after-month starring

the doll that walks away with your heart...

SUSAN STROLLER

XMAS IS NOW

FOR THE GREATEST THRILL IN A LUCKY LITTLE GIRL'S LIFE

and

FOR THE GREATEST SALES THRILL IN <u>YOUR</u> LIFE

stock and show

LIFESIZE **Sweet Sue** LIFELIKE

THE MOST MAGNIFICENT DOLL EVER MADE

Write us for details of our **LAYAWAY PLAN**

FREE Dynamic wrought iron selling displays — traffic producing mats — glossy photos, etc., all backed by a powerful advertising campaign. Contact us now

AMERICAN CHARACTER DOLL CO. • 200 FIFTH AVE., NEW YORK 10, N. Y

THE MOST WONDERFUL DOLL EVER MADE

Climate Custom-Made by STRATOS

With Stratos equipment aboard, cabin pressure and temperature stop being problems to the crew. Cabin climate is custom-made automatically, regardless of engine or airplane speed, outside temperature or altitude of flight.

Stratos cabin superchargers and their matching axial-flow refrigeration turbines are demonstrating superior operating performance with an outstanding service record. Approved service periods exceed the usual engine overhaul periods.

STRATOS

A DIVISION OF FAIRCHILD ENGINE & AIRPLANE CORP

Main Office: Bay Shore, L. I., N. Y. • West Coast Office: 1355 Westwood Blvd., Los Angeles, Calif

TYPICAL STRATOS PRODUCTS

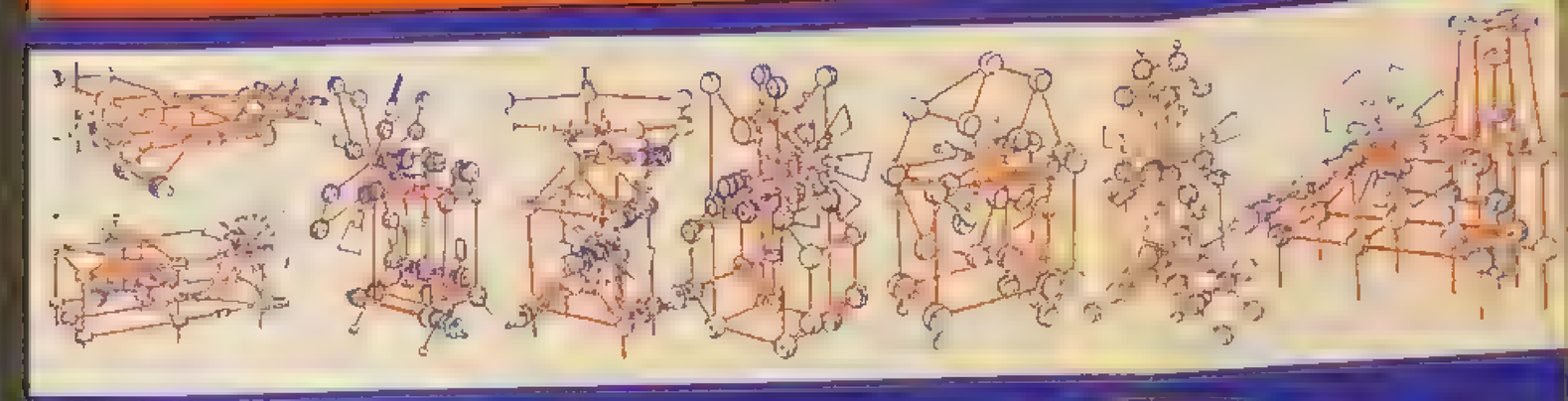
550-5 Cabin Supercharger

B60 Air Cycle Refrigeration Turbine

NUMAC Cooling Package

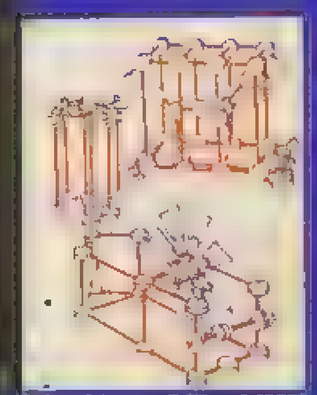
M15 Refrigeration Turbine

TP15 Air Turbine Drive



SPECIAL
TINKERTOY
WINDLASS
DRIVE

SPECIAL
TINKERTOY



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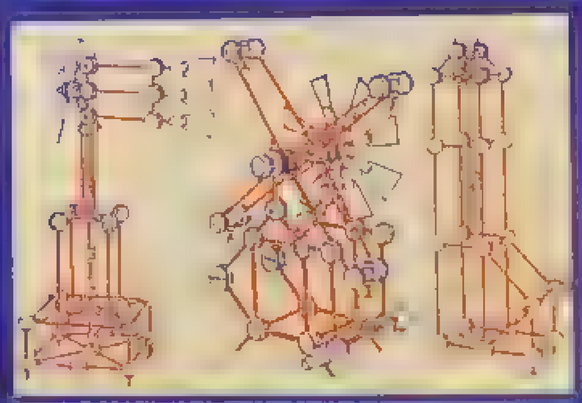
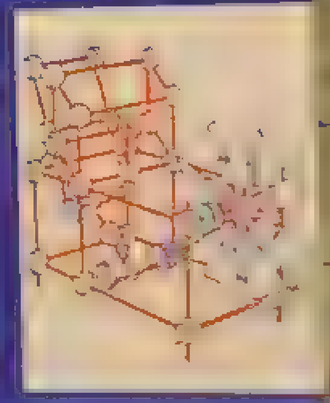
131 PIECES





THE RED SEED ON TINKERTOY RODS IS A U.S. GOVERNMENT CERTIFIED PURE FOOD COLOR AND IS GUARANTEED HARMLESS

THE RED SEED ON TINKERTOY [illegible] AND IS GUARANTEED HARMLESS

SPALDING
SETS THE PACE IN SPORTS

THE TOY TINKERS · EVANSTON · ILL·U·S·A
DIVISION OF A. G. Spalding & Bros. Inc.

Greater Sales
Greater Profits
FOR YOU...

FROM THE COMPANY BEHIND THIS FAMOUS TRADEMARK

Turn the page

New Profit Items for '54

will be shown for the first time
in our Showroom 454
200 FIFTH AVE., NEW YORK

"Come and see us!
-but if you can't,
send for our latest
illustrated catalog"

Take advantage of the greatly expanded '54 advertising campaign

THE TOY TINKERS
Division of *A. G. Spalding & Bros. Inc.*
807 GREENWOOD ST. EVANSTON, ILLINOIS

LATEST SENSATION!

Tootsie Rolls

REG. U. S. PAT. OFF.

DISPENSED FROM THE NEW

CANDY BANK

A "Sweet" Christmas Item

Already sales-tested! It's sweeping the country!

CANDY BANK of high impact plastic. Brilliant Red, 4" x 5" x 8". Put coin in slot, candy drops out.

16 Junior Tootsie Rolls packed in Bank. Tootsie Roll Handi-pak Refills on all Candy Counters Tootsie Rolls not affected by heat or cold.

Packed 12 or 36 to Carton. Prepaid on 9 Doz. or 100 lbs.

Suggested RETAIL

$2.00

Candy Included

MILLIONS OF BOYS 'N GIRLS SEE THE FAMOUS

Tootsie Roll

ON THE COAST-TO-COAST

PINKY LEE

TV SHOW

Sponsored by Sweets Co. of America

Consult Local Newspaper for Time and TV Channel

UNITED SPECIALTIES, INC., BURBANK, CALIF.

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LOS ANGELES

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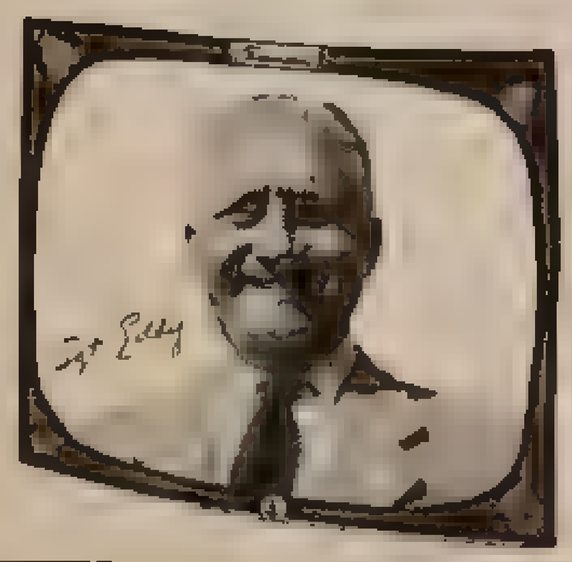
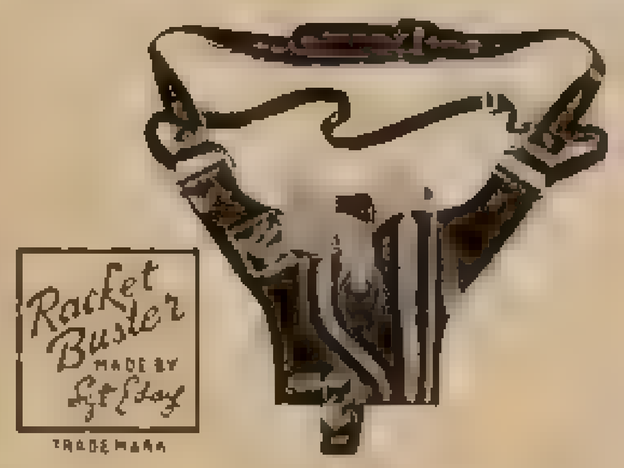
THE BIG



STORES ARE GOING TO ADVERTISE SGT. EDDY THIS XMAS



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FRAMINGHAM, MASS.

Mfrs. of HOLSTERS for the U. S. Govt. and other Leather Goods for the Armed Forces.

HAVE YOU SEEN SGT. EDDY'S NEW *JUNGLE HUNTER $3 RETAILER

*TRADE MARK

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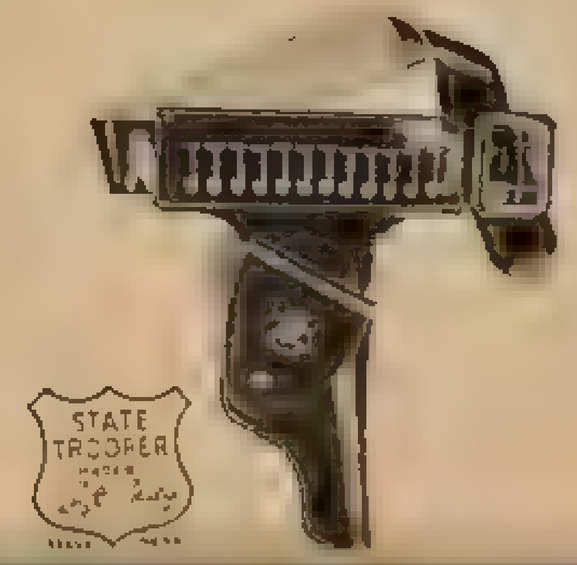


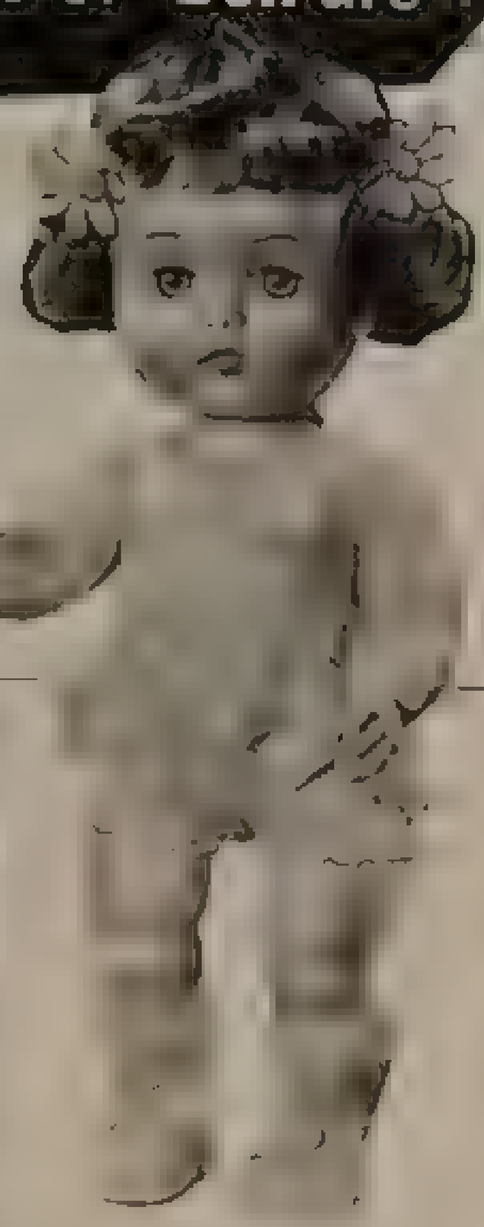
Exclusive Export Agents—SCHRANZ & BIEBER, INC., 115 Fifth Ave., New York 3, N. Y

Promote R & B's "Littlest Angel" NOW!!!

Start turning 10½" of Doll into mountains of 'Doll-ars'!

1954's biggest promotional doll, "Littlest Angel" is a 10½-inch toddler doll that walks, sits, stands, turns her head, has sleeping eyes, and a lustrous, washable, Saran wig. A sell-out at just $2.98!

Each sale of "LITTLEST ANGEL" is a come-on that brings many additional dress dollar sales for you. Customers come back again and again for irresistible new garments, adding continually to "Littlest Angel's" varied, original wardrobe. Discover for yourself how easily one "LITTLEST ANGEL" doll turns into lots of extra 'doll-ars'!



JUST

$2.98

GARMENTS FROM
98c TO 2.98

new fashion firsts for '54

041
Three-piece tennis outfit

065
ski outfit, with skis

063
pink ballerina costume

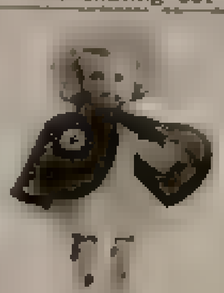
062
roller skating set

064
cowboy suit

072
drum majorette costume

066
TV lounging clothes

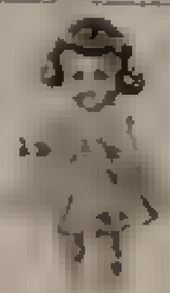
053
skating costume



054
nurse's uniform

071
Fisherman's outfit

052
beach apparel



042
organdy dress

091
spring formal

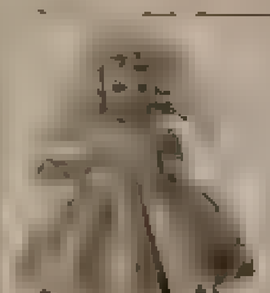
055
Picnic outfit

051
party dress, bonnet

023
Gay sunsuit hat

021
Two piece sleeper

026
school dress



030
bridal gown

these proven best-sellers:

022
Crepe sunsuit, hat

024
three-piece pajama set

033
Matching hat coat,dress

029
afternoon dress

028
Checked overalls, hat

ARRANBEE
R B
DOLL CO., INC.
Showrooms: 200 Fifth Avenue
New York 10, New York
Western Merchandise Mart
San Francisco 3, Calif.

ABOUT *Walco* MAKE-IT-YOURSELF

BEADCRAFT OUTFITS-ALL ORIGINALS

The First in America

No 1710—Wood Beadcraft Outfit

No 2110—Bead Garden Outfit

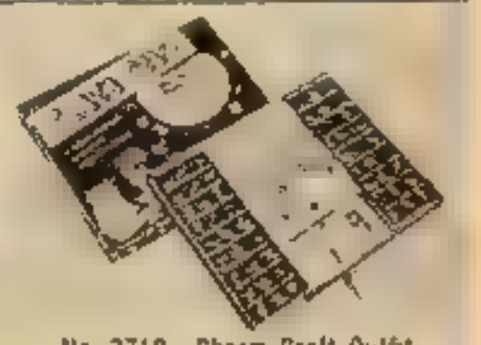
No 2610—Jewel Craft Outfit

No 210—Indian Beadcraft Outfit

No 1210—Tile Craft Outfit

No. 2910—Snowflake Jewelry Outfit

No 1810—
Bead Jewelry and Marionettes Outfit



No. 3710—Charm Craft Outfit

No 3810—Pearl Jewelry Craft Outfit

No 3310—Sea Shell Jewelry Outfit

No. 139—Sweetheart Wooden Beads

No 3610—Star Dust Outfit

No 3910—
Costume Jewelry Craft Outfit

No 3410—Sequin Craft Outfit

No 550—Colorful Stringing Spools

No 2810—Bumble Beads Outfit

No. 111—Indian Bead Ring Kit Outfit

No 3210—Jigger Beads Outfit

No. 112—
Deluxe Indian Bead Ring Outfit

No. 3110—Pom Pom Jewelry Outfit

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Walco BEAD COMPANY

37 WEST 37th ST., Dept. T NEW YORK 18, N. Y.

AMERICA'S LARGEST DISTRIBUTORS OF BEADCRAFT SUPPLIES

NEW silhouette method

Oil Painting Set Sets

Silloo

the non-numbered

OIL PAINTING SET creates new interest among amateur artists

Thousands of hobbyists who have painted the number sets will want to try Silloo. It's an entirely new and different way to produce paintings that resemble original creations. It's simple — easy — a fool-proof method that any beginner can use. Yet it teaches the amateur the color-and-form technique used by professional artists — trains him in the basics of fine art understanding and appreciation.

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Choice of 125 subjects

Contains all the materials needed to produce a finished painting ready for framing — 12" x 16" art subject, color-mass charts for each color; pre-mixed oil paints, two artist's brushes, mat for framing; simple instructions.

SILLOO is unlike any set you ever offered before. unique fascinating instructive

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ONLY $1.00 RETAIL

PROMOTION MATERIAL available with your first order.

- Completely finished beautiful Silloo Art subject
- 11" x 34" display banner in full color
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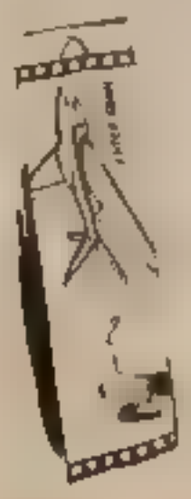
The New Speed Sensation!

Unbelievably Fast
Scale Speed is Mach 2

Looks like a jet ... flies like a jet screams like a banshee as it whistles through the air Kids love its action The first sale sells the neighborhood

All balsa construction with swept back wings built-in aileron control powerful launching stick



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- Colorfully printed color pack packed for easy display ing Packed 24 per box six gross per case
- Write for discounts

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A-J AIRCRAFT COMPANY

America's Largest Manufacturer of Ready-to-Fly Model Aircraft

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PLATT and MUNK

Activity Boxes

it's time you did

Things to Do
for every day

To keep children busy and happy for days and days That's why it's good to display these fast selling

BOOKS and BOX SETS
retailing at
50c to $2.50

Fascinating cutouts, stencil sets and stick'ems . . . things to trace and paint books that will keep 'em out of mischief. All designed to help kids learn while they Play

The
PLATT and MUNK Co., Inc.
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Rooms 401-403

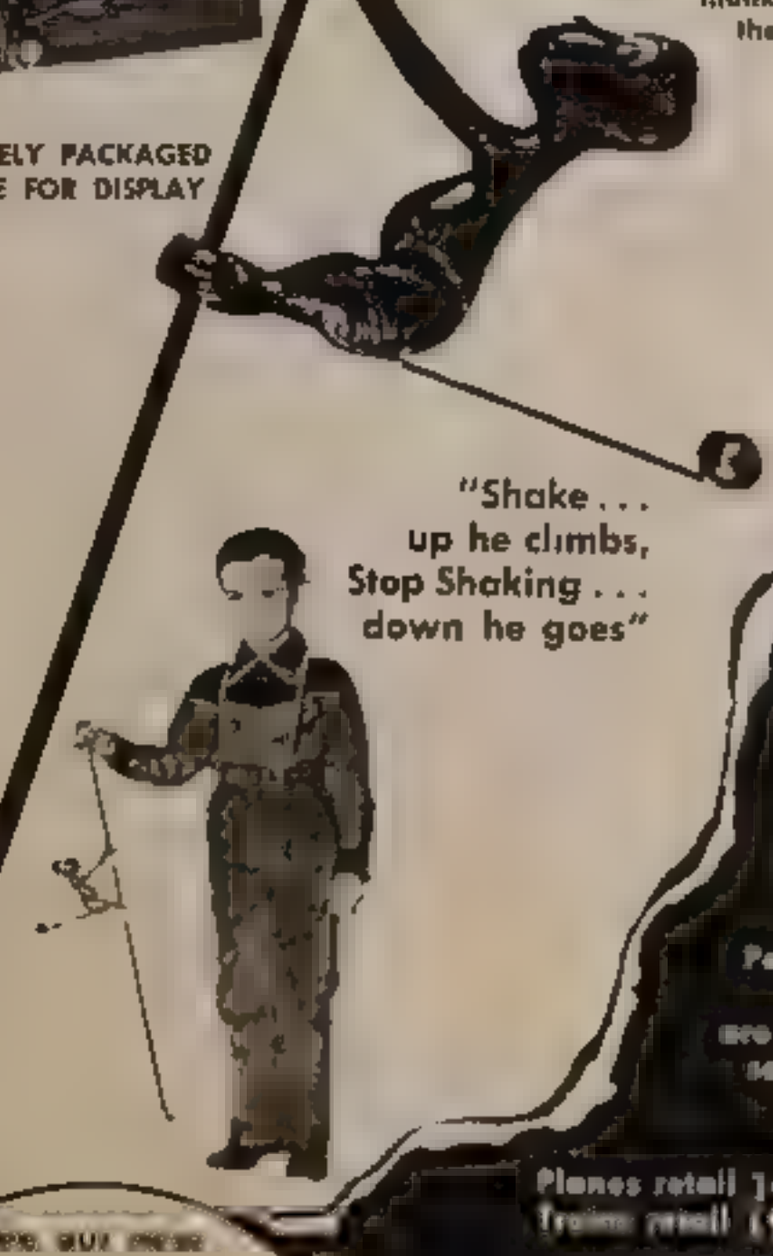
ATTRACTIVELY PACKAGED
SUITABLE FOR DISPLAY

PAYTON'S
DYNAMIC SALES GETTERS

the "SIMMY" climbing monkey

Your sales climb with "Simmy" the lifelike monkey that climbs up and down by simply shaking the stick. Packaged on a colorful, eye-catching card — with big 24" stick.

Retails at 49¢



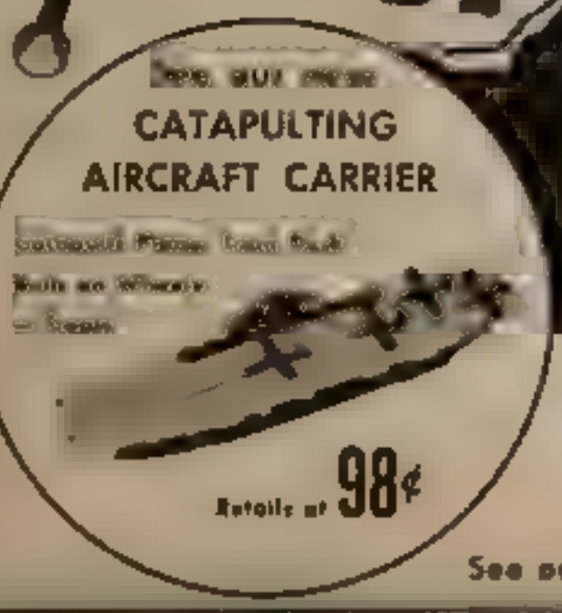
"Shake . . .
up he climbs,
Stop Shaking . . .
down he goes"

NEW WONDER PLASTIC TOYS
THEY'RE UNBREAKABLE

Payton's Unbreakable polythene plastic toys are rubber-like. They are safe, attractive and priced low for volume sales.

Planes retail 10¢ ea. — 59¢ set
Trains retail 19¢ ea. — 79¢ set

OVERALL LENGTH APPROX. 30½"



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AIRCRAFT CARRIER

Retails at 98¢

SEND FOR FREE CATALOG T2 AND PRICES

PAYTON PRODUCTS INC.

200 FIFTH AVE., N. Y. 10, N. Y PHONE ORegon 5-8940-1

See our complete 1954 line at the Toy Show

Hotel McAlpin Room 519
Hotel New Yorker Room 1472

cats have nine lives...

...they can afford to take chances. But even cats are cautious. All of us take chances every day... and sometimes they are needless.

Take hobby kits, for example. Some dealers buy without asking questions like these: "Are they *authentic* ...scaled from *official prints*? How are the details? Is this part of a *complete* line that will attract *collectors*? Does the manufacturer have a reputation for producing kits that *sell*...and for helping to *move* goods off my counter?

Failure to ask such questions is often the difference between getting *rapid turnover* on your investment—and getting *stuck* with a dead or slow-moving inventory

That's why so many profit-conscious, sales-minded dealers put their efforts behind REVELL, the line that assures:

★ exact scale, fully-detailed authenticity;
★ models with universal appeal;
★ eye-attracting, attention-compelling packaging;
★ pricing that assures full profits to the trade;
★ price ranges with excellent values to consumers.

Get *your* share of the ever-expanding market for authentic model kits by featuring the proven-by-performance line—*REVELL!*

Baltimore Class HEAVY CRUISER

Moving fast down the ways and into the sea of sales, this newest member of the model fleet is a perfect 17-inch replica of the U. S. Navy's most "un-expendable" vessel. Promotion-planned to sell as the "fighting companion" to the "Mighty Mo," this all-plastic, easy-to-build model is precision-molded to exact scale from official Navy blueprints. It's unbelievably complete with such fascinating details as machine guns, anti-aircraft cannon, triple turrets, two planes and catapults, radar rigging and signal flags. In dramatically illustrated full-color display box. Retails for $1.69. 11-330.

Revell

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Coming Soon — *Michael Myerberg*

HANSEL and GRETEL

A MICHAEL MYERBERG PRODUCTION

MICHAEL MEYERBERG'S VERSION OF GRIMM'S FAIRY TALE WILL SOON BE SHOWN IN A FULL LENGTH TECHNICOLOR PICTURE AT YOUR LOCAL THEATRE

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ARE NOW BRINGING TO 160 MILLION AMERICANS AND OTHER COUNTRIES ADVANCE INFORMATION ABOUT THIS FABULOUS PICTURE WITH KINEMINS CONTROLLED ELECTRONICALLY. SO REALISTIC YOU CAN'T DISTINGUISH FROM HUMANS. FICTIONAL CHARACTERS YOU'LL NEVER FORGET

PICTURE RELEASE SCHEDULED AUGUST 1954

Be Prepared for INCREASED SALES and PROFITS with HANSEL & GRETEL MERCHANDISE

BERSTED'S Hobby Craft

Art Molding and Coloring

Kit No. 25 featuring HANSEL & GRETEL $3.50

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PRESOLD THRU ADVANCE PUBLICITY OF THIS GREAT PICTURE

WRITE TODAY FOR LITERATURE AND SAMPLES TO INSURE GETTING IN ON THE GROUND FLOOR. PRODUCTION SCHEDULED TO START MAY 15TH. SAMPLES AVAILABLE AT THAT TIME.

They learn — while they play

A BUDGET LINE - A PRICE FOR EVERY PURSE

FUN FOR ALL AGES

OTHER COMPLETE KITS
$1.00 to $3.00

SELECTED MOLDS
35c to $1.00

3RD DIMENSION PLAQUE MOLDS
$1.00 to $5.00

An ideal gift kit for boys and girls to get them acquainted with rubber molds. Contains Plaster 3 Molds. Brush and Paints

NO. 12 JUNIOR KIT..... $1.00

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COMPLETELY
NEW!

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THINGS INC.

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PARKER BROTHERS . . . and BING CROSBY! These two great names combine to give you BING CROSBY'S GAME Call Me Lucky . . . It's a sensation on the game table! Played with unusual number cards on a unique playing board, it's completely unlike any other game. Be first to feature Call Me Lucky and avoid the inevitable boredom of the annual repetition of old Bingo things. For 2, 3, or 4 players. Price $3.00

Parker Brothers, Inc. SALEM, MASSACHUSETTS

200 FIFTH AVE. NEW YORK 10 MERCHANDISE MARTS CHICAGO AND SAN FRANCISCO

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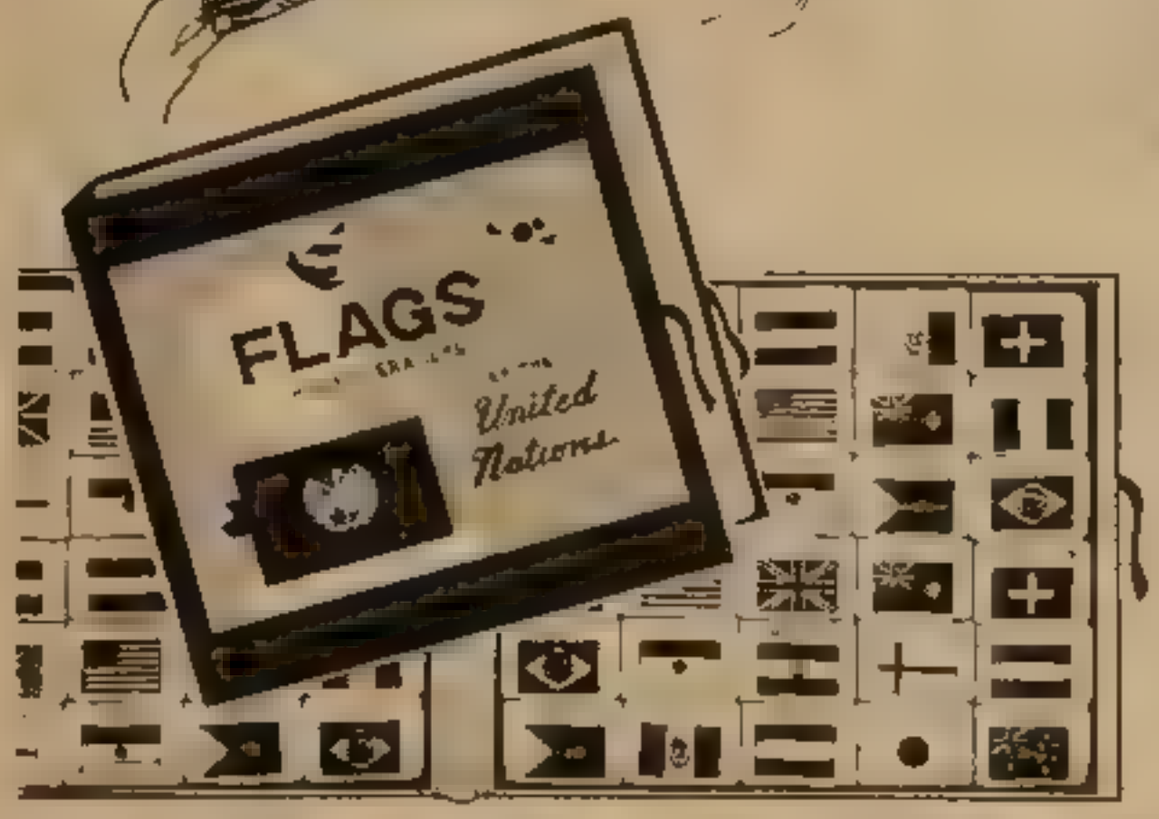
Flying Bird of PARADISE

A sensational 11" bird that will swoop to the top of your best screens and perch there in definite style. Catapulted into the air with giant wings fueled by a rich matter of springs and air pressure opens them automatically when it reaches the peak of its flight. Then from high in the air it glides, dips and loops real stealth to earth. Durable heavy metal frame construction adds to the distinctive sales appeal of this fascinating new item. A terrific buy at $10.80 doz.



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UNITED NATIONS Book of RUBBER ERASERS

No mistake about it here's the item that will make a clean sweep! Set of 60 **different** erasers in a decorative hard cover booklet. Each with the flag of the United Nations in bright authentic colors. Educational and entertaining for every child who wants part of the fun!

$18.00 doz. sets

Place orders now for assured early delivery

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Here's a completely new, unique game . . . a fun-filled battle of wits for teen-agers and adults. Players maneuver diagrammed plastic playing pieces for high point scores while attempting to block opponents' scoring opportunities Easy to learn, easy to play, easy to sell in your game department. RETAIL $3.00—contains 164 ivory colored plastic tiles in cellophane-wrapped tray, smartly styled playing board 18½" square and attractively designed, full-color box.

LOOK FOR THE PACKAGE WITH THE KEY . . . YOUR KEY TO MORE SALES

Another MB KEY TO FUN and learning

FOR AGES 12 to ADULT

MILTON BRADLEY COMPANY
SPRINGFIELD
MASSACHUSETTS

MADE IN U.S.A.

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An original idea for which patents
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(*Minimum $2.98*) $3.00

The SCRABBLE® TURN-TABLE is an outstanding product

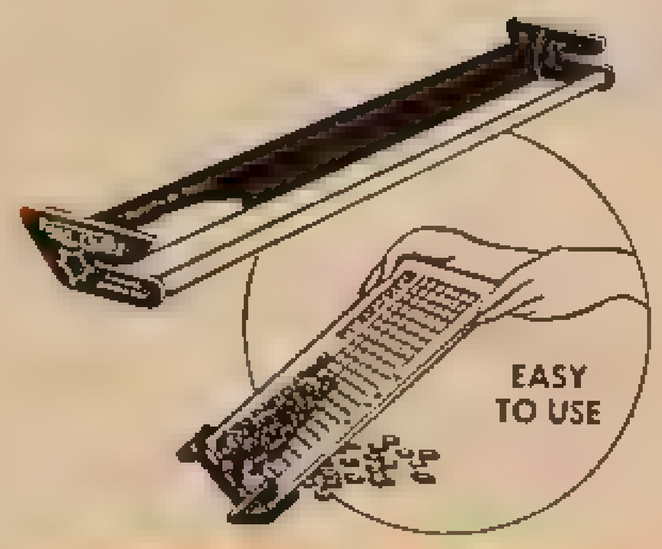
It is especially designed to fit either the Standard or Deluxe editions of *SCRABBLE* and has the correct spacing for the tiles, adding great pleasure to the game.

It turns smoothly, will not tip, is well constructed and attractively finished

The SCRABBLE® TURN-TABLE and TURN-TURTLE are best sellers

Millions are playing the game *SCRABBLE* today and millions more will be playing it as the unprecedented demand is met by the manufacturers of the game.

Every SCRABBLE game owner—past, present and future—is a probable customer for both of these outstanding, authorized accessories. Deliveries are prompt, prices are being maintained, and the profit is good.



The SCRABBLE® TURN-TURTLE

A unique new gadget which turns over the *SCRABBLE* tiles in a jiffy making it possible to start a new game without delay.

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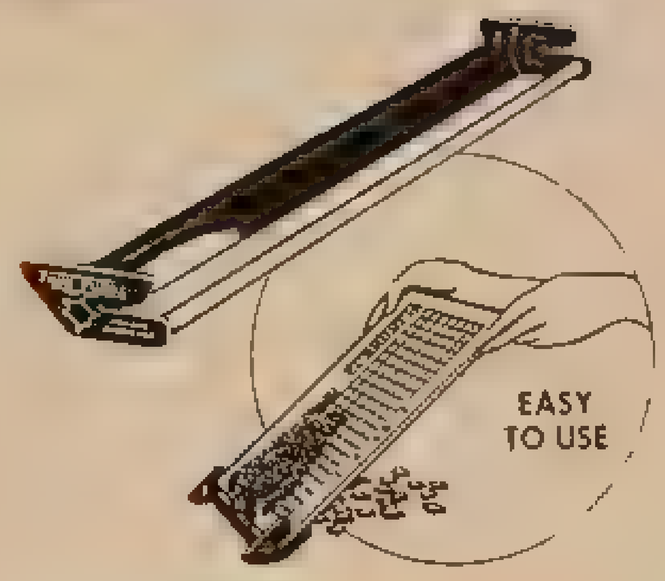

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T-245 UNITED STATES BINGO AGE GROUP 8-12

This deluxe Bingo game contains 16 full-color playing cards representing the 48 states, plus 96 colorful product markers. — Reusable magic score pad. Packed in 4-color display box For 2 to 17 players.

NOW TO RETAIL at $2.00

TOY GUIDANCE COUNCIL, Inc. — Educator Approved

Never has any one item had so many hard-hitting promotions behind it . . . so much price and quality appeal. **ORDER NOW** and reap the profits this exclusive GABRIEL item will produce.

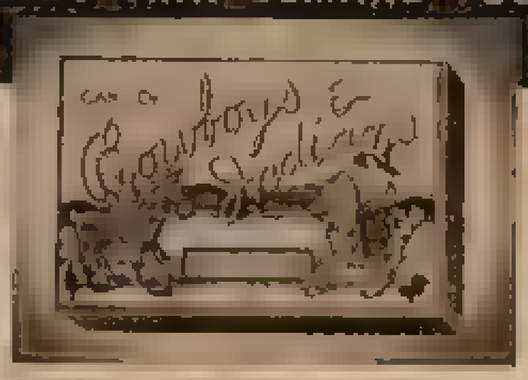
SAM'L Gabriel SONS & CO.

200 FIFTH AVENUE • NEW YORK 10, N. Y.

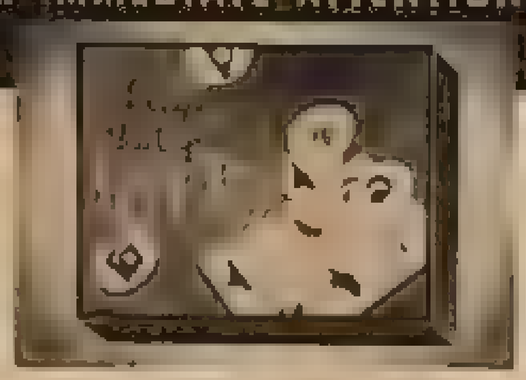
Send for **FREE** 1954 Catalog

OTHER GABRIEL *PLAYTHINGS* THAT DEMAND YOUR IMMEDIATE ATTENTION

T-204 A B C SEWING CARDS
Reduced from $1.25 to $1.00



T-320 21 PRE SCHOOL GAMES
Reduced from $1.25 to $1.00



T-232/34 POPULAR LOTTO GAMES
Reduced from $1.25 to $1.00

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BONGO-BOARD

Fascinating
Game of Balance

TOY FAIR DISPLAY
HOTEL NEW YORKER
ROOMS 1181-1182

$7.95 $9.95 $14.95

RETAIL

EAST OF MISSISSIPPI RIVER

WASHBURN-DECKER

545—5TH AVE.
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PALO ALTO, CALIF

1J2

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BIG NEWS FOR YOU!

DON'T MISS
BOZO PRODUCTS'
BIG SURPRISE
AT THE TOY FAIR

634

HOTEL NEW YORKER

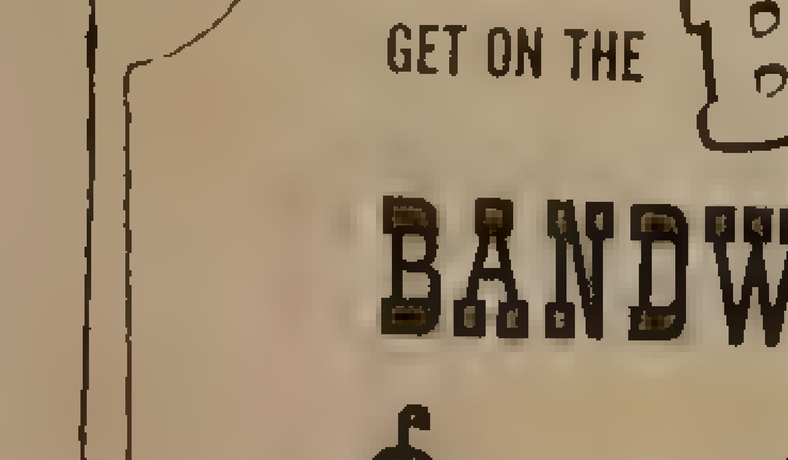
GET ON THE **BOZO**®

'THE CAPITOL CLOWN'

BANDWAGON!

WITH

Steelman



At last! A complete line of children's phonographs — built to the specifications of a leading record manufacturer —and a table model radio designed for appeal to the youngsters but engineered for "grown-up" performance. This is truly *quality* merchandise that you will be proud to buy for your own child.

Bozo—America's favorite clown—delight of millions through TV advertising, Capitol Records and nation-wide publicity—makes a star salesman for these exciting instruments, each one colorfully decorated with Bozo's own happy face!

BOZO ELECTRONIC
PORTABLE NO. BE 21
U. L. Approved

BOZO TABLE MODEL
RADIO NO. 5T4B
U. L. Approved

SEE THE GREATEST SHOW ON EARTH OF BOZO CHILDREN'S PHONOGRAPHS AND RADIOS AT THE

SAM WEISMAN SALES ORGANIZATION
ROOM 209 — 200 FIFTH AVE., NEW YORK CITY

STEELMAN PHONOGRAPH AND RADIO CO., INC.
2-30 ANDERSON AVENUE, MT. VERNON, NEW YORK

500

[redacted]

BRAINSTORM BEANIE

A PROVEN HIT SINCE TOY SHOW

DEPARTMENT STORES
TOY STORES
SCHOOL STORES
AT THE BEACH
THE MOUNTAINS

NATIONAL ADVERTISING ABOUT TO BREAK

SPECIAL OFFER

$1.00 Retail with Battery

Brainstorm Beanie can be a profitable HIT for you too. We'll send a dozen — parcel post paid — at $7.75 a dozen to get you started.

Order today — prove to yourself that Brainstorm Beanie is a terrific item.

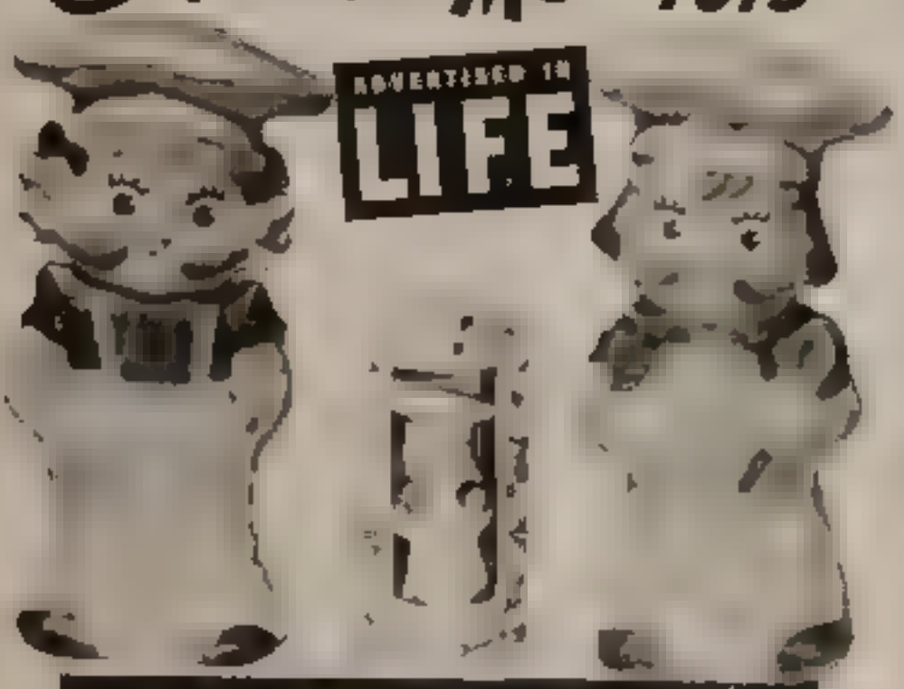
Be sure to send the name of your jobber — distributor.

THE ELECTRIC GAME CO
[illegible] LYMAN STREET
[illegible]

NOW! the always lovable Campbell Kids are SQUEEZE-ABLE too!

as OAK Squeeze-Me TOYS

ADVERTISED IN LIFE



EACH IN GAY ATTRACTIVE GIFT BOX WITH TRANSPARENT WINDOW ONLY 69c EACH

- MILLIONS WILL RECOGNIZE THESE CUTE KIDS ON SIGHT
- POWERFUL **LIFE** PROMOTION TO CREATE ADDITIONAL DEMAND
- TOP QUALITY TOYS, DESIGNED ESPECIALLY FOR BABIES

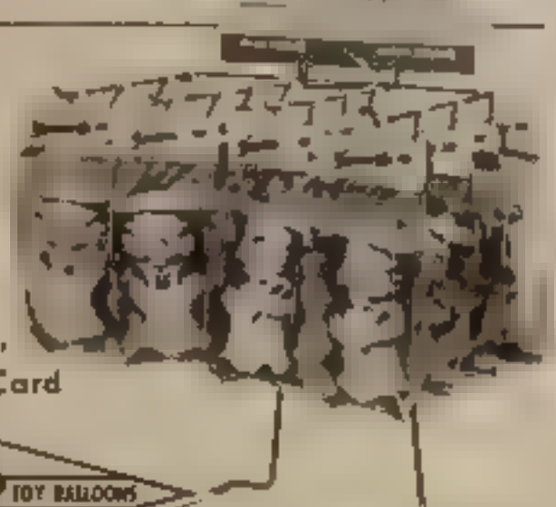
ORDER TODAY. Have stocks ready for November break in Life Magazine.

ASK FOR: SM-15BG in plastic bag @ 59c retail
SM-15 in gift box @ 69c retail

also RACK MERCHANDISER DEAL CK

3 doz. 59c Bagged Toys

Sturdy Wire Rack, Colorful Display Card



OAK NYTEX TOY BALLOONS

The OAK RUBBER Co.
RAVENNA, OHIO

52

It's late, but not TOO late to put in that last minute order to insure those BIG Christmas sales.

These are the dolls that spell profits for you, not only at Christmas, but all through the year, too. Be sure your order goes out today! Your last chance for Christmas buying . . . hurry . . . hurry . . . HURRY.

MARCIE DAILY DOLLY	$1.98
MARCIE DAILY DOLLY COSTUMES	$1.00
MARCIE "PIN-UP" DOLLS	$1.98
DOLLS OF DESTINY	$8.95
DONNA DOLLS	$2.98
MARCIE DOLLS	$1.98
MARCIE MUSICAL DOLLS	$4.98
MARCIE "READ and PLAY" Dolls & Book Combination	$1.98
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Free catalogs available

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Strathmore MAGIC SLATES

COUNTER CASH

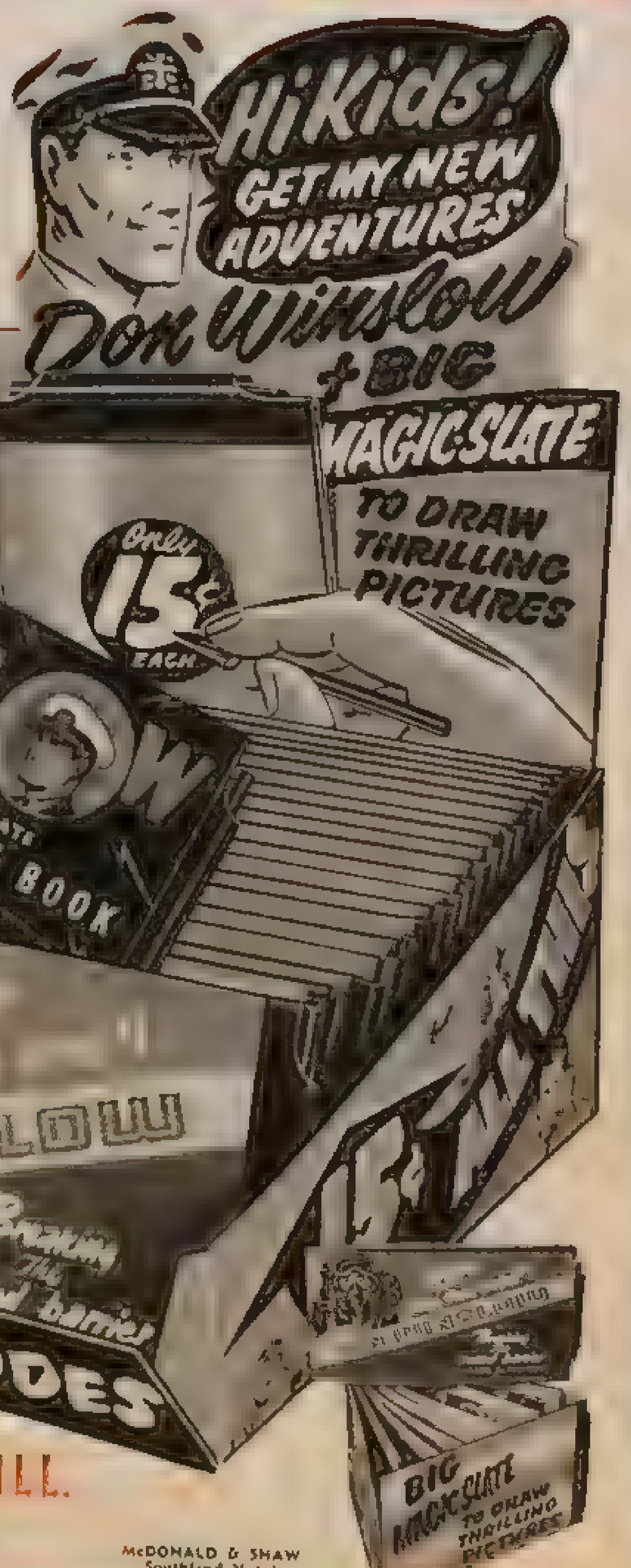
NEW STYLE BOOKS WITH MAGIC SLATE

DON WINSLOW—world-wide hero of radio, TV, and newspaper comics—NOW AVAILABLE in Magic Slate Book form. All youngsters and parents buy fast. A big volume seller at 15c each.

STOCK NOS. (A) Code Books—(B) Adventure Books.

SIZE: 7x3¾"—3 Doz. 18 Ea. or 36 Either Book.

PACKED: 24 Doz. Case. (8 Display Boxes.) 25 lbs.



NO. A ▸

PACKED 3 DOZ. IN DISPLAY BOX - 18 OF EACH OR 36 EITHER

NO. B ▸

BIG NEWS STAND SELLER

THE STRATHMORE CO., AURORA, ILL.

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SALES REPRESENTATIVES

ARTHUR FREY AND SON
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ASK YOUR JOBBER

WITH ATOMIC ENERGY!

CHEMCRAFT

REG. U. S. PAT. OFF.

America's Leading Chemistry Outfits

SEE THE BIGGER, BETTER

THE PORTER MICROSCOPE LINE is renamed MICROCRAFT

MICROCRAFT outfits for this year have been redesigned featuring new and improved microscopes. Every outfit looks rich, and is packaged to attract the eye and arouse interest

CASH IN ON THE GROWING SCIENCE MARKET!

All Microcraft Microscopes are precision-built and equipped with lenses giving the best range of magnification

Microcraft Microscopes contain three or more ground and polished lenses giving clear magnification without eyestrain or distortion.

Special Features

Microcraft Microscopes have large, fully rotating mirrors for best light and good vision . . . adjustable tilting joints for convenient positioning . . . spring stage clips for properly holding slides.

Functional Cabinets

Cabinets of wooden construction have large, utility designed compartments and drawers. Materials won't fall out. A workable *extra* with real sales appeal.

Patented Construction

Microcraft Microscope barrels can't wobble while being focused because of exclusive patented velvet touch 3 point suspension

THE ONLY REALLY PROFESSIONAL microscope outfits . . . made expressly for use by today's young scientists. You don't take chances with customer good will when you display this basic scientific instrument. Feature the finest . Microcraft!

THE PORTER CHEMICAL COMPANY
HAGERSTOWN, MARYLAND

New York Office Monroe Oslen, Room 405
200 Fifth Ave., New York 10, N. Y.

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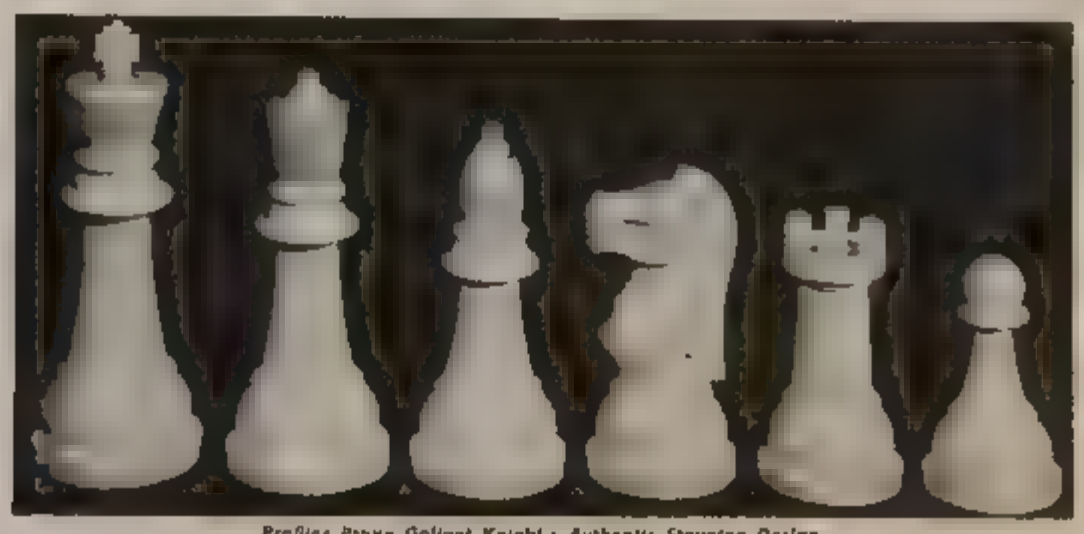
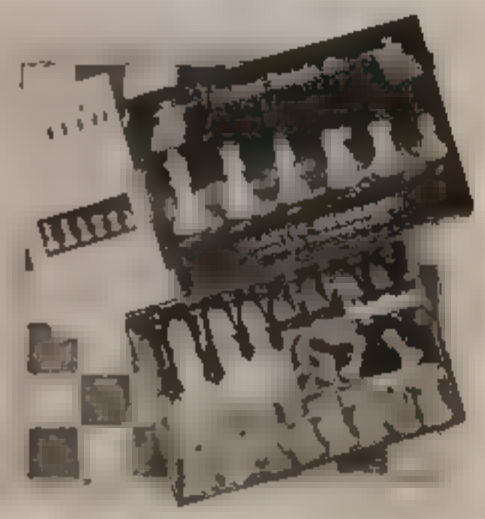
Still! The Most Popular Chess Sets!



Profiles Prove Gallant Knight's Authentic Staunton Design

Gallant Knight Beautiful Plastic Chess & Checker Sets!



The ONLY Complete $1.00 Chess Set!

Everything Included — Ready to Play

NEW! Full Size Plastic Checker Set!

New "Ten-Tru-Rol" Dice!

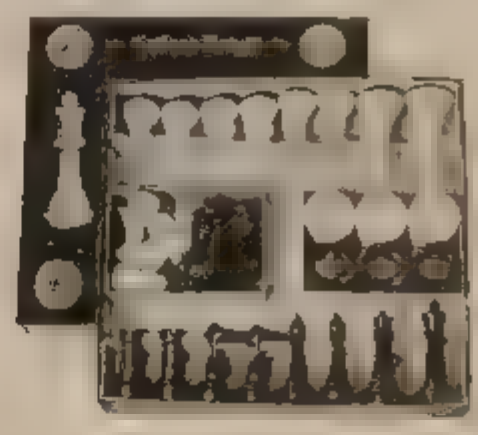
EXPORT AGENT
GUITERMAN COMPANY
38 S. WILLIAM ST., NEW YORK 4, N. Y.

And

Chess—Checker Boards!

21 Chess Sets—$1.00-$19.50. Retail
2 Chess Checker Combinations
To Retail at $2.75 & $3.75
5 Boards—$1.50-$4.50 Retail
Instructions with Each Set

2⅛" 2½" 2¾" & 3" King Sizes
All Pieces in Correct Proportion
Variety of Attractive Packages
Smooth, Lustrous, Lasting Plastic
Folding Board with 2" sets



NEW! Combination Chess-Checker Set!

Write Today For
NEW FREE Catalog
And Price List
ORDER FROM YOUR JOBBER!

Gallant Knight Co.

P. O. Box 147 Grand Ave. Lake Villa, Illinois

Chicago "MIDWEST" TOY SHOW

JUNE 27TH TO JULY 4TH, 1954

MORRISON HOTEL

A GREAT SHOW *serving* A GREAT MARKET!

This is Chicagoland's own Toy Show. Held for the purpose of serving those thousands of Mid west Buyers who prefer and depend upon the Great Chicago Market to satisfy **ALL** of their marketing requirements.

The **CHICAGO TOY SHOW** will present hundreds of lines of Toys, Games, Hobbies, Crafts, Novelties, Juvenile Sporting Goods and related merchandise from all parts of America.

Exhibitors will include Manufacturers, Factory Representatives, and Distributors of many leading lines. Exhibits are expected to cover two to three floors of the Morrison Hotel. There will be both open display booth exhibits and private sample room exhibits

The **CHICAGO TOY SHOW** will be aggressively advertised throughout the entire country and particularly throughout the great Chicagoland Midwest Trade Area Make Chicago and the **CHICAGO-MIDWEST TOY SHOW** at the Morrison Hotel your toy marketing headquarters.

ATTENTION EXHIBITORS Space at the [illegible] at the [illegible] space [illegible]

CHICAGO - MIDWEST *INFANTS AND CHILDREN'S* MERCHANDISE FAIR

A complete Juvenile Merchandise Market Place bringing together under one roof hundreds of lines in every division of the Infants and Childrens Goods Field Lines shown will include Nursery Furniture and Equipment Wheel Goods, Beds, Bedding & Toys, Infants and Children's Wear, and all accessories and related merchandise

Exhibitors will include Manufacturers, Factory Representatives and Distributors of many leading lines. Exhibits are expected to cover two or three floors of the Morrison Hotel and will include both open display booth exhibits and private sample room exhibits

SPONSORED BY
CHICAGO MIDWEST JUVENILE MERCHANDISE EXHIBITORS

[redacted] L. WM. BAKER MANAGING DIRECTOR [redacted]
L. Wm. Baker and Associates [redacted] Trade Show Management
[redacted] Show Headquarters Office — 3302 Dodge St. — Omaha, Nebraska [redacted]

[redacted]

Comet ALL PLASTIC

High-Impact Plastic

Sabre 44

CONTROL GAS MODEL

Simply Terrific!

Ready to Fly

Kit No. PLM-44

"Sensational"—"beautiful"—there just aren't words to describe this amazing new Control, ready-to-fly Comet Gas Model! True to its name, the Sabre 44 "slashes" through the air with all the flashing performance of its modern swept-back-wing jet fighter design, powered by its own ½A-Herkimer 049B Gas Engine! Molded from high-impact plastic in two colors, it is strikingly packaged in a 3-color protective case, complete with transparent cockpit canopy, control handle, control lines, decal markings and insignia, and flying instruction leaflet. With a wing-span of 14 inches and a length of 14⅜ inches, the Sabre 44 has an approximate weight of only 5 ounces! Nothing to build or assemble—the Sabre 44 is truly ready-to-fly!

Watch it sell —and pile up profits for you!

$9.95

Complete with Powerful ½A Herkimer .049B Gas Engine

COMET

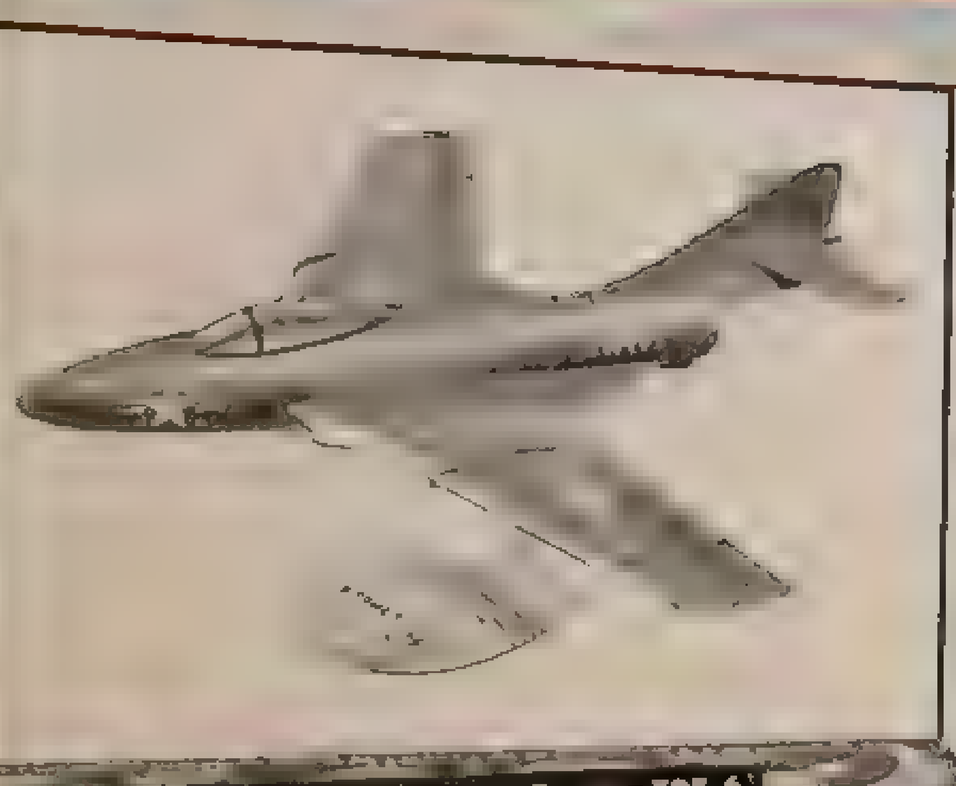
COMET MODEL HOBBYCRAFT, INC.

501 WEST 35TH STREET - CHICAGO 16, ILLINOIS

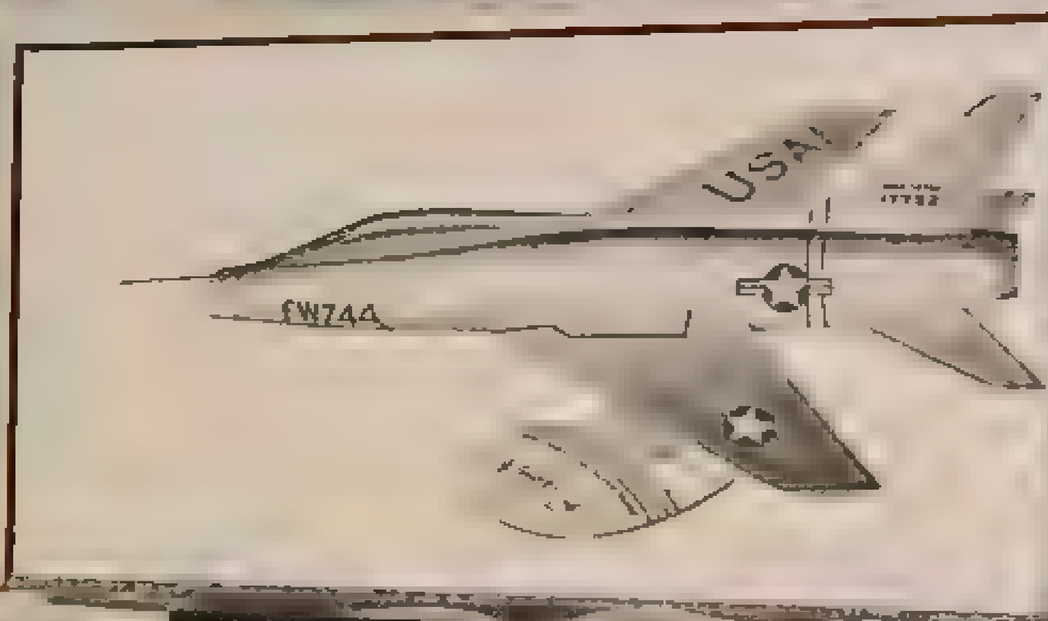
PORTRAITS of PERFECTION in PLASTIC

...and a "PICTURE of PROFITS" for you!

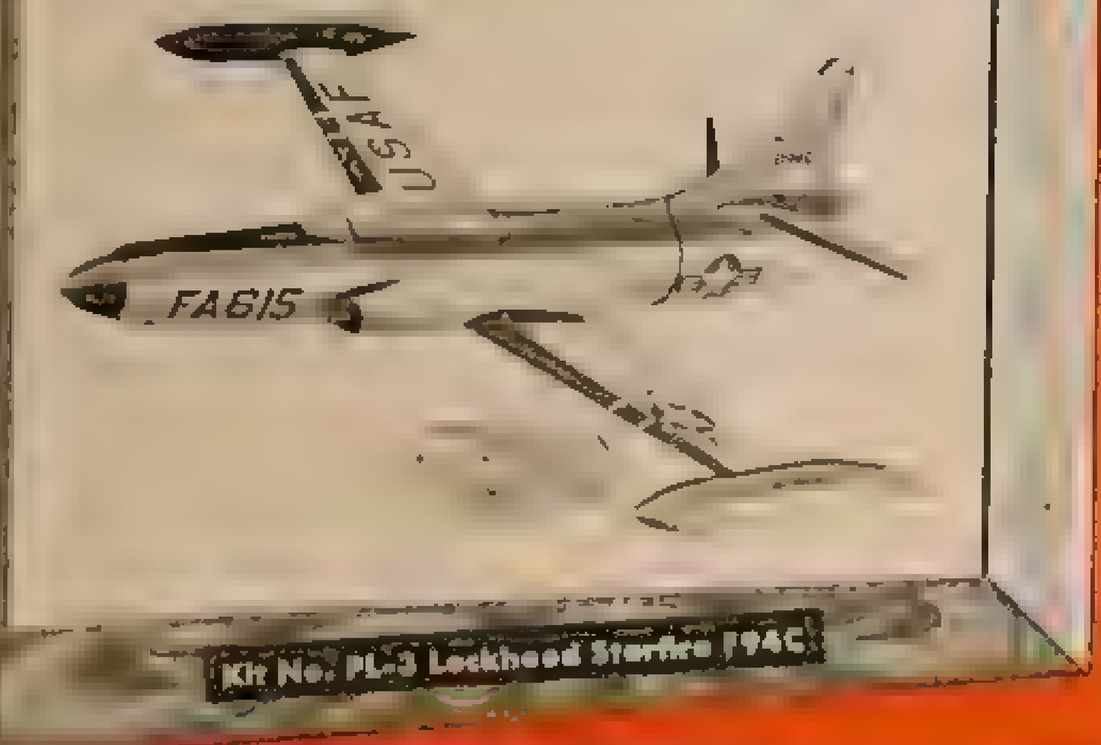
Like co-pilots masterpieces these first three of Comet's new series of plastic models have won the admiration of all Aviation Not toys but true to scale faithful reproductions of famed jets and fighters, beautifully molded, rich in authentic detail, with a high gloss finish in authentic colors Each is complete with its own clear plastic pedestal, the correct decals and simple plans Ready to be assembled in a matter of moments And yet—all this Perfection in Plastics thanks to Comet's mass production facilities and tremendous volume which make it the world's largest manufacturer of model airplanes— retails at only 29c each!



Kit No. PL-1 Grumman Cougar F9F-6



Kit No. PL-2 North American Super Sabre F100



Kit No. PL-3 Lockheed Starfire F94C

In a beautiful color printed box Approx wingspans 5

29¢ ea.

COMET

501 West 35th Street Chicago 16 Illinois

GREY CRAFT

Tool Sets, Jack Sets, Metal Figures, Toy Ranges, Banks

GREY IRON CASTING COMPANY

MOUNT JOY, PENNSYLVANIA

Permanent Showrooms.

Riemann, Seabrey Co., Inc., 1107 Broadway, New York 10, N. Y.

Frank A. McMillan Co., 1335 Market St., San Francisco, Calif.

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always first with the finest!

if it's new!...
if it's great!...
if it's in demand!....

it's.... an esquire toy!

Year after year, Esquire Novelty maintains its leadership in the design, manufacture, and merchandising of the finest in holster set and accessories ever and now, again "it's an esquire toy" that will lead in the biggest volume of 1954! ... the new, colorful "Tonto" line of Indian Holster Sets and Accessories, and, for the first time ever, authentic Western Suits that bear the name of the West's greatest hero, The "Lone Ranger"

SEE THESE NEW FEATURES
plus the newly designed
"Pony Boy" and "Lone Ranger"
Holster Sets
at the 1954 Toy Fair!
WE'LL BE LOOKING FOR YOU
in Parlor F
on the 4th Floor
of the Hotel New Yorker
or
in Room 254
at 200 Fifth Avenue

Pony Boy
The "Spirit" of the West

Lone Ranger
The world's best known name

Black Pirate
An exciting adventure line that sells

Tonto
The most famous Indian name

esquire novelty company

351 WESTSIDE AVENUE, JERSEY CITY 6, N. J.
Showroom: Rm. 254—200 FIFTH AVE., NEW YORK, N. Y.

PAYTON'S

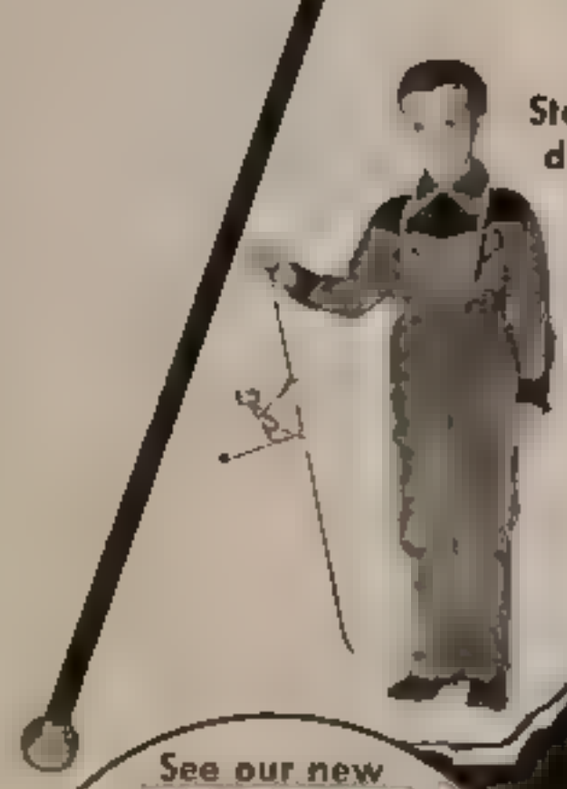
DYNAMIC SALES GETTERS

ATTRACTIVELY PACKAGED
SUITABLE FOR DISPLAY

"SIMMY" the climbing monkey

Your sales climb with "Simmy" the lifelike monkey that climbs up and down by simply shaking the stick. Packaged on a colorful, eye-catching card — with big 24" stick.

Retails at 49¢



"Shake . . .
up he climbs,
Stop Shaking . . .
down he goes"

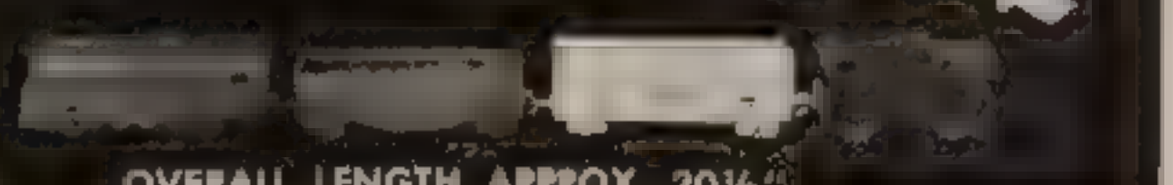
NEW WONDER PLASTIC TOYS

THEY'RE UNBREAKABLE

TWIST
BEND
DROP
THROW

Payton's Unbreakable polythene plastic toys are rubberlike. They are safe, attractive and priced low for volume sales.

Planes retail 10¢ ea. — 59¢ set
Trains retail 19¢ ea. — 79¢ set



OVERALL LENGTH APPROX. 20½"

See our new
CATAPULTING
AIRCRAFT CARRIER

Catapults Planes from Deck
Rolls on Wheels
— Floats

Retails at 98¢

SEND FOR FREE CATALOG T2 AND PRICES

PAYTON PRODUCTS INC.

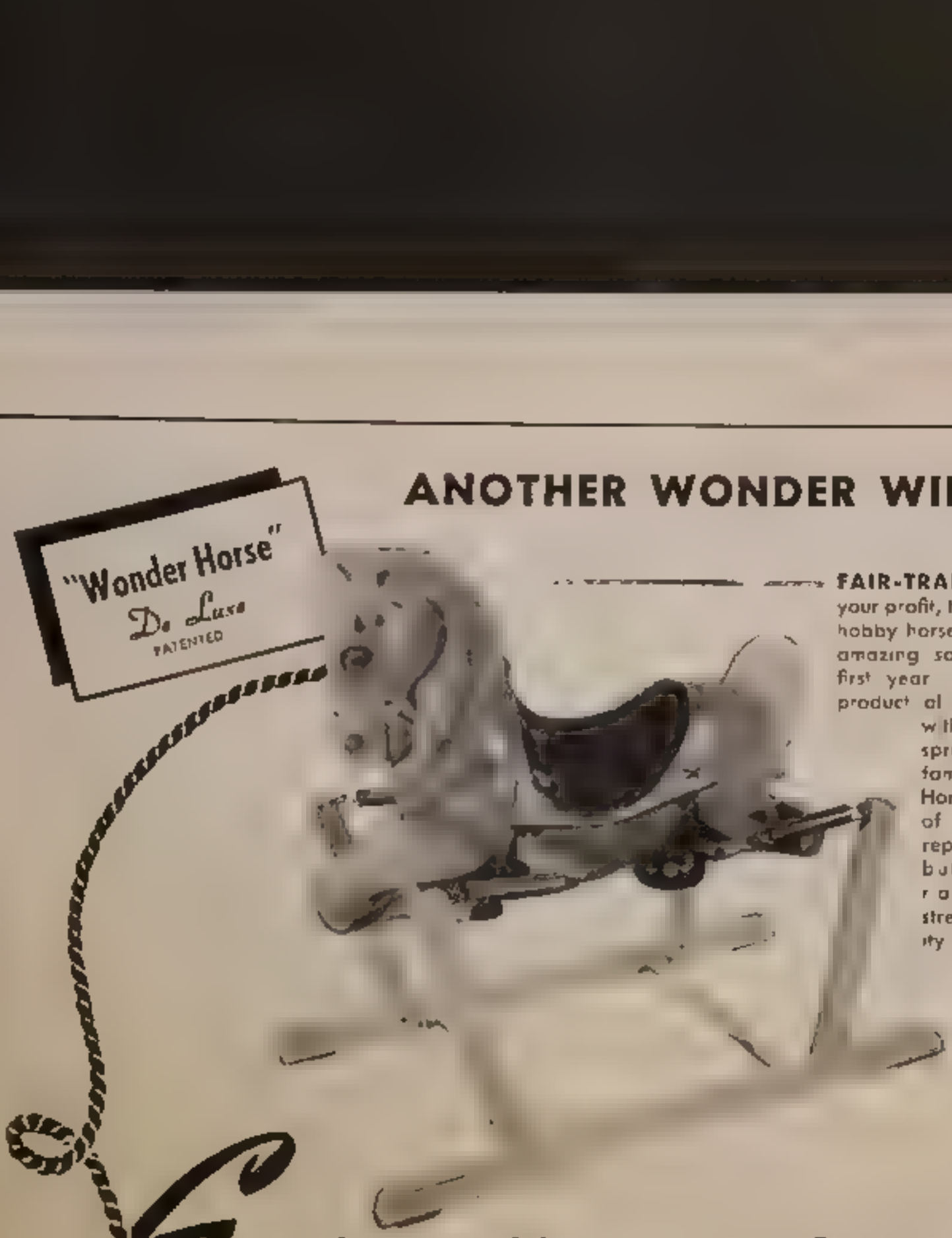
200 FIFTH AVE., N. Y. 10, N. Y. PHONE ORegon 5-8940-1

See our complete 1954 line at the Toy Show

Hotel McAlpin Room 519
Hotel New Yorker Room 1472

2"3

ANOTHER WONDER WINNER!



FAIR-TRADED* to protect your profit, this champion of all hobby horses has piled up an amazing sales success in its first year It s a top quality product al the way through with the same magic spring ochon as the famous wood Wonder Horse Beaut ful colors of the Palom no are reproduced n Tenite butyrate, a mate- r a of exceptional strength and durab l ity

Getting off to a lightning start in another Great Year!

As a healthful exerciser for chi dren, the Wonder Horse was voted an ' outstanding example of its type by Toy Guidance Council experts for 1953-54

*Fair traded in all states where legal

YOUNG AMERICA'S FAVORITE

The nationally famous wood Won de Horse also Fa r Traded Safeguard your profits Se ect his Thoroughbred not a cheap Sell- ng P oler The Wonder Horse is the cho ce of ch dren as young as one year or of accomplished r ders three to s x One magic spr ng r de makes every youngster want one. Order now for Spr ng!

PERMANENT DISPLAYS

Midwest Representatives · · Everly Associates 1442 Merchand se Mart, Chicago. Ill.

Eastern Representatives — A M. Henley. 251 Fifth Avenue Bldg., New York City

WONDER PRODUCTS CO.

Manufacturers
COLLIERVILLE, TENNESSEE

PROVED PROFIT MAKER FOR BOTH TOY AND HOBBY STORES

NEW F-7 HO DIESEL STREAMLINER

Priced
For Profit
and Rapid Turnover

"A" UNIT 98¢ "B" UNIT 59¢

RETAIL PRICES

Purchase of kit needs to 3 more or more loads use 4 diesel units. Fitted parts are easily detached and glue together easily. Union Pacific lettering.

Display models are painted and mounted on roadbed with rail finished rails enclosed in 1-piece plastic shell.

GLOBE Models
1939 S. WESTERN AVENUE
LOS ANGELES 47, CALIFORNIA

Hollywood Dolls the dolls of the stars

movable eyes, head, arms and legs

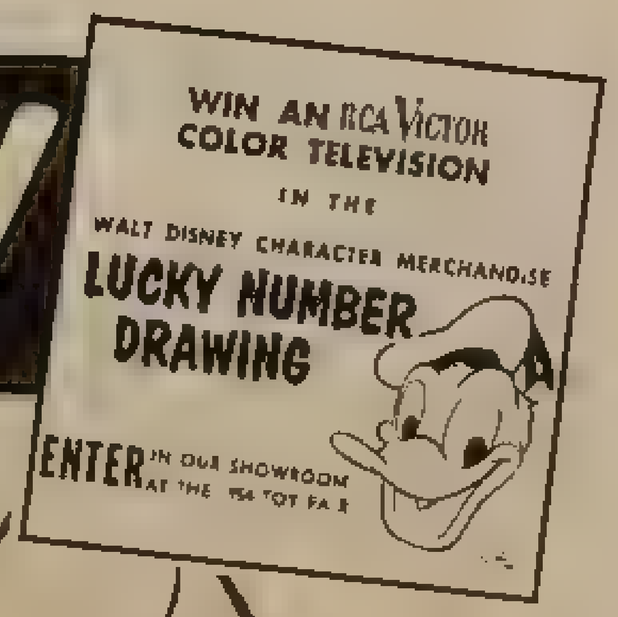
Princess Series
Lucky Star Series
Nursery Rhymes
Playmates
Little Friends
Toyland Series
Sweetheart Series
Lullaby Baby Series
Western Series
Everyday Series
Cradle Series
Baby Buggy Series
The Lucky Star Doll
Queen for a Day
The Wishing Doll
Old Mother Witch
The Nun
Peter Rabbit
Bunny Rabbit
Bridegroom
Bathrobe
Undressed
Bedtime Dolly
Little Snow Baby
Doll Stands
Cradle
Carriage

Hollywood Doll Manufacturing Co.
1708 STANDARD AVE. GLENDALE 1, CALIFORNIA
Phone CHapman 5-3654

More sales with

WALT DISNEY

FAMOUS CHARACTER



- School Bags
- Utility Bags
- Brief Bags
- Shoulder Bags

Answer the demand for these ever popular Walt Disney Character Bags . . . they're every day sales items that bring traffic and sales to your store.
Display them!! — Sell them!!

No 1501 — Pinocchio School Bag.

No. 1403 — Peter Pan Shoulder Bag.

No. 1323 —
Snow White Utility Bag

No. 1705 — Mickey Mouse School Bag.

Also featuring — the Lone Ranger, Sergeant Preston, Captain Video and a complete general line of School Bags, Brief Bags, and Zipper Ring Binders. Complete catalog on request.

See our complete line

at the TOY FAIR

Room 661-663

Hotel McAlpin.

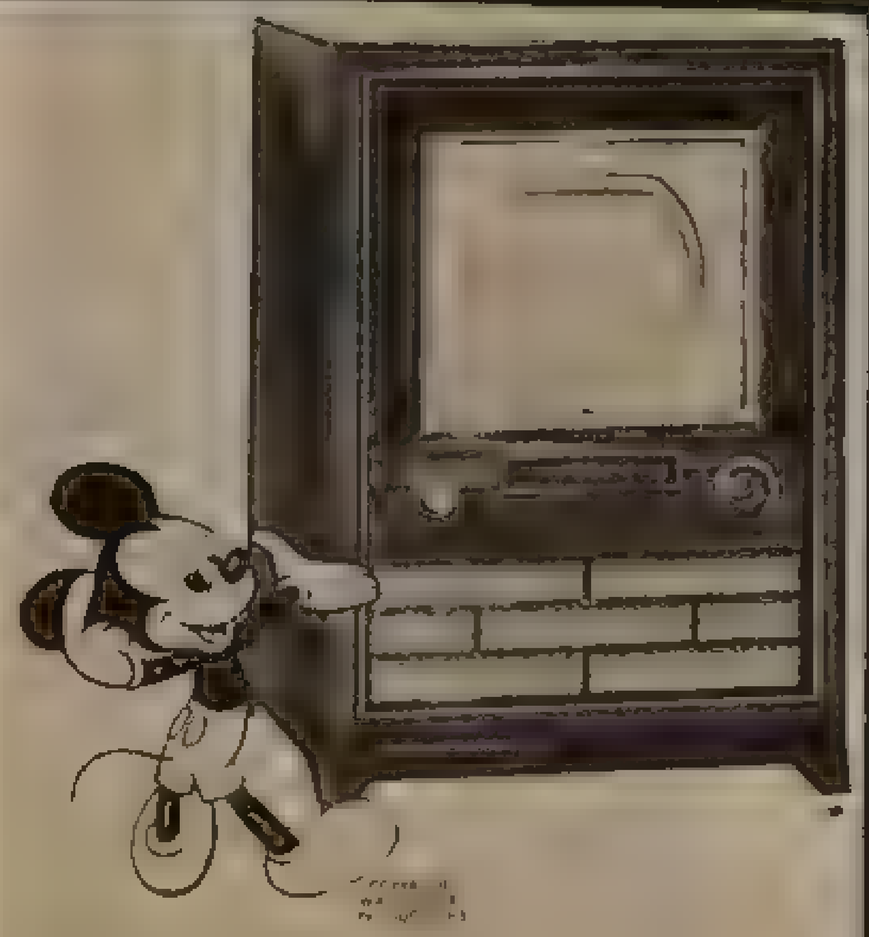
NATIONAL LEATHER MFG. CO., INC.

201 FRONT STREET BROOKLYN, NEW YORK

DISNEY CONTEST

Will Attract Scores at Fair

A MAGNIFICENT 1954 RCA-Victor color television set is the prize for the winner of a contest sponsored by the character merchandising division of Walt Disney Productions. This event is open to all buyers and executives representing a retail or wholesale organization, who are registered at the Fair. Manufacturers or persons associated with manufacturers' affiliates are not eligible. *Donald Duck* will act as the receiver of all entry blanks as he highlights eye-catching ballot boxes which will be located in the showrooms of the Walt Disney licensees exhibiting at the Fair.



RCA color television set that will be awarded to some lucky contestant in Disney event at Toy Fair.

The winner of this sensational prize will be one of the first in America to have color television in his home. This new addition to television entertainment has been eagerly awaited by the public and the winner will thrill to the programs currently available for color televiewing. Up 'til now, the majority of color telecasts have been available only as demonstrations to highly selected audiences. The set will be delivered to the home of the winner, free of charge.

Color and Black-and-White

RCA-Victor is recognized as a leader in the field of television, and is a pioneer in the development of color television. Its color sets are equipped to receive black and white telecasts as well as color shows.

The contest opens on March 8 and runs through March 15. *Mickey Mouse* will draw the winner on March 16 in the presence of three impartial judges, Mrs. Maxine Livingston, family home editor of *Parents'* magazine; Franklin Butler, editor of TOYS & NOVELTIES; and Wally Voorhees, president of *Playthings* magazine.

Buyers and executives may drop entries once in each of the Donald Duck boxes at the showrooms of Walt Disney licensees —more than 50 chances for each eligible person to win, but an added note is that only one ballot entry per person may be deposited in each box.

New Fisher-Price Donald Duck cart tops other famous Fisher-Price Walt Disney pull toys. It is intended for Easter selling. It not only quacks but flipflops along. Cart measures 10" long. Suggested retail, $1.

Walt Disney's "Party Pluto," made by Louis Marx & Co., an exciting new toy. It is a master of motion as it dances, rocks back and forth, shakes bells and blows horn. It has rubber ears and tail, a bright green top hat, red collar and green horn. Wind up key sets it in action. Suggested retail is $2.98.

Bayshore Industries, Inc. has added two new characters to its Walt Disney foam rubber bend-me toys —Mickey Mouse and Donald Duck. Each toy may be twisted into amusing forms, and is packaged in transparent bag to retail at $1.

WALT DISNEY'S

Pinocchio AND THE Blue Fairy

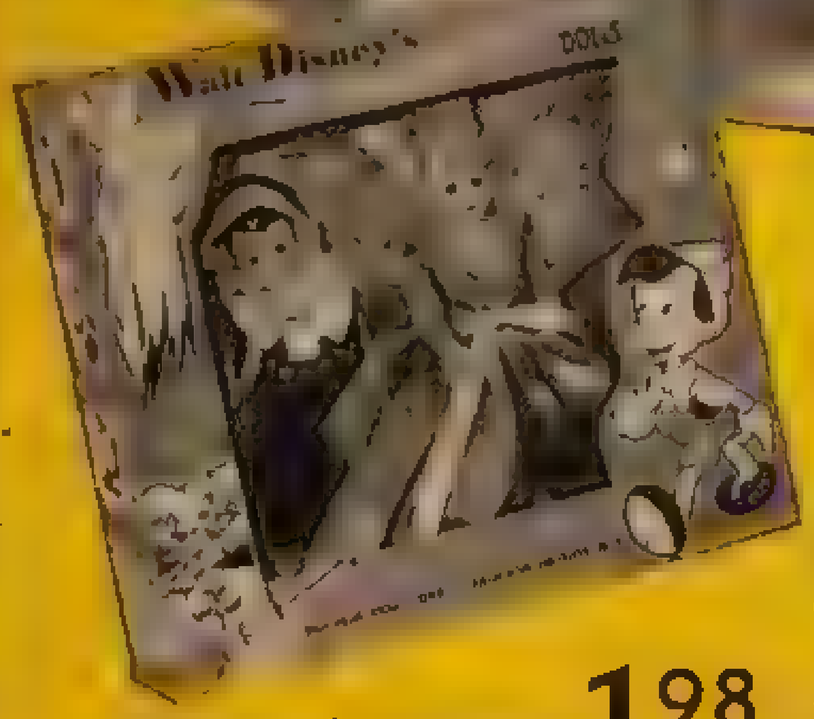
by Duchess

★ MOVING EYES

★ MOVING HEAD

★ MOVING ARMS

★ 7½" ALL PLASTIC BODY



A REAL PROFIT COMBINATION!

Once again Duchess Doll Corp. presents to the trade a real profit combination Walt Disney's Pinocchio and the Blue Fairy as created by Duchess, brings you 2 beautiful costumed dolls packaged to-gether in one attractive Red and Blue box **RETAIL PRICE $1.98**

Walt Disney's Pinocchio will be seen in every city and town in the United States and is supported by a national advert.sing campaign. **Send your order in to-day and be ready to take full advantage of this powerful selling force.***

*On the last Disney Peter Pan doll promotion by Duchess we were snowed under with hundreds of last minute orders. Don't wait until this Disney Hit is at your local theatre *Send your order in now to unsure prompt delivery.*

Retail Price 1.98

See Us at the Toy Fair

HOTEL McALPIN
ROOM 967

Duchess Doll Corp.

86-27 ROOSEVELT AVENUE • JACKSON HEIGHTS, L.I., N.Y.

WIN A RCA COLOR TELEVISION SET IN THE WALT DISNEY CHARACTER MERCHANDISE (LUCKY NUMBER DRAWING • ENTER YOUR NAME IN OUR SHOWROOM)

FREE . . .

Write for "DOLL CLOTHES" WINDOW STREAMERS

dollis dainties

FASHIONS for DOLLS

TO FIT DOLLS FROM 8" TO 23"

TO RETAIL FROM
10¢ TO $1.00

dresses on hangers
boxed sets
plastic shoes • stockings
knitted novelties
packaged wardrobes

12" Display Book

a la featuring
sally seamstress
SEW-IT-YOURSELF
PRE-CUT DOLLIE

Write for
Catalog . . .

THE ARDEE CO 386 Wythe Ave Brooklyn 11, New York

let's get real MOVEMENT into Paint Set Sales!

illuminated

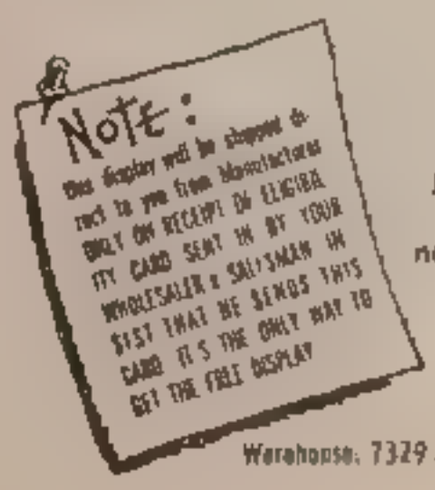
master-art

paint set
mechanical
display

Yours Free!

Lights! Action! Color! New Display Adds new sales punch to top $2.50 Paint Set . . . the set with the FREE Frame Deal!

For a limited time only . . . your next purchase of 2 dozen fast-selling Master-Art sets pays a double bonus. First — it means your name will be included in local advertising scheduled to run in your market on Master-Art Paint Sets — and second it means you get FREE this beautiful and effective counter display! Designed in four color — with illuminated revolving subject selector drum, light flasher — this combination of light and color and movement will mean extra movement for Master-Art on your counter. Each display packaged individually and shipped to you ready to plug in — complete with bulbs, cord, etc. Worth $5 — this display is *yours free . . .* when you insist that your wholesaler's salesman send in your eligibility card! It's a terrific deal — So be sure to buy Master-Art — Be sure to have your name included in our local advertising — Be sure to get this Free Display!



MASTER ARTIST MATERIALS, INC.

Warehouse: 7329 Harrison Ave., Forest Park, L.I.

390 Wythe Ave., Brooklyn 11, N. Y

INTRODUCING...

THE BIGGEST! BEST!
MOST STUPENDOUS
NUMBERED OIL PAINT SET
IN THE GIANT
$2.50
MARKET!

master-art

NUMBERED OIL PAINT SET

BIGGER PANELS! BETTER PICTURES!

Aimed right for the heart of America's "paint-by-the-numbers" market . . . *the volume $2.50 field* . . . MASTER ART is your all new, strong-selling, mass-appeal numbered paint set! Carefully designed with *sell* in every one of its many new features, MASTER ART will rack up huge sales records in the field taking the *lion's share* of the nation's paint set business!

- Two giant 16x12" panels, 20 oil colors, 2 flexible brushes and 24 great new subjects . . . help make MASTER ART'S 12 top sets the top $2.50 buy!
- Colorful, illustrated, eye-appealing cellophane-wrapped package proudly displays MASTER ART contents stays tamper proof, fresh looking!
- All available subjects beautifully illustrated on the package in full color sell and resell entire MASTER ART line make MASTER ART a smash number for you!

FREE Rak-Pak Display!
Uses only 1½ sq. ft. of valuable counter space holds 24 sets! Shows full-face view of colorful self-selling package!

Call, wire or write your jobber for MASTER ART TODAY!

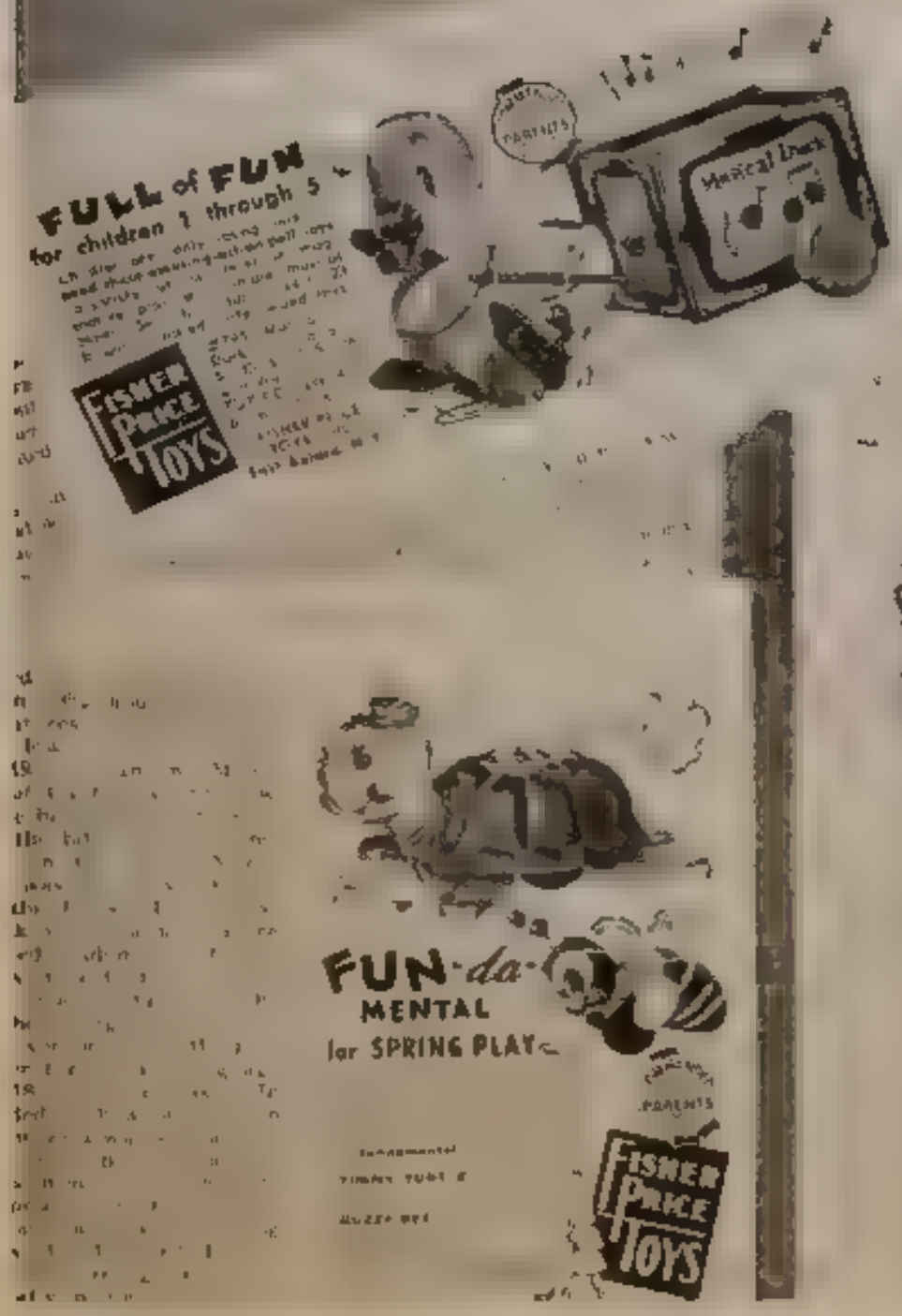
BIG NEWS!
TWIN SCOTTY Master Artist's $1.79 mass volume seller wins Silver Award — Games Division 18th Variety Packaging Competition!

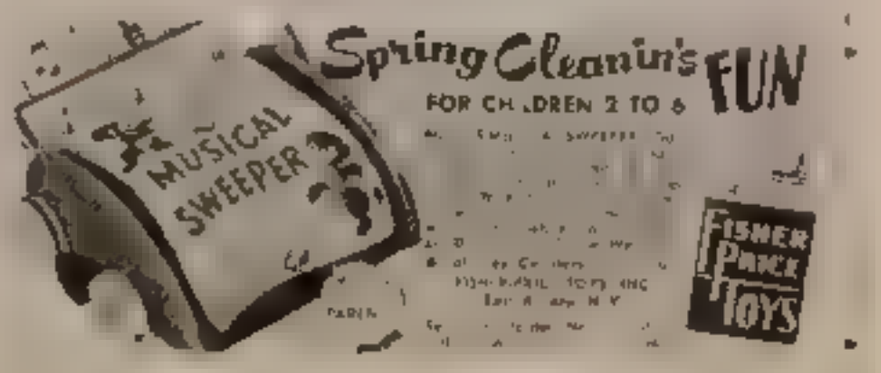
Warehouse 7329 Harrison Ave Forest Park Ill

MASTER ARTIST MATERIALS, INC.
[illegible] WYTHE AVENUE | BROOKLYN, NEW YORK

In the Interests of the YEAR 'ROUND Toy Market . . .

FISHER-PRICE ADVERTISES THIS Spring!





SPRING ADS
in
Parents' Magazine
Ladies' Home Journal
Better Homes & Gardens
McCall's Magazine

During March . . April . . . and May, you and thousands of your customers will see these Fisher-Price ads in leading national magazines. It's part of the Fisher-Price plan to help you promote toy sales *throughout the entire year.*

Set up your staple list of Fisher-Price Toys *today.*

Send for new 16 page catalog of 23 "full-of-fun" pull and push toys for children 1 to 6.

MAIN OFFICE AND FACTORY: EAST AURORA, ERIE COUNTY, N. Y.
New York Office and Display: Suite 417, 200 5th Ave. Bldg.

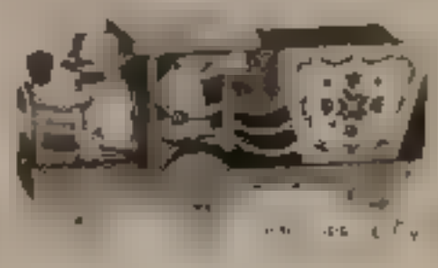
FISHER-PRICE

EASTER TOYS...

with lasting play-value

Colorful wood pull-toys with sound and motion... give you new promotional opportunities.

No. 605 DONALD DUCK CART
10" long, $1.00,
$1.19 south and west



No. 703 BUNNY ENGINE
10½" long, $1.00,
$1.19 south and west

No. 604 BUNNY BELL CART
10" long, $1.00,
$1.19 south and west

No. 401 BUNNY CART
10" long, 60c,
65c south and west

There's unique consumer appeal in toys that not only serve the special need of Easter . . . **but have long term play-value for the child as well.**

Pre-pack these Fisher-Price toys with Easter grass, novelties or candy. You can create interesting in-store displays . . . and boost your unit profit.

Production is limited . . . Easter is little more than 3 months away, — April 10. Write your order up at once.

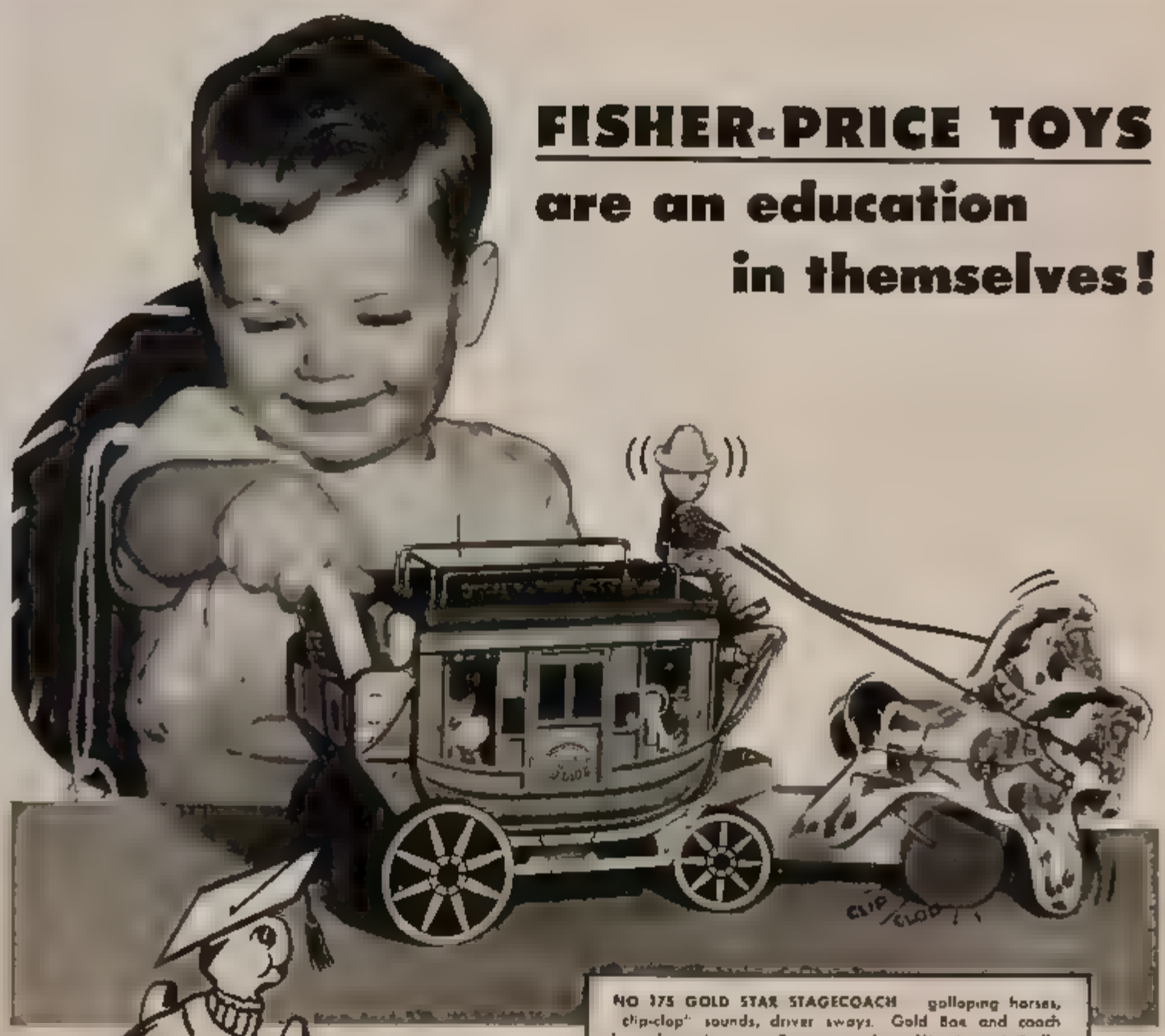
New 1955 catalog including 2 new spring toys and 18 year around staple sellers is now available.

The Famous-for-Fun Toys
Nationally Advertised
for Year 'round sales.

No. 400 CHICK CART
9½" long, 60c,
65c south and west

MAIN OFFICE AND FACTORY: EAST AURORA, ERIE COUNTY, N. Y.
NEW YORK OFFICE: Suite 417, 200 Fifth Avenue Building

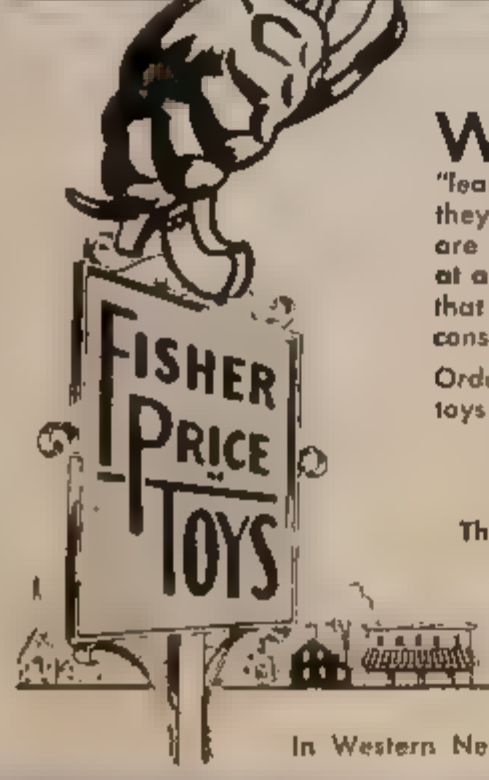
FISHER-PRICE TOYS
are an education in themselves!



NO 375 GOLD STAR STAGECOACH galloping horses, "clip-clop" sounds, driver sways. Gold Box and coach have hinged covers, 2 mail pouches. Wood, realistically lithographed. 15½ $3.00 east, $3.25 south and west

WE'RE not speaking just for children, either! Many a toy buyer has "learned his lesson" with Fisher-Price Toys . . now they order more than they think they need because they never seem to have enough! There are many reasons for this. Three important ones are: (1) Parents can see at a glance the playful, lovable designs and the sound and action features that respond to the child, (2) The self-evident durability of quality wood construction, (3) The appeal to your largest toy age-group, children 1-6.

Order enough Fisher-Price this year. Catalog of 23 fascinating push-pull toys on request.



The Famous-for-FUN Toys *Nationally Advertised* Throughout the Year.

In Western New York State at EAST AURORA, ERIE COUNTY, N. Y

New York Offices And Display: Suite 417, 200 5th Ave. Bldg.

Plug those $-losing spaces!

keep enough FISHER-PRICE on display

We've seen countless toy departments lose sales opportunities by **selling out** of Fisher-Price **before** the Christmas season is over. Take advantage of Fisher-Price's fast, profit-building turnover. Reorder **enough** to last **through** Christmas. There's no inventory carry-over problems because Fisher-Price Toys are **toy staples.** They sell all year around

Fisher-Price is producing toys right up to Christmas. We anticipate certain items will be available for mid-November and December "at once" deliveries. Write, wire or call now

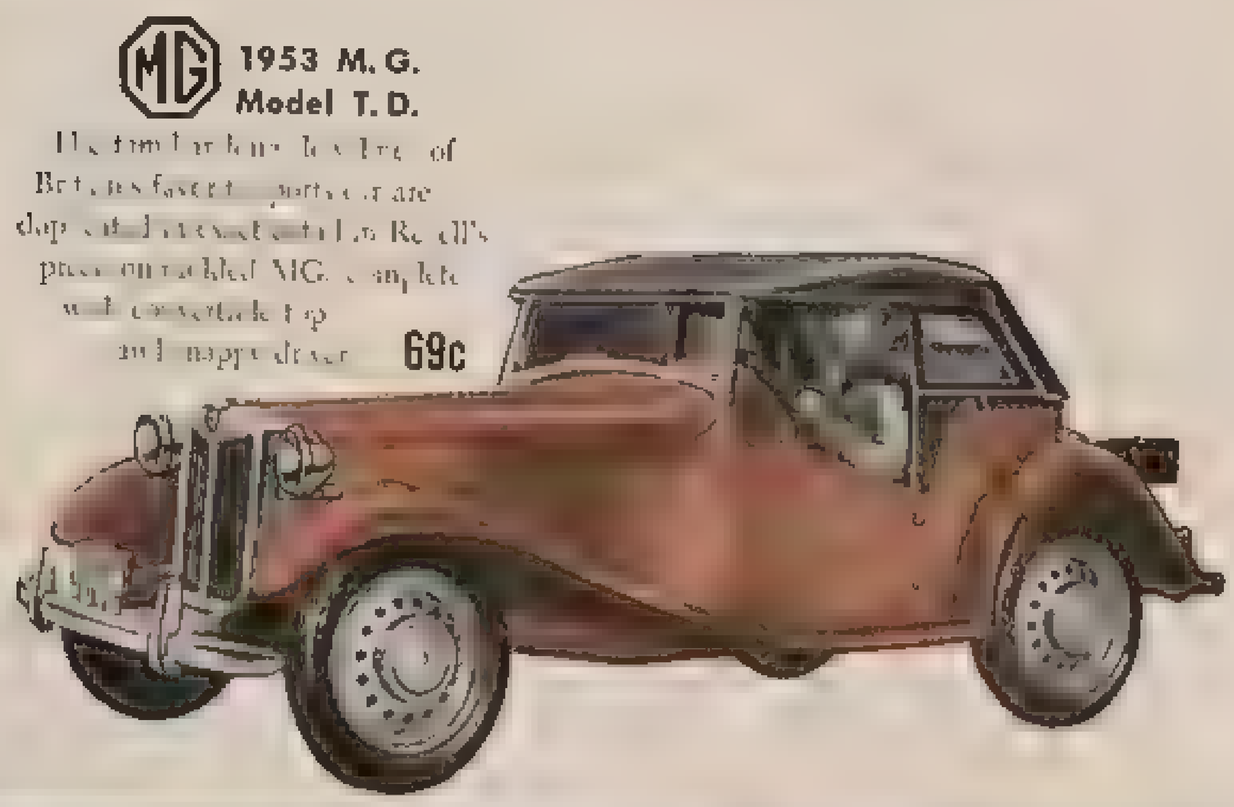
Nationally advertised all year around in
Parents', Ladies' Home Journal, and Better Homes & Gardens

FISHER PRICE TOYS

In Western New York State at EAST AURORA, ERIE COUNTY, N. Y

New York Office and Display: Suite 417, 200 5th Avenue Building

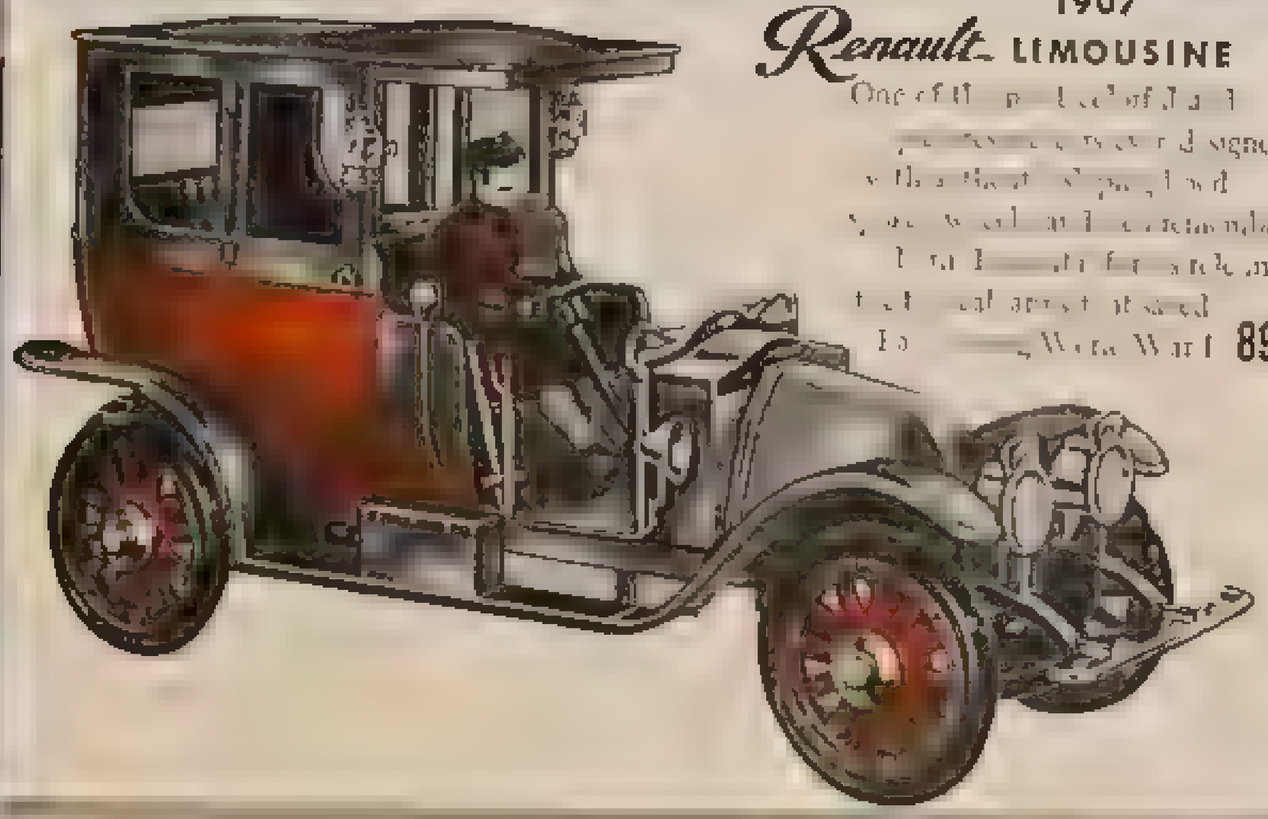
COLLINS
Flying Saucer
KITE
HAS All-A-Round
FLY-A-BILITY!
NEW - LIKE SOMETHING
OUT OF THIS WORLD
REMEMBER . . . NOW THRU MAY
IS KITE FLYING TIME . .
Don't Miss This One!
Climb aboard a Flying Saucer and
Watch Your Sales Go Up! Up! Up!
IT'S NEW! new as tomorrow! A sleek, modern approach to the century-old art of kite flying.
IT'S BIG! it's rugged! Four feet in diameter, covered in a metallic, heavy-gauge paper with lightning flashes. It can be assembled in a jiffy. No skill required.
IT FLIES! to the imaginative mind of the youngster, it will become a real space ship. No running necessary. Starts from your hands and goes right up. Will fly 2000 feet or more with a 5-mile-an-hour wind.
Suggested Retail Price 98c
NO. TC 1001—Individually Boxed
Packed 6 Dozen to Carton
(Weight: 50 Pounds)
Contact Your Local Factory Representative:
BOYCE SALES COMPANY
106 E. Gregory Blvd.
Kansas City 12, Mo.
THE MOUNTAIN STATES SALES CO.
210 Mining Exchange Bldg.
Denver, Colo.
J. H. GROSS & ASSOCIATES
253 Summer St.
Boston 10, Mass.
HEIMAN & BLOCK
514 Bendix Bldg.
1206 So. Maple
Los Angeles 15, Calif.
HAWAII TOY HOUSE
1096 Richards St.
Honolulu, T. H.
BOYCE SALES COMPANY
318 Merchandise Mart
Dallas, Texas
NORWOOD DISTRIBUTORS, LTD.
1231 St. Catherine St.
Montreal Canada
(Exclusive Canadian Distributors
TOYS OF CALIFORNIA, INC.
0553 Artesia Avenue
Bellflower, California



1953 M.G. Model T.D.

Its tiny interior is a blur of British fast motoring as dapper Ronald Revell's precision-molded MG complete with convertible top and luggage rack. **69c**

FOREIGN CARS



1907 Renault LIMOUSINE

One of the most beautiful of early [illegible] designed—with elegant coachwork and upholstery. Luxurious interior fittings and [illegible] Wire Wheels. **89c**

Even motorless Americans from Kalamazoo to Kokomo thrill to the sight of the exotic foreign cars. Antique and Horseless Carriage collectors are waiting for the new Revell FIRST ... quick-construction kits.

1st Revell kits! Famous Series Four ... 1/32 [illegible] ... a real [illegible] platoon of scale beauties. Revell's been getting the facts to bring you through Revell research and precision workmanship. Get behind these new models with wheels that [illegible] Lucas, wicker drapes, coachwork, plywood, and many more.

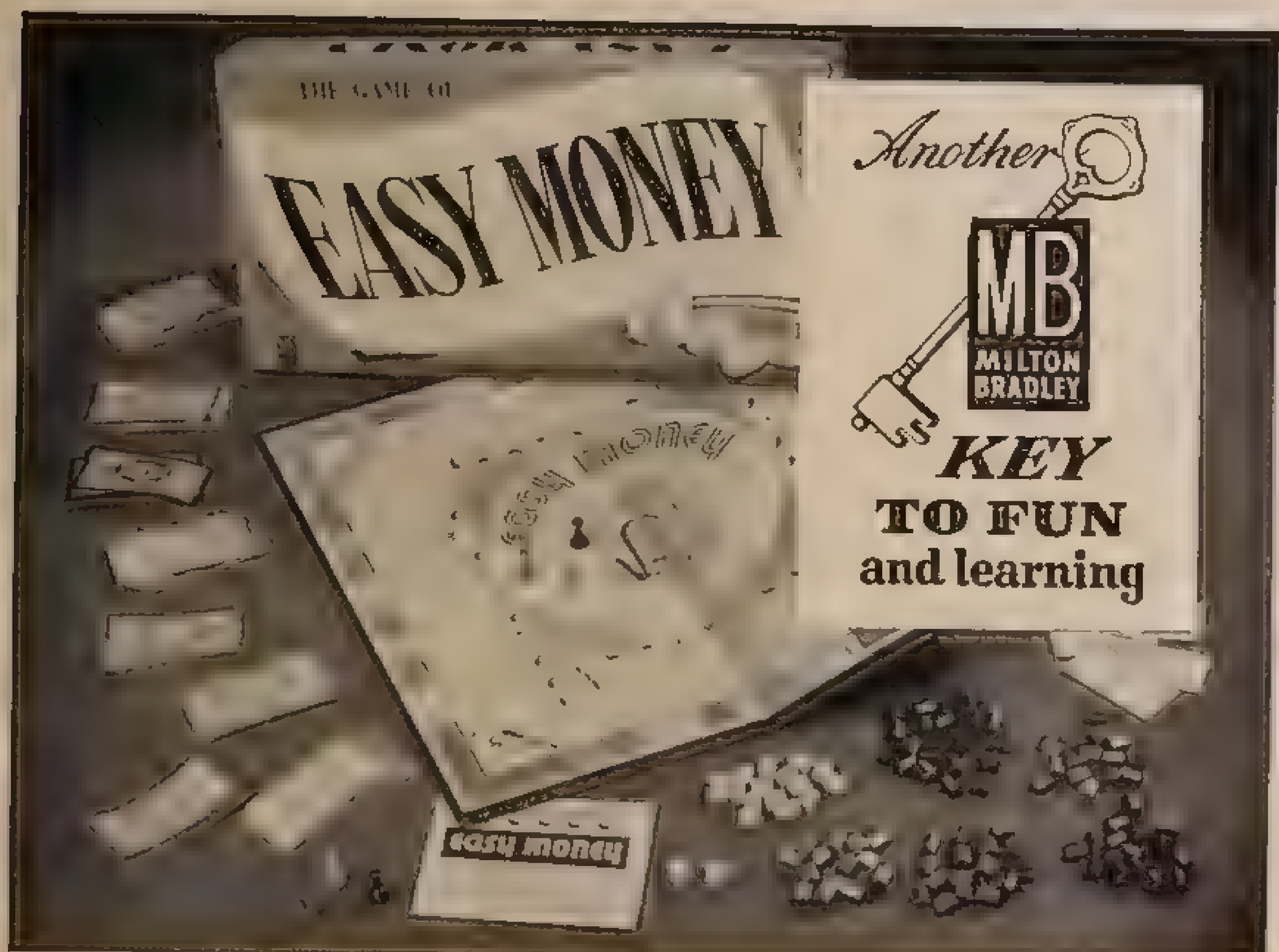
Revell's HIGHWAY PIONEERS

in exciting, easy-to-construct plastic kits!

Revell inc.

4223 OCEAN PARK AVENUE VENICE CALIFORNIA

NEW YORK OFFICE ROOM 1240 200 FIFTH AVENUE BUILDING



EASY MONEY

As Advertised in LIFE

For Ages 6 to Adult

And it's "easy money" for you when you display and feature this popular, nationally-advertised board game. The risks and thrills of high finance that hold children from 6 years of age and adults spellbound make Easy Money a top seller from coast-to-coast. Available in two attractive editions. No. 4457C De Luxe, priced at $2.50 retail, and No. 4039B Standard at $2.00.

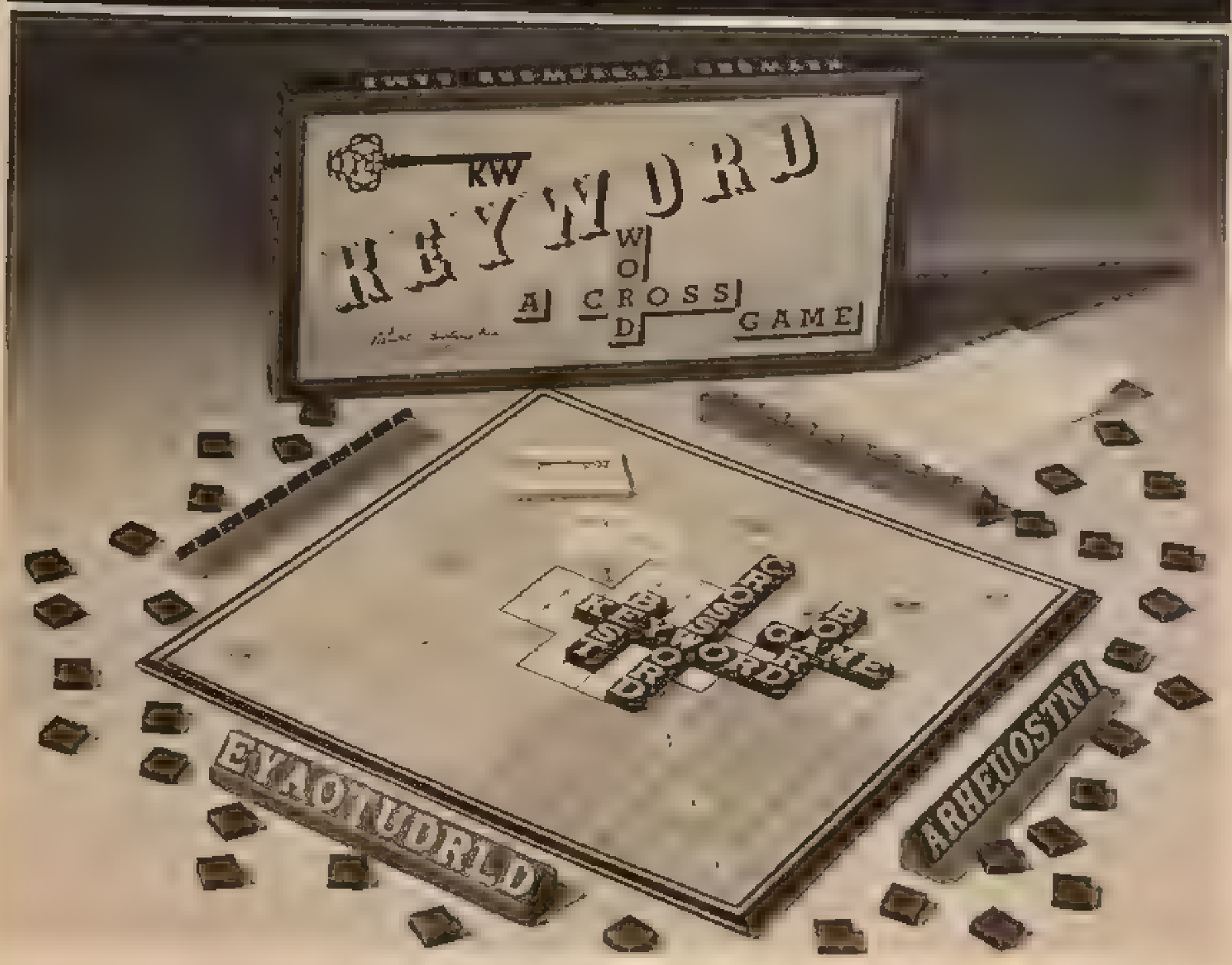
Complete catalogue of Milton Bradley Toys and Games free on request

MILTON BRADLEY

SPRINGFIELD 2, MASSACHUSETTS • NEW YORK • BOSTON • PHILADELPHIA • CHICAGO

FAMOUS Parker Games

THE MOST FAMOUS AND LARGEST SELLING GAMES IN THE WORLD



SPELLING PROFITS FOR YOU KEYWORD BEST CROSSWORD BOARD GAME

FOUR exclusive features — Color Areas, Key Squares, Keyword Cards, new Easy Scoring System — plus the most extensive national advertising ever put behind a game, make Keyword your best bet. Every month of the year it keeps on selling — for family and party play — as the perfect gift for birthdays, hostess, convalescents, travelers. Keyword is fun for everybody, every age, on every occasion! And it can be played by 2, 3 or 4 people — or solitaire.

Parker Brothers
Keyword Letters Set

Scrabble® is a
Registered Trademark of
J. W. Spear & Sons Limited
England
for its crossword game
exclusive to Selchow & Righter Co.

Parker Brothers, Inc. SALEM, MASSACHUSETTS

200 FIFTH AVE. NEW YORK 10 MERCHANDISE MARTS, CHICAGO AND SAN FRANCISCO

CARROM

Toys and Games

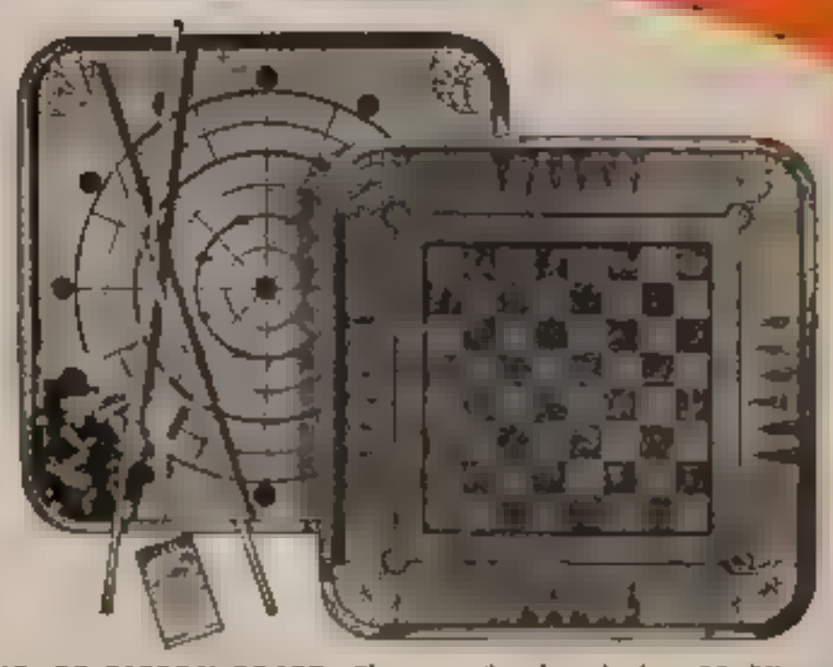
The No. 1 Line Since 1889

Only games of outstanding play value can win and hold public interest and acceptance, generation after generation. Carrom-Crokinole Game Boards, introduced in 1889, are still leaders in the Carrom line . . . going stronger than ever! No other games, even today, offer so much in diversified entertainment for all age groups.

But popular demand also calls for constantly new, ingenious toys and games . . . well represented in the always expanding Carrom line. For high *Play Value* and high *Pay Value*, in terms of turnover and profit per sale, CARROM should rate "No. 1" in your Toy and Game Department.

If you do not have a copy of our latest catalog, write for it . . . and keep a representative assortment of Carrom Toys and Games on hand the year 'round.

VISIT THE CARROM EXHIBIT AT THE AMERICAN TOY FAIR, MARCH 8 TO 17 ROOM 797, HOTEL McALPIN, NEW YORK



NO 85 CARROM BOARD. This reversible board plays 25 different games. Offers 28" x 28" playing surface. Frame construction with plywood center panel, round corners, reversible net pockets and green felt cushions on Carrom side. Other types and sizes also available.

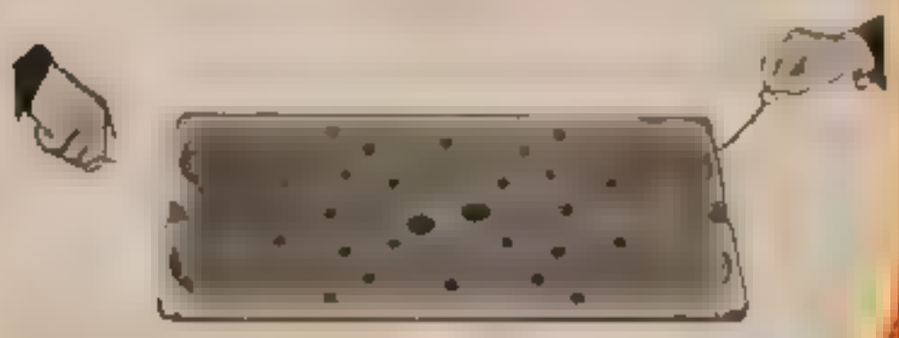
RIFFA GAME. A new and unique skill game for any number of players. Combines features of bowling, curling and bagatelle. Employs 3 way spring. Size 12" x 60". Hinged in middle for convenient storing.

CARROM TILT-BALL. An exciting and amusing variation of carom board games with new elements of skill and chance providing direct competition between players of equal ability. Size 11" x 22".

CARROM BOWL-BALL. An exciting skill game for adult groups with plenty of play variation. Furnished with 2 balls. Strongly built. Size 28" wide, 30" long, 10" high.

NOK-HOCKEY. A very realistic table hockey game for 2 to 4 players. Size 34" x 48". Hardwood frame, hardwood playing surface.

DART BOARDS. Two distinctive, original-design reversible boards . . . a different dart game on each side. Games include: Triple Ring, Splasho, 20-Point and Dart Baseball.



SHUFFLE HOCKEY. One of the newest Carrom games. Combines principles of ice hockey and shuffle board. Size 5" x 30". Sturdy construction.

KIKIT. A fast action skill game for [illegible] players. [illegible] Two sizes.

Carrom Industries, Inc.

LUDINGTON — Established 1889 — MICHIGAN

Largest Makers of Game Boards in the World

NEW YORK SHOWROOM: 19 West 44th St. (near 5th Ave.) — Room 413, Berkeley Building

SEE THE EXTRAORDINARY **NEW**
JIM PRENTICE ELECTRIC GAMES
IN **ROOM 205** **DAVID OSHRIN**
FIFTH AVENUE BUILDING

Central – HUGH D KENNEY
1443 Merchandise Mart Plaza, Chicago 15,

South – HANSON SOUTHERN SALES CO.
101 Marietta Street N W Atlanta, Ga.

South West – JACK STEPHENS
2207 Berkeley Street Brownwood Texas

West – WILLIAM E COLLIN & CO
656 So Los Angeles Street Los Angeles, Cal

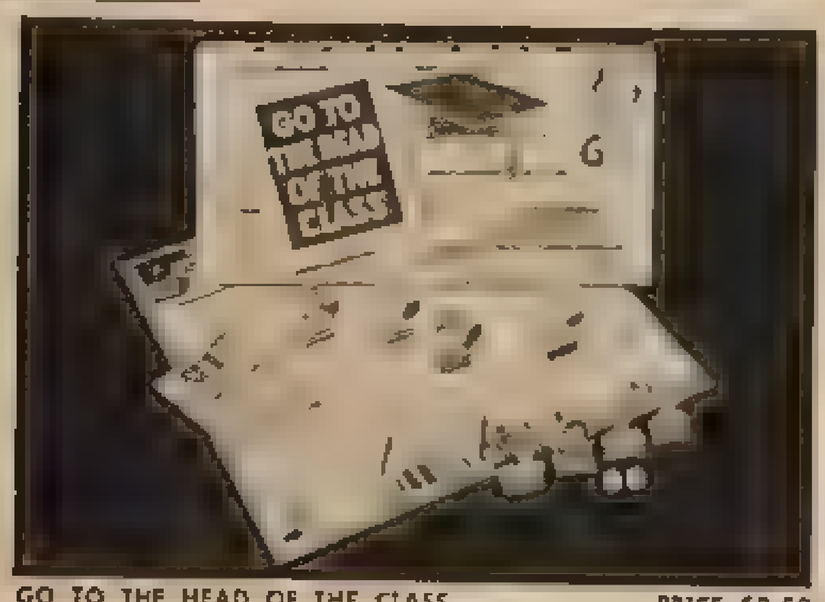
THE ELECTRIC GAME CO., INC
FRONT AND OLIVER HOLYOKE MASS

12

[redacted]

KEY TO FUN and learning

Featured in 5 BIG PARTICIPATIONS *in the* TOY INSTITUTE LIFE-TV PROMOTION



GO TO THE HEAD OF THE CLASS PRICE $2.50

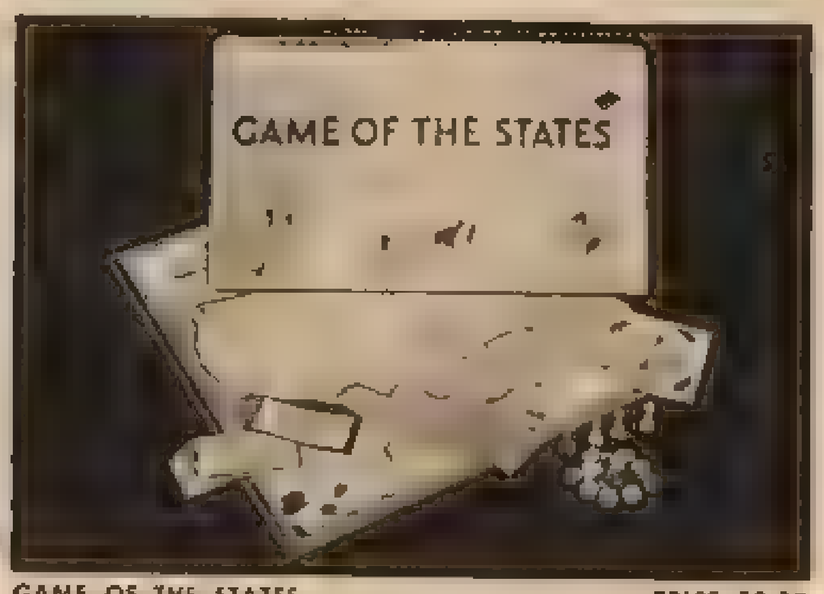
EASY MONEY - PRICE $2.50 STANDARD EDITION - PRICE $2.00

AMERICA'S BEST GAMES

REDSKIN FINGER PAINTS $2.00 OTHERS $1.00 & $3.00

AMERICA'S LARGEST SELLING FINGER PAINTS

PARK AND SHOP PRICE $3.00



GAME OF THE STATES PRICE $2.00

Complete catalog of Milton Bradley Toys and Games free on request

MILTON BRADLEY

SPRINGFIELD 2, MASSACHUSETTS

Boston Chicago New York Philadelphia
"

SEE JIM PRENTICE *ELECTRIC* GAMES

ROOM 709
NEW YORKER HOTEL

ROOM 205
5th AVENUE BLDG.
DAVID OSHRIN

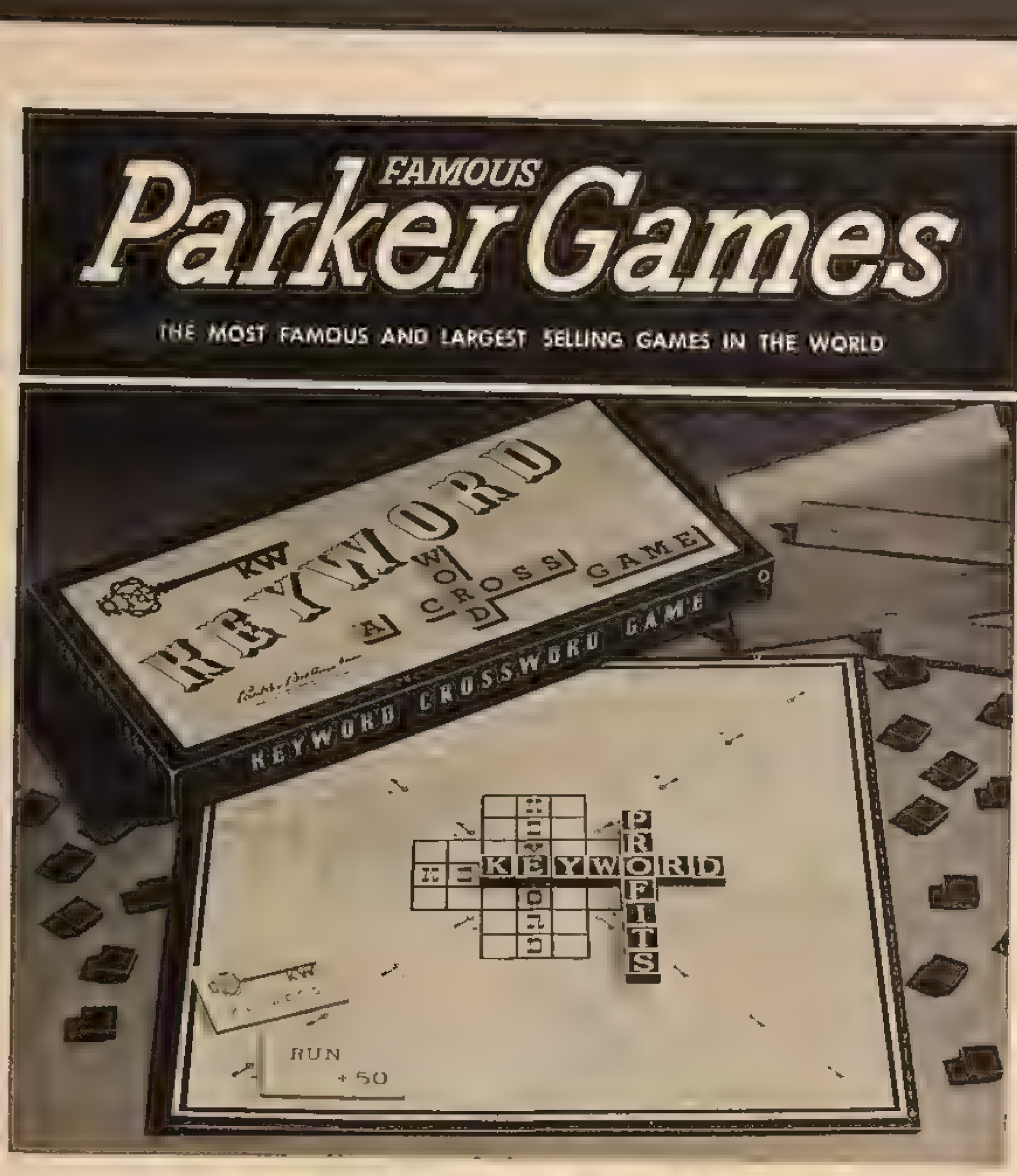
THE ELECTRIC GAME CO., INC.

FRONT AND OLIVER, HOLYOKE, MASS.

"World's First and Largest Electric Game Manufacturer"

FAMOUS Parker Games

THE MOST FAMOUS AND LARGEST SELLING GAMES IN THE WORLD



Get the Year-'Round Business with . . . KEYWORD BEST CROSSWORD BOARD GAME

Fall and spring, winter and summer, the game department that features Keyword is busy — and profitable! Three exclusive features . . . quick, easy scoring system. Extensive national advertising — magazines, TV, radio.

Popular Deluxe Keyword Letters, $7.00

Standard Deluxe Wooden Letters, $5.00

Deluxe Cardboard Letters, $3.00

Parker Brothers, Inc. SALEM, MASSACHUSETTS

200 FIFTH AVE., NEW YORK 10 MERCHANDISE MARTS, CHICAGO AND SAN FRANCISCO

The benay-Albee

Sales Round-up!

A MARKET OF MILLIONS
OF GENE AUTRY FANS
AWAITS THE

Gene Autry

WESTERN HAT

It's here! the GENE AUTRY western hat — known to millions of children from coast to coast! Authentically fashioned of fine quality, 100% wool felt, with reeded sweat band and adjustable chin cord. The genuine GENE AUTRY shaping is locked into position . . . defies crumbling snaps back into position even under heavy playtime punishment. This is the hat you'll just show to sell — a real volume-sales maker!

$1.98 SUGGESTED RETAIL

Available in Four Genuine Western Colors

GRAND CANYON RED SADDLEHORN BLACK
SAGEBRUSH GREEN PONY BROWN

OR IN PURE WHITE, $2.49 suggested retail

Also Available in Straw Fiber

suggested retail, $1.39

PROVEN BEST SELLER

FIBER WESTERN HAT

A self-out sensation in '53 — has built up an even greater demand for '54! Made of special miracle fiber that looks better, wears better, SELLS better! Available in White with black trim or red trim; red with white trim; yellow with black trim, and black with white trim. Complete with adjustable-slide chin cord.

79¢ SUGGESTED RETAIL

the fiber western hat with all these plus features!

Colors are dyed in not painted on! Won't fade or buckle in sun.

Water repellent stands up better in any weather!

Ventilated fiber weave helps control perspiration of children at play!

Flexible shapes easily into many favorite styles!

benay-Albee

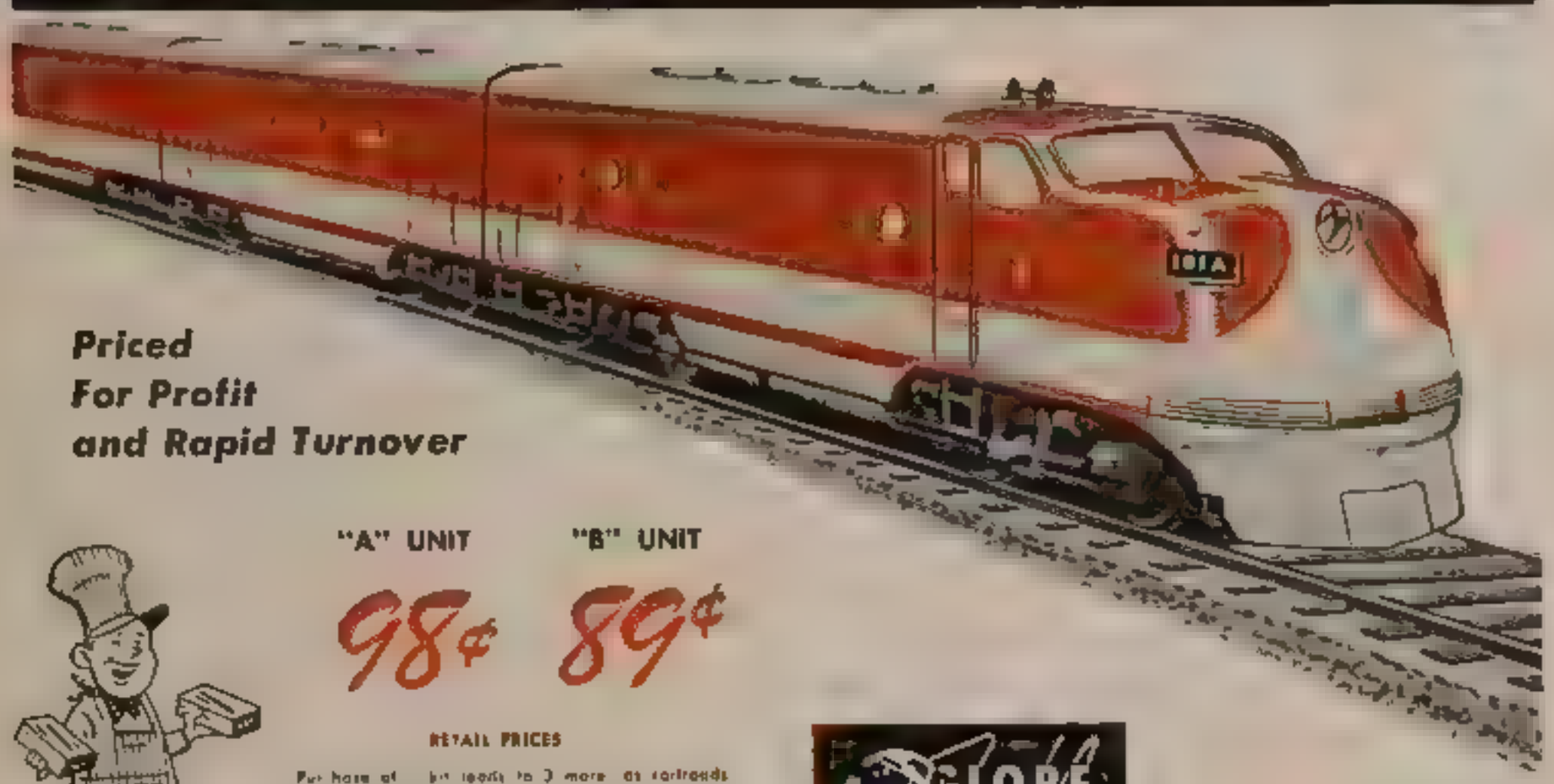
65 SOUTH 11th STREET
BROOKLYN, N. Y.

California office Irving Petak 310 East 4th St., Los Angeles, Calif.

SEE YOUR LOCAL JOBBER
for these numbers
Or SEND *Today*
FOR SAMPLE ORDER
and address of your local jobber

PROVED PROFIT MAKER FOR BOTH TOY AND HOBBY STORES

NEW F-7 HO DIESEL STREAMLINER



Priced
For Profit
and Rapid Turnover

"A" UNIT	"B" UNIT
98¢	89¢

RETAIL PRICES

Purchase of [illegible] sets to 3 more at retail use 4 diesel units. Fitted parts are exquisitely detailed and give together easily Union Pacific lettering
Display models are painted and mounted on roadbed with silver finished rails enclosed in 4-piece plastic shell

GLOBE Models
[illegible] WESTERN AVENUE
LOS ANGELES 47, CALIFORNIA

Painted [illegible] A unit only [illegible] B unit with [illegible] and painted [illegible] and [illegible] B unit [illegible]

TOYS for KIDDIES

AGE 1 TO 8

[illegible]

No. 760 Locomotive and Tender [illegible] $2 retail

No. 734 Freight Truck [illegible] $1.25 retail

NO. 760

NO. 734

★

[illegible] TOYS are packed in attractive gift boxes [illegible] In addition to the two units illustrated the line includes [illegible] Freight Transport [illegible] Transport Tanker Truck [illegible] truck and [illegible] Trees made of select wood [illegible] at popular prices

Write for detailed information

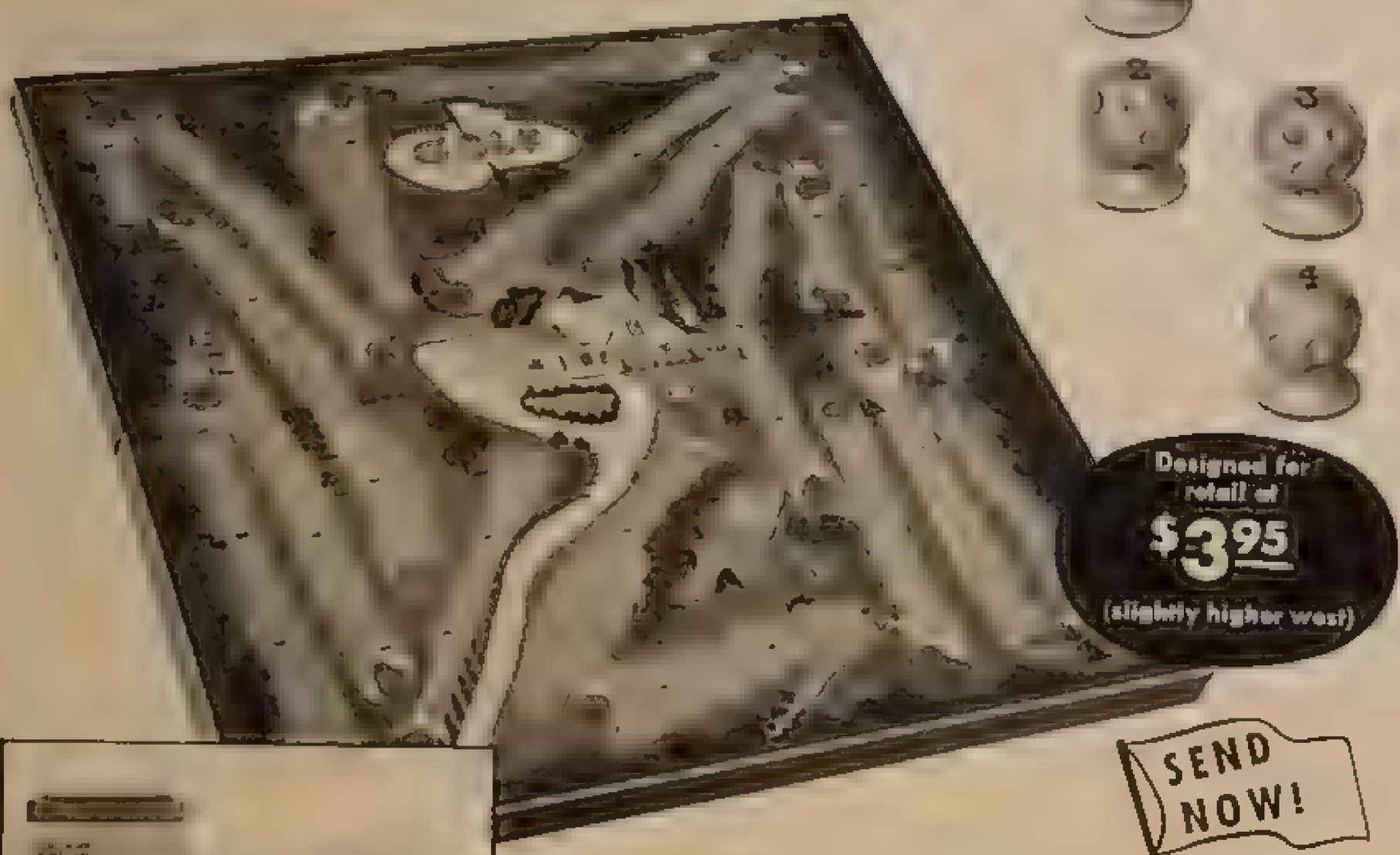
PRE-SCHOOL TOY MFG. CO., 23706 74th Ave., West, EDMONDS, WASH.

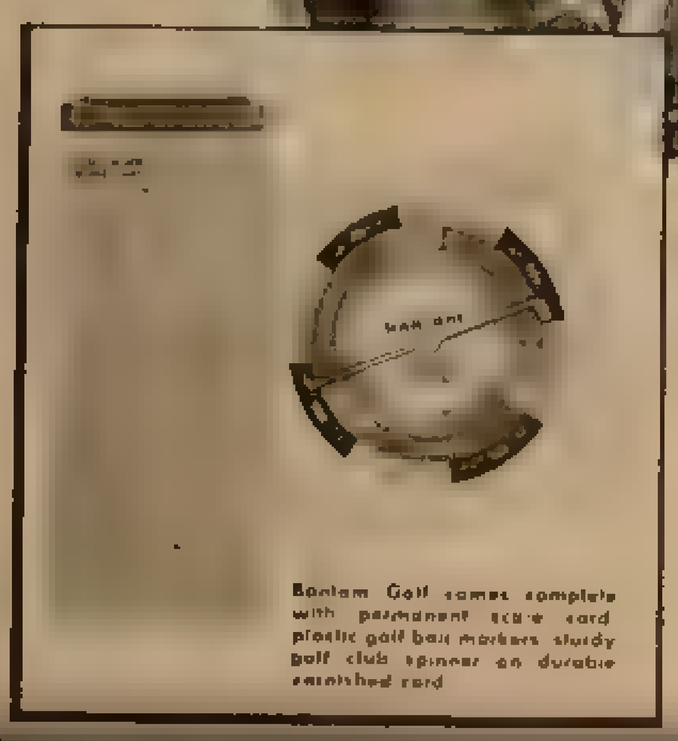
[redacted]

FORE! FOR THE NEW GAME SENSATION!

bantam GOLF

All the thrills and excitement of real golf for one to four players . . . a game of lasting pleasure for all the family! Cleverly planned to simulate actual play, with miniature golf balls advancing on realistic course. Brilliantly colored self-container; superior quality throughout. Get this fast-selling *new* game sensation now . . . display it on your counter . . watch it make money for you!





Bantam Golf comes complete with permanent score card plastic golf ball markers sturdy golf club spinner on durable varnished card

An outstanding package that stands alone to make its own *PILFER PROOF* counter display. Compact folding set up box with self-container lid that fits for storing spinner markers score sheet and instructions

SEND NOW!

STOTLER INDUSTRIES

1130 Woodlawn Avenue, Rockford, Illinois

Please send us additional information

Please send us sample at our regular cost

Jobber Retailer

FIRM NAME

ADDRESS

CITY STATE

NEW GAME CRAZE!
EXCITING! DIFFERENT!

The PRESSMAN

GROUCHO TV QUIZ GAME

- IT'S MAGNETIC! • IT'S EDUCATIONAL!
  (No wires or batteries)
- IT'S FUN FOR THE ENTIRE FAMILY!

SEE ME ON TV!...
WHEN I INTRODUCE THE GROUCHO TV QUIZ ON "YOU BET YOUR LIFE," OVER 137 TV STATIONS STARTING THURSDAY, SEPTEMBER 30.

HEAR ME ON RADIO OVER 215 STATIONS COAST-TO-COAST STARTING WEDNESDAY, SEPTEMBER 29.

This is IT!... A new, exciting game that will be **presold** by Groucho himself to the 18,000,000 audience of 'You Bet Your Life".

We are backing this promotion with national advertising, cooperative local ads, ad mats, counter cards, window streamers, etc.

Here's how it works...

A big 5" plastic figure of "Groucho himself" spins **magnetically** to point to the correct answers. The whole family takes turns playing Quizmaster, wearing Groucho's own mustache and costume accessories which come with the game. There's lots of play money in the Jack Pot for the big pay-offs...and it's fun for the whole family.

The GROUCHO QUIZ GAME will sell as no other game has sold before! Get ready... stock up **now**... rush your orders and re-orders today for the demand that's sure to follow after the TV Preview!

Dealers:

Order through your local jobber. If he cannot supply you, write for information

another hit from

pressman
TOY CORPORATION
1107 BROADWAY, NEW YORK 10, N.Y

61

COAST-to-COAST DEALERS SELL MORE NOMA LITES THAN ANY OTHER BRAND!

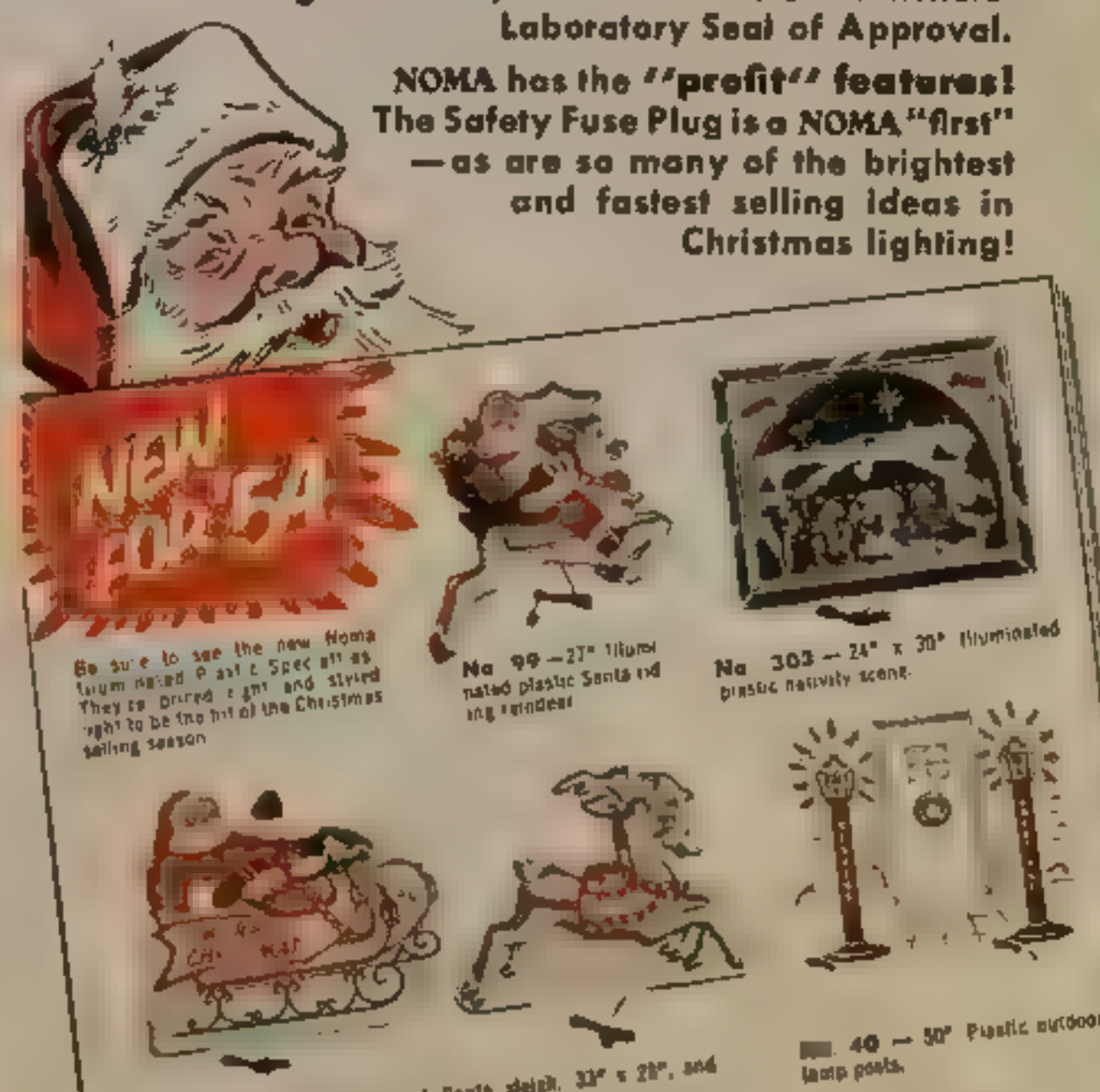
THE ONLY COMPLETE CHRISTMAS LINE

No. 3415 SF—15-light multiple indoor outfit.

Why? NOMA has the name! People know it —and prefer it—over any other brand by 25 to 1.

NOMA has the quality! Every item is tested, guaranteed, and carries the Underwriters' Laboratory Seal of Approval.

NOMA has the "profit" features! The Safety Fuse Plug is a NOMA "first" —as are so many of the brightest and fastest selling ideas in Christmas lighting!



Be sure to see the new Noma Illuminated Plastic Spec-all as they're bound to be the hit of the Christmas selling season

No. 99—27" illuminated plastic Santa and sleighing reindeer

No. 303—24" x 30" illuminated plastic nativity scene

No. 612—Illuminated Santa sleigh, 33" x 28", and double reindeer, 33" x 25"

No. 40—30" Plastic outdoor lamp posts.

No. 91—30" illuminated plastic SNO MAN

No. 204—9-light plastic candelier

No. 530 G—21 light green vinyl tree.

No. 98—40" illuminated plastic Santa with toy pack

No. 101—18" Vinylite twin choir singers, illuminated

No. 97—20" illuminated plastic Santa with tree

NOMA LITES INC., 55 West 13th Street, New York 11, N. Y.

Extra HOLIDAY SALES

SUPERB HALCO BRAND

Santa Claus

SUITS, BEARD AND WIG SETS

Halco is ringing the bell to remind you that you can ring up extra holiday sales by stocking these items. They're Christmas naturals!

They'll be asked for! Halco gives you a complete price range—four costume styles that are suitable for all occasions from simple home needs to the plush requirements of stores, clubs, lodges and institutions. Each complete with tassel cap, belt, leatherette leggings, beard with mask or wig. And each *jolly suit* for extra padding that makes the traditional round and jolly Santa.

ANOTHER HALCO FAVORITE!

WRITE TODAY FOR COMPLETE INFORMATION

J. HALPERN COMPANY

810 PENN AVE., PITTSBURGH • 200 FIFTH AVE., NEW YORK

13

Bunny-time
is just around the corner...
Gund's WONDERFUL
NEW EASTER LINE
IS READY!
Nowhere but nowhere will you find a more exciting...
more colorful...more complete line of bunny-time toys.
Fashioned with care and pride, GUND'S new "Easter Family"
sets the style for a wonderful Easter parade of new and
unusual designs in stuffed toys. For quality merchandise...
for sure profits...for promotions unlimited,
plan your Easter of Gunds now!
Gund
MANUFACTURING COMPANY • J SWEDLIN INC
200 FIFTH AVENUE NEW YORK 10, N Y
New York • Chicago • San Francisco • Los Angeles • Seat

ARTISTIC

presents

a preview

of what's

NEW

Make this Easter

it's an early one!

Make one by ordering

early! Write now

for your new Artistic

catalog — chocklu

of brand new best-sellers

for Easter

Artistic

Make a Gamble Stuffed Animal

bakery and lovable stuffed animals

plastic, plush, pencils, fairy dolls and creatures

you can always recognize an Artistic toy

EXCITINGLY NEW AND EXCLUSIVE

for 1954

HALLOWEEN COSTUMES

by **COLLEGEVILLE**

The Most Wanted Line

RAGGEDY ANDY RAGGEDY ANN

© THE JOHNNY GRUELLE CO

EXCLUSIVELY OURS

[illegible]

See Our New, Complete Line at the

TOY FAIR

Room 434 200 FIFTH AVENUE, N. Y. C.

- **ALL COLLEGEVILLE COSTUMES are treated to retard flame**
- **Every outfit is full cut and attractively packaged in a two-piece window box.**

Plus over a hundred other character costumes some with flasher lights, many exclusive copyrights from the movies and TV including cowboy Indian, military, space and baseball playsuits Also Santa Claus Suits Bears and complete costumes

FLAGS OF EVERY DESCRIPTION

COLLEGEVILLE FLAG and MANUFACTURING CO.

Established 1909

New York 10, N. Y.
200 Fifth Avenue

MAIN OFFICE AND FACTORY
COLLEGEVILLE, PA.

Philadelphia 6, Pa.
716 Chestnut Street

[redacted]

Make it a Halco Halloween!

NEW! EXCITING! BEST SELLERS!

Yes, make it a Halco Halloween—and you'll make it a profitable Halloween! Only Halco concentrates on such highly promotional designs as Eerie Electric Eyes, Mr and Mrs Potato Head and Terry-Toon characters to insure you volume sales. Plan now to make the most of your Halloween Season—and of course, plan with

HALCO—America's Leading Creator of Costumes!

Write FOR 24-PAGE CATALOG—
COSTUMES, MASKS, WIGS, PLAYSUITS

*With New Vinyl Masks!

These are the most realistic Halloween masks ever made! Greater facial details, better fit. They'll make a big hit!

EERIE ELECTRIC EYE COSTUMES

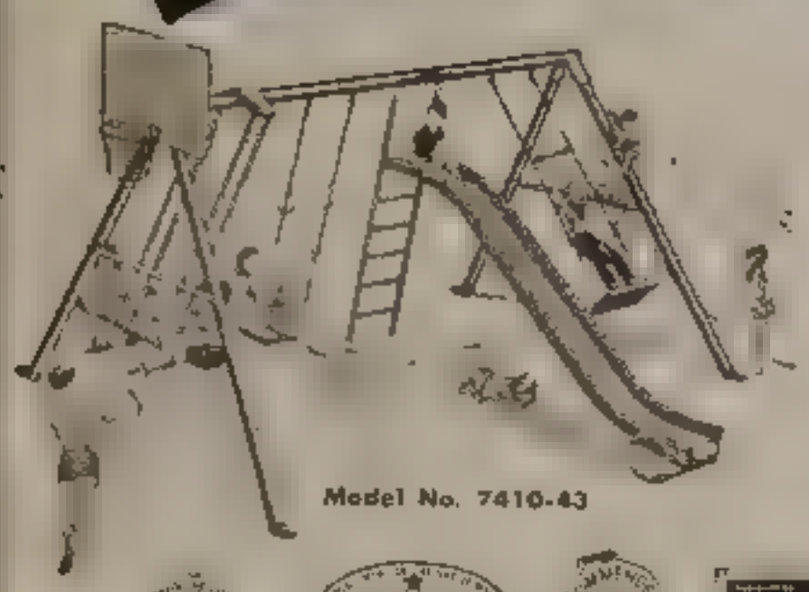
With Flashing Lights! Complete with long wire and battery case that can be concealed in pocket. Just squeeze case to flash lights on and off.

Halco

J. HALPERN COMPANY

810 PENN AVENUE, PITTSBURGH, PA. — 200 FIFTH AVENUE, NEW YORK CITY

THERE *IS* A DIFFERENCE!



Model No. 7410-43

GYM-DANDY Gyms are often imitated but seldom duplicated. We invite you to compare other gyms with these important points of a Gym-Dandy—safe, sturdy design; rugged all steel construction tough, lustrous baked enamel finish; fine hardware, galvanized chain; ball-bearing hangers Be convinced Gym-Dandy Gyms offer important differences—in your favor! 16 gym models, 4 sizes of slides See them at our Permanent Display Offices or write for a 1954 Catalog

UNIVERSAL MFG. CO., INC.

Factory and Gen. Offices: Shreveport, La.

Permanent Display Offices
CHICAGO: Space 1447-8 Mdse. Mart, Tom Hartigan, Rep.
NEW YORK: 200 Fifth Ave., Suite 264, Redelt & Demov, Inc. Reps

GYM-DANDY

ALL STEEL *Gyms and Slides*

FLYING SAUCERS

EXCITING ACTION TOY!

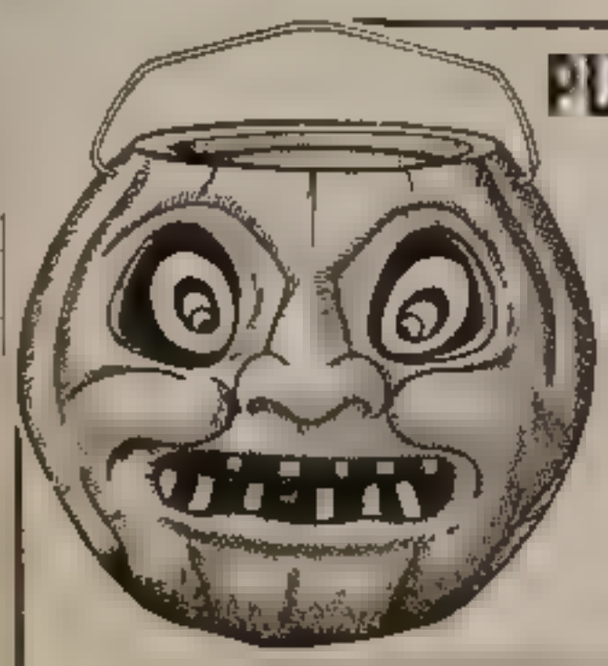
NEW!

The Flying Saucer soars high and far, and so will your sales if you include it in your line. No strings to wind and the vinylite saucer is completely harmless. Beautifully boxed and popularly priced. Write for details.

Exclusive Distributor

GEO. BORGFELDT CORPORATION

44-60 EAST 23rd St., GR. 7-0400, NEW YORK 10, N. Y.
44 York St., Toronto, Ontario, Canada
LOS ANGELES MERCHAND SE MART
712 South Olive Street, Los Angeles, Calif



PUMPKINS

HALLOWE'EN

JUMP ROPE

with or without JINGLE BELLS 10-15-19-25 and 50-cent numbers for SPRING

Write for Illustrated Circulars and Price

GEO. BORGFELDT CORPORATION

44-60 E. 23rd ST., GR. 7-0400, NEW YORK 10, N. Y.
44 York St., Toronto, Ontario, Canada
Merchandise Mart, 1355 Market St. San Francisco, Cal

FLYING SAUCERS

EXCITING ACTION TOY!

NEW! The Flying Saucer soars high and far, and so will your sales if you include it in your line. No strings to wind and the vinylite saucer is completely harmless. Beautifully boxed and popularly priced. Write for details.

Exclusive Distributor

GEO. BORGFELDT CORPORATION
44-60 EAST 23rd St., GR. 7-0400, NEW YORK 10, N. Y.
44 York St., Toronto, Ontario, Canada
LOS ANGELES MERCHANDISE MART
712 South Olive Street, Los Angeles, Calif.

UNBREAKABLE VINYL SAND PAIL

WITH SHOVEL

IN BEAUTIFUL, COLORED PLASTIC

★

ASSORTED IN BLUE, RED AND YELLOW

★

POPULARLY PRICED

IMMEDIATE DELIVERY

3 Doz. to Carton — FOB Hillside, N. J.

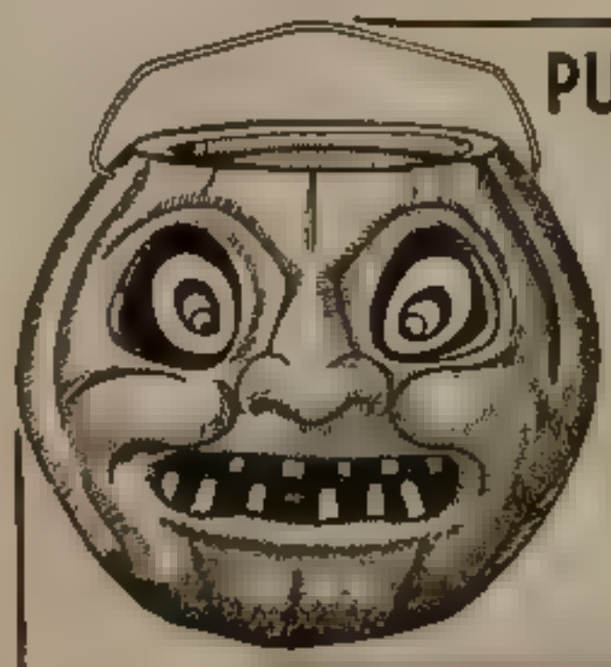
GEO. BORGFELDT CORPORATION
44-60 EAST 23rd St., GR. 7-0400, NEW YORK 10, N. Y.
44 York St., Toronto Ontario, Canada
LOS ANGELES MERCHANDISE MART
712 South Olive Street, Los Angeles, Calif

PUMPKINS

HALLOWE'EN

JUMP ROPE

with or without JINGLE BELLS
10-15-19-25 and 50-cent numbers for



Write for Illustrated Circulars and Prices

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LOS ANGELES MERCHANDISE MART, 712 S. Olive St., Los Angeles, Calif

STURDY

HORSE RIDER

with

STEERING, TURNING HEAD

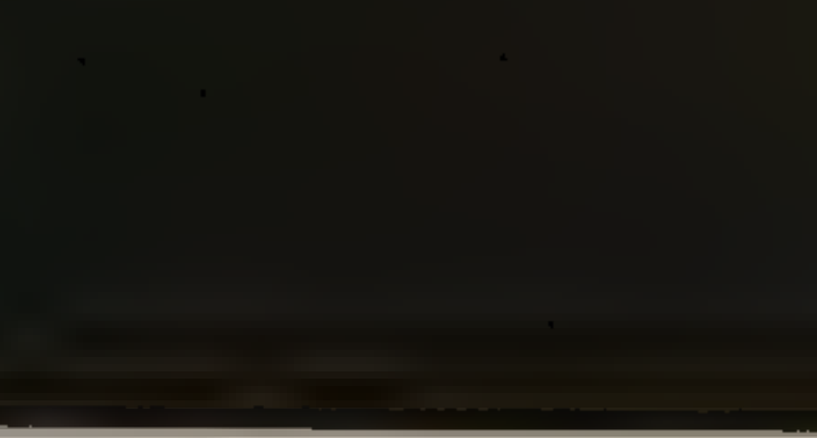
ALL METAL CHASSIS

AND WHEELS

¾" Wooden Seat — Suggested Retail $2.98

GEO. BORGFELDT CORPORATION
44-60 EAST 23rd St., GR. 7-0400, NEW YORK 10, N. Y.
44 York St., Toronto, Ontario, Canada
LOS ANGELES MERCHANDISE MART
712 South Olive Street, Los Angeles, Calif

FLYING SAUCERS



EXCITING ACTION TOY!

NEW!

The Flying Saucer soars high and far, and so will your sales if you include it in your line. No strings to wind and the vinylite saucer is completely harmless. Beautifully boxed and popularly priced. Write for details.

Exclusive Distributor

GEO. BORGFELDT CORPORATION
44-60 EAST 23rd St., GR. 7-0400, NEW YORK 10, N. Y.
44 York St., Toronto, Ontario, Canada
LOS ANGELES MERCHANDISE MART
712 South Olive Street Los Angeles, Calif

BABY ROLLER BALLS

Beautiful, Lacquered Rubber Balls

☆

Formerly An Exclusive European Art
Now Being Produced In This Country

☆

3 Sizes — 4", 5" and 6"

☆

Popularly Price — Immediate Delivery

GEO. BORGFELDT CORPORATION
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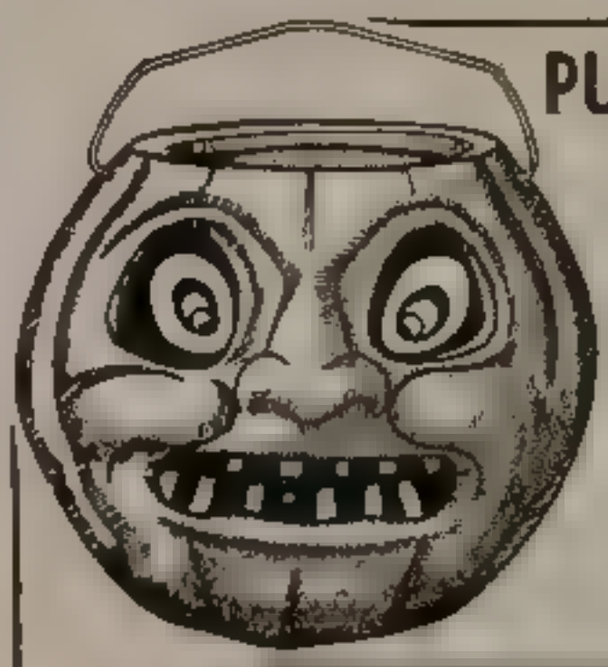
712 South O ve Street, os Angeles Cal f

PUMPKINS

HALLOWE'EN

JUMP ROPE

with or without JINGLE BELLS 10-15-19-25 and 50-cent numbers for SPRING



Write for Illustrated Circulars and Prices

GEO. BORGFELDT CORPORATION
44-60 E 23rd ST, GR 7 0400, NEW YORK 10, N Y
44 York St., Toronto, Ontario, Canada
LOS ANGELES MERCHAND SE MART, 712 S. Olive St., Los Angeles, Calif

DURLOY

HORSE RIDER

with

STEERING, TURNING HEAD

ALL METAL CHASSIS

AND WHEELS

3/4" Wooden Seat — Suggested Retail $2.98

GEO. BORGFELDT CORPORATION
44-60 EAST 23rd St., GR. 7-0400, NEW YORK 10, N. Y
44 York St Toronto, Ontario, Canada

712 South Olive Street, Los Angeles Calif
LOS ANGELES MERCHAND SE MART

GREATER THAN EVER!

STILL AMERICA'S NO. 1 KID T.V. STARS! *A MAGIC NAME IN TOY SALES!*

Ideal's HOWDY DOODY and CLARABELL

More fun for small fry ventriloquists with world famous Howdy Doody. All the action of the big hero of T V comedy. Head and jaw can be easily manipulated. Body soft stuffed and dressed in colorful plaid shirt, dungarees, boots.

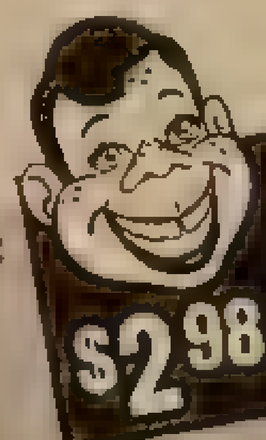
No.	Size	Retail Price
7843	18"	$2.98
7845	20"	$4.98
7846	25"	$7.98

Howdy Doody's beloved clown, dressed in official Clarabell outfit. Comes with famous noise box with attached horn. Satin clown costume is removable from soft-stuffed body.

No.	Size	Retail Price
7847	16"	$2.98
7848	20"	$4.98

IT'S A WONDERFUL TOY

. . . IT'S IDEAL



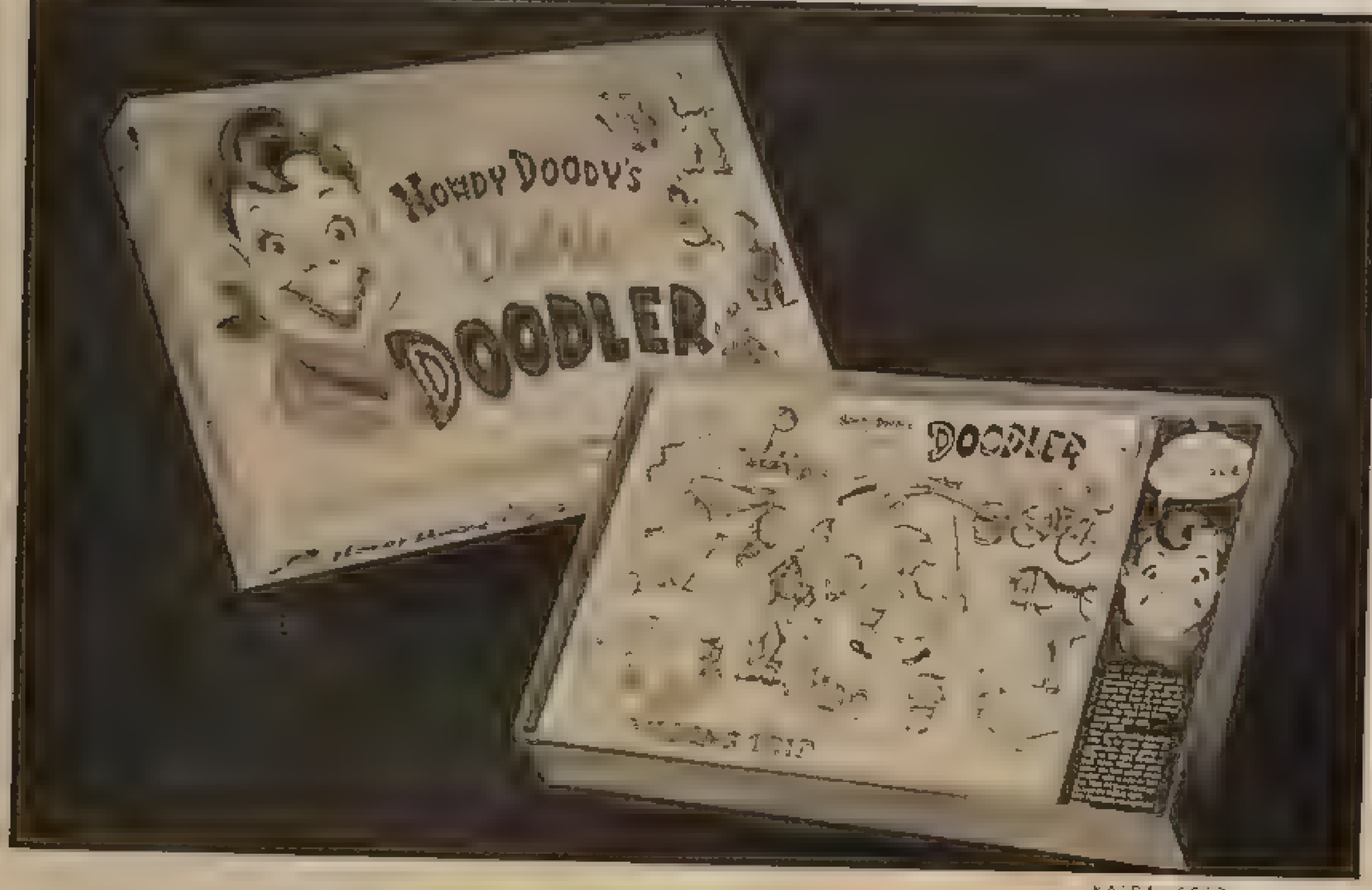
Hi Folks . . . NOW I'M AVAILABLE IN A NEW SIZE . . . and CLARABELL TOO!

$2.98

IDEAL TOY CORPORATION 200 Fifth Ave., New York 10, N. Y.

CHICAGO 1419 Mdse. Mart DALLAS 340 Mdse. Mart LOS ANGELES 914 So. Main St

PRE- TOY FAIR *RELEASE*



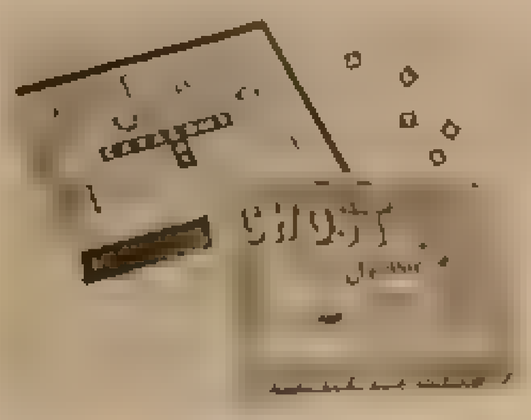
HOWDY DOODY'S *Electric* DOODLER #615 98c

Assorted Activity Games, Puzzles, Mazes

SEE OUR ENTIRE NEW LINE AT THE TOY FAIR

Room 1111—200—5th Ave.

Room 521—Hotel McAlpin



GHOST #603
An Electric Word Game

TRAVEL AMERICA #603
Questions & Action Combined

ELECTRIC BASEBALL #607
Order Now for Spring Training

ANOTHER H-G PRODUCT

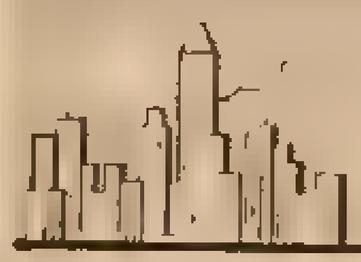
HARETT-GILMAR, INCORPORATED

General Offices: Far Rockaway, New York
N. Y. Showrooms: 200 Fifth Ave., Rm. 1111

HUBLEY "Prestige Toys"

These beautifully detailed metal Hubley Toys were selected to be among the group of Toy Guidance Council Educator-Approved, Prestige Toys for 1954. They will be included in all the promotions this Fall, in TV and other media No. 50 Farm Set as shown. Red with aluminum trim. All five toys in set interlock. No. 507 Motor Express is 18 inches long. Red and green, 14 black rubber wheels. Doors open.

The Hubley Manufacturing Company, Lancaster, Pa.

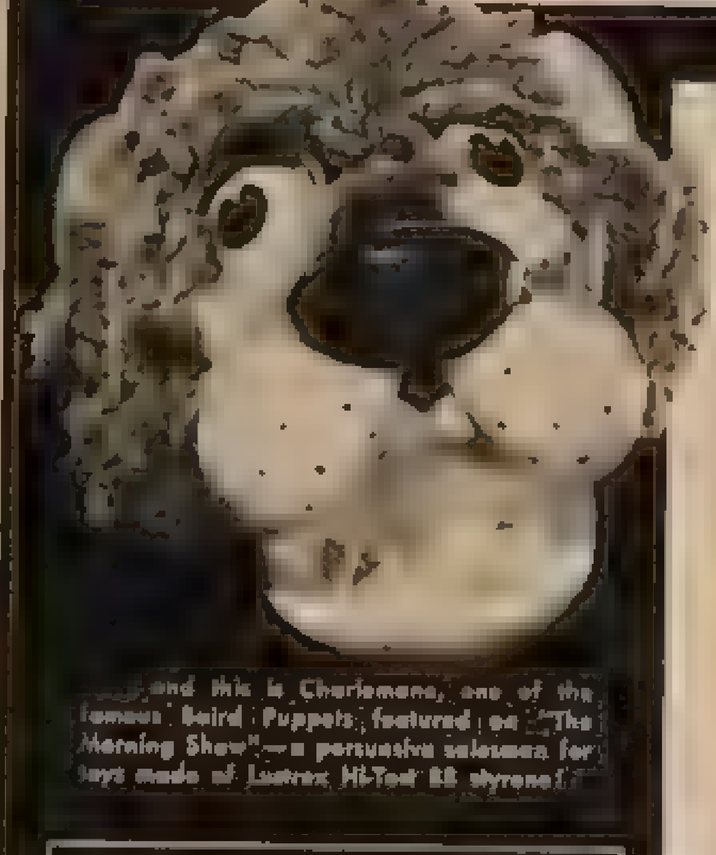


NEW YORK SALES OFFICES:
ROOM 318
200 FIFTH AVENUE
NEW YORK 10, N Y

EXPORT SALES AGENTS
GUITERMAN CO INC
35 SOUTH WILLIAM ST
NEW YORK 4 N Y U S A
Cable Address: "Guiterman" New York

Now...great new CBS-TV "Morning Show" helps you sell toys made of

HI-TEST 88
Lustrex
Styrene Plastic



...and this is Charlemane, one of the famous Baird Puppets, featured on "The Morning Show"—a persuasive salesman for toys made of Lustrex Hi-Test 88 styrene!

Here's the hottest plastic toy promotion in years! Monsanto is putting the full sales power of CBS-TV's "Morning Show" behind wonderful toys for Christmas made of Monsanto's high impact *Lustrex Hi-Test 88* styrene plastic!

On 59 CBS-TV stations, over 3 million viewers every weekday will see Jack Paar, popular star of "The Morning Show," tell the new lasting durability and toughness of toys made of Lustrex Hi-Test 88 styrene ... and the bright colors, ingenious designs and realistic detail that plastics are famous for!

This powerful campaign is geared to make more toys made of Lustrex Hi-Test 88 styrene for you than ever before! Take full advantage of it by stocking up on a complete line of toys made of Lustrex Hi-Test 88 styrene today!

GET FREE STORE IN TOYS WORTH TODAY TO MONSANTO CHEMICAL COMPANY, FOR MORE INFORMATION ON MONSANTO'S ...

ATTENTION WEST COAST RETAILERS!
Monsanto-sponsored, great companion TV show, "Panorama Pacific," is helping you build record Christmas sales on toys made of Lustrex Hi-Test 88 styrene!

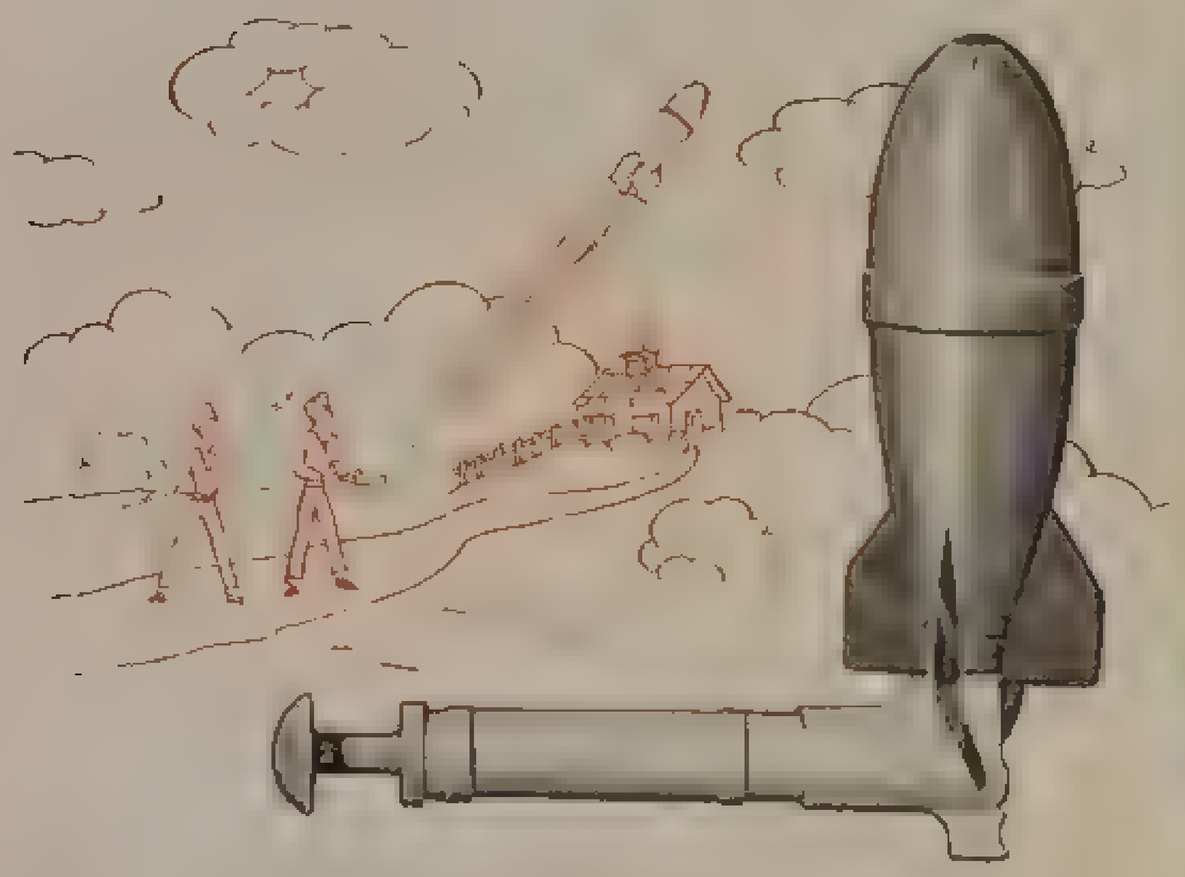
Monsanto

59

Park's NEW JET-PROPELLED ROCKET YOU'VE HEARD AND READ SO MUCH ABOUT!

The Park Rocket is one of the Most Amazing Toys Ever Engineered and Developed for the Space-Minded American Child

- *Travels Over 300 Ft. into Air, Operates on True Scientific Jet Principle*

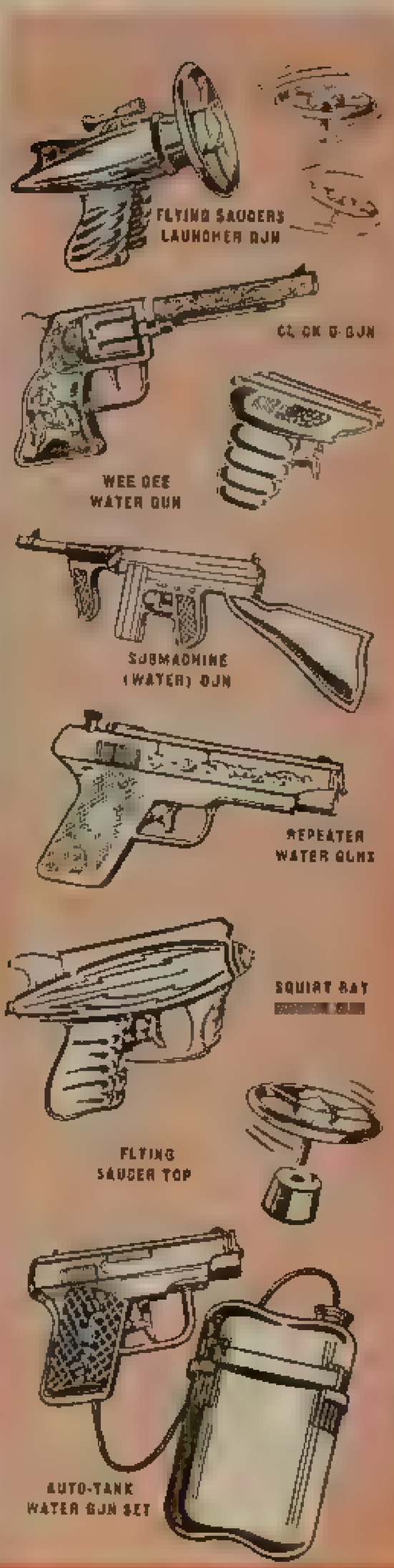


Here's how it works! The rocket is turned upside down and filled approximately 1/3 full of water through the tail, by means of a funnel included with the set. Then, a precision designed pump—also included with the set—is attached. The rocket is turned nose upward, and air is injected with the pump. Up-launching is controlled by a trigger, the compressed air forces rocket 300 feet or more into the air. The height of travel is controlled by the amount of air injections into the rocket.

Made of almost indestructible butyrate plastic, one 8 inch space rocket, a compression pump, and a filler funnel are included in the dramatically designed display box. Suggested retail $1.98. Replacement rockets are available at a suggested retail price of $.49 each.

REPRESENTED BY

Harmar & Co., Inc.—East Coast
Mountain State Sales Co.—Western States
Mr. James Melton—South & So. West
Mr. Arthur Mason—Midwest
Mr. Irving Polak—West Coast
Mr. Harry Copelman—Iowa, Missouri Nebraska, Kansas
Mr. Nate Kurlan—N. Dakota, S. Dakota Minnesota
S. Grant & Sons—Lake Region
Duvall & Rowsee—Delaware, Virginia. West Virginia



A Park toy
PARK PLASTICS CO.

Park Plastics Company

The first name
in pre-school toys

HOLGATE
TOYS

train as well as entertain

Famous Holgate Toys are in constant demand because they have proved so effective in child development.

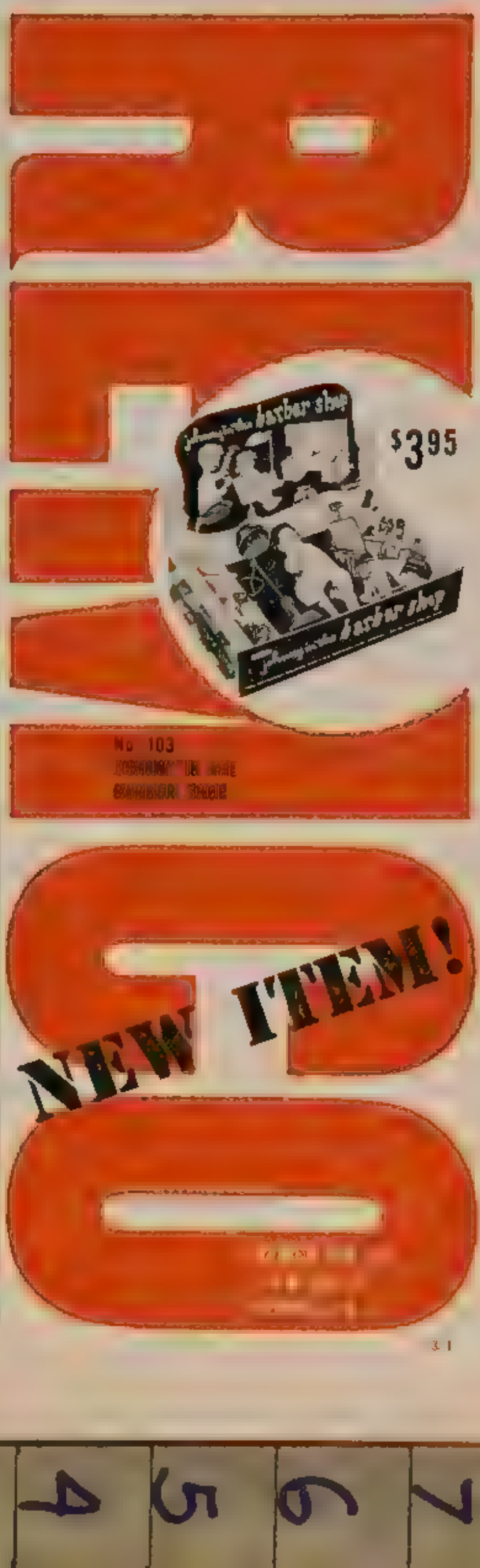
Holgate's complete line covers the child's growing needs from 6 months to 8 years. Approved by pediatricians and educators.

Holgate Toys are made of the only wood educators recommend—hardwood

Easier to sell because Holgate advertising pre-sells your customers!

HOLGATE BROTHERS CO., Kane, Pa.

Offices and Showrooms in
NEW YORK 200 FIFTH AVENUE
CHICAGO 1424-A MERCHANDISE MART
SAN FRANCISCO 1355 MARKET STREET
DALLAS 328 MERCHANDISE MART



it's NEW!

SWAYZE

John Cameron Swayze, internationally known news commentator, scoops the country with this sensational, sophisticated, up-to-the-minute news game. Swayze, the only game that changes daily with world news, is a smart party game for two or a crowd who hop-scotch the world for headlines. Let Swayze headline your game department.

RETAIL $3.00—contains Spinner News Clock, 2 Geographical Locators, Question Counter, large 2-fold Mercator Projection Map of the World, Magic Question Slate and Swayze's News Almanac Book. Packed in colorful display box

Another MB KEY TO FUN and learning

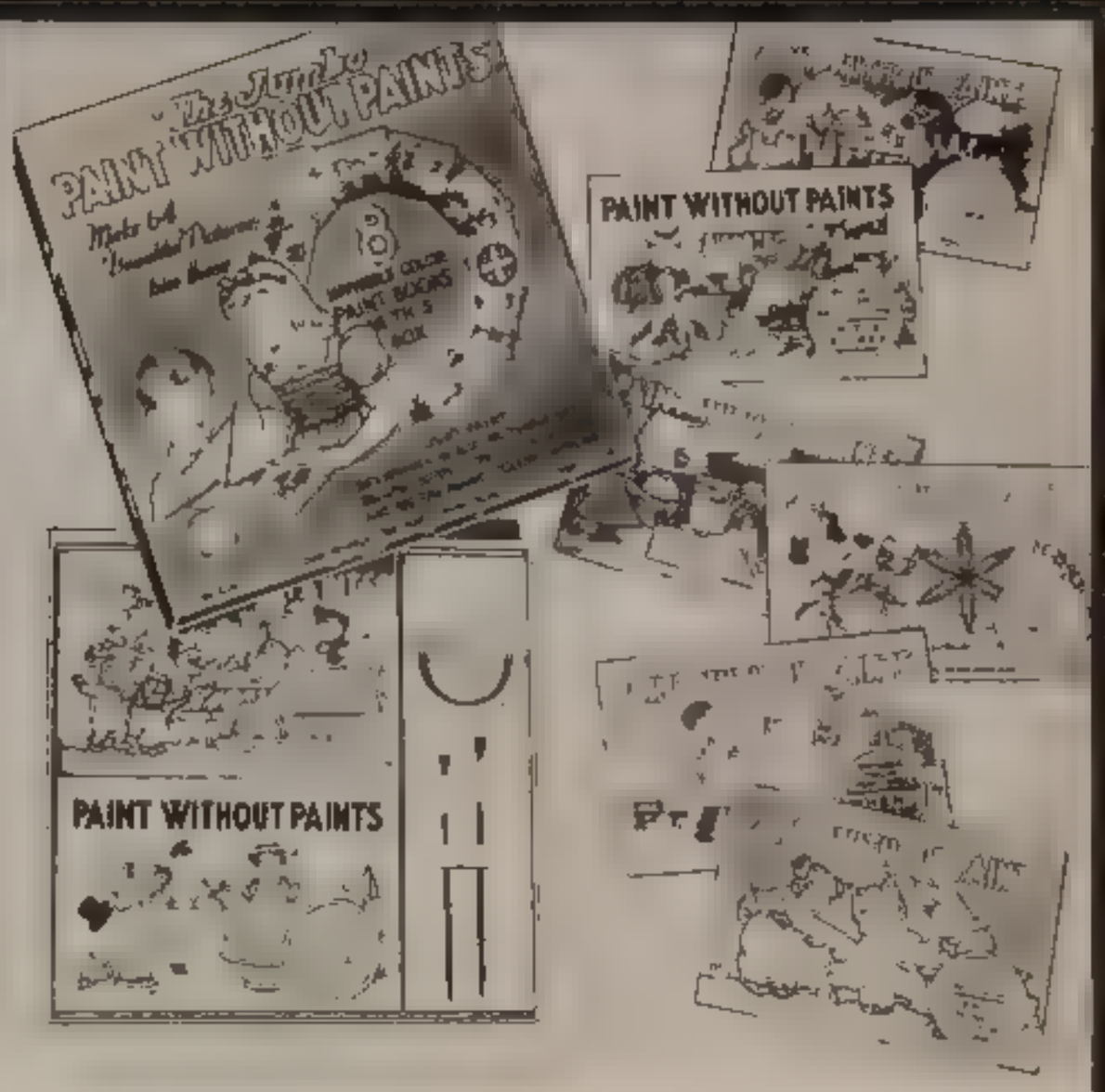
FOR AGES 12 to ADULT

MILTON BRADLEY COMPANY
SPRINGFIELD
MASSACHUSETTS
MADE IN U.S.A.

LOOK FOR THE PACKAGE WITH THE KEY . . . YOUR KEY TO MORE SALES

ADVERTISED IN

LIFE



The Jumbo
PAINT WITHOUT PAINTS

Trade Mark

LIKE MAGIC! Wet the brush, paint the outline pictures. Up come the pictures in FULL COLORS ***when painted with plain water.***

A large box of eight oversize coloring books. By painting over the page with a brush dipped in clear water the pictures appear in full colors. Two different sets available. Each set has 64 pictures to color with a printed story on the reverse side of each picture. Each set contains a pan for water and two brushes. Each **$1.50**

Also...

Junior addition of above. Each contains 4 oversize coloring books and one brush. Pictures also appear in FULL COLORS. Each **75¢**

PAINT WITHOUT PAINTS (Blue Box)
PAINT WITHOUT PAINTS (Red Box)
PAINT WITHOUT PAINTS (Yellow Box)
PAINT WITHOUT PAINTS (Orange Box)

If you don't know PLATT and MUNK ...it's time you did

THE JUMBO BOX OF STICK'EM PICTURES

Trade Mark

Fun time for boys and girls. Eight books each with four pages of gummed paper cut outs in full color and four pages of matching outline pictures. Match the cut outs to the outlines and stick 'em in place. Animals, Circus, Mother Goose, and beloved childhood characters. Six pompoms with safety bun nosed scissors **$2.00**

Also...

Six other sets with 8 books and box with same features as above except scissors are not included. Each **$1.00**

STICK 'EM PICTURES to push out
STICK 'EM for FUN to push out
STICK 'EM PICTURES to push out
STICK 'EM CUTOUTS
STICK 'EM PICTURES to make
STICK' EM LIBRARY

The PLATT and MUNK Co., Inc.
200 Fifth Ave. New York 10
Rooms 401-03

if extra
volume and profit
are your goal,
you'll score
with

JUNIOR ALL STAR BASKETBALL

an appealing sport for
boys & girls of all ages...
millions are your prospects!

- TERRIFIC FOR CHRISTMAS SELLING!
- GOOD FOR EXTRA SALES THE YEAR 'ROUND!
- PRICED LOW ENOUGH FOR VOLUME,
  AND STILL A BIG-UNIT SALE!

15.95

Includes all this:

- 2 Unippable Backboard Supports
  Overall height 8', adjustable from 6' to 8' —
  supports are red, backboards are yellow
- 2 Intermediate Size Baskets, with Nets
  (backboards are 24" x 24")
- 1 Molded Rubber Basketball

SPECIFICATIONS

Number T880 — Junior All Star Basketball Set
Packing: 1 complete set in cardboard shipping
Size: 30" x 30" x 64"
Weight: 45 lbs.
F.O.B. Jordan, New York
Terms: 2%, 10 days, 30 extra

Jobbers, Dealers, and Department Stores: Write or call for samples and quantity discount prices

LEONARD ORMAN & CO. INC. ► 415 Callowhill St., Phila., Pa. New York Showroom: 1158 Broadway, New York, N. Y.

KIDS PLAY SAFE AND SO WILL YOU with *Protection Toys*

A REVOLUTIONARY APPROACH TO JUVENILE FURNITURE

- Built-in child protection . . . no sharp edges or corners.
- Made of VINYL plastic . . . durable, washable.
- Quality construction . . . lightweight, sturdy.
- Silk screened vinyl colors . . . will not chip, peel, or scratch.

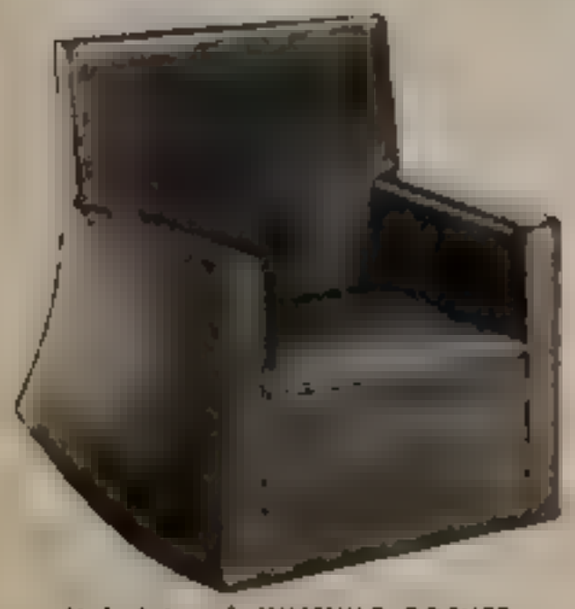
KIDDIE TV DUETTE

A safe miniature divan for the children to call their own. No. 1002. 16" high. List price: $11.00

KIDDIE TV SINGLETON

Attractive mate to the TV Duette. Exactly the right size for young-sters comfort. Exactly the right styling for youngsters safety.

No. 1001
13" high
List price: $6.00



Upholstered JUVENILE ROCKER

Mothers will delight at the beauty and safety features of this new rocker.

No. 1012
20" high
List price: $10.00

Upholstered JUVENILE CHAIR

Withstands roughest punishment . . . offers built-in protection to guard children against injury.

No. 1011
[illegible]" high
List price: $[illegible]

Protection Toys are built to safeguard children, priced to produce volume sales and profits. Striking colors, quality construction, built-in protection, and budget-appealing prices are combined in Protection's promotable line of juvenile toys. Packed one per carton. Order from your representative shown below.

PETER PONY

A rollicking pot bellied pony. This [illegible] little critter is the prancing, [illegible] of every [illegible]

No. 1021
13" seat height
List price: $[illegible]
up

PROTECTION PRODUCTS

Protection PRODUCTS COMPANY

2637 W. Polk Street **Chicago 12, Illinois**

REPRESENTATIVES

[illegible]

New!

FOR '54 . . .

KAY STANLEY'S CAKE MIX SET REFILL*

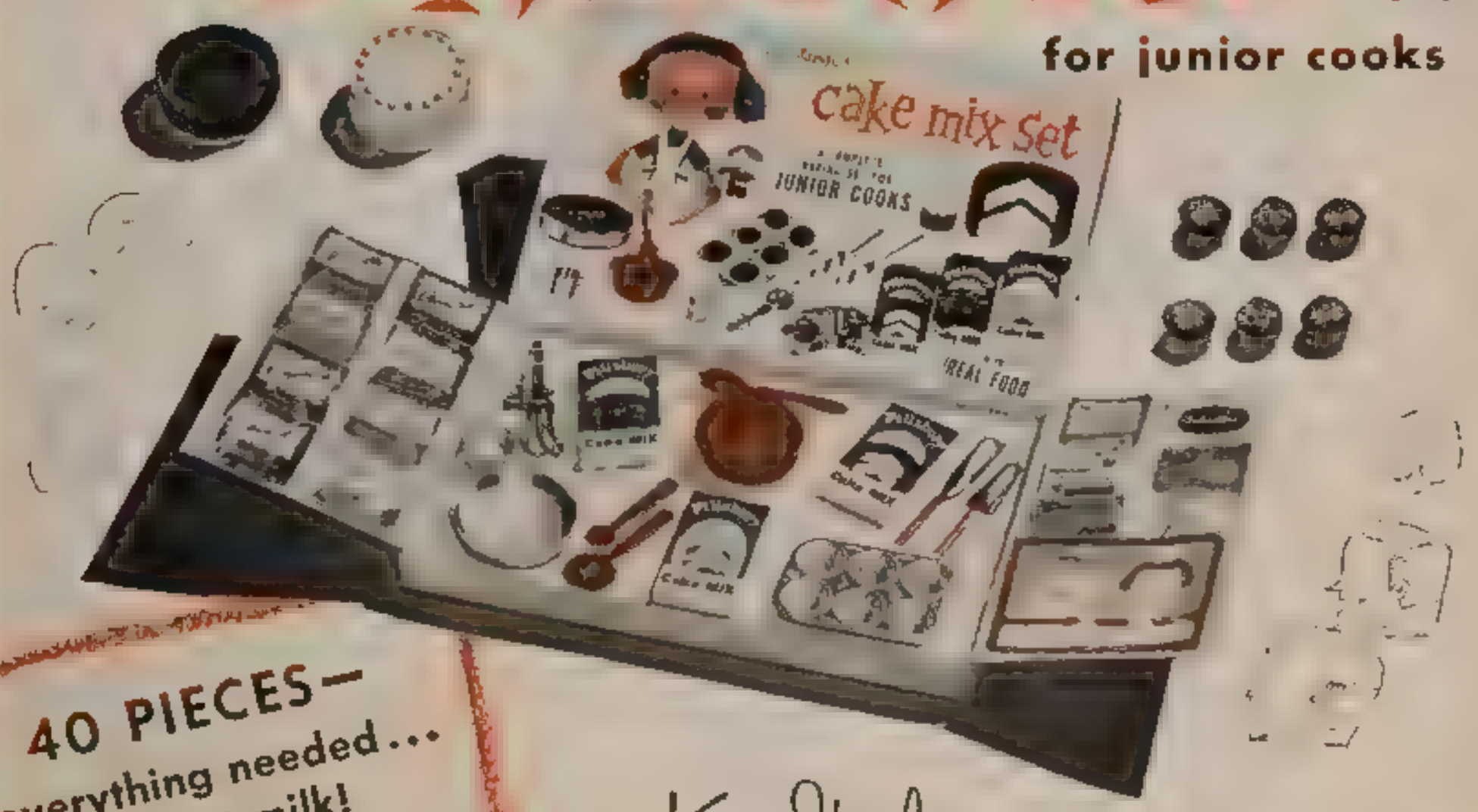
FOR "FOLLOW UP" SALES

JUNIOR COMPANION TO

Kay Stanley's

cake mix set

for junior cooks



40 PIECES—
everything needed... except milk!

Three kinds of Pillsbury Cake Mix!

- Chocolate Fudge
- Golden Yellow
- Snowy White

Enough to bake nine cakes!

Frostings and Decorations

All utensils needed!

Easy-to-understand Cookbook!

Kay Stanley DOES IT AGAIN!

A brand-new item that sizzles with excitement . . . and profit potent al' High-quality utensils and top-brand ingredients make this newest addition to the Kay Stanley line a "must" for every kid who has outgrown the mud pie age

Newspaper mats, photos, copy slants for your own ads . . . all the ingredients you need to whip up excitement—and stir up sales!

SHOWN ON TV BY ARTHUR GODFREY AND ART LINKLETTER

Fifty-two weeks a year, year in and year out . . . that's your selling season for Kay Stanley's Cake Mix Set with Pillsbury's Famous Cake Mixes. And wherever there are kids . . . that's your market!

*Cake Mix Set Refills contain Pillsbury Best Cake Mix, Kay Stanley's Frostings and Decorations, crinkle cups and pan liners

Model-Craft, Inc.

ROBT. FREEDMAN & SON, 200 FIFTH AVE., N. Y. • 521 WEST MONROE ST., CHICAGO 6, ILLINOIS

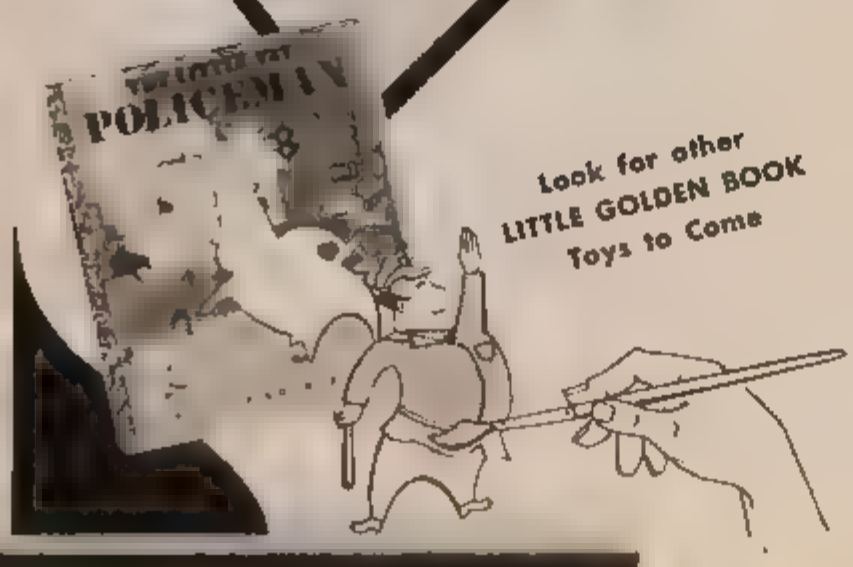
SEE US AT THE TOY SHOW, ROOM 532, HOTEL NEW YORKER

THE LITTLE GOLDEN BOOK *Pencil* WATER COLOR SET

Gives BIGGER VALUE
Offers BIGGEST DIVIDENDS

PREFERRED FOR PROFITS AND PLAY!

Paint Scenes featuring:
Tootle the Train
The Little Red Caboose
The Taxi That Hurried
Christopher and the Columbus
Little Fat Policeman
Doctor Dan
Nurse Nancy
Molly and Her Daddy
Ollie



Look for other LITTLE GOLDEN BOOK Toys to Come

Start Building

SALES SOON

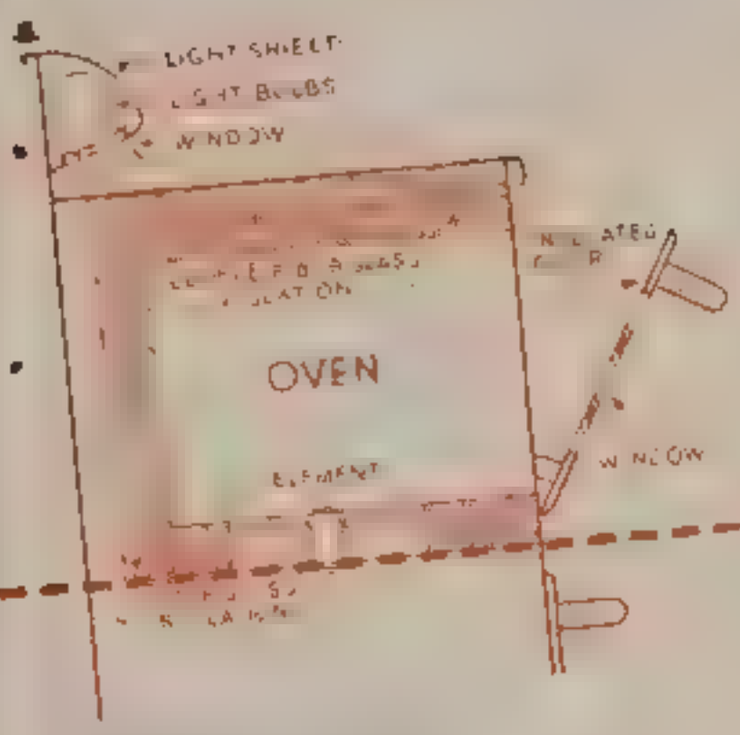
- ✓ All necessary materials are provided, including 10 Templar water soluble colored pencils, 6 Little Golden Book pictures, pencil sharpener, brush and water dish.
- ✓ Pictures are mounted on a handy, built-in easel for greater convenience.
- ✓ Designed to "sell on sight," set is packed in beautiful, 10 color box with pictures shown completely colored. Detailed instructions printed on inside cover.
- ✓ Look for powerful promotions to back up your sales of the Little Golden Book Pencil Water Color Set.

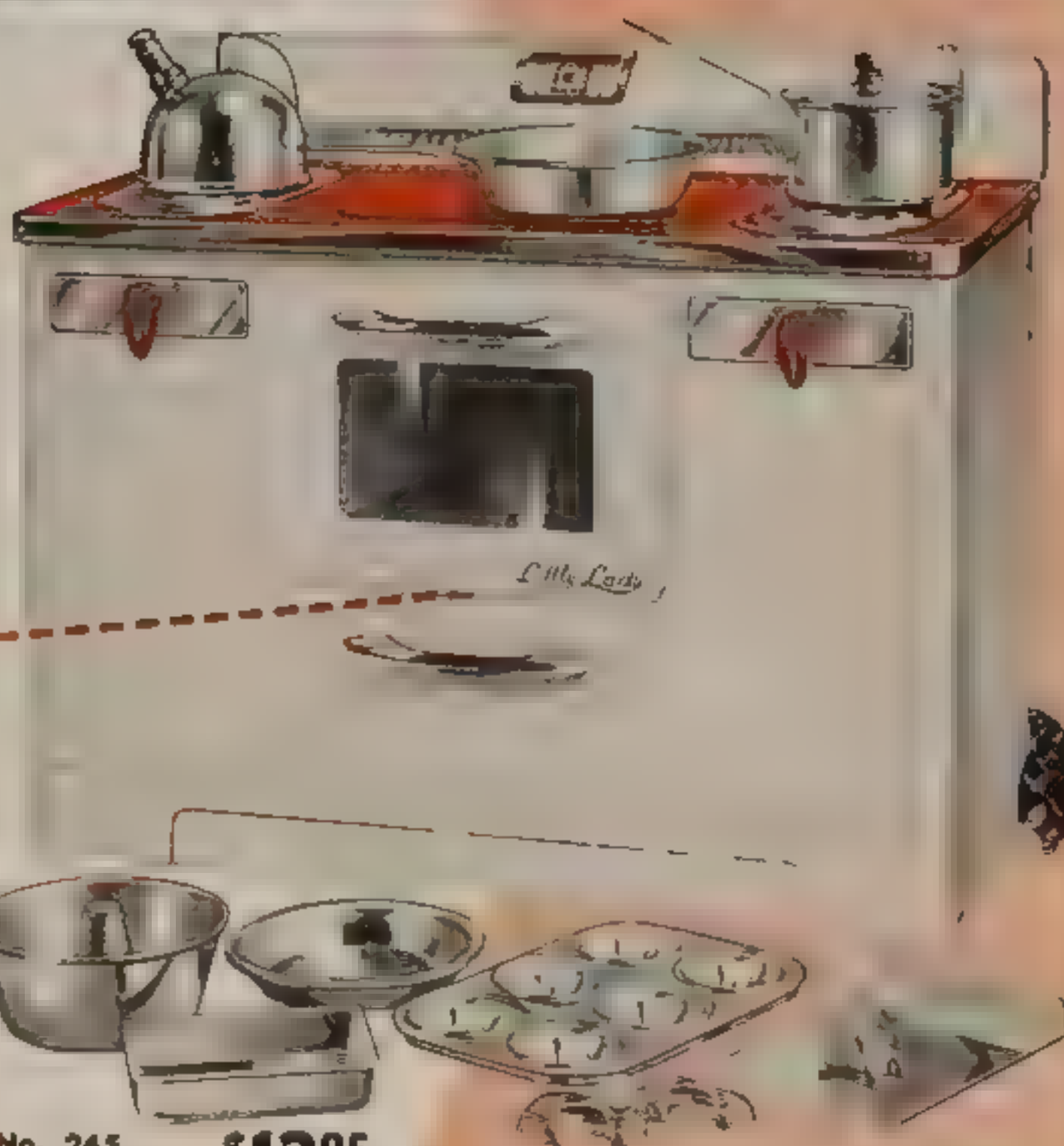
A RELCO TOY

DIVISION OF
RELIANCE PENCIL CORP.
MT. VERNON NEW YORK

Another FIRST for "Little Lady"

"FIBERGLASS" INSULATED OVEN





SENSATIONAL! . . . Perfect for baking Pre-Mixes — Cakes . . . Pies . . . Cookies . . . Biscuits . . . Etc.

"Little Lady"

No. 245
To Retail At **$12.95**

Highly Realistic Toy Electric Range . . . So Beautiful . . . It Sells on Sight!

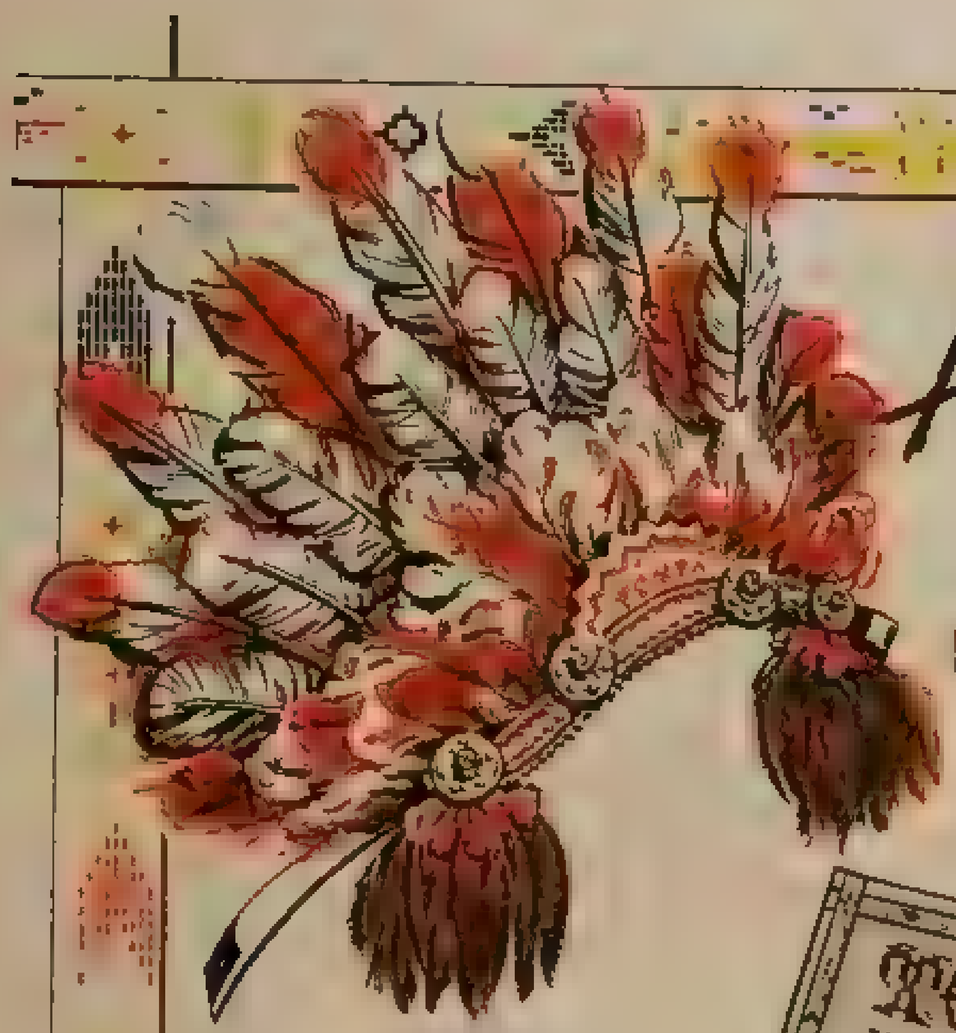
SEE a wide selection of "Little Lady" Ranges — and the ENTIRELY NEW specially designed Toy for baking Pre-Mixes . . . At The TOY FAIR, March 8 to 17 . . . New York Office, Room 415, 200 Fifth Ave. . . . Hotel McAlpin, Room 954.

As Advertised In **LIFE** Magazine

- **"FIBERGLASS" INSULATED OVEN** — Ideal for baking prepared mixes — pies, cakes, cupcakes, and other mixes used regularly by Mothers . . . Assures higher oven heat, better baking, and cooler range body.
- **STOVE TOP ILLUMINATED** with Two Lights.
- **TWO "OFF" AND "ON" SWITCHES** — one for burners and one for oven.
- **ASSORTMENT OF 12 UTENSILS** and Cook Book

A really large-size range that measures 15" x 12¾" x 23¼".

The METAL WARE Corporation



Another first

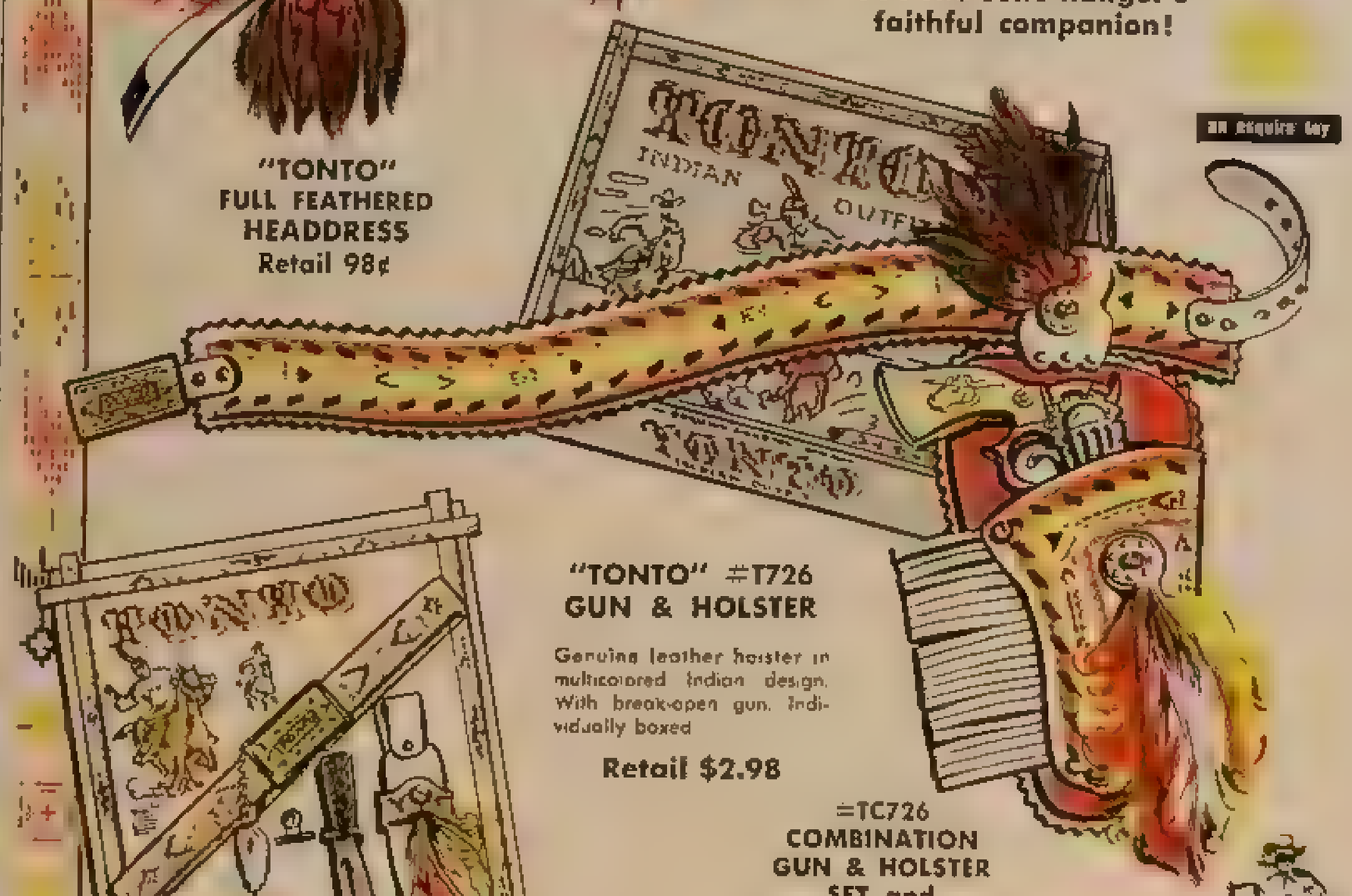
The greatest Indian Name . . .

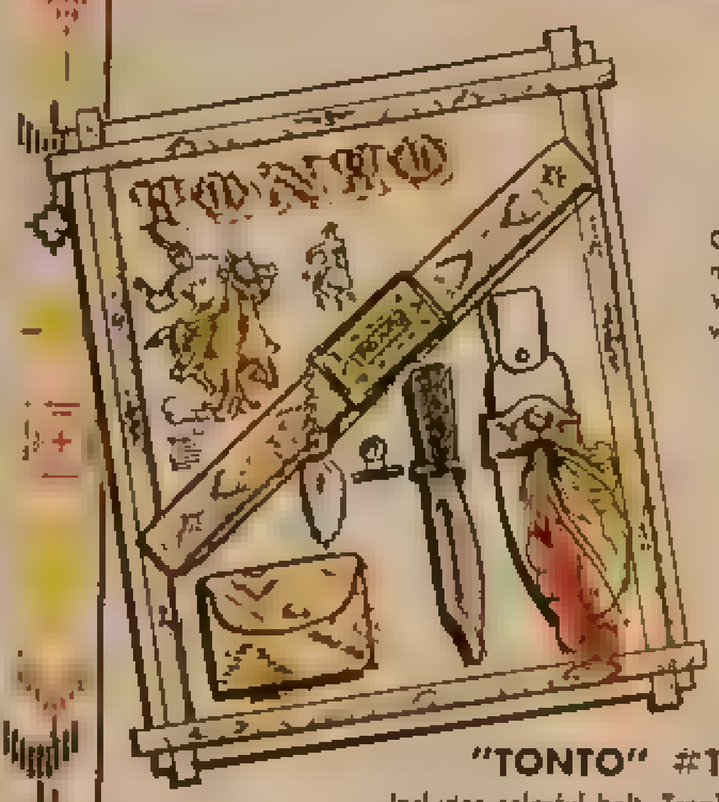
TONTO

© L.R. Inc.

. . . The Lone Ranger's faithful companion!

"TONTO" FULL FEATHERED HEADDRESS Retail 98¢





"TONTO" #T726 GUN & HOLSTER

Genuine leather holster in multicolored Indian design. With break-open gun. Individually boxed

Retail $2.98

=TC726 COMBINATION GUN & HOLSTER SET and INDIAN HEADRESS

—Packed in one partitioned box

Retail $3.98

"TONTO" #T50 BELT SET

Includes colorful belt, Trophy buck e, Scabbard and Dagger, Lucky Rabb t Foot Key Chain and Coin Pouch . . . all on full color card.

Retail 98¢

Ready for immediate delivery

esquire novelty company

151 WESTSIDE AVE., Jersey City, N.J.

SHOWROOMS: Room 254, 200 FIFTH AVE., N.Y

NEW "TRIPLE THREAT" SELLER!

An exciting, fast-action family game, played by and proven popular with all 3 age groups . . . "small-fry", Mom and Dad, Grandpa and Grandma!

All-Metal Game Retails for $2.95

NOW AT 2 POPULAR PRICES!

Heavy-Duty Cardboard Game Retails for $1.95

It's NEW . . . yet it's PROVEN in POPULARITY!

Order this triple-threat game early. You cash in on the demand of three generations of players. Based on a pencil-and-paper game known as Battleship and popular since before World War I, "Sea Battle" is becoming even more popular now. An old favorite . . . in brand new form . . . for fast sales and top profit.

Order NOW for Christmas Business!

For full information . . . free illustrated literature . . . write

KAYWOOD CORPORATION • **Milton Street, Benton Harbor, Mich.**

[redacted]

Whatta line-up to sell MORE in '54

Fourteen terrific toys and kits—look 'em over and send for your big new free color catalog today

CONSTRUCTION KITS

H5-L-K
U. S. N. Tandem Rotor Helicopter

47D-K
Bell Helicopter with pontoons

1912 K
¾" Scale Made Mercer Race Car

1914 K
¾" Scale Model Mercedes Race Car

H 13-E-K
Bell Helicopter with Landing Skids

38-K
U.S.N. Aircraft Carrier with Catapult and Planes

XC-120-K
Fairchild Pack Plane with Tank and Jeep

ASSEMBLED TOYS

XC 120
Fairchild Pack Plane with Tank and Jeep

47D
Bell Helicopter with pontoons

100
Sport Special

Jack-In The-Lock

10
Locomotive Wheels

5
Scale Model Plastic Airplanes

200
KoCo the Car Clown with Stop and Go Car

The new Saunders-Swader toy line-up for 1954 is the biggest, most sales appealing collection in our history. 14 toys and kits that are cash register bell ringers! Planes, ships, copters, racers and many others with the widest possible age range appeal . . . and priced to really sell . . . fast, steady, year 'round volume, and all individually packaged in striking, colorful easy to stock boxes. The entire new line is ready for immediate delivery. Send today for the free, colorful catalog with complete price information and specifications.

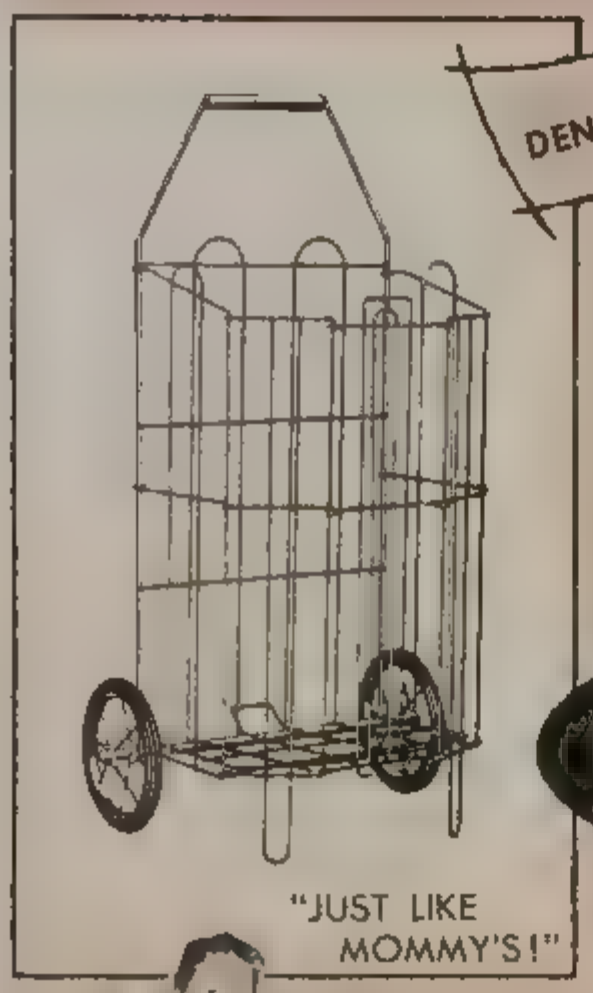
Send for your free, complete catalog in full color, with all specifications and price information.

Saunders Toy Corporation

500 Rathbone Avenue
Aurora, Illinois

"Really Dearie!

How else could I get my shopping done?"



Little Miss

SHOPPING CART

with exclusive

PRES-TOE action

Just a step on the convenient treadle, and cart folds flat for easy storage!

A Real Toy

IT'S FUN! IT'S EDUCATIONAL!

*Packed with full-size dummy cartons of nationally advertised products!**

• Sturdy steel wire construction! • Chromad-plated, a gleaming chrome-like finish! • Easy Rolling Wheels!

A BIG HIT WITH THE "LITTLE MISS!"

Contact your jobber or write for information to

DENNIS MITCHELL INDUSTRIES

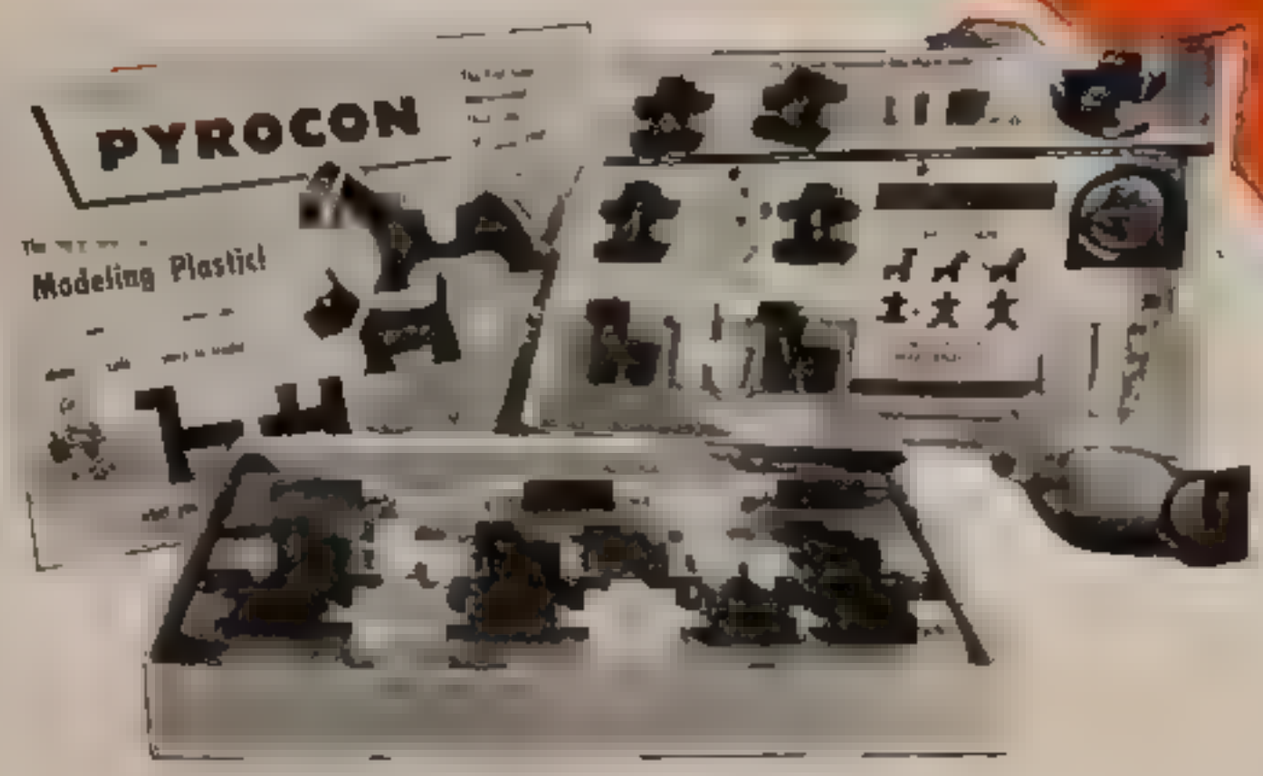
The Quality Name with the Quality Line

4424 Paul Street, Philadelphia 24, Pa.

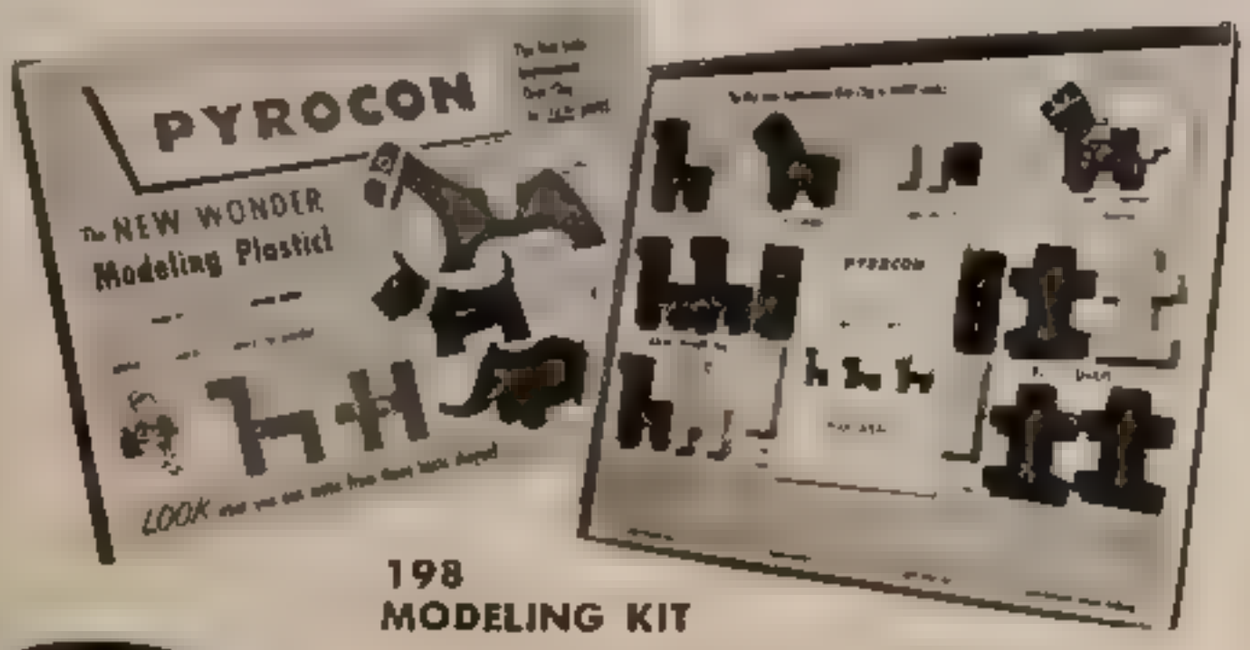
*Good and Plenty Candy • Ammident Toothpaste • Armour Frozen Pork Tenderloin • Nabisco Animal Crackers • Purity Cut Home Permanent • Esquire Shoe Polish • Vitalis Hair Tonic • Scotties Facial Tissues

PYROCON

Plastic modeling material



398 MODELING KIT
Retail price $4.00. 12 per case. Shipping wt. 36 lbs.



198
MODELING KIT
Retail price $2.00, 12 per case. Shipping wt. 25 lbs.

189R 5 COLOR REFILL
white, black, red, yellow and blue. Retail price $1.90.
24 per case. Shipping wt. 31 lbs.

59 STANDARD KIT—5 colors
Retail price 60 cents
48 per case including counter display.
Shipping wt. 21 lbs.

149 JUNIOR NITE LITE
Retail price 1.50
6 per case
Shipping wt. 15 lbs.

PYROCON
is a vinyl plastic, soft, clean and ready to model. It is safe, colorful and entertaining. It has been widely accepted by school teachers, art educators, hospital therapists and parents who welcome the first basic improvement over clay in 3000 years.

PYROCON
can be reused indefinitely for it will not dry out even if left exposed to air, and may be made permanent and virtually indestructable by SIMPLE, SAFE BAKING IN A HOME KITCHEN OVEN for 15 minutes at 350 degrees.

98 JUNIOR TOY MODELING KIT
Retail price $1.00
24 per case packed in display cartons.
Shipping wt. 18 lbs.

distributed by

J. J. BARNETT · 200 Fifth Avenue
New York 10, N. Y. · ORegon 5-0580

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A. O. GUNTHER · 2000 Baltimore Blvd.
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BEN ROBERTS · 1000 Post Street
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Attractive counter display available

Manufactured by **GENERAL GLAZE CORP.** 1602 Union Ave., Baltimore 11, Md.

"fault-finding" is a virtue here!

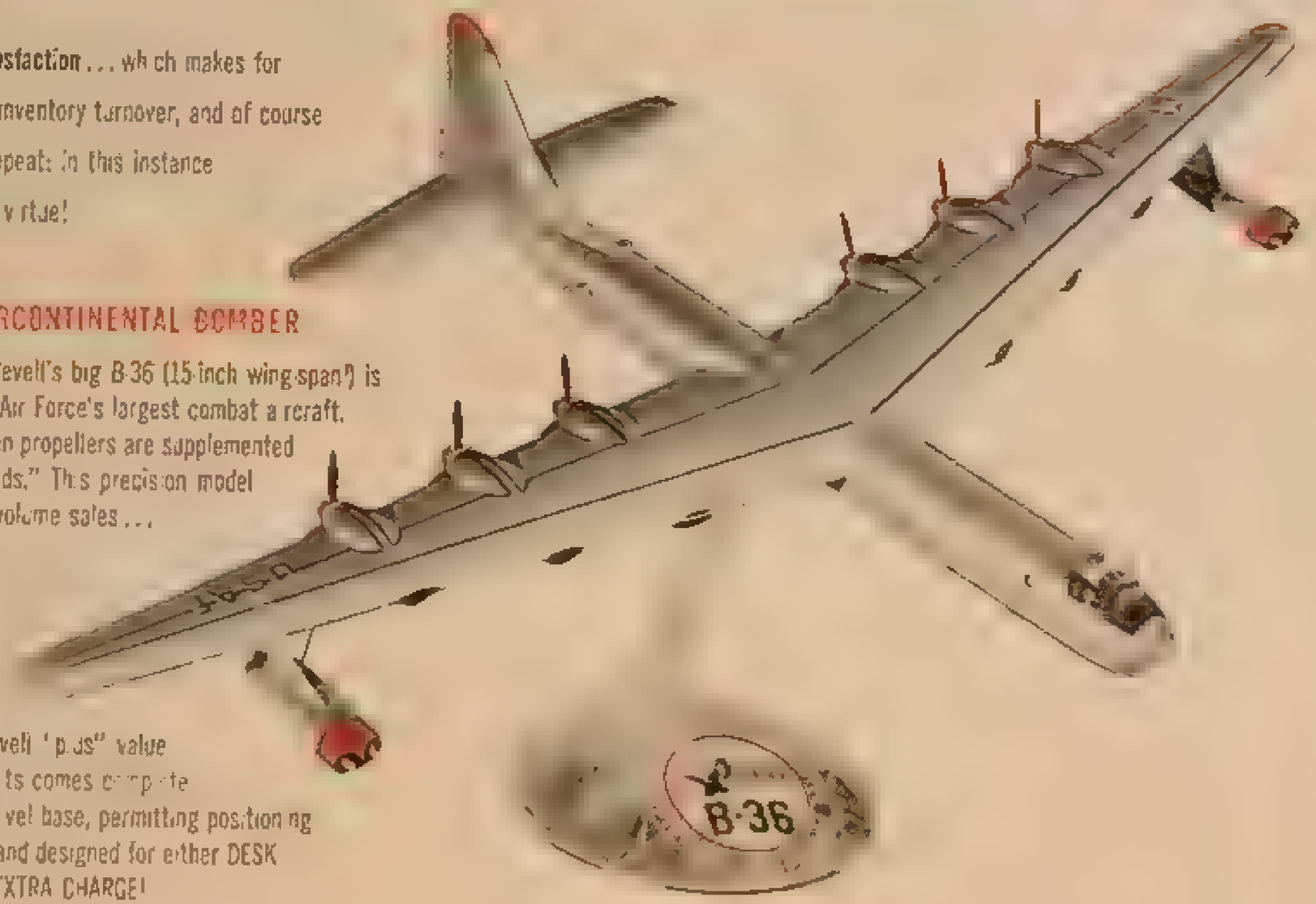
Most of us know that fault finding isn't a short cut to winning friends and influencing people. Still there is a place for it . . . even an honored place . . . in producing model kits. That's when "fault finding" is the by product of **fact finding**, the basic function of our Research Department.

At strategic points in the development of each new Revell kit there is stationed a "fault finder" . . . whose sole function is to ask: "Have we incorporated every possible detail? Have the official prints been faithfully followed? Have we made this easy to assemble without sacrificing authenticity? Is this addition worthy of the Revell name?

This is our way of making sure that each new item is a worthy companion to the other Revell items in the line; and equally important, that the million-odd purchasers of Revell kits will find the new item a welcome addition to their collections.

For each Revell item IS a "collector's piece" . . . authentic, realistic, true to scale . . . the kind people are proud to display.

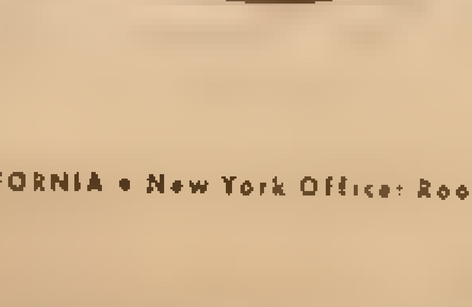
That's true customer **satisfaction** . . . which makes for repeat sales, more rapid inventory turnover, and of course MORE PROFIT. May we repeat: in this instance "fault finding" is really a virtue!



B-36 CONVAIR INTERCONTINENTAL BOMBER

Sales ceiling unlimited! Revell's big B-36 (15-inch wing-span) is a miniature image of the Air Force's largest combat aircraft. Its six piston engine driven propellers are supplemented by four jets in paired "pods." This precision model Hobby Kit will command volume sales . . .
H-205 98c

P.S.—Here's a typical Revell "plus" value each of the new bomber kits comes complete with a unique revolving swivel base, permitting positioning the plane at any angle . . . and designed for either DESK or WALL use! And at NO EXTRA CHARGE!



Revell inc. 4223 OCEAN PARK AVE., VENICE, CALIFORNIA • New York Office: Room 1260 200 Fifth Avenue Bldg.

3 BIG PROFIT MAKERS!

. . . BY THE WORLD'S OLDEST MAKERS OF MODEL AIRPLANES and FLYING TOYS!

3 Ft. GIANT CLOUD KING

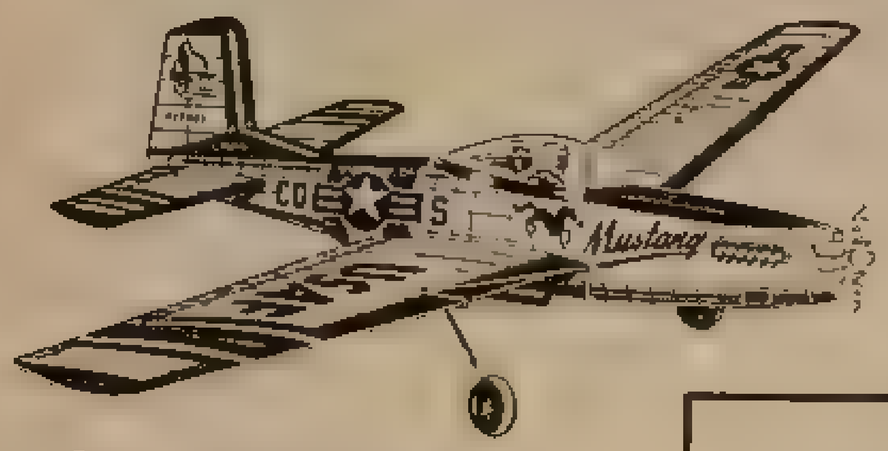
$1.29

A READY-TO-FLY TOY
(NOT A KIT)

Flies As A Glider or Kite!

Sells itself at sight because of its big size and beautiful multi-colored display box. Glider is brightly decorated in 2 colors for detail.

"Red Hot" Flying Toy!



Ready-to-Fly MUSTANG

IN A BEAUTIFUL MULTICOLOR DISPLAY BOX — $1 — A TOY! NOT A KIT

Sells itself! All young "pilots" really go for this bright 2-color fighter plane. It's sturdy and flies beautifully. Extra rubber power included.

the Ever Popular E-Zee & Quickly Kits

There are 6 different E-Zee Kits, and 6 entirely different Quicky Kits. Both are brightly decorated, simple to make, and have the same "speed" sheet balsa wood Bonanza model shown.

E-Zee's 29c Quicky's 59c

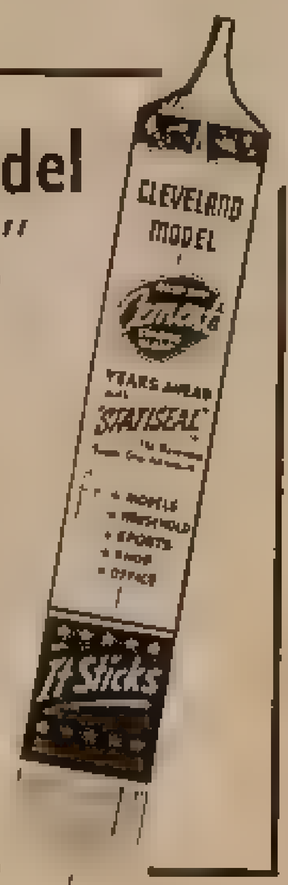
See these new toys at the TOY FAIR, Room 618, Hotel New Yorker or see your jobber today.

Sensational Cleveland Model Cement with "STATISEAL"

the Miraculous Super Grip Adhesive

A REAL BOON TO THE HOUSEHOLDER. Permanently welds practically everything together. For wood, metal, china, fabrics, leather, jewelry and some plastics. This amazing new technological discovery is the best clear cement money can buy, yet costs no more than ordinary cements.

THE BEST CEMENT FOR MODELS AND TOY REPAIRS!



Other Cleveland Kits: Simplex, $1.00; I-T and Condor, $1.50; Simplex Multimotor, $2.00; Gas Jobs, $4.95, $5.95 and $7.50.

Cleveland
MODEL PRODUCTS CO.

"Since 1919"

4506 LORAIN AVE. CLEVELAND 2, OHIO

265

Comet's FAMILY ALBUM of EASY-TO-SELL ASSORTMENTS

THE MODERN EASY WAY

[illegible] sell and ship ready-to-fly airplanes and supplies.

Comet Assortments! Two orders by assortment sell by assortment: each case consists of 4 complete assortments ready to re-up at your customers. You can sell more Comet kits because: 1) you have more models to sell. 2) Comet is nationally advertised. 3) Comet consumers does -give records. [illegible]

WRITE for FREE ILLUSTRATED CATALOG

"A" ASSORTMENT—9 Solid Models. 36 asstd per pkg. 4 pkgs to carton. 13 lbs.

"C" ASSORTMENT— 2 E Z to Build Flying Scale Pre-fab Struct O Speed Models. 36 asstd per pkg. 4 pkgs to carton. 14 lbs.

10c

"E" ASSORTMENT—14 Flying and Flying Scale Models. 18 asstd per pkg. 4 pkgs. to carton. 7 lbs.

"F" ASSORTMENT—14 Flying Scale Pre-fab Struct O Speed Models. 18 asstd per pkg. 4 pkgs to carton. 4 lbs.

"S" ASSORTMENT— 2 Solid Scale Models. 12 asstd per pkg. 4 pkgs to carton. 12 lbs.

25c

ALL PLASTIC

Sabre 44

READY-TO-FLY

$9.95

Comet's sensational Sabre 44 control gas model, molded from high impact plastic in 2 colors, complete with ½A Herkimer 0498 Gas Engine! Span 14", length 14⅜", in 4 color chest. 6 to case. 15 lbs.

COMET

The World's Largest Manufacturer of Model Airplanes

The World's Largest Line — Over 136 Models

"FLASH-BILT" AUTHENTIC SCALE MODELS—Swing launched or thrown as glider. Built-in a Rapid Climb 120 ft., speeds to 60 m.p.h.

"H" ASSORTMENT—12 Flying models. No tools—just cement together. Ready-cut balsa in 2 colors. With powerful rubber wing. 3 color carton. 18 asstd per pkg. 4 pkgs to carton. 7 lbs.

25c

"D" ASSORTMENT—smaller versions of 12 Flash-Bilt models. 36 asstd per pkg. 4 pkgs to carton. 12 lbs.

10c

"PL" ASSORTMENT

ALL-PLASTIC JETS and FIGHTERS—Authentic true-to-scale Fully Designed—Beautiful models of famed jets and fighters like Grumman Cougar, Super Sabre and Star Fire in hi-gloss colored plastic complete with pedestal in cartons. 5½" span. 18 asstd per pkg. 4 pkgs to carton. 10 lbs.

29c

"K" ASSORTMENT—6 Flying Scale Pre-fab Struct O-Speed Models. 12 asstd per pkg. 4 pkgs to carton. 14 lbs.

"L" ASSORTMENT—12 Flying & Flying Scale Models. 2 asstd per pkg. 4 pkgs to carton. 16 lbs.

50c

"M" ASSORTMENT—9 Flying Scale E Z to Build Struct O Speed Models—every part completely pre-fab. 6 asstd per pkg. 4 pkgs to carton. 17 lbs.

"P" ASSORTMENT—12 Flying & Flying Scale Models. 6 asstd per pkg. 4 pkgs to carton. 9 lbs.

$1.00

COMET HI-GLOSS PAINT FOR PLASTICS Dries to the touch in 5 minutes, thoroughly dry in 20 minutes. For plastic toys, household articles, wood, metal, ceramics, autos, refrigerators, bikes, etc. 14 sparkling colors, generous sized jars 10c each. Also in Set of Seven in handy container 69c.

COMET DOPE—10c

10c

COMET CEMENT

One for every purpose. Regular Extra-Fast Drying and Cement for Plastics. Big values—top quality.

10c

COMET MODEL HOBBYCRAFT, INC.

901 WEST 35th STREET CHICAGO 16, ILLINOIS

COMET'S All Star ASSORTMENTS

THE MODERN EASY WAY

. . . to stock, sell and ship model airplanes and supplies—Comet Assortments! You order by assortment, sell by assortment; each case consists of 4 complete assortments ready to re-ship to your customers. You can sell more Comet kits because (1) you have more models to sell; (2) Comet is nationally advertised; (3) Comet can—and does—give model builders more for their money!

WRITE for FREE ILLUSTRATED CATALOG

COMET HEADQUARTERS
During the Toy Fair
Room 1138—
HOTEL NEW YORKER

SLING-LAUNCHED or may be thrown as glider

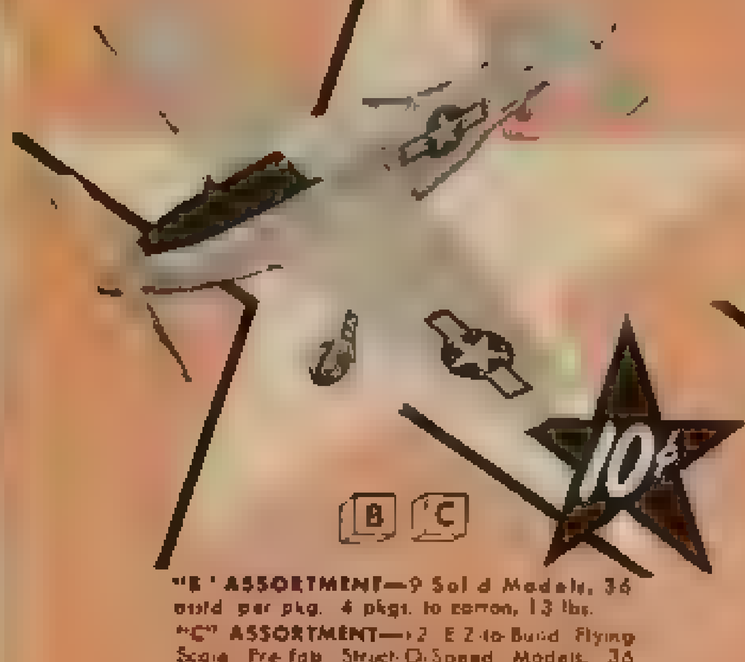
COMET'S **Flash-Bilt**

SLING LAUNCHED FLYING JETS and FIGHTERS

Built to FLASH climb 100 feet Speed to 60 M.P.H.

"D" ASSORTMENT—Smaller versions of 12 Flash Bilt models. 36 assrd. per pkg. 4 pkgs. to carton. 12 lbs. **10c**

"H" ASSORTMENT—12 flying models. No tools. Just cement together! All balsa, completely die cut, printed in 2 colors. Complete with powerful rubber sling, handsome 3 color carton. 18 assrd. per pkg.; 4 pkgs. to carton. 12 lbs.



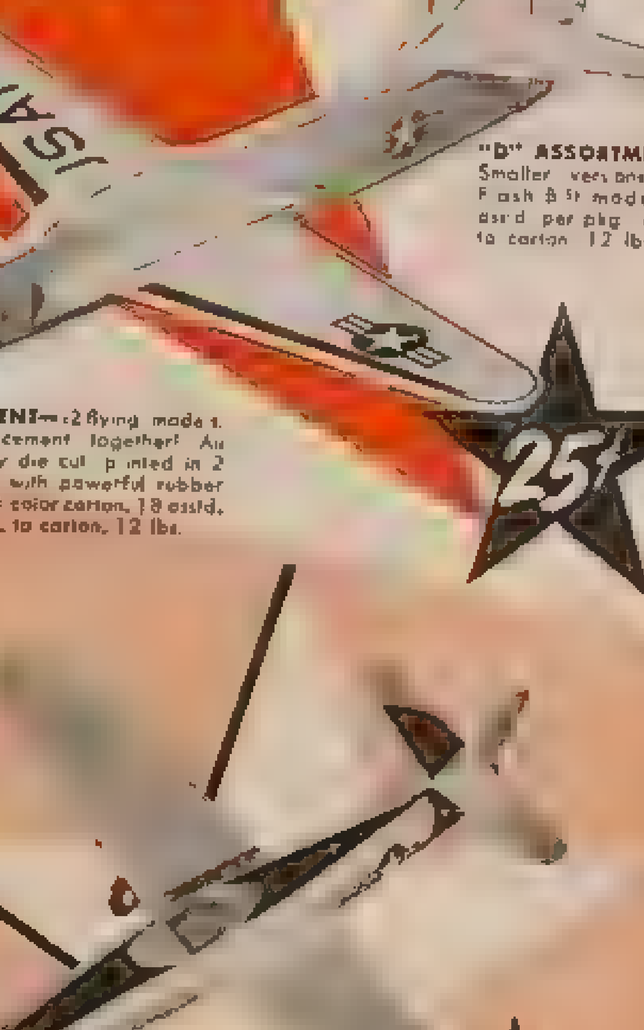
"B" ASSORTMENT—9 Solid Models, 36 assrd per pkg. 4 pkgs. to carton, 13 lbs.

"C" ASSORTMENT—12 E Z-to-Build Flying Scale Pre-fab Struct-O-Speed Models. 36 assrd per pkg. 4 pkgs. to carton. 14 lbs.

"E" ASSORTMENT—14 Flying and Flying Scale Models. 18 assrd. per pkg.; 4 pkgs. to carton. 17 lbs.

"F" ASSORTMENT—14 Flying Scale Pre-fab Struct-O-Speed Models. 18 assrd. per pkg., 4 pkgs. to carton. 14 lbs.

"S" ASSORTMENT—12 Solid Scale Models 12 assrd. per pkg.; 4 pkgs. to carton. 12 lbs.



"K" ASSORTMENT—6 Flying Scale Pre-fab Struct-O-Speed Models. 12 assrd. per pkg. 4 pkgs. to carton. 14 lbs.

"L" ASSORTMENT—12 Flying & Flying Scale Models. 12 assrd. per pkg.; 4 pkgs. to carton. 16 lbs.

COMET HY-GLOSS PAINT FOR PLASTICS

Dries to the touch in 5 minutes, thoroughly dry in 20 minutes. For plastic toys, household articles, wood, metal, ceramics, autos, refrigerators, bikes, etc. 14 spkg. kung colors, generous-sized jars . . . . . 10c each
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One for every purpose. Regular, Extra Fast Drying and Cement for Plastics. 2 oz. tubes—top quality!

THE WORLD'S LARGEST MANUFACTURER OF MODEL AIRPLANE KITS offers the World's Biggest Line—Over 122 Models

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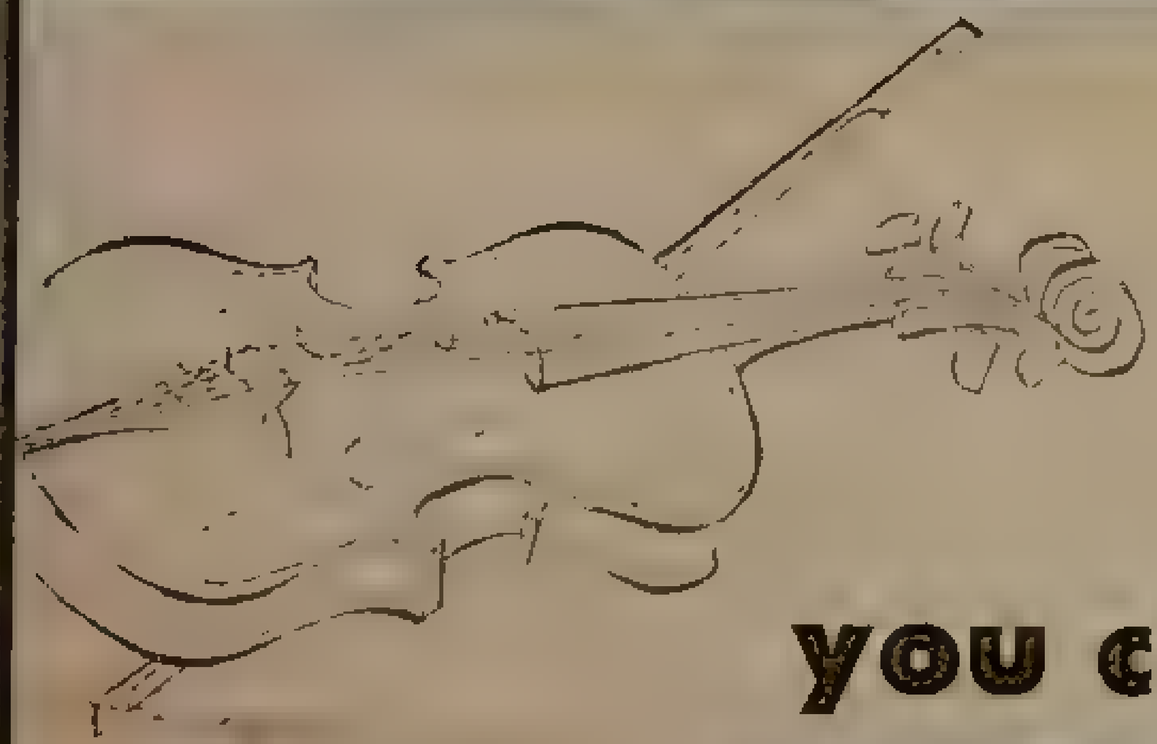

you can't weigh it on a scale!

Craftsmanship is made up of many intangibles: it's the difference between a Van Gogh at $5,000 and a $20 daub by a novice . both the same size, using the same amount of materials. It's the difference in sound between Heifitz on a fine violin and the same instrument in the hands of a "fiddler."

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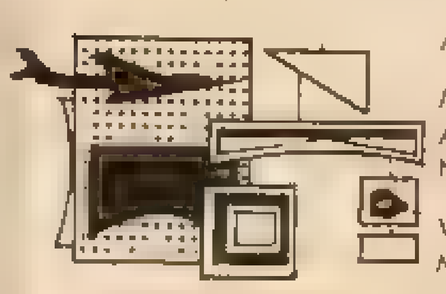

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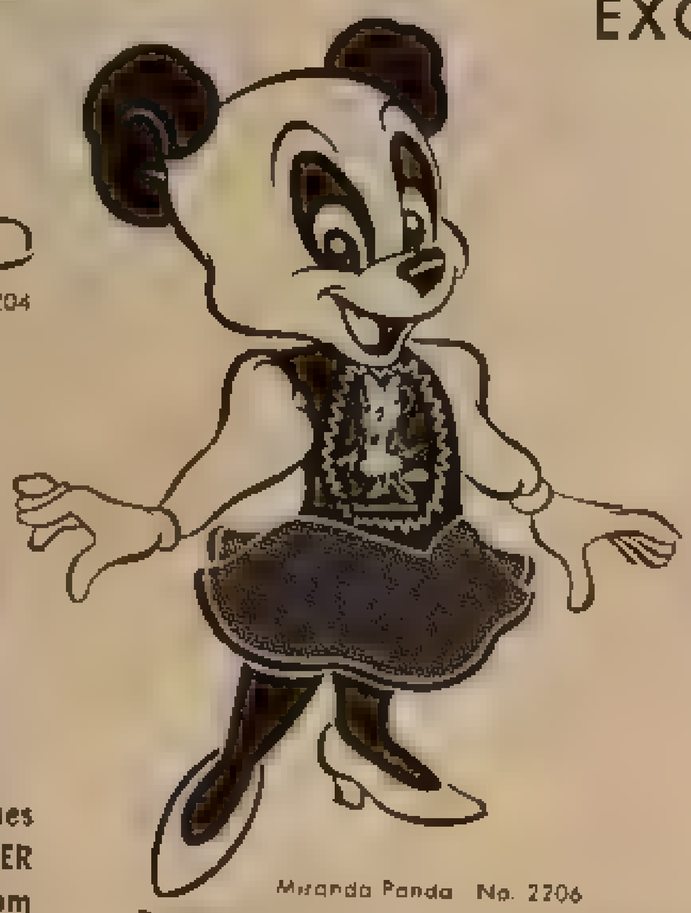

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PLAYS THROUGH YOUR OWN RADIO WITHOUT CONNECTIONS! No wires or plug-ins of any kind, transmits through any AM receiver—takes advantage of the rich tonal qualities of your favorite radio

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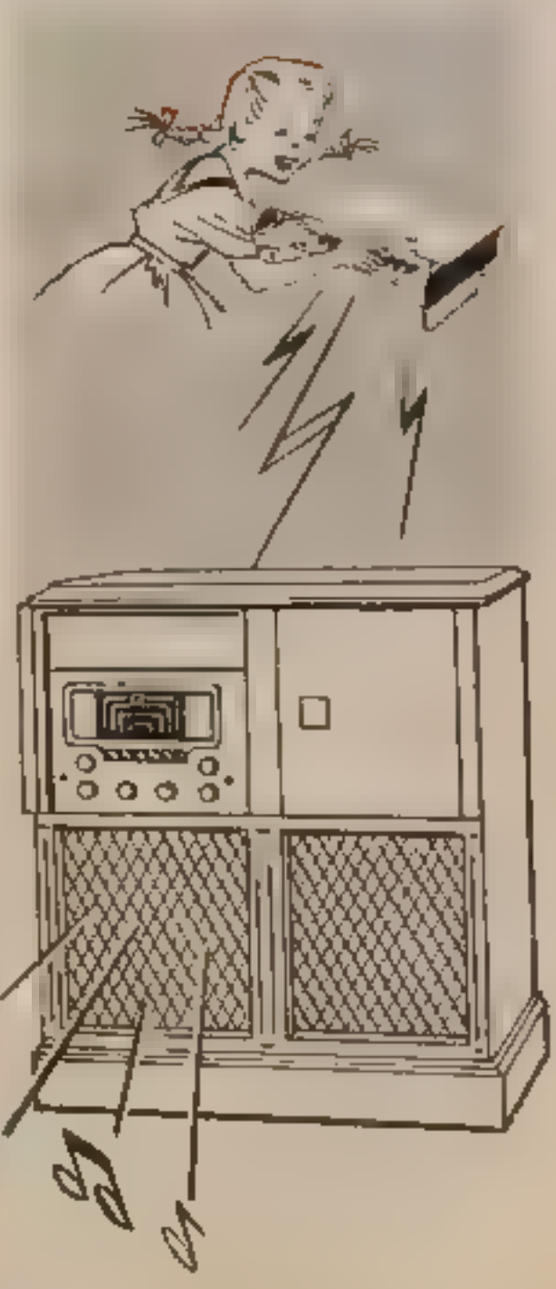
HANDSOME DESIGN! Dark mahogany case with gold anodized legs Measures 14¾" wide, 8¾" deep, 7¼" high Twenty-four black and white molded keys, smooth to touch, easy to clean Light in weight—a mere 5 pounds

STURDY CONSTRUCTION! Engineered by El-Tronics, Inc., manufacturers of fine quality electronic instruments for over twenty years. Designed to give quality performance, yet rugged enough to withstand continuous operation by children and adults. Entirely self contained Comes equipped with two readily available batteries 1 flashlight battery and 1 standard 45-V battery (Life on 45-V battery over 1 year



Packed in individual corrugated cartons 6 individual cartons to a master shipping carton This shipping carton (48 individual cartons) weigh approximately 100 pounds required for prepaid freight. Terms 2% 10 EOM Less than 18 units, F O B Philadelphia.

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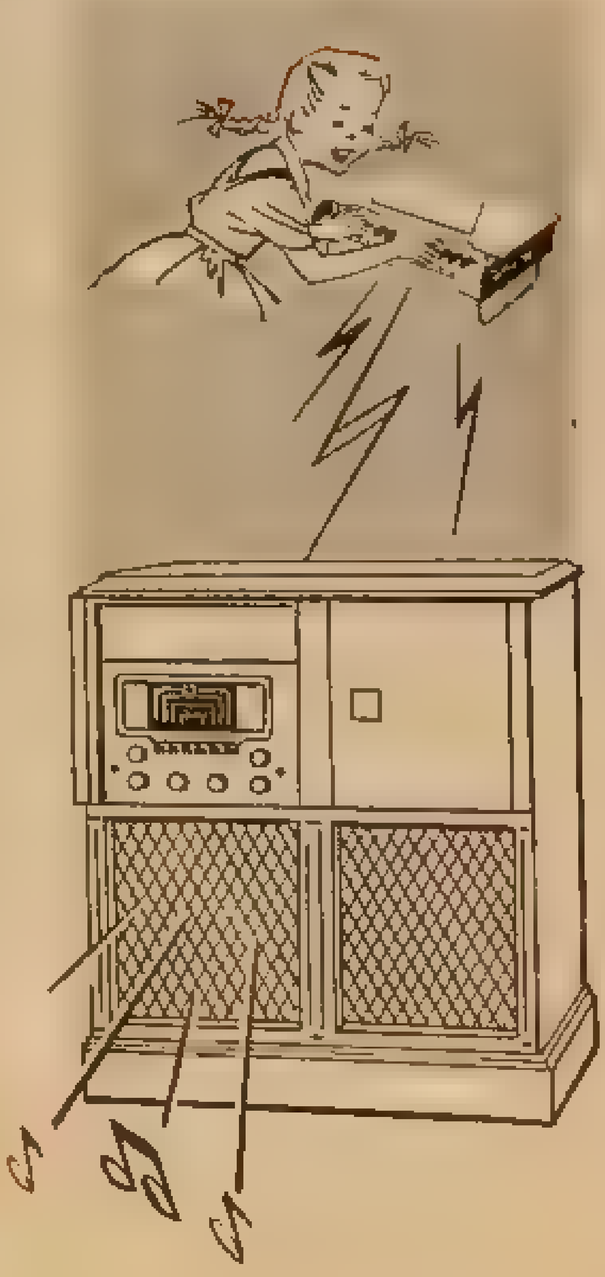

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Ebony and Silver Clarinet

IT'S HERE NOW!

- *plays real music*
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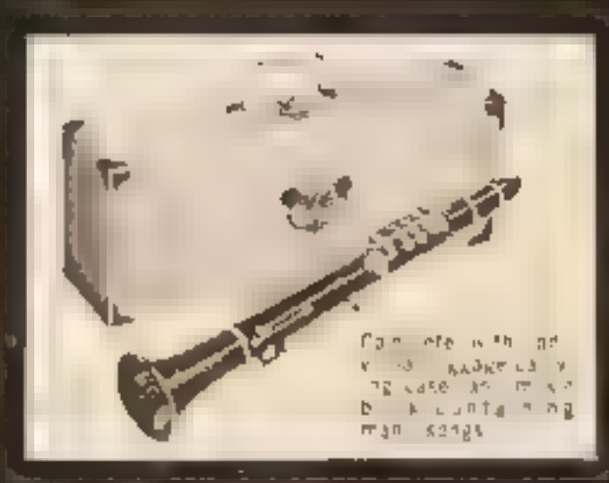
Over 17" long. Break-resistant ebony black plastic with heavy silver finish on keys and fittings, with fine engraving throughout like authentic professional clarinet. 14 durable hand-tuned brass reeds (full scale, plus 2 triple reed harmony chords ... plays countless songs).



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Comp ete with easy instruction book and felt pick In co orful box

Packed.
12 to shipping case
Weight: 14 lbs.

Attractive, full-size professional instrument, easy to play! Made of highly resounding plastic material! Fine tone! Accurately fretted fingerboard! Perfect pitch! Precision-made friction pegs and Nylon strings. Beautiful grained body with contrasting fingerboard and head.

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Weight: 16 lbs.

T.V. PAL DeLuxe

$3.95 retail

Complete with polythene bag felt pick, key adjuster and instruction book. In attractive box.

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Weight: 17 lbs.

Top quality, professional instrument with extended, concert-size fingerboard! Mellow, penetrating tone and perfect pitch! Made of a special, highly resounding plastic material. Finest patent pegs, Nylon strings. Beautifully grained body with Ivory finish top.

in combination with **CHORDMASTER $4.95** retail

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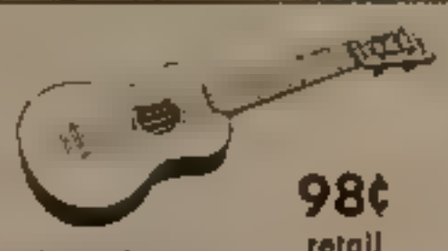
Weight: 19 lbs.



98¢ retail

Complete with easy instruct on book and pick In gay y decorated box

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T.V. PAL Ukette

An actual musical instrument, made especially for children! Accurately fretted fingerboard and real ukelele tone! Made of special plastic material. Features 4 separate, colored Nylon strings. Precision-made friction pegs. Can be tuned like a full-size uke. Attractive grained body with Ivory finish top.

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Fits any standard uke. Features precision-made VISUAL CHORDS! Anyone can play without lessons or practice! Made for standard ukelele tuning. Complete with song book containing 50 songs arranged for Visual Chord master for immediate playing!

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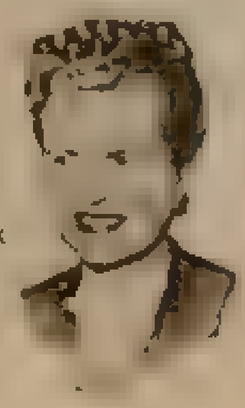

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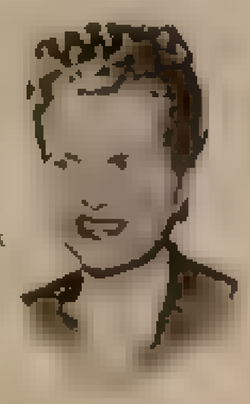

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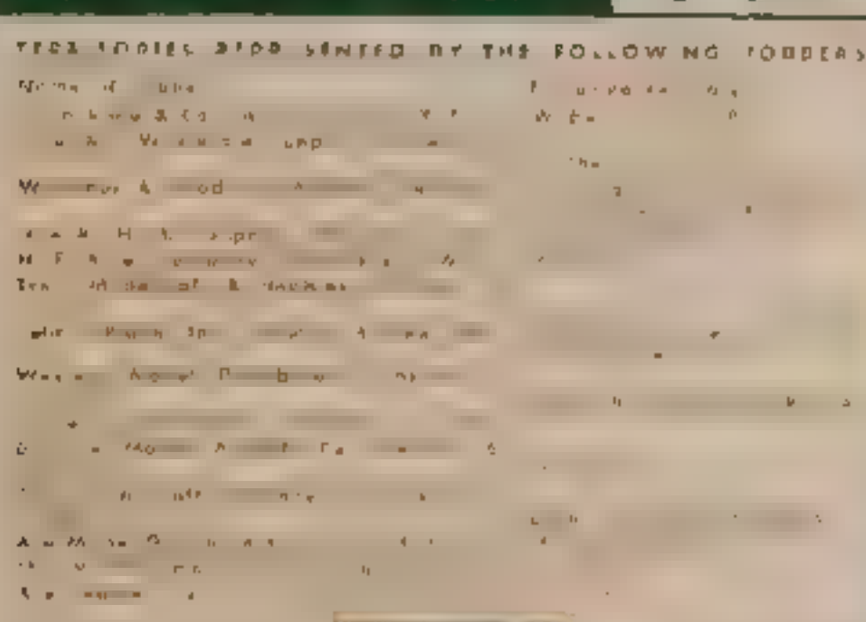

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Get "aboard" Nosco's new "All American" Freight Train on Track for greater sales in the months ahead. Consisting of 6 cars—engine, tender, coal car, tanker, box car and caboose, The "All American" Freight has a sturdy wind-up motor which sends it whizzing around a 30" circle formed by 10 sections of colorful track. Over 19½" long and gaily boxed, it is priced at $1.49 retail.

No. 6760. Standard pack 1 doz., Shipping weight 12 lbs.

★ Nosco's Pelican Pete

The latest addition to Nosco's line of colorful and action-packed pull toys. Over 6" high, 3¾" wide and 6" long, this lively old bird wiggles, waddles and wags as he's pulled along any surface. His large bill opens and closes making a loud clacking noise. The chipper little crow perched on his dome moves up and down at the same time.

Molded of an entirely new material with extra high impact strength, "Pelican Pete" will withstand much abuse. Its gay toy color combinations and quality construction will make it a year 'round seller. Brightly packaged, "Pelican Pete" retails for only 69¢.

No. 6750. Standard pack 1 doz., Shipping weight 5 lbs.

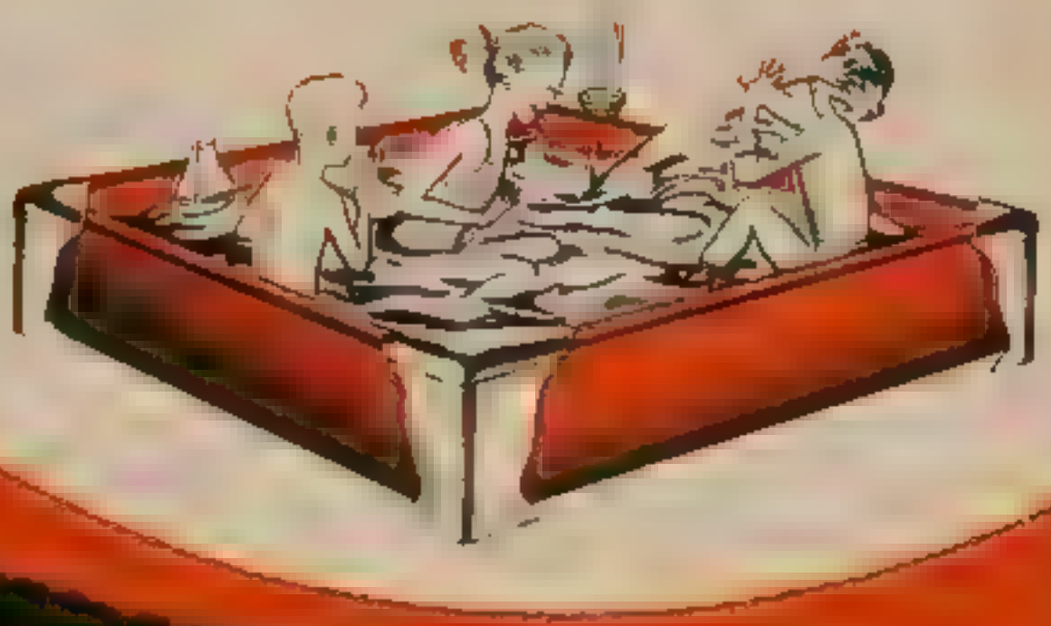
NOSCO plastics, inc.

ERIE, PENNSYLVANIA

95

STELSON

EYE-OPENERS



NOW on display at our N. Y. showroom

200 FIFTH AVE.

STELSON MFG. CORP., NEW YORK 10, N. Y.

ORDER NOW
FOR CHRISTMAS!

Take advantage of Gym-Dandy's National Advertising for the Christmas Season! Large, profitable units of sale!

Air Mail or Phone Your Order TODAY!

AMERICAN TOYS

Guaranteed by Good Housekeeping

COMMENDED PARENTS

UNIVERSAL MFG CO., INC.

SHREVEPORT LOUISIANA

CHICAGO:

NEW YORK:

UNIVERSAL MFG CO INC

GYM-DANDY

SHREVEPORT, LOUISIANA

ALL STEEL *Gyms and Slides*

Now!...Ideal Wading Pools Have Their Own Pump!

AND IDEAL INFLATABLE TOYS HAVE THEIR OWN PUMP TOO

NATIONALLY ADVERTISED
Ideal's California Gardens Pool, most popular Wading Pool in America in 3 sizes: $8—$10—$13 retail.

Look For Wading Pools Bearing the IDEAL Mark of Quality

*PAT. PENDING No. 390613

IT'S IDEAL'S *NEW* PACKAGE!

IT'S A PUMP!

IT'S A STORAGE CONTAINER!

IT'S A SALES-CLINCHER!

AND MORE!

THESE ITEMS ARE PACKED WITH IDEAL POOLS!

TARTAN SUNTAN LOTION AND INSTRUCTIONS

PLASTIC DRAIN

ADAPTER FOR INFLATING WITH VACUUM CLEANER

Total Startling New Picture in BACKYARD BATHING

AMERICA'S NEWEST, FAST-GROWING SPORT FOR CHILDREN!

I know asking questions—HERE'S YOUR ANSWER!

exciting new inflatable line —

new pump package

powerful advertising and publicity campaign in national magazines, newspapers and TV

nationwide tie-in with TARTAN and SKOL SUN BLOCK complete size and toy

age growth chart — tells at a glance which the correct pool for age and number of children

You'll hit the jackpot in '56! YOU'LL DO THE BIGGEST SELLING JOB OF YOUR LIFE WITH IDEAL'S NEW 1956 INFLATABLE LINE!

BETTER WRITE FOR YOUR COMPLETE CATALOG NOW!

IT'S A WONDERFUL TOY IT'S IDEAL

IDEAL TOY CORP.
200 Fifth Ave., New York 10, N. Y.

CHICAGO 105-165 Melrose, Mont

DALLAS 2600 Melrose, Mont

LOS ANGELES 714 So. Main St.

"CHICAGO" Roller Skates

SINCE 1905 . . . THE NAME THAT STANDS FOR

QUALITY

OF DESIGN, MATERIALS, WORKMANSHIP

SINCE 1905 . . . THE NAME THAT

SELLS

NATIONALLY ADVERTISED IN

MAGAZINES, RADIO, TELEVISION

No 181N—No se- ass rubber t re wheels outlas steel.

No 101 Equ pped w h famous double tread tr p e wore stee wheels

No 140 New be ginners skate with toe strop and sleeve bear ngs.

No. 130—Sma ler and lighter edition of No. 101

No 173 High qual ity tw n row h gh speed bear ngs sol d stee wheels.

"CHICAGO" Roller Skates

4436 West Lake Street • Chicago 24, Illinois

8.

Watch these

"Silent Salesmen" boost your profits!

Now you can feature packages by the famous old GLOBE color name!

No 42 Heavy Duty

America's most complete line of Roller Skates!

Skate sales come easy when you feature Globe skates in these exciting new eye-catching packages. Display them in a window and you'll increase store traffic. Set them upon a counter and they'll sell themselves. And tests have proved it! Parents and children alike know the *quality* of Globe roller skates . . . and these bright new packages remind them to buy now. To cash in, order today!

GLOBE ROLLER SKATES!

GLOBE-UNION INC.

MILWAUKEE 1, WISCONSIN

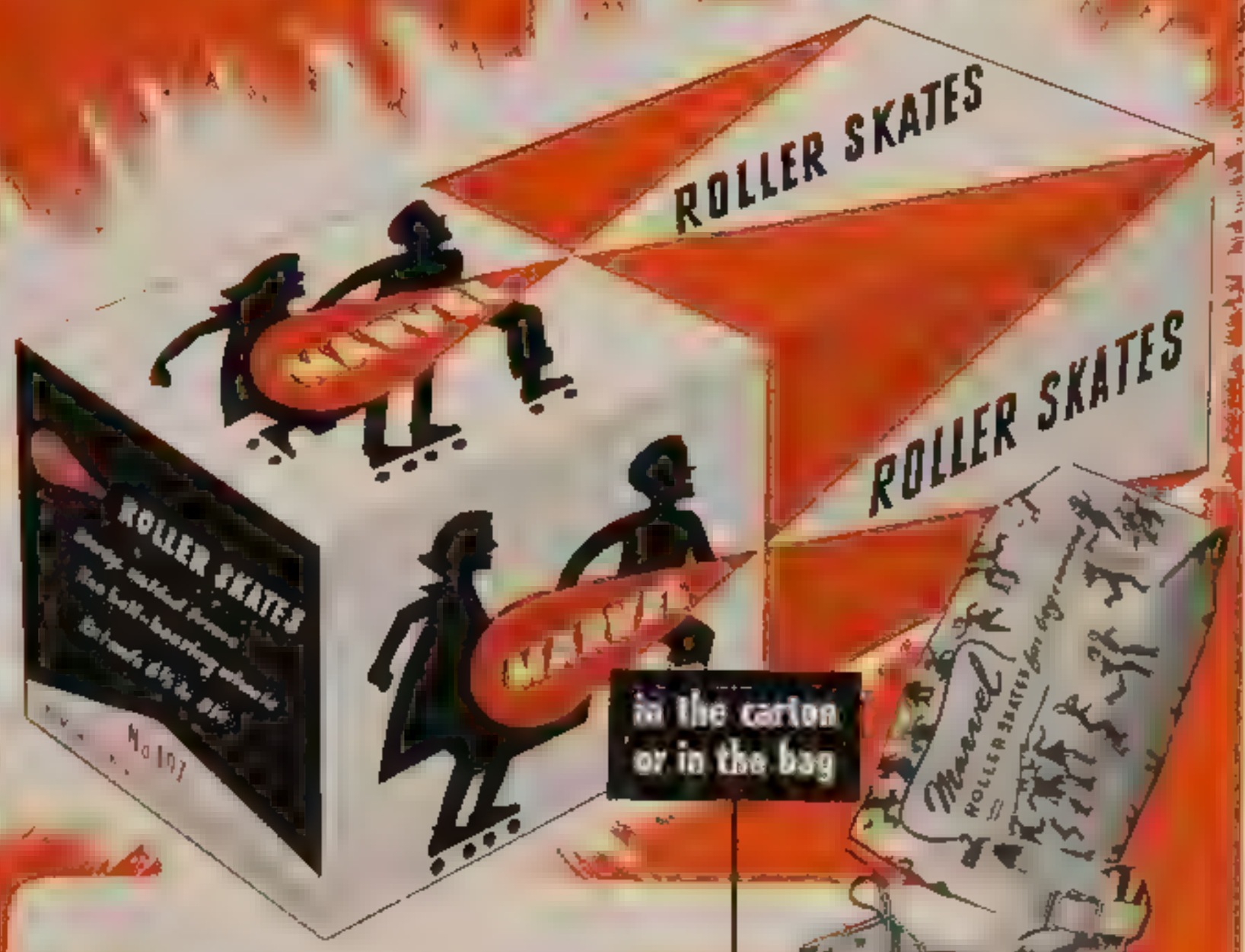
Eastern Display Office The New York Toy Center
Saltmann & Whitcomb 200 5th Ave. New York 10 N Y

Now America's Most Complete Line of Quality Skates!

YOU PROFIT MORE with "CHICAGO" SKATES IN YOUR STORE!

No. 181N — THE SILENT FLASH is Ankle [illegible] most [illegible] leather [illegible] Special [illegible] [illegible] steel [illegible] [illegible] [illegible]

Packaged to SELL!



NOW . . . Marvel Skates in the new sales-tested carton that says "BUY ME NOW!"

It has sure-fire sales appeal . . . Marvel Skate's new "Sales Maker" carton is created by one of America's leading package designers to build more store traffic for you. And *inside* this striking container are America's fastest selling skates for beginners. It's a hot combination that's sure to roll up more profits for you. So cash in now! See your Globe Union representative today.

PERMANENT GLOBE SKATE DISPLAY:
Room 320, Toy Building, 200 Fifth Avenue • New York, New York

GLOBE-UNION INC.
MILWAUKEE 1, WISCONSIN

America's
FASTEST SELLING
beginner's skates

Model No. 197. With laced leather toe straps. Also available with key operated toe clamps. Comes in new Sales Maker carton, packed 2 to a case or in tan for moisture-proof bag, packed 24 to a case.

CHAMPION

NEW! Ny-lok lock nuts keep wheels secure.

A Kalamazoo Exclusive... and the Market's Wide Open!

SNO-LER 4 Wheel Baby Sled

The baby crop is booming, and so are your profit opportunities with the Sno-ler. There's nothing else like it—a touch of the toe converts it instantly to sled or stroller. Makes shopping, visiting, or strolling with baby so much easier because it goes anywhere—in and out of stores, across streets, over bare or slippery sidewalks. Folds compactly for travel or storage. Beautifully finished as shown.

Stronger, Sturdier Throughout

Wheels are put on to stay, with new vibration-proof Ny-lok lock nuts. One-piece bottom, one-piece back. Safety-strap, Saf-T-Runners, Rite-Hite Handle.

Be Sure . . . Be Ready . . . Order Now

See the Complete Champion Sled Line
N. Y. Toy Fair — Room 918-920 — Hotel McAlpin

Kalamazoo Sled Co.
844 Crosstown Parkway
Kalamazoo, Michigan

TOY MFRS. U.S.A. AMERICAN TOYS

Now! STITCH-A-STORY EMBROIDERY SETS IN EVERY PROFITABLE PRICE RANGE.....

- STITCH A PICTURE
- STITCH A STORY
- BUSY BETSY
  EMBROIDERY SET
- LITTLE SEW'n SEW SETS
- WALT DISNEY SERIES
  CARDED and SETS
- ANNIE OAKLEY SERIES
  CARDED and SETS

Promote Them for Greater Profit!

HIGHLAND ART EMBROIDERY CO.

91 E. Union Street — Pasadena 1, Calif.

Permanent Showrooms, ROOM 1111 Fifth Ave. Bldg.

SEE US AT THE TOY FAIR • HOTEL NEW YORKER • ROOM 1242

122

Cadillac

AMERICA'S SAFEST COASTER WAGON!

Most advance features since coaster wagons were introduced to the field of children's toys Power steering, 4 point suspension, will not tip over feature, roller bearing wheels

$15.95
FAIR TRADED

- 4 Point Suspension, Non-Tip Feature Automotive Type Steering
- Roller Bearing Wheel, Semi-Pneumatic Tires
  (No hub or cotter key for assembly)
- Steel Body WIRE ROLLED EDGE
  (Size 40 x 16 x 4)
- Rigid Built Handle, Curves Inside Body — Will Not Fall to Floor
- Automotive Baked Enamel Finish
  (4 Colors — Red, Blue, Green, Yellow
- Replacement Parts Available
  (Parts List Decaled On Underbody)
- Shipping Weight 30 Lbs. Packed 1 to Carton
- Assembly Time Less Than 2 Minutes

SEE AMERICA'S FASTEST MOVING WAGON
CHICAGO-MIDWEST-TOY-SHOW
3rd FLOOR BOOTH #4 MORRISON HOTEL
JUNE 27TH TO JULY 2ND, 1954

Cadillac WAGON CO.

12840 TRACTOR, DETROIT 17, MICH.

Division of RAUBAR MFG. CO. a name in manufacturing for over a third century

NOW! GUARANTEED A FULL YEAR . . .

PARRIS TRAINERIFLES WITH ALL WOOD STOCKS - - - ALL-STEEL MECHANISM!

B-4
Small-Fry- Lever Action Cork Shooter O D Sling Corks included Flexible rubber bayonet

B-2A
TrainoRifle- Manual Arms Corks included O D Sling Flexible Rubber Bayonet

B-M-1
Lever-Action- Army type cork shooter ADJ sling sights Manual of Arms Flexible Rubber Bayonet

B-M-23
Super TrainoRifle— Bolt action authentic reproduction of Army Rifle Trigger pull Loud click Detachable bayonet Manual of Arms Heavy duty O D sling Flexible Rubber Bayonet

Cross sport materials Careful workmanship combine to assure years of trouble-free shooting pleasure

All wood stock construction with new long lasting finish assures users of Parris Mfg Co to give a year guarantee against breakage or defects in shooting parts of Trainerifles

This GUARANTEE RETURNS FREE Within Ninety Days from purchase date any Parris Trainerifle found defective in workmanship or materials will be repaired or replaced at our factory free of charge. A Parris guarantee will not be issued after a lapse of one year that will be repaired or replaced at our factory

Reason - The DEFENSE Fly Rule Makers Have Been Waiting For Can't shoot dangerous objects with paper targets

NEW *Parris* Gunstock Racks!

Hold guns rifles bows arrows and other boy gear Made especially to keep guns from getting scratched Natural Wood Sent you assembled except for glue

PARRIS
MANUFACTURING COMPANY
Savannah, Tenn., Home of the National Catfish Derby

PARRIS MFG. CO.
SAVANNAH, TENN.

Please send me prices and literature on the Parris the

NAME.....

ADDRESS.....

CITY..... **STATE**.....

Type of Store: Department Exclusive Toy...
Variety Other

First with Bright New *Original* Pets...First for *Profits,* too!

In its 50th Anniversary year Collegiate again is FIRST with bright new original stuffed pets ... cute cuddly originals that promise to set New SALES records for you this year. It's the big way to LEAP FORWARD with PLAYMATES ... the profit pets your customers will want to buy and buy and buy!

Watch for *New*

TWINKLE PETS

Personality Pets

MADE IN U.S.A.

SEE THEM AT THE
TOY FAIR
ROOM 718
HOTEL McALPIN

COLLEGIATE MFG. CO.
AMES, IOWA

CARRON PHONOGRAPHS

1954—*NEW LOOK*—*NEW PRICES*—1954

SEE DISPLAY
MOSELEY & ABRAHAMS
200 FIFTH AVE. BLDG.
NEW YORK
ROOM 315
Phone ORegon 5-3988

AMPLIFIED MODELS

No. 3000 Amplified
2 Tube—Crystal Pickup—
4" Speaker
Construction—Strong Drawn
Steel Case
Finish—Blue Marbelized
Baked
Size—13x10⅛x2¾ inches
Weight—8 LBS.
Individually Packed
Packed—12 Cartons to Master

ALSO AMPLIFIED MODEL
IN PORTABLE CASE
No. 4800

Model No. 5000
3 Speed Model
Special Adapter
Designed for Toy Field in
Metal Case Like No. 3000

MOTOR MANUFACTURER
FOR MANUFACTURERS

U L APPROVED

PLAYS ALL SIZE RECORDS INCL. 12 INCH

Write for Circular and Prices

ACCOUSTICAL MODELS

Features

BALANCED TONE ARM
Takes Weight Off Records for
Longer Life

MECHANICAL REPRODUCER
Kiddies Cannot Break Diaphragm
Needle Screw Cannot Be Lost

MOTOR
Over Powered and Free Wheeling

No. 1000 Acoustical
Construction—Strong Drawn
Steel Case
Finish—Red—Marbelized—
Baked
Size—13x10⅛x2¾ inches
Weight—6¾ LBS.
Individually Packed
Packed—12 Cartons to Master

HOTTEST PHONOGRAPH IN 1953

No. 2000 Acoustical
Portable Case—¼ inch
Strong Fiber
Finish—Red Alligator
Leatherette with Blue
Interior
Size—13½x11x5¾ inches
Weight—9 LBS.
Individually Packed
Packed—6 Cartons to Master

CARRON MFG. CO.
741 W. HARRISON ST.
CHICAGO 7, ILL.
MONROE 6-2360

25 YEARS MANUFACTURING
ALL COMPONENT PARTS ARE MADE IN OUR FACTORY, INCLUDING MOTOR—RESULTING IN BEST VALUE AND DELIVERY FOR YOU.

FOR PROVEN PROFITS!

FOR AGES
6 to 14

MILTON
BRADLEY
COMPANY

SPRINGFIELD
MASSACHUSETTS

MADE IN U.S.A.

PIRATE AND TRAVELER

Advertised in **LIFE**—*Advertised in* **COLLIER'S**

A FAST MOVING ITEM! A FAST MOVING GAME! A profit proven year-round staple. It's high adventure crammed with knowledge of foreign countries, cities and products. Played on giant 30" x 16¼" two-fold playing board, contestants, 6 to 14 years old, find fun and excitement packed into this sensational globe-g.rdling game. Packed in full color display box, PIRATE & TRAVELER retails for $2.00 and is a proven way to profits for hustling dealers.

LOOK FOR THE PACKAGE WITH THE KEY
.....YOUR KEY TO MORE SALES

Made in Canada by Somerville Limited, London, Canada

[redacted]

Plasticville, U.S.A.

THE TOWN THAT GROWS AND GROWS

FIRST

. . . IN DESIGN
. . . IN PUBLIC ACCEPTANCE
. . . IN CONSTRUCTION
. . . IN PRESENTING NEW ITEMS TO THE TRADE

Stock up with the fast moving items of Plasticville, U.S.A. and watch your sales soar higher and higher. Bachmann again leads the miniature village field by presenting to the trade twenty-six new styles and assortments of Plasticville, U.S.A. in "O" and "HO" gauge adding realism and color to any size village or "Pike". Prepare to meet the overwhelming demand for Plasticville, U.S.A., the town that grows and grows.

The beautifully designed items of Plasticville, U.S.A. are made so that even a child can assemble them, yet with an exactness that will please the most critical hobbyist

THE LEADER—DO NOT ACCEPT A SUBSTITUTE

Plasticville, U.S.A. is sold as individual items, and in units of several items selected to make a specific part of a village, as well as the Master Unit which is actually a "city in a box"

Write for the "O" and "HO" catalogs showing the complete line in color.

THE ORIGINAL PLASTIC VILLAGE

Manufactured by

BACHMANN BROS. Inc. *Established 1833*

PHILADELPHIA 24, U.S.A.

PROVED* More Kids Want

BLOCK CITY

than any other construction toy

HERE'S WHY...

BLOCK CITY GIVES MORE More parts, more accessories all in colorful, sealed tubes

BLOCK CITY is BETTER BUILT Rugged, shatterproof, molded plastic. All parts interlock

BLOCK CITY GROWS . . . Sets for boys and girls of all ages . . . from cradle to college

BLOCK CITY IS PROMOTED Big national advertising program. Newspapers, magazines, TV

*1953 Des Moines Survey

STOCK THE BLOCKS! SEE YOUR JOBBER

THE STATE TOYS

PLASTIC BLOCK CITY, INC.

4225 W. Lake Street, Chicago 24, Ill

Van Buren 6-6637

New York: 12 E. 41st St. • MUrray Hill 3-8743

Building a SOLID FOUNDATION for your TOY BUSINESS

BLOCK CITY

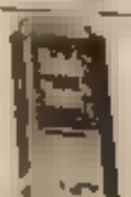
America's Fastest Selling Construction Sets

Retail $2.95 4.95 7.50 and 15

Pre-School BUILDING BLOCKS

Kindergarten Tested for Boys and Girls from 2 to 6.

Retail $1.95 and 2.95



BRICK TOWN

Authentic Scale Model Construction Sets.

Retail... $7.50 and 12.50

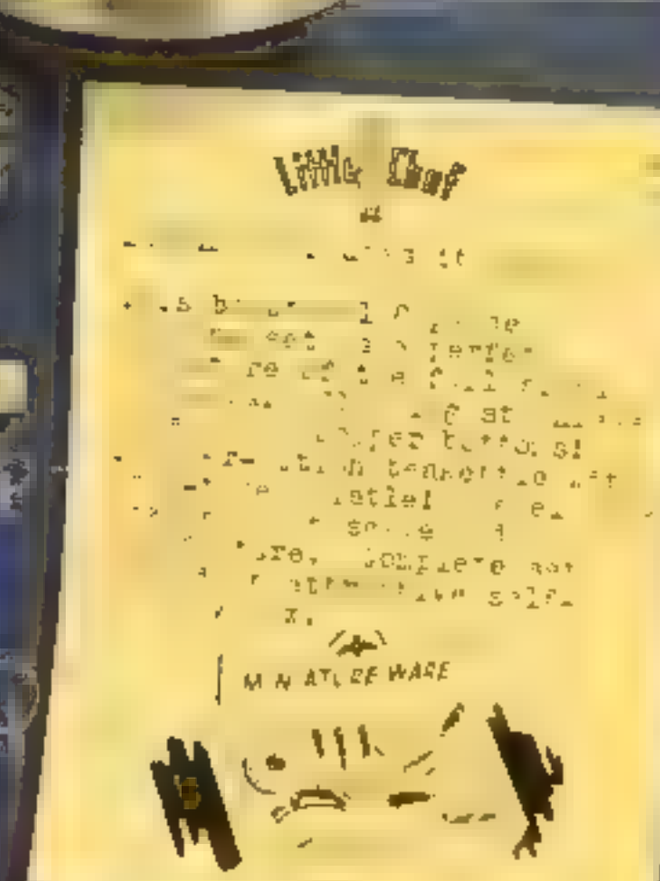
53

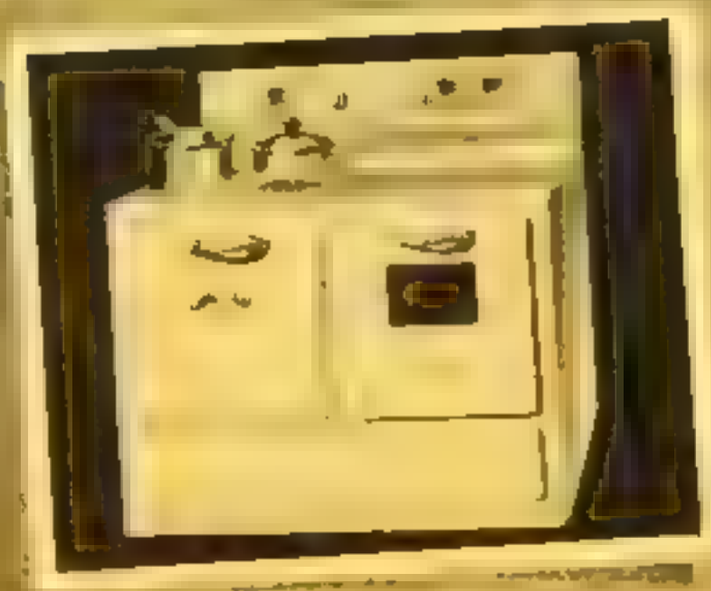
HOT OFF THE DRAWING BOARD...

FROM THE MAKERS OF LITTLE CHIEF STOVES

NEW!

LITTLE CHEF MINIATURE WARE





Little Chef MINIATURE ELECTRIC STOVES

TACOMA METAL PRODUCTS CO.
414 24th AVENUE
TACOMA WASHINGTON

MORE FEATURES — GREATER SAFETY — FASTER SALES!

DIRECTO-LITE SIGNALS

KID-A-MATIC SHIFT

IN THE IMPROVED

KIDDEE DRIVETTE

CUSTOM

New Low Price $5.98

Prices 5 pct higher in West and Extreme South

No. 733

- DIRECTO-LITE SIGNALS FLASH LIGHT IN RIGHT OR LEFT ARROWS SIMULATING ACTUAL DRIVING.
- KID-A-MATIC SHIFT—GEAR SHIFT MOVES INDICATOR TO N-D-L-R, LIKE HYDRA-MATIC
- STURDY 10-IN WHEEL
- SAFETY BELT BEEP BEEP HORN
- STURDY FLAT FRAME
- FOR CAR AND HOME USE. FOLDS COMPACTLY OUT OF THE WAY.

PATENT PENDING

KIDDEE DRIVETTE DELUXE

No. 712 Same size as custom model less Directo-lite Signals. $4.98 RETAIL PRICE

EXTRA SPECIAL LOW PRICE NUMBERS

$3.98 RETAIL PRICE

Prices slightly higher in west and extreme south.

FREE KIDDEE DRIVETTE DISPLAY STANDS AVAILABLE

It's New

Round and Round They Go WITH HAPPY-GO-ROUND

No. 70

Fully Warranted

$19.95 RETAIL

Guaranteed for hard use! New weather-proof easy action bearing assures perfect operation.

Easily propelled by one or two children, by push pull action. Wide, sturdy seats; convenient footrest, non-slip legs; heavy gauge steel, 28" x 61" 25 lbs.

SAFE HEALTHY FUN FOR ALL CHILDREN

INCREASE VALUE OF TRICYCLES & WAGONS

SELLS INDIVIDUALLY OR WITH [redacted] TOTE

GIANT LIFTER

$1.98 RETAIL PRICE

No. 950

ALL IN ONE CRANE • LIFTER WRECKER

Amazing lifting power; strong, durable, all steel construction; nothing to break. Fastens on chairs, tables, stools, etc. The toy with a million uses.

Fits on any Wagon • Tricycle • INDOOR OUTDOOR FUN

FREE MATS, ELECTROTYPES, STUFFERS AVAILABLE ON ALL KNIGHT TOYS.

See us at the New Yorker Hotel, Rooms 622

ROBERT PATTERSON & ASSOCIATES

NEW YORK ILLINOIS CALIFORNIA FLORIDA

Geo. C. Knight co.

[redacted]

22

all little girls
dream of
Pla-Vac

and the jobbers'

dreams of bigger sales
volume become
a reality with . . .
Pla-Vac

Toy jobbers and dealers are men who are adept at picking sure sellers and the item they buy is sure to be a sales success! That's been the story of Pla Vac . the amazing toy vacuum cleaner Breaking sales records across the nation . Pla-Vac is ring ing up sales volumes never before dreamed of!

If you haven't as yet investigated the sales punch of Pla Vac you can stop dreaming and start enjoying some of the sales success this revolutionary item has generated

And now to further stimulate sales of Pla Vac our engineering department has made extensive improvements on the machine. Outside appearance remains the same but new, high-quality materials have been used, giving greater life-like realism better performance and more sales appeal to the item The new" Pla-Vac models should be available for showing early in 1954

Watch for the new Pla Vac . check its quality-engineered features . and then you'll agree this is the toy that spells S-A L E S for you!

See This Sales Leader
in Room 1176
Hotel New Yorker

Gay Toys, Inc.
6432 CASS AVENUE • DETROIT 2, MICHIGAN

all little girls
dream of
Pla-Vac

and the jobbers'

dreams of bigger sales
volume become
a reality with . . .

Pla-Vac

Toy jobbers and dealers are men who are adept at picking sure sellers and the item they buy is sure to be a sales success. That's been the story of Pla-Vac the amazing toy vacuum cleaner. Breaking sales records across the nation Pla Vac is ringing up sales volumes never before dreamed of!

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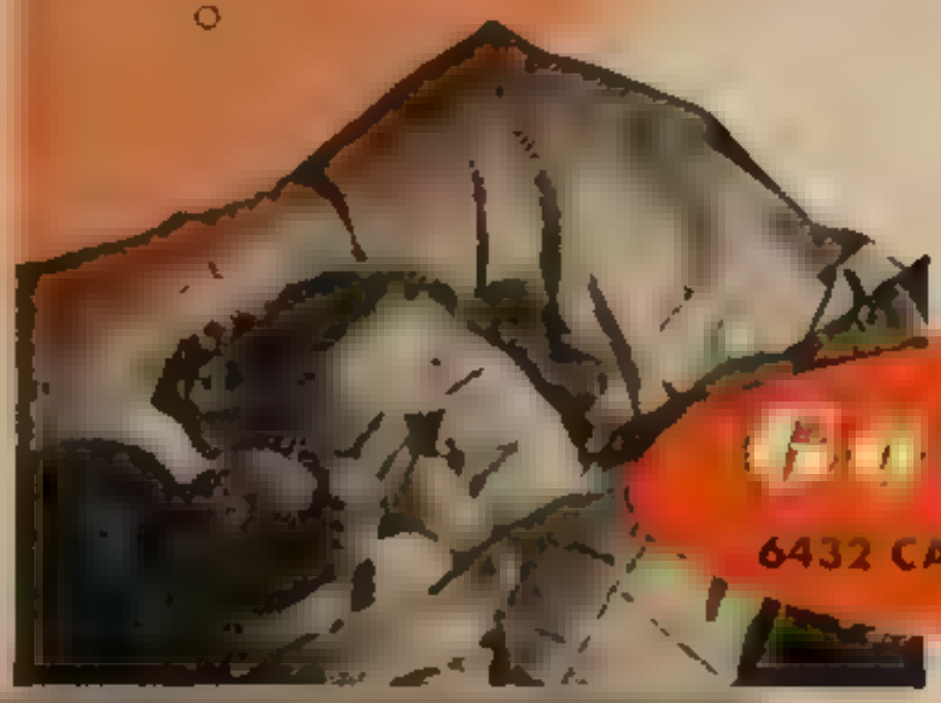


Fun Toys, Inc.

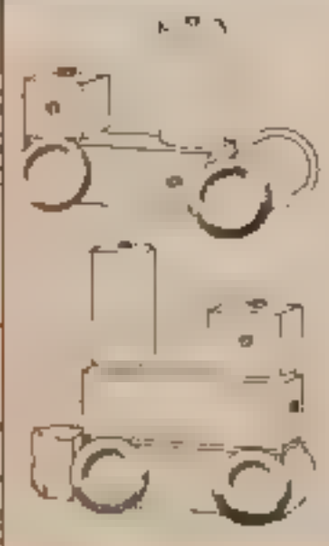
6432 CASS AVENUE • DETROIT 2, MICHIGAN

55

HANDCUFFS
Made of
ALUMINUM
by us Exclusively
Lariats
Badges
Conchas
Goggles
Space Toys
Horse Reins
Blo-Ball Sets
Defense Sets
Western Sets
Detective Sets
Fingerprint Sets
Emergency Outfits
ALUMINUM HAND CUFFS- BIG DEAL! SO WHAT ?
BIG SAVING IN FREIGHT, RUST-PROOF — FINER DISPLAYS — CONVINCE YOURSELF!
Clubs
Whistles
Police Sets
Telescopes
Telephones
Sheriff Sets
Aviator Sets
Mail Man Sets
Ranger Outfits
Western Outfits
Space Walkie-Talkies
etc.
All Merchandise Available in Bulk
Calling All! Calling All!
To See Our Complete Line!
at the TOY FAIR
At
PERMANENT DISPLAY ROOM
Fifth Ave. Bldg.
NEW YORK, N. Y.
Rm. 1139
Hotel McALPIN
NEW YORK CITY
Rm. 1051
AMER CAN TOYS
HALE-NASS Corp.
Factory: 489 BROOME ST., N.Y. 13, N.Y.
Showroom: FIFTH AVE. BLDG., N.Y., N.Y.

Sales are a 'S-N-A-P' with BLOCKRAFT SNAP-N-PLAY Building Blocks

IT'S SAFE . . .
EDUCATIONAL TOY
THAT DEVELOPS
THE IMAGINATION!

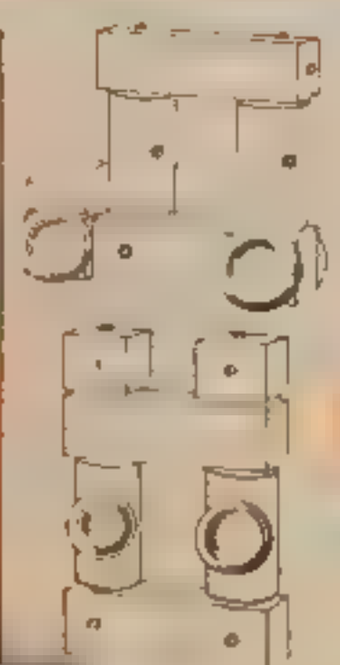


NOW . . . in new, brighter colors!..

SNAP-N-PLAY blocks take the work out of se.ling—actual y make it a SNAP! They pack plenty of appeal, go ng over big with youngsters from 1 to 8 years old And no wonder—they re so much fun, and so easy to use! Just snap . . . click . . . and they're fastened Wheels and blocks snap together easily . . . and the wheels actually rotate!

Here s an item with unlimited versatility—it's actualiy a multiple toy, from which any number of toys can be made! And this year, colors are brighter, in vivid colored lacquers—and non-toxic for the child's pro tection

HERE ARE BUT A FEW EXAMPLES OF TOYS THAT CAN BE MADE FROM TH S SET



Put the SNAP in your sales by putt ng SNAP-N-PLAY on your shelves or on your jobbing list

REPRESENTATIVES:

ROBERT W BURNS CO.
47 Bristol St , Boston, Mass

EDWARD J. EGNER & CO.
575 Drexel Bldg Philadelphia 6, Pa.

ALBERT N. PROW
Room 320, 200 F fth Ave., New York 10, N. Y

WILLIAM E. COLLIN
656 So. Los Angeles St Los Angeles 14, Cal

RUSSELL D, JESSEE CO
1411 Tha Dy Way N E Atlanta, Ga.

REE RON SALES
14-121 Merchandise Mart, Chicago 54, Ill

ALLEN G. RICHARDSON AGENCY
733 Newport Ave., St. Louis 19 Mo

LEONARD STOTTS
2132 Edwin St Fort Worth Texas

toy fair display

ROOM 1228
HOTEL NEW YORKER
New York City

ASK YOUR JOBBER

BLOCKRAFT INC.

CEDAR SPRINGS, MICHIGAN

Quality, Educational Toys

Five good reasons why you should stock *Playskool*

EDUCATIONAL TOYS

1. PLAYSKOOL *educational toys sell twelve months a year.* You know how important it is to keep toy sales at a profitable level throughout the year. PLAYSKOOL has proven again and again that educational toys lead the field for steady year-round business.

2. PLAYSKOOL *promotional support continues 12 months a year.* Ding Dong School, the record-breaking NBC production, pulls even stronger audiences in the bad weather months. PLAYSKOOL items are a proud part of this and other radio, TV and magazine promotions planned for January and the months ahead.

3. PLAYSKOOL *toys answer the demand for "in-door" and "sickbed" playthings.* The entire PLAYSKOOL line is planned to keep the 6 month to 5 year old child happily at play indoors during inclement weather. PLAYSKOOL features a number of items (puzzle plaques, peg sets, parquetry blocks, etc.) that make ideal gift suggestions for the sick child

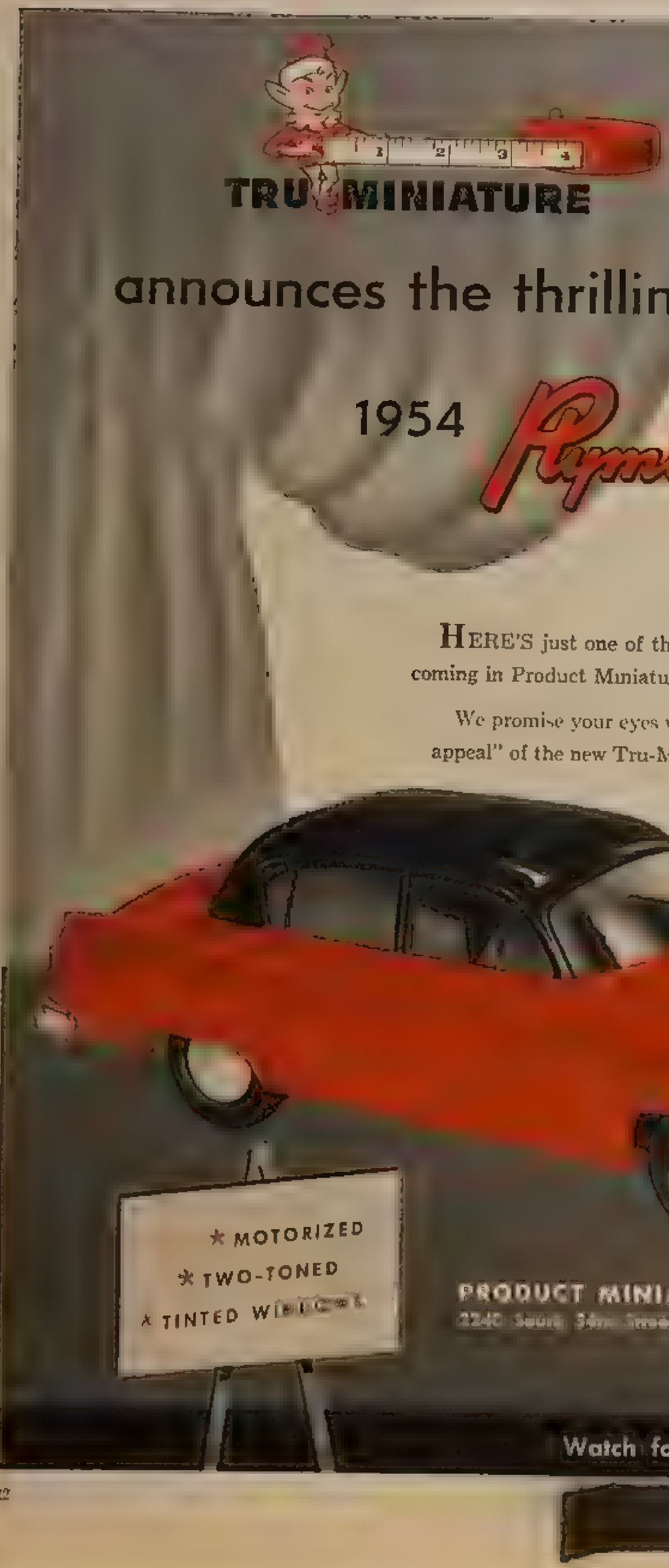
4. PLAYSKOOL *is a top profit-maker in any toy department or store.* PLAYSKOOL gives you instant consumer acceptance and that means rapid turnover. Equally important—you can count on the fact that there are never mark-downs or adjustments on PLAYSKOOL items.

5. PLAYSKOOL *toys make satisfied customers for you.* PLAYSKOOL has all the features parents want — lasting, safe colors . . . sturdy, safety-minded construction . . . correct educational principles. Remember, PLAYSKOOL'S facilities are devoted exclusively to producing and selling developmental toys for children from three months to nine years of age.

Here's an indisputable fact your children's products customers are No. 1 prospects for toy sales. Sell these No. 1 prospects the No. 1 educational toy line — PLAYSKOOL

PLAYSKOOL MANUFACTURING COMPANY 1750 North Lawndale Avenue, Chicago 47, Illinois

49


TRU MINIATURE
announces the thrilling new...
1954 Plymouth
sedan
HERE'S just one of the exciting new mechanized toys coming in Product Miniature's astonishing new line for 1954!
We promise your eyes will pop when you see the "buy appeal" of the new Tru-Miniature line at the TOY FAIR.
★ MOTORIZED
★ TWO-TONED
★ TINTED W
PRODUCT MINIATURE COMPANY, INC.
Watch for other models
22

it's NEW! it's exclusive!*

Another
MB
MILTON BRADLEY
KEY
TO FUN
and learning

FOR AGES
4 to 12

MILTON
BRADLEY
COMPANY
SPRINGFIELD
MASSACHUSETTS

MADE IN U.S.A.

Pop-Up Store

The game that's being gobbled up as fast as we can make em! It's revolutionary, exciting, and educational! Ideal for children from 4 to 12. Open the board and UP POP two large, colorful, sturdily constructed stores, a candy store and a soda shop. Plays are made INSIDE the stores. It's a challenging game of quick sales and bargain hunting that teaches the value of money and how to make change.

CONTAINS: Toy money—bills and coins, 4 wood playing pieces, shopping cards colorful spinner and DOUBLE POP-UP folding board in full color display box

* EXCLUSIVE PATENTED POP UP FEATURE MAKES THIS THE ONLY GAME OF ITS KIND

RETAIL $2.50—DON'T STAND IN LINE—ORDER TODAY AND AVOID THE CHRISTMAS RUSH.

LOOK FOR THE PACKAGE WITH THE KEY .....YOUR KEY TO MORE SALES

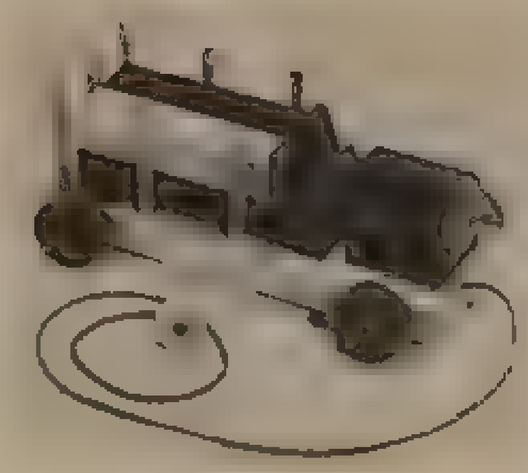
[redacted]

PRE-SCHOOL TOYS

HAVE GREAT APPEAL TO CHILDREN AGED 1 TO 8

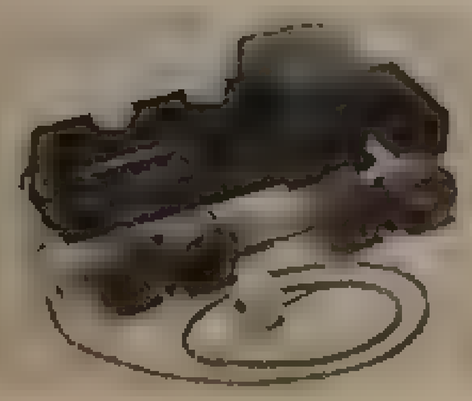
NO 760

No. 760 Locomotive and Tender. A 2 piece train set. Take-apart engine with black boiler, red cab and wheels, ivory base. Tender is jet black with bright yellow, silk-screened design on sides. A pile of realistic coal makes tender look like a real coal car. Length, 12" **$2 retail.**



NO. 732

No. 750 Locomotive. Beautifully finished take-apart train engine. Cab and boiler removable. Boiler is jet black with large bright yellow, silk-screened design. Cab is bright red with red wheels, ivory base. Fireman and engineer are removable. 7½" long. **$1.25 retail.**



NO. 750

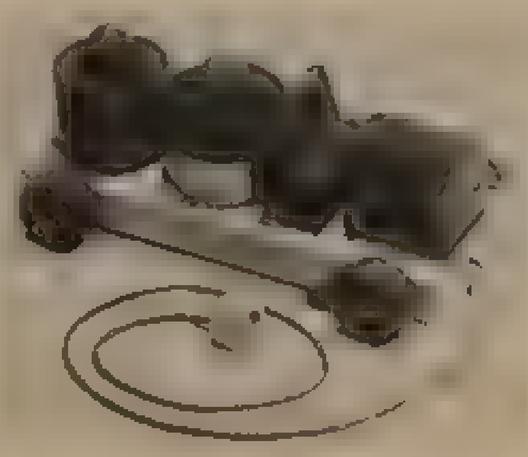
No. 805 Freight Transport. Loaded with 3 pies of freight—round hardwood blocks fitting over 3 hardwood dowels. Cab is bright red with ivory base. Trailer is ivory with red wheels. Can and trainer can be coupled and uncoupled. 12" long **$2.25 retail**

NO 731

No. 800 Lumber Transport. A two-piece toy loaded with brightly colored blocks of lumber. Blocks and stakes removable. Can and trailer may be coupled and uncoupled. Cab is bright red with ivory base. Trailer has red wheels, yellow stakes, blocks finished red, yellow, blue and green. 12" long **$2.25 retail.**

NO. 805

No. 732 Lumber Truck. Loaded with 4 large blocks, assorted colors. Remove blocks and result in standard stake truck with removable stakes 7½" long, 4" wide. **$1.25 retail.**



NO. 734

No. 734 Freight Truck. Loaded with 4 brightly colored hardwood rounds which fit on highly finished hardwood dowels in orange and purple. Base is light ivory, with bright red wheels, seat and cab. 7½" long, 4" wide, **$1.25 retail.**

NO 800

No. 731 Log Truck. Take-apart educational toy. Log load is 6 logs finished in 5 different colors. 7½" long, 4" wide. Base finished in light ivory, with red wheels, cab and seat. **$1.25 retail**

NO. 733

No. 733 Tank Truck. Unloaded, it is a flat bed truck. Place the 2 green pegs in their holes and you have a peg toy. Add the yellow rod and three hardwood rounds, assorted colors, and this perfect truck is ready to go. 7½" long, 4" wide

Above toys are for children 1 to 6, 7 or 8, respectively

PRE-SCHOOL TOY MFG. CO., 23706 74th Ave., West, EDMONDS, WASH.

11

[redacted]

PRE-SCHOOL TOYS
in Great Demand!
READY FOR CHRISTMAS SELLING

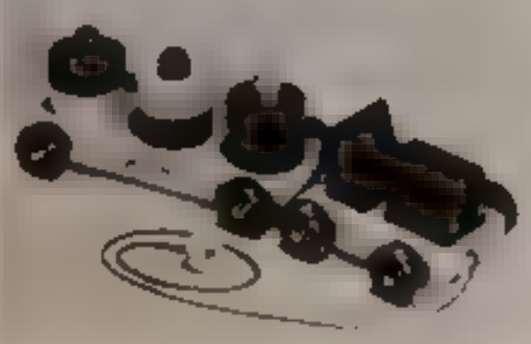
NO. 760

No. 760 Locomotive and Tender. A 2 [illegible] **$2 retail.**

No. 750 Locomotive [illegible] **$1.25 retail.**

NO. 750

No. 805 Freight Transport. [illegible] **$2.25 retail**



NO. 805

No 800 Lumber Transport [illegible] **$2.25 retail**

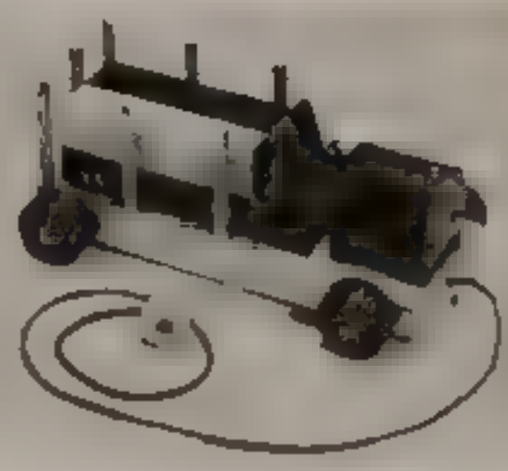
No. 732 Lumber Truck [illegible] **$1.25 retail.**

No. 734 Freight Truck [illegible] **$1.25 retail**

NO 800

No 731 Log Truck [illegible] **$1.25 retail.**

No. 733 Tank Truck [illegible]



NO. 732

NO. 731

NO. 734

NO. 733

Above toys are for children 1 to 6, 7 or 8, respectively

PRE-SCHOOL TOY MFG. CO., 23706 74th Ave., West, EDMONDS, WASH.

3s

Taking the Lead

in toy racer realism

O&R

"Offie"

toy midget racer

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to master
sh pp ng carton
Wt approx 7 lbs

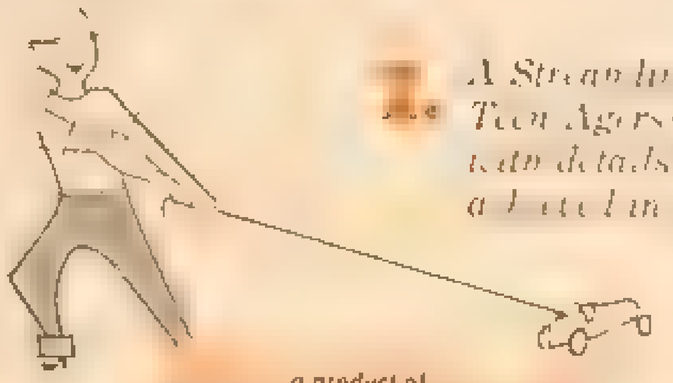
America's

BEST-BUILT *Toy!*

1. Authentic scale model of famous midget racer known and acclaimed throughout the country
2. Precision made, cast body and frame
3. Baked enamel finish in colorful body colors
4. Special racing wheel with steering wheel
5. Genuine racing type rubber tires
6. Authentic parts & accessories. Hand feel pump and brake, windshield, gas tank, etc.

Rocking 2 midget car models

1. *A Sturdy Push Pull Toy for Toddlers—ruggedly built with the realism youngsters love.*



2. *A Streamlined Tether Racer for Teen Agers—facsimile-perfect with details never before available in play miniatures.*

a product of

Cheminol Corporation

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Eastern Factory and Warehouse
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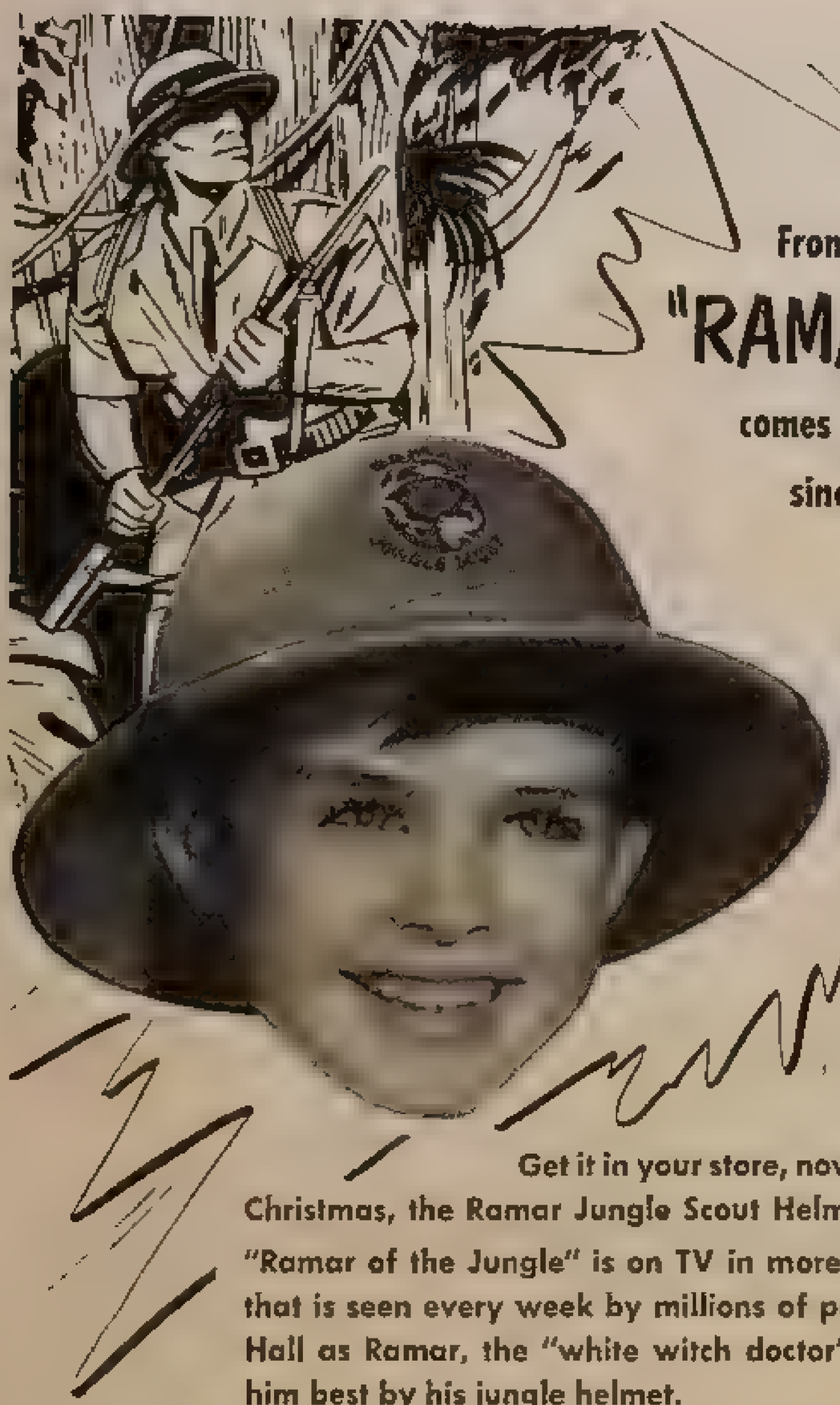

From the Hottest Kids' Program on TV

"RAMAR of the JUNGLE"

comes the Hottest-Selling Headgear since the Confederate Cap . . .

The Official

RAMAR

JUNGLE SCOUT HELMET

Get it in your store, now—because from now right through Christmas, the Ramar Jungle Scout Helmet will be a craze with the kids.

"Ramar of the Jungle" is on TV in more than 100 cities, a half-hour show that is seen every week by millions of people. They know and admire Jon Hall as Ramar, the "white witch doctor" of the jungle . . . and they know him best by his jungle helmet.

This is the only official Ramar Helmet, complete with insignia. It is made from new, JUNIOR SIZE molds to fit youngsters 5 to 14 years old. The material is waterproof, shock-resistant, plastic-impregnated fibre. Color is Safari Brown.

Suggested retail price: $1.49. Your cost: $10.50 per dozen. 2-10 E.O.M. F.O.B. St. Louis, Mo.

Counter card and ad mat shipped with order.

Phone, wire or write . . . but do it now!

Flip-It INC.

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An unbeatable FOURSOME for all ages

New 1954 Finish

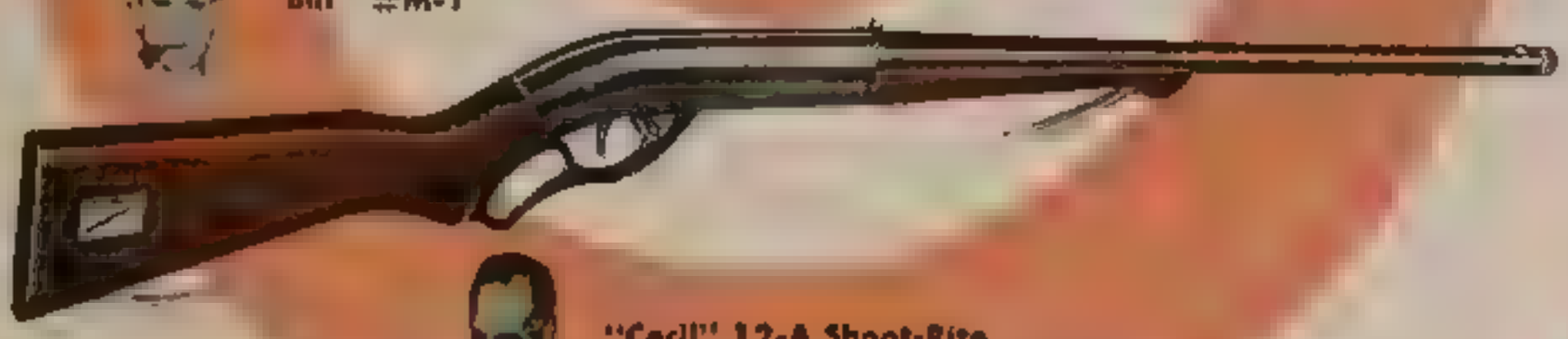
"Harold" #4 Smallfry

New 1954 Mechanism

New Guarantees

"Robert" #2A

"Bill" #M-1



"Cecil" 12-A Shoot-Rite

Here are the famous Parris TraineRifles and Pla-Guns made by the makers of more than 1,000,000 training rifles for the Army and Navy during World War II. Parris guns shoot corks hard and straight but will not break a light bulb. Safety plug prevents shooting dangerous objects. Cocking lever safet y device avoids pinched fingers. Clicker models, too. Improved manufacturing methods mean greater-than-ever value in Parris guns this year. You can't go wrong with this foursome for '54!

PARRIS

MANUFACTURING CO.

SAVANNAH, TENNESSEE

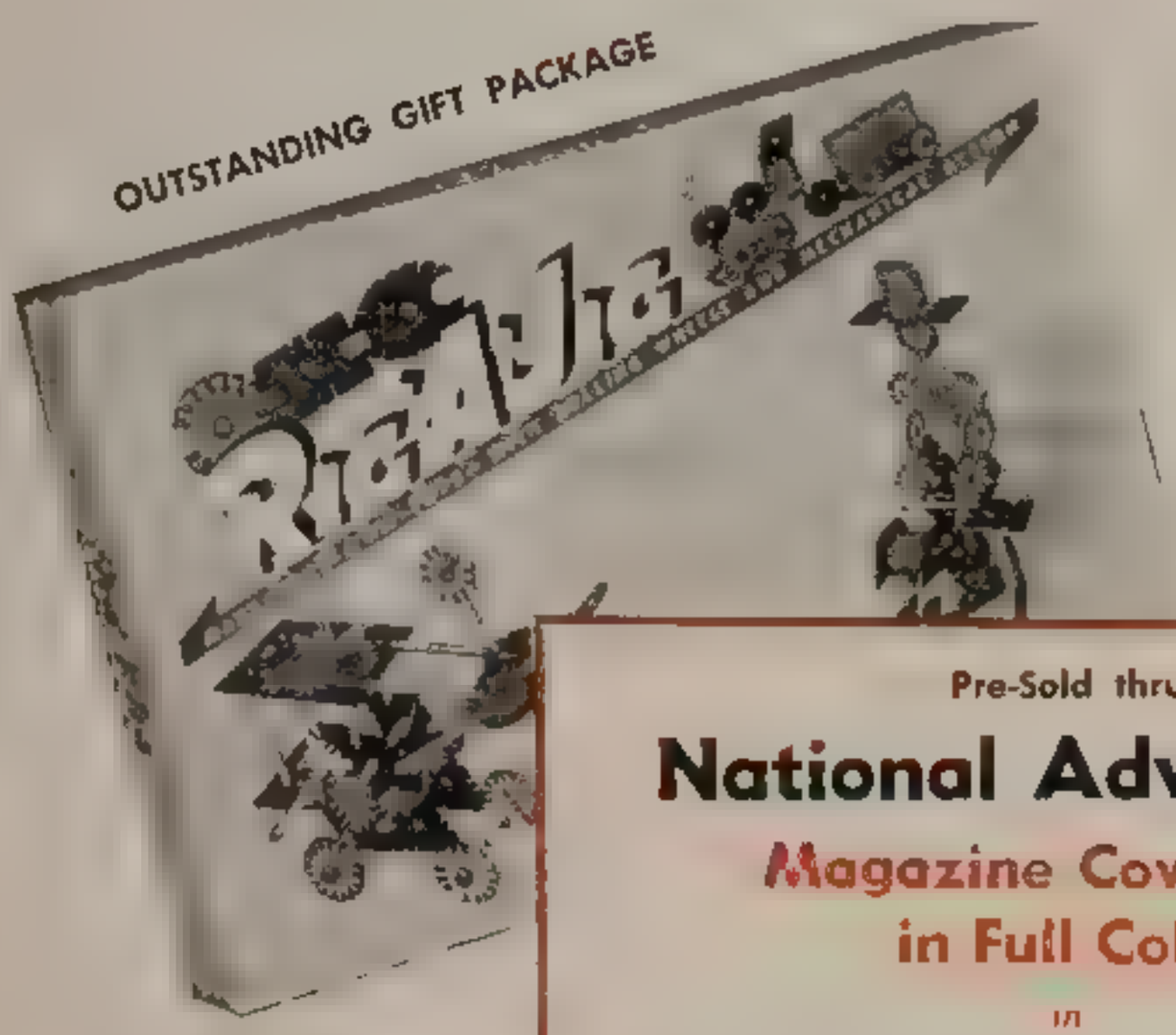
Home Of The National Catfish Derby

See Us At The Toy Fair—Room 629 Hotel New Yorker

America's

FASTEST GROWING NEW IDEA

in Educational Play



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Either way you look an eyeful of . . . PROFIT!

WONDER HORSE De LUXE
(Patented)

This beautiful palomino is already 1954's derby winner of hobby horses. Chosen by Toy Guidance experts, featured by Parents' magazine. Built of tough, extra strength plastic with magic spring action children love. Ages 1 to 7

***Also* WONDER PONY**

new dapple gray plastic model for children 1 to 3.

[redacted] owners with Wonder Horse!

THE WONDER HORSE "It's galloping"

WONDER PRODUCTS CO.

Collierville, Tenn. **Suburb of Memphis** Tel. LD 4243

WONDER HORSE
(Patented)

America's favorite for children 1 to 6. Letters from parents all over America prove the tremendous popularity of this familiar steed. Durable wood construction and finished in bright red

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Collierville, Tenn.

Please send literature and prices on
Wonder Horse De Luxe ☐ Wonder Horse (regular) ☐ Wonder Pony ☐

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COMPANY

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CITY _____ STATE

Check if dealer ☐ jobber ☐ department store ☐

[redacted]

PUT

SPRING ACTION

in your sales this year

WONDER HORSE DELUXE
PATENTED

WONDER HORSE
PATENTED

WONDER HORSES CARRY YOU TO A SURE PROFIT . . .

Check Our 1954 Sales Program

1. FAIR TRADED* To protect your profit
2. Uniform, top-quality construction means happy, satisfied customers, practically no returns with dependable Wonder Horses. A Thoroughbred, not a cheap "selling plater"
3. Powerful national magazine advertising geared to the young parents' market
4. Complete sales aids available including electrotypes, eye catching glossy prints, mats and other material

PERMANENT DISPLAYS

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Eastern Representatives—A. M. Hanley
251 Fifth Avenue Bldg. New York City

See Us At The Toy Fair, Room 712 Hotel New Yorker

* Wonder Horses Fair Traded at a minimum retail price

There's no after-season carry-over with Wonder Horses! They sell out.

WONDER
PRODUCTS COMPANY
MANUFACTURERS COLLIERVILLE, TENNESSEE

ROCK HORSE

It **ROCKS** *and* **SPINS**

HOP ON!
for the PROFIT RIDE of the YEAR

Model RH 16

Light in weight
Easy to assemble
Sturdily constructed
Safe to ride
Will not tip over
Fits small package

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CHILDREN'S OUTDOOR SHOE SKATES

THE "STREET KING"

Sizes 9-4 **$5.95** RETAIL PRICES Sizes 8, 6, 7 **$6.95**

SEE US AT THE CHICAGO TOY SHOW
MORRISON HOTEL—ROOM 689

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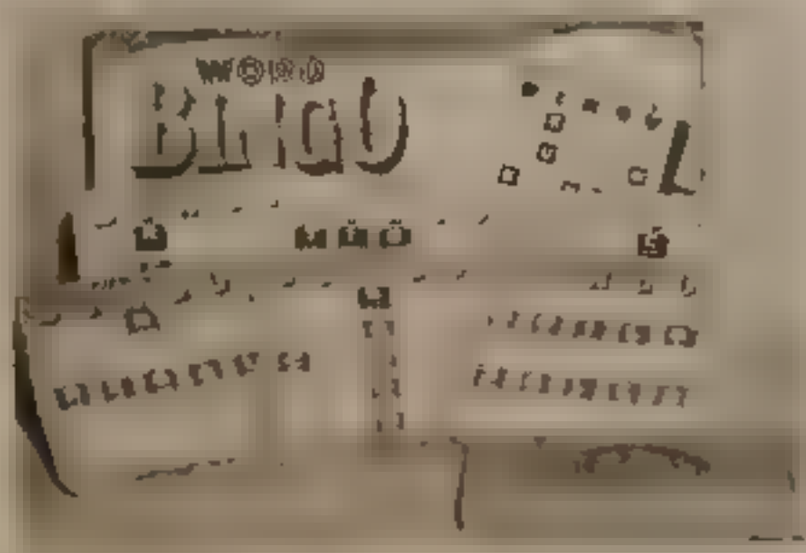

Be Sure to See

the full line of

REGAL Bingo Games

with the Automatic Finger-Tip Control

No 107	Word Bingo Illustrated DeLuxe set for 6 players	$2 00	Retail
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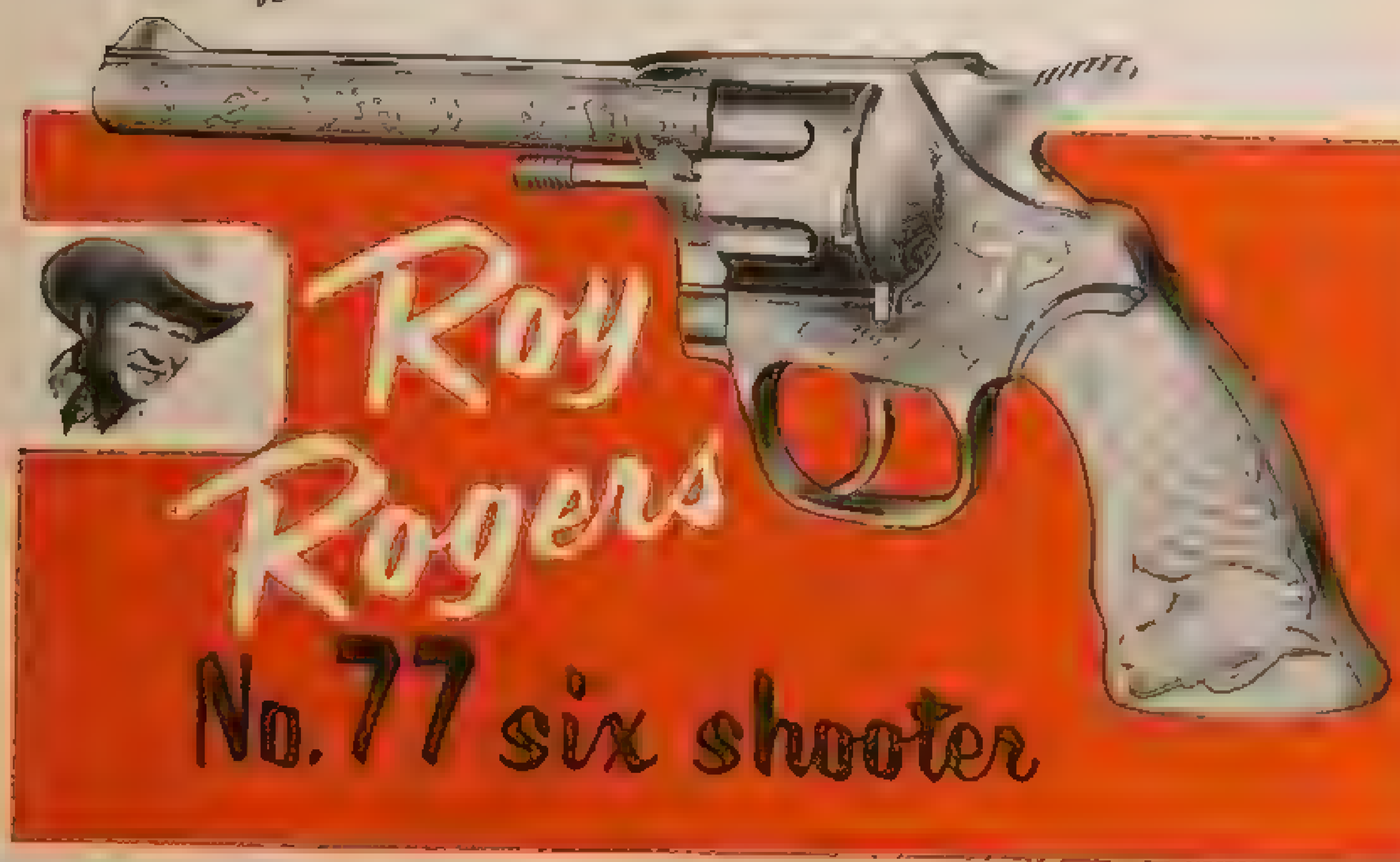
REGAL GAMES MFG. CO.

3714-16 IRVING PARK ROAD • CHICAGO 18, ILL.

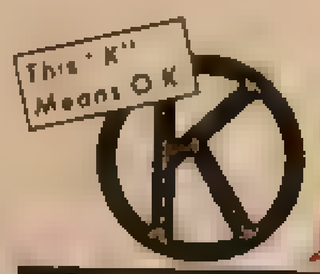
Reach for higher sales with Kilgore's exclusive new



Roy Rogers No. 77 six shooter

King of Cap Pistols, is this big, handsome Roy Rogers No. 77 Six-Shooter, made by Kilgore . . . the *only* six-shooter personally endorsed by the King of the Cowboys. It's Kilgore's newest pistol . . . extra-long, extra-beautiful Western design with large-size pearl-plastic grip fabricated with lasting Kilgore quality.

Roy's young fans will *all* want this realistic six-shooter that's loaded with play-value. Entire cylinder revolves when fired . . . swings out for easy loading, just like the original Colt pistol that won the West! Roy Rogers' official signature says this is the six-shooter . . . a young cowboy's proudest possession. 10¾" long, shoots Kilgore Disc Mammoth Caps.



Kilgore INC. WESTERVILLE, OHIO U S A.

TWO ROY ROGERS 50-SHOT REPEATERS

No. 66 Roy Rogers
50-shot repeater. 9¾" long over-all.

No. 55 Roy Rogers
50-shot repeater. 8¾" long over-all.

Terrific Promotional Numbers!

Our Sensational New

ROY ROGERS

numbers — featuring Roy's horse, TRIGGER, and his dog, BULLET.

No. 28 ROY ROGERS ROCKING HORSE
Here s Roy's beautiful palomino. TR GGER, co - orfully rhographed w th famous American Eagle saddle Metal sadd e-type seat turned hand-grips, and nickle-p ated ch mes 12' wide, 17½ high, mounted on 25' rockers.

No. 812 ROY ROGERS HOBBY HORSE
TRIGGER s doshing head, mounted on hardwood stick, w th BULLET Roy Rogers dog, rid ng between the two large stee wheels Nick e-plated bells attached to reins. 39' long overall.

LOOKS LIKE ANOTHER BANNER YEAR (OUR 65th) FOR

HILL TOYS

AGAIN IN '54 — NATIONALLY ADVERTISED TO MILLIONS OF CONSUMERS

No. 918 MERRY MERRY-GO-ROUND
This merry toy is pulled by a colorful horse, and features four ind vidually designed horses with boy and girl riders which spin around under a bright red canopy tr mmed w th multi-colored ornaments. 4" steel wheels and two large nickel-plated gongs. ndividually boxed. 18" ong, 12" h gh, 9½ wide.

No. 8/7 DOUBLE-BELL PLAY TELEPHONES
Youngsters get extra enjoyment from sturdy play telephone with return dial that rings doub e bell when revo ved All-steel w th bright nickel-plated d al and be ls

See the Complete Line of HILL TOYS in ROOM 463

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Factory: East Hampton, Conn.

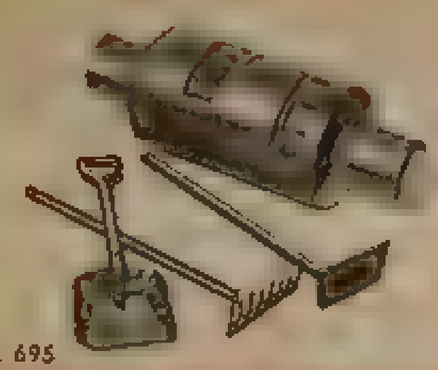
323

Banner
Sand & Sea Toys

Our metal items are heavy gauge steel. The trucks have steel axles, sturdy wheels, realistic movable parts

No 695 — Sand Roller When rolled along moist sand, leaves deep impression of heavy trafficked highway, with cars and trucks clearly defined. Moulded of heavy plastic. Metal hoe, rake and shovel included. Sand Roller 10" overall

No 125 — Metal Hoe, Rake and Shovel. 8" overall.



No. 695

No 595

No 614

No 670

No. 595 — Boat, Pail & Shovel. A most ingenious sand toy. The boat really floats or becomes an unusual pail made of heavy gauge, beautiful litho pirate design. Overall length 9¾"; heavy gauge shovel 11¼" long

No 614 Garden Truck. Including metal hoe, rake and shovel. Overall length 13¼".

No. 670—Dump Truck. Overall length 13".

No 611 — Ice Truck. Including ice cubes and metal ice tongs. Overall length 13½".

No. 1142 — Dump Truck with Scoop. Front loading device. Overall length 17½".

No 611

No 1142

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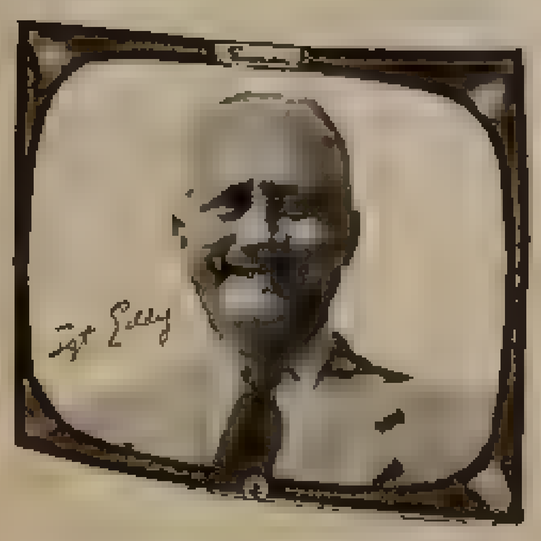
Racket Buster
State Trooper



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STERLING

Adding Machine

No. 566

PENCIL BOX

—"Sell ONE Child and you'll sell the ENTIRE School!"

for SCHOOL
- HOME
- OFFICE
- STORE

Spectacular!

The most talked about and most wanted school sur-prize on the market

MECHANICALLY GUARANTEED

SELLS AT

$1.49

COMPLETE

Quality PENCIL BOX

School Supplies

NEW STERLING BALL POINT PEN. Leak-proof. Writes Dry.

3 Brass-tipped Pencils

3 Wood-cased Color Pencils

Adding Machine

Numeral Selector and Directions Folder

'54 CATALOG

—Check the complete Sterling Line

See these New Items—

- No. 512 12 IN. RULER PENCIL BOX *Unbreakable!*
- No 555 MULTIPLIER RULER PENCIL BOX *A Wiz!*
- No. 552 SPIN TOP PENCIL SHARPENER *Mighty Keen!*

Greatest Name in School Supplies

MODERN 3-ACRE MANUFACTURING PLANT

STERLING PLASTICS COMPANY

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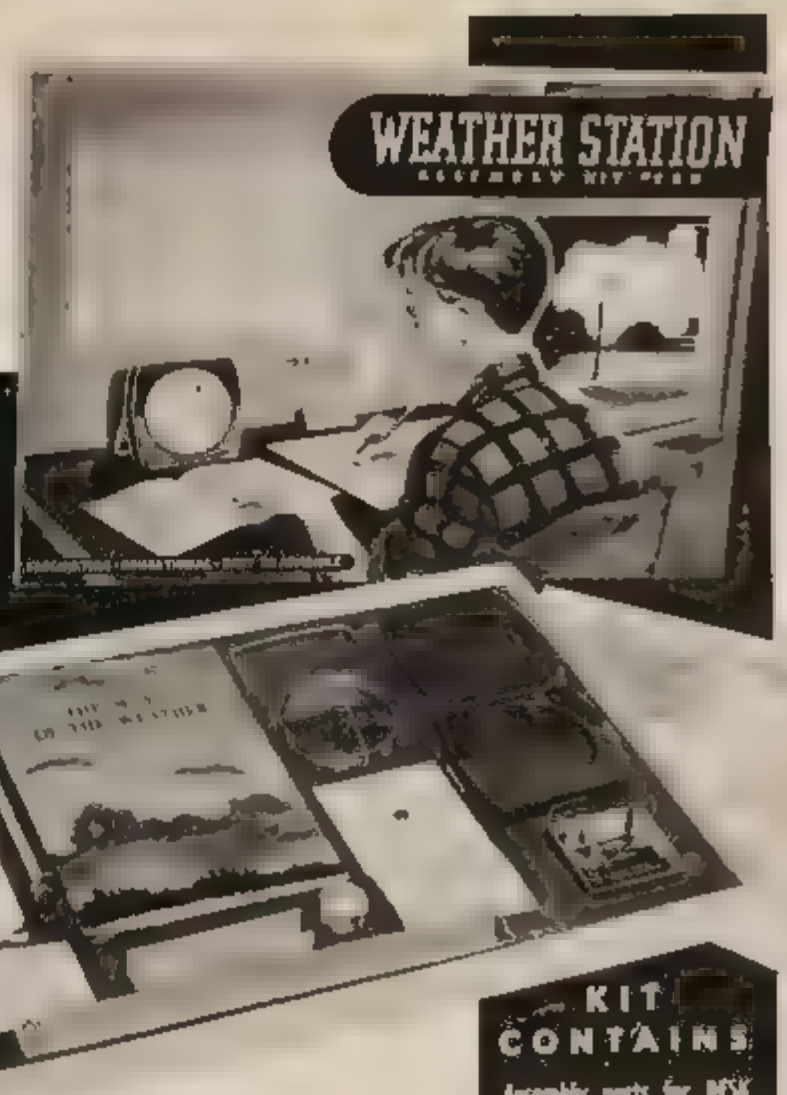
Airguide WEATHER STATION

ASSEMBLY KIT #900



THE HOBBY KIT
THAT'S INTERESTING, EDUCATIONAL AND
useful!

Youngsters from 10 and up will find it fun to assemble but even more fun to use, year after year

KIT CONTAINS

Assembly parts for DESK BAROMETER, OUTDOOR THERMOMETER and RAIN GAUGE ... plus a colorful manual on weather, a complete instruction and information sheet and a full year's supply of weather observation charts

The AIRGUIDE WEATHER STATION KIT will top a large and profitable market because it has a wide range of age appeal because it promotes the universal interest in weather into an instructive and useful hobby because of its true basic value and because it's priced right, $10.00 retail

All components are genuine parts from the regular stock of AIRGUIDE WEATHER INSTRUMENTS long famous for their fine craftsmanship and dependable accuracy and fully protected by the AIRGUIDE guarantee

No 80 • Dial Type Wrist Compass

No. 31 • 2½ Power Sport Glass
With leatherette carrying case only $4.50

No 5 • 5 Power Spy Glass
With leatherette case $2.50

No 27 • 3 Power Binocular
With leatherette case $6.00

Write for further information

AIRGUIDE INSTRUMENT COMPANY
3810 WABANSIA AVENUE CHICAGO 47 ILLINOIS
New York

MONTELLO

means *fast* turnover .. *high* profits

Little Girls Love This Doll-Size

Speed Queen WASHER

This scale model looks and performs like the famous Speed Queen! White enamel Double-wall construction aluminum bowl tub and agitator. Really washes—powered by A type 3-volt battery. Husky rubber wringer rolls 12 high Individually boxed, complete with battery **$9.95** Retail

Hobby-Knit

- SELL TO ALL AGE GROUPS

Just turn the crank and knit! Yarn goes in knitted tubing comes out for sewing braiding wearing! Precision-made knitting machine clamps to table or chair arm. Complete with cone of yarn knitting instructions **$4.95** Retail

Flying Saucer

- FAST ON SNOW OR ICE!

Kids zip down hills steer by shifting weight! Made of durable steel, 21½" in diameter. Choice of red or yellow. Two sturdy hand grips. A fast moving profit maker! **$2.95** Retail

For full details, write:

MONTELLO PRODUCTS CO.

DEPT. T RIPON, WISCONSIN

[redacted]

Profit Formula

NEW **SEA BATTLE** GAME

plus

PRE-PROVED POPULARITY

Known to millions . . . played by them with pencil and paper since World War I . . . offered *now* for the first time in an improved, more exciting family game.

2 POPULAR PRICES

1. All-metal game in eye-catching 3-color box **$2.95**
2. Heavy-duty cardboard game in eye-catching 3-color box **$1.95**

(Recommended Retail Price)

plus

APPEAL TO ALL AGES—BOTH SEXES

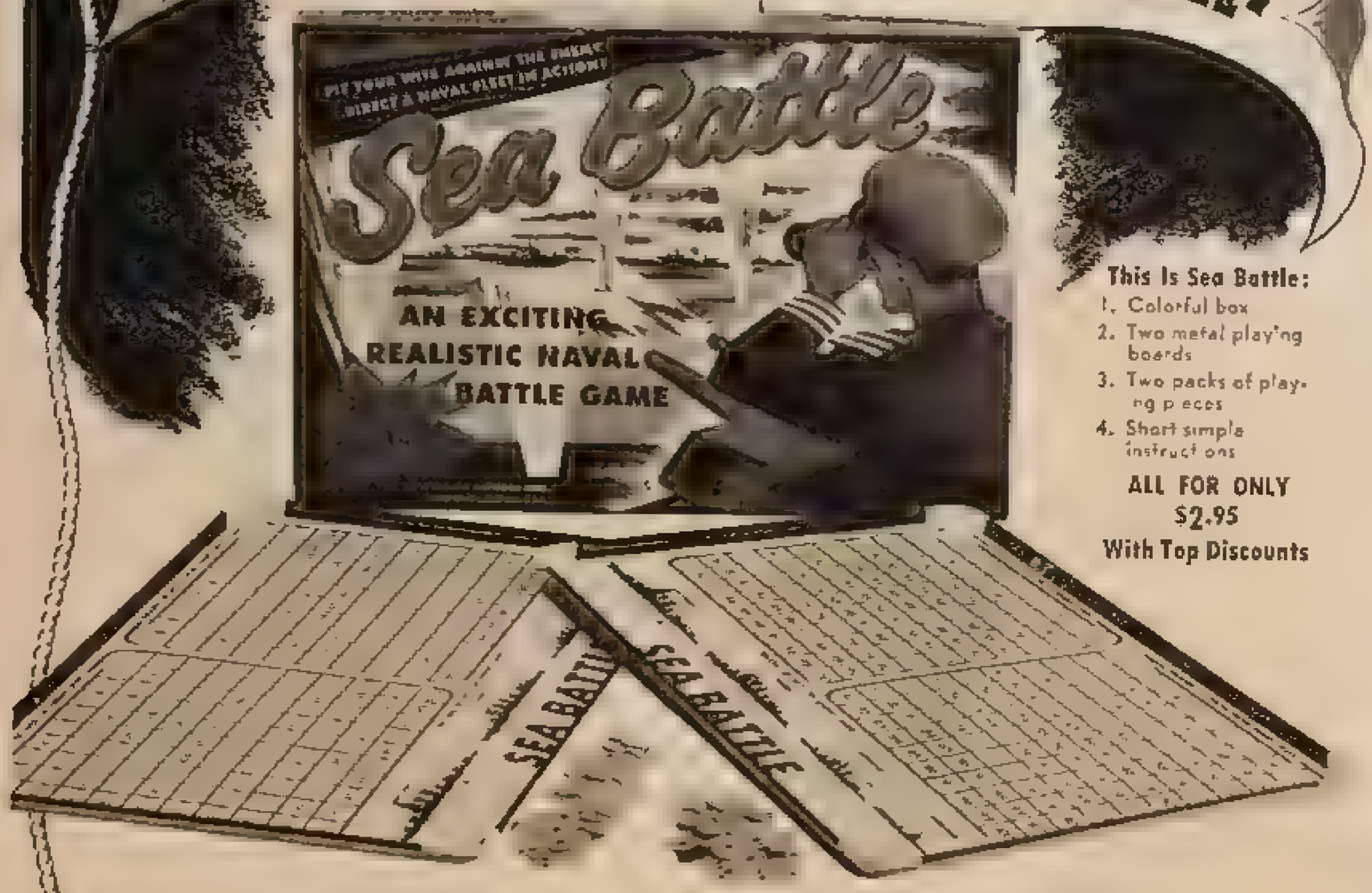
equals

TERRIFIC XMAS SALES FOR YOU

Place Your Xmas Order Now & Write

KAYWOOD CORPORATION

1225 Milton Street • Benton Harbor, Michigan

HIT OF THE TOY FAIR!

This Is Sea Battle:

1. Colorful box
2. Two metal playing boards
3. Two packs of playing pieces
4. Short simple instructions

ALL FOR ONLY $2.95

With Top Discounts

A BRAND NEW, EXCITING GAME FOR YOUNG AND OLD

PROVEN POPULARITY

A one-two sales punch! Brand new . . . yet old in popularity. SEA BATTLE is based on an exciting navy game popular with the armed forces since before World War I and played with pencil and paper. Now, Kaywood makes it available to everyone in a permanent *all-metal*, colorful, easy-to-play game. It's a cinch to "capture" all the ex-gobs . . . plus the millions of potential gobs.

OFFERED IN AN EYE-CATCHING 3-COLOR PACKAGE

Full of the action of a real naval battle . . . dramatically done in three sparkling colors . . . the outstanding SEA BATTLE package draws customers' attention and sells itself. It's compact too, for easy shelf display . . . easy handling . . . easy storage

POPULARLY PRICED FOR VOLUME SALES AND BIG PROFITS

SEA BATTLE can be sold in the price range you like best . . . and at top profits. Its tremendous play value . . . appeal to all age groups . . . colorful appearance . . . and "worth-more look" will make it one of the "hottest" games you have ever handled.

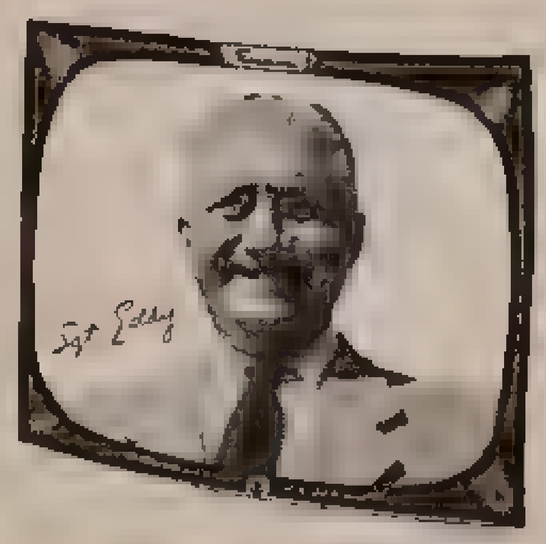
DON'T MISS THE SEA BATTLE SALES POSSIBLE IN YOUR AREA . . . SEND AN ORDER TODAY!

SALES REPRESENTATIVES: A few exclusive territories are still open for Sea Battle sales representation. For complete information write Kaywood Corp., Sales Department.

KAYWOOD CORPORATION • Milton Street, Benton Harbor, Mich.

[redacted]

The ORIGINAL Sgt. Eddy Holster Sets NOW AVAILABLE IN $2.00, $3.00 and $5.00 Retailers

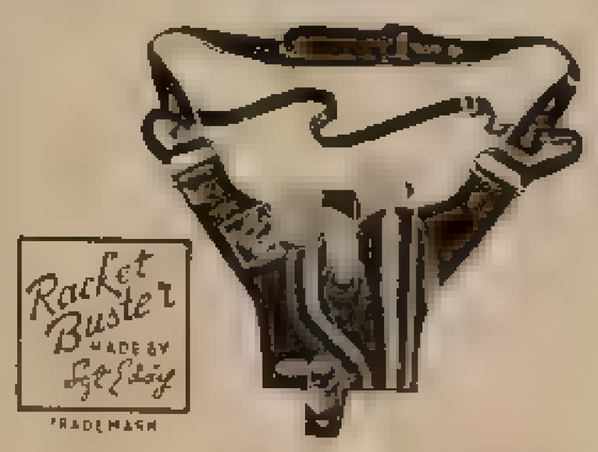


15 GREAT TV Programs inspired Sgt. Eddy to originate scaled down sizes in Sgt. Eddy Holster Sets for TV loving children.

THIS FALL WILL SEE 6 ADDITIONAL PROGRAMS DEVOTED TO THIS THEME. YOUR STORE SHOULD CARRY ONLY THE ORIGINAL SGT. EDDY HOLSTERS AS THEY ARE AUTHENTIC IN EVERY DETAIL.

MORE THAN 250 TOP WHOLESALERS
in the U.S.A. are now distributing The Sgt. Eddy Line.

Write for the name of the source nearest you.



L. M. EDDY MANUFACTURING CO., INC.
FRAMINGHAM, MASS.
Mfrs. of HOLSTERS for the U. S. Govt. and other Leather Goods for the Armed Forces.

COLMAN & HIRSCHMANN
East and Mid-Atlantic States
200 Fifth Ave., New York 10, N. Y.

HEDGER ASSOCIATES
Central States
209 So. State Street, Chicago, Ill

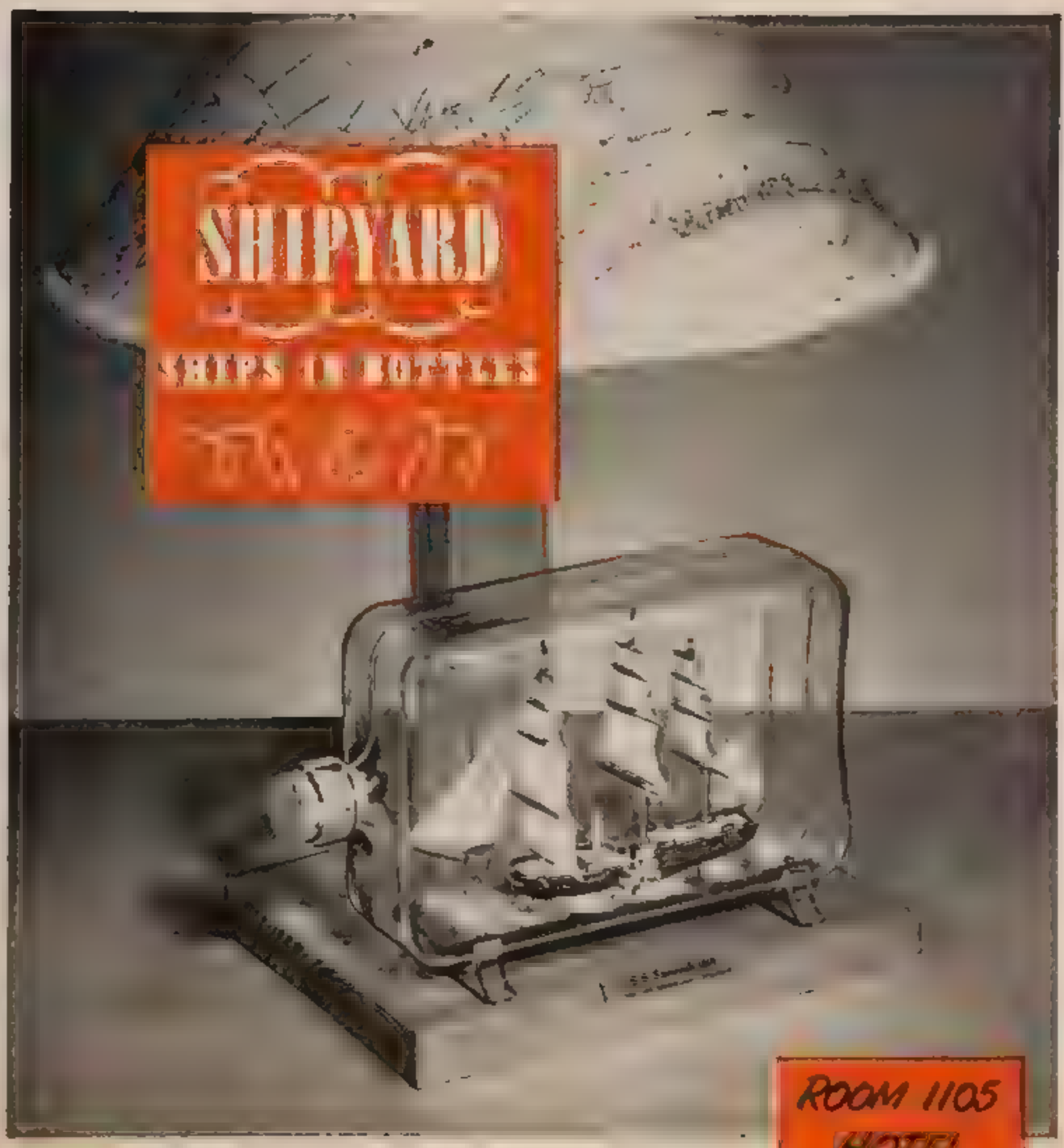
PERKINS & SHOUP
Southern States
P. O. Box 403, North Side Sta.
Atlanta, Georgia

M. E. BAIRD
Midwestern States
628 W. 67th Street
Kansas City, Mo

HOWARD V. CAMPBELL
Southwestern States
2416 Washington Ave.
Houston, Texas

MOREY GAPPELL
Pacific Coast & Mountain States
1206 So. Maple Ave
Los Angeles, Calif

Exclusive Export Agents—SCHRANZ & BIEBER, INC., 115 Fifth Ave., New York 3, N. Y.



SEE all the latest models in the Shipyard line — and don't miss the many new items of toys, novelties and construction kits on show to the trade for the first time.

GOWLAND CREATIONS

BOX 1259, KELLOGG AVENUE • • SANTA BARBARA, CALIFORNIA

Order NOW!.. WOLVERINE TOYS for SPRING

Wolverine Toys are designed for Play Value . . . Built to Endure . . .

NEW No 68 Crane

No. 61 Sandy Andy
Entirely New . . All Set Up

No. 587 Submarine

No 86 Aircraft Carrier

Write for New Spring Catalog

No. 93 A Luxury Liner

Also replenish your stock of Wolverine Staples—such as irons, stores, etc . . .

Matched Embossed Sand Pails and Sprinklers

•

All figures are deeply embossed

•

No 16 → Embossed Pail with [illegible]

No. 47 Embossed Sprinkler

Sand Sieve Sets with Plastic Molds
No. 65 Illustrated Above
No. 67 Larger Set

WOLVERINE MADE IN U.S.A.

WOLVERINE SUPPLY & MFG CO

Factory: Pittsburgh, Pa. New York Office: 200 Fifth Avenue Room 436 OR 5-3060

Slinky® Train

IS NEW PULL-TOY SENSATION!

Retails at
$1.98

...and SLINKY himself keeps on breaking sales records!

Retails at
$1.00

BACKED BY HUGE YEAR ROUND PROMOTION!

TV IN KEY CITIES!

NOVEMBER **LIFE** PROMOTION

COMMENDED BY PARENTS MAGAZINE

Battery-operated motion display FREE with one gross order!

Other display aids available!

Combination of genuine Slinky with colorful old-time locomotive gives stores XMAS-SEASON VOLUME in spring and summer!

High sales appeal of Slinky Train display box puts pull-toy profits on the right track!

JAMES INDUSTRIES, INC.

359 East Madison Ave. Clifton Heights, Pa.

Contact your closest sales representative

REPRESENTATIVES: West Ward Egan Terminal Sales Bldg Seattle 533 Wilshire Blvd Los Angeles Mountain Mountain States Sales Co 210 Mining Exchange Bldg Denver Midwest Walter & Arthur Kreiman 209 S State St Chicago East Mid-Atlantic Globe 200 Fifth Ave New York Domestic and Foreign Clifton Heights Pa Pa South R F Rothrock & Sons 238 N Avalon St Memphis 12

Slinky now available in Canada thru R D Fleck Co Ltd Oshawa Ont Canada

Makers of Slinky, Slinky Train, Slink 'Em Game, Slinky Jr.

NEW!

BATTERY-OPERATED MOTION DISPLAY

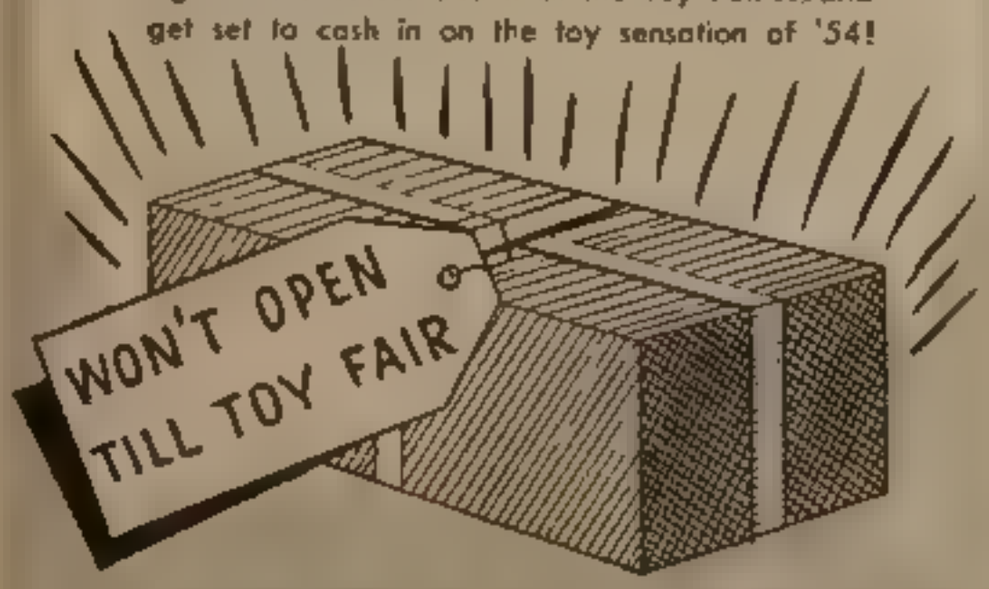
You can let this traffic-stopping, full-color display run *full time*—because there's no operating expense—nothing to plug in—nothing to get out of order! Just insert an ordinary flashlight battery—the famous SLINKY trade character moves his head as SLINKY sales zoom!

Measures Only 9½ x 13¼"

NEW!

SLINKY TOY!

Sensational . . . terrific . . . and top secret! We're giving nothing away when we say it's based on famous SLINKY . . . a sure bet for really *high-volume* sales! See it at the Toy Fair . . . and get set to cash in on the toy sensation of '54!



SEE THEM AT THE TOY FAIR!

NEW!

COUNTER DISPLAY CARD!

Perfect for crowded counters! Slotted to fit easily into the new SLINKY perforated self-display box. In bright yellow . . . it attracts customers . . . gives *maximum* display in minimum space . . . sells SLINKY on sight!

Display cards included with every shipment of SLINKYS!

Slinky sales set a new record in '53! Watch SLINKY in '54!

JAMES INDUSTRIES EXHIBIT
Rooms 1042-1044, Hotel McAlpin

Walter & Arthur Krenzien
Rooms 667-669, Hotel McAlpin

Murray Gilbert
Room 521, 200 Fifth Ave.

JAMES INDUSTRIES, INC.

359 E. Madison Ave., Clifton Heights, Pa.

famous for SLINKY, SLINK 'EM GAME and "SLINKY JR. GOES TO THE CIRCUS"

OUT OF THE BLUE

comes the toy sensation of the century . . . the new, exciting Spitz Junior Planetarium, already receiving wide-spread national publicity! Scientifically designed to show the stars above us . . . exactly as they appear . . . any time, any place in the northern hemisphere! Projects all the major constellations . . . see the Big Dipper, Orion, Southern Cross! Fascinating . . . educational! Nothing like it on the market! Packaged in colorful, star-struck box with full-color 32-page star book to help identify constellations.

Retails at $13.95

HARMONIC REED CORPORATION

ROSEMONT, PENNA.

NEW IDEA . . .
Designed to Build
XMAS SALES

new on the market ▶
new in concept ▶
new in sales appeal ▶

For ALL Ages — Special Appeal For
8 to 12 — Party Games for Adults

a unique toy . . . on the market for the first time

SPACE BUILDER
PATENT PEND NG

An educational and imaginative toy • Simple enough for the youngest child—complicated enough for the most intellectual adult • Strong contender for the title of 'best seller' in toy circles • Senior set contains 138 pieces • Junior set 84 pieces • Blocks in colors, 3 lengths of dowels, illustrated instruction book • Attractively packaged in 'frame view' display box

order DIRECTLY from:

INDUSTRIAL TRENDS, Inc.

331 W. Washington Blvd., Chicago 6, Illinois

SUGGESTED RETAIL PRICES, F.O.B. CHICAGO

SENIOR SET $8.75	6 per carton, weight: 40 lbs.
JUNIOR SET $4.95	12 per carton, weight: 42 lbs.

NEW... DIMCO HOME SHUFFLEBOARD

PLAY INDOORS OR OUT

Every family will want the new Dimco No. 10 Home Shuffleboard Set. It's scaled down to 2 3 standard size . . . especially made for play on basement or game room floors . . . outdoor patio and driveways. Here is year-round family fun you can sell every day in the year!

NO SPECIAL INSTALLATION

. An added selling feature of New Dimco Home Shuffleboard Sets. Customer can paint court diagram directly on basement or game-room floor, outdoor patio or driveway. For more elaborate court layout standard asphalt-tile diagrams are available.

UNLIMITED SALES

Dimco Home Shuffleboard offers exciting recreation for all ages . . . keen enjoyment for both player and spectator. This opens a huge market for you as a Dimco dealer. Every church, lodge, school, playground, resort and individual home is a top notch prospect for Dimco Home Shuffleboard

QUALITY BUILT

The No. 10 home set is ruggedly constructed, of the same high quality material and with the same superior craftsmanship that goes into Dimco regulation-size sets

NEW LOW PRICE!

DIMCO-GRAY COMPANY
207 EAST SIXTH STREET
DAYTON 2, OHIO

JOBBERS
DEALERS
LIBERAL TRADE DISCOUNTS
WRITE TODAY
FOR COMPLETE DETAILS

NEWS FLASH!

Mecklenburg Specialties, Inc., manufacturers of **King Size Bubble Products,** announces the opening of its New York plant at 29 Moore Street, Brooklyn, New York, which began operations the first of February 1954.

KING SIZE BUBBLE SOAP LEADS THE FIELD

4 oz. and 8 oz.
King Size Bubble Soap

King Size Bubble Whistle Sets

King Size Bubble Shooter Sets

King Size Patented
Electric Bubble Demonstrators

It is underwritten by insurance against staining. It has no more odor than a glass of water. Its bubble forming qualities will last for several *years* and it will NOT evaporate or settle out.

SO WHY NOT HANDLE THE BEST?

We are the originators of Bubble Soap—
NOT copy cats

Mecklenburg Specialties, Inc.

General Offices and Southern Plant
2228 Thrift Road **Charlotte, N. C.**

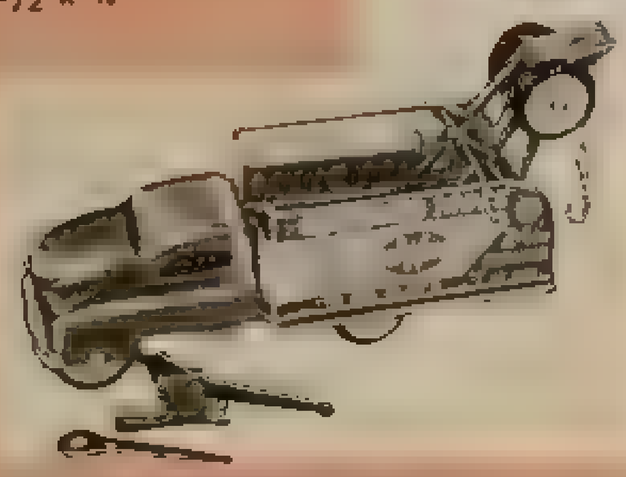
New York Plant
29 Moore St. **Brooklyn, N. Y.**

fun for boys

No. 975 SPACE HELMET WITH RADAR GOGGLES. A perennial favorite with "space men". Antennas on goggles revolve. Each unit serves as merchandising display.

No. 297 METAL STAKE TRUCK. Heavy gauge steel. Steel axles and highly polished grille. Authentic details. Overall size: 7½ x 2¾ x 3.

No. 401 DUMP TRUCK. Heavy gauge steel. Speedy wheels on steel axles. Really "dumps". Size: 9½ x 3½ x 4.



No. 791 EMERGENCY TRUCK. All metal, take apart truck, complete with tools. Wheels, litho side panels, crane and hoist, assembled with real nuts and bolts. Truck size: 12 x 5½ x 4. Individually boxed.

No. 1152 CAR CARRIER. Cab and transport trailer of heavy gauge steel. Upper level of carrier can be extended to rear to floor level for loading. Complete with 4 plastic cars. Size: 16 x 3½ x 5. When extended: 26 x 3½ x 4. Individually boxed.

Banner PLASTICS CORPORATION

40 Beckwith Ave., Paterson 3, N. J. • Permanent N. Y. Showrooms 200 Fifth Ave., Rm. 513

REPRESENTATIVES:

Mid Atlantic & New England Jerome Messinger New York City N Y
Midwest James Cavanagh 209 S State St Suite 1613 Republic Bldg Chicago Ill
Southern Brown Eddy Inc M & M Building Memphis 3 Tenn
Brown Eddy Assoc Merchandise Mart Suite 332 Dallas Tex
Western A H Cloverburg 1206 So Maple Avenue Los Angeles 15 Cal
Banner Export Company Walter Kramer New York City N Y

COMMENDED BY PARENTS MAGAZINE

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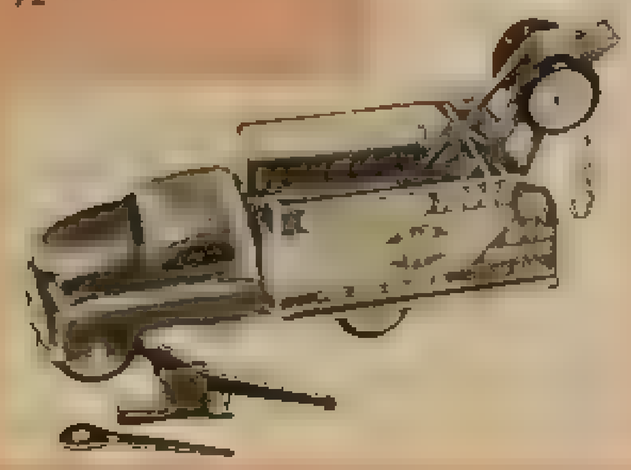

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80 Beckwith Ave., Paterson 3, N. J. • Permanent N. Y. Showroom: 200 Fifth Ave., Rm. 513

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Mid-Atlantic & New England Jerome Messinger, New York City, N. Y.
Midwest James Cavanagh, 209 S. State St. Suite 1612 Republic Bldg., Chicago 11
Southern Brown Eddy ... M & M Building, Memphis 3, Tenn.
Brown Eddy Assoc. Merchandise Mart Suite 332 Dallas, Tex.
Western A. H. Greenberg 1206 So. Maple Avenue Los Angeles 5, Cal.
Banner Export Company Walter Kramer New York City, N. Y.

COMMENDED BY THE NATIONAL CONGRESS OF PARENTS AND TEACHERS

Banner TOYS for girls and boys

SPACE HELMET All set for trip to Mars! Approx. $1.69

PAGODA TEA SET Six grown-up Golden Oriental treasure on ebony plastic! Approx. $3.98

HOPE CHEST A good start for the make believe bride! Approx. $6.98

CAR TRANSPORT
Real enough! Lower enough!
Transport these autos anywhere!
Approx. $1.98

EMERGENCY TRUCK
Ready for the rescue
on the playland highway
Approx. $1.69

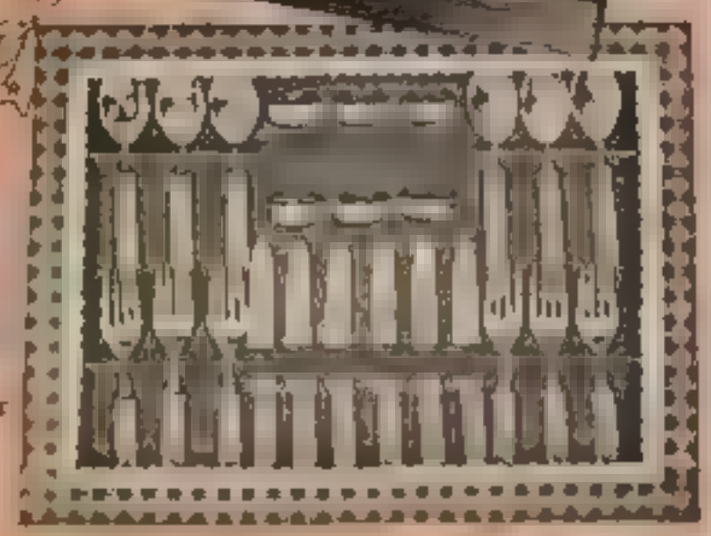
No. 1020 BANNER RURAL COMMUTER No. 2010

RURAL COMMUTER Let's go to the country in a fun filled choo-choo Approx. 98c

Prices slightly higher in Denver and West

Sold at better stores everywhere

Banner PLASTICS CORPORATION
Paterson 3, New Jersey



KITCHEN CUTLERY Like mom's plastic handled service for 8! Approx. $1.98

THIS IS A "PREVIEW" OF OUR PARENTS' AD FOR NOVEMBER, 1954

The New Speed Sensation!

WITH CONTROLLABLE AILERONS

Jim Walker SUPERSONIC Jet

Ready to Fly 29¢

Unbelievably Fast Scale Speed is Mach 2

Looks like a jet . . . flies like a jet . . . screams like a banshee as it whistles through the air. Kids love its action. The first sale sells the neighborhood

All-balsa construction with swept back wings, built-in aileron control, powerful launching stick.

PACKED FOR RACK DISPLAY

- Colorfully printed cello-pack, packed for ease in display ing. Packed 24 per box, 12 gross per case

Write for discounts.

Jim Walker

A-J AIRCRAFT COMPANY

America's Largest Manufacturer of Ready-to-fly Model Aircraft

1166 N. E. 31st AVE. • PORTLAND 12, OREGON

Only Stallion CAP PISTOLS

made by Nichols of Texas

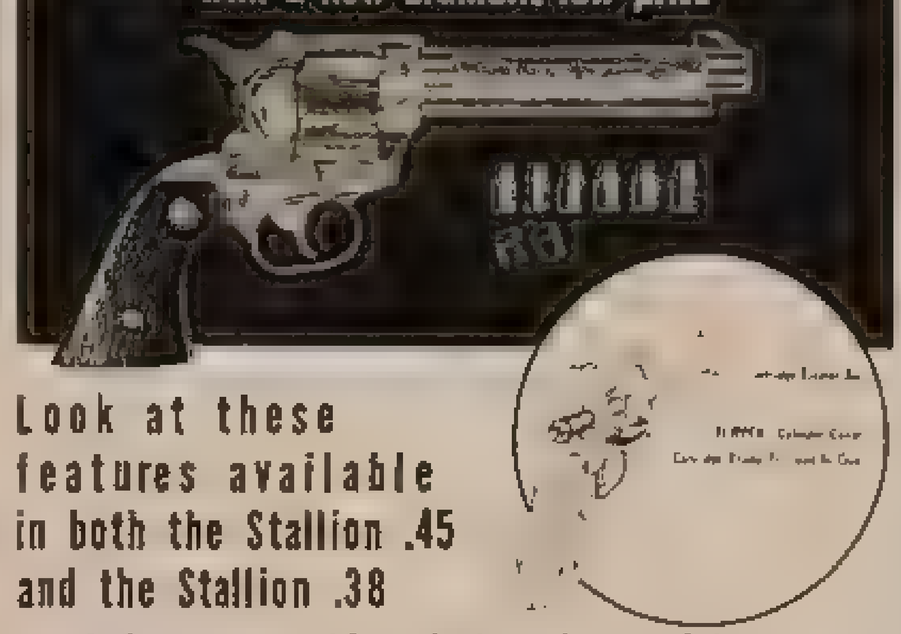
have CARTRIDGE LOADING, Authentic Western Design and Quality that Sells itself!

the Stallion .45

still the most authentic Western cap pistol ever made

the Stallion .38

has the authentic features of the Stallion .45 with a new dramatic low price



Look at these features available in both the Stallion .45 and the Stallion .38

- Six cap cartridges fit into the revolving cylinder
- Handsome plastic handle . . . black bone for the .38, and white pearl for the .45
- All the smoke goes out the barrel . . . the cap flash is contained within the cartridge and barrel
- Brilliant, durable nickel-plated finish

SELECT FROM THE COMPLETE LINE OF WESTERN CAP PISTOLS MADE BY NICHOLS OF TEXAS

Stallion .45 Stallion .38 Silver Mustang Silver Colt Silver Pony

NICHOLS INDUSTRIES

PASADENA, TEXAS

ASK YOUR JOBBER FOR CIRCLE N PISTOLS

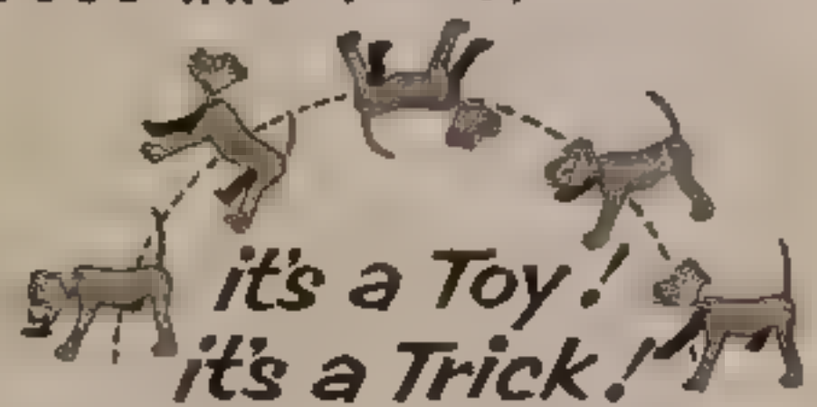
SALES REPRESENTATIVES

MR. DAVE ALTSHULER 520 North Anson Pl. Los Angeles 4, California. MR. PAUL CORBY 1100 R Street Bldg. Metropolitan Bldg. Detroit Michigan CLARK SPOER COMPANY 2350 North 27th Street Milwaukee 8 Wisconsin Mr. Arthur Sours CLARKE SPOERL COMPANY 2425 Hamline Avenue South Minneapolis, Minnesota. Mr. Bert Kamel MR. L. A. GOLDSTEIN 3311 Holmes Kansas City Missouri WILLIAM J. MESKE CO. 406 Merchandise Mart Kansas City Missouri P. F. NUGENT COMPANY 11 Miranda Street Toronto 1 Ontario Canada Mr. P. Fred Nugent EXPORT OFFICE 21 Water Street New York N. Y. MR. DANIEL J. NUGENT JR. 1 Beacon Street Framingham Massachusetts. SHELDON COMPANY P. O. Box 3 Greensboro North Carolina Mexico Monterrey

THERE'S NOTHING LIKE IT
...IT'S BRAND NEW!...

FINICKY FIDO

FINDS FLY IN FOOD AND FLIPS!



it's a Toy!
it's a Trick!
it's a Game!

Kids use him for play,
Dad uses him for doodling,
Everyone uses him for tricks;
The family uses him for games.
Made of high impact plastic. Approximately 3" tall. He stands on a display card which has attached a small dog dish with "food."
Press his head into dog dish, take your finger away and a moment later he will somersault into the air and he lands on his feet!

● TO PLAY THE GAME

Follow directions on bottom of the card base. You can have fun with him with or without using the food pan. Gain skill by the way you press his head down and release for the flip.

ASSORTED COLORS
BP-550 - 59¢ Retail
Packed 2 dozen to carton
Weight 3 lbs.

COLORFUL WINDOW STREAMER PACKED IN EACH CARTON

...for Kids
...for Adults

PRESS HEAD INTO FIDO'S FOOD . . . THEN WATCH HIM SOMERSAULT!

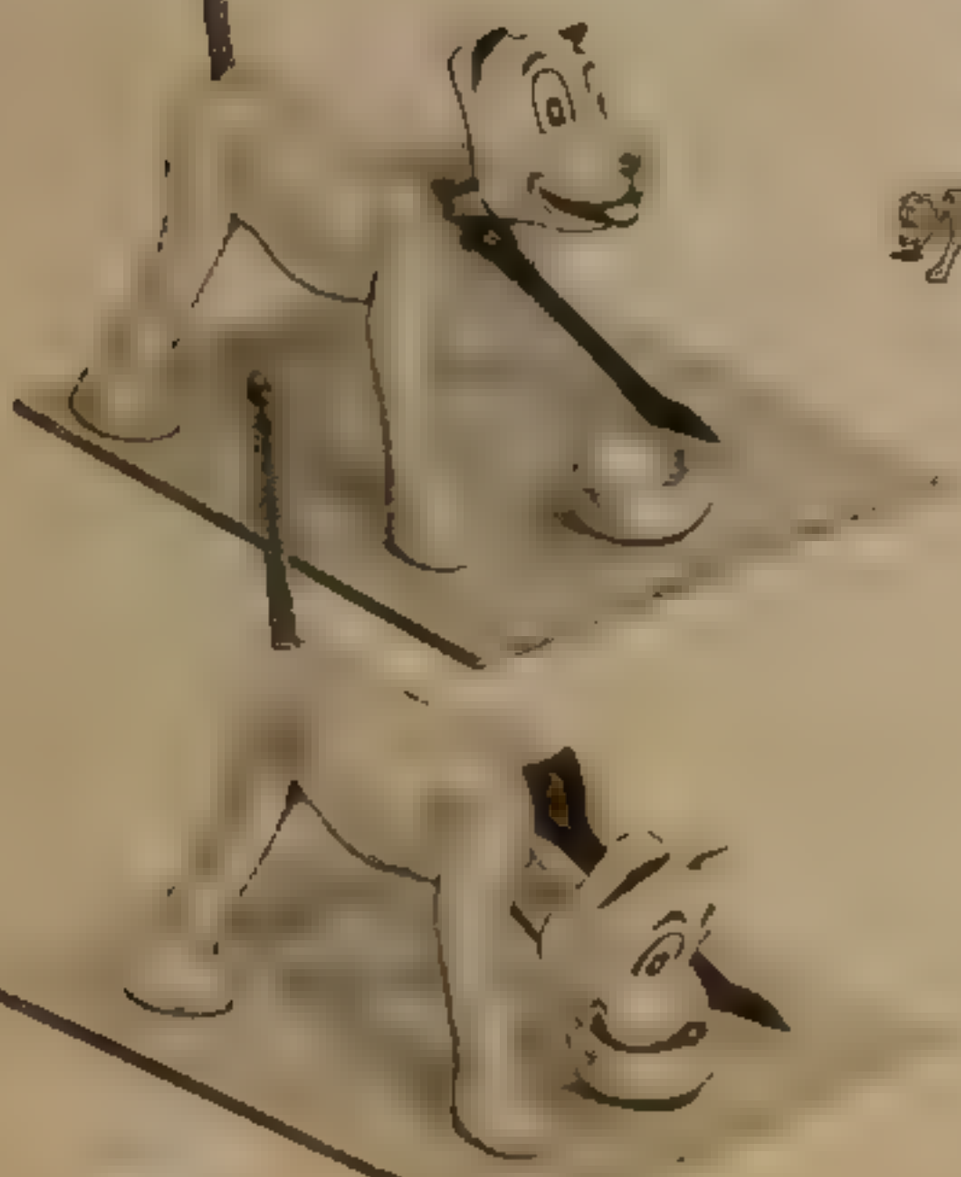
Beemak Plastics
4462 EAST WASHINGTON BOULEVARD
LOS ANGELES 23, CALIFORNIA

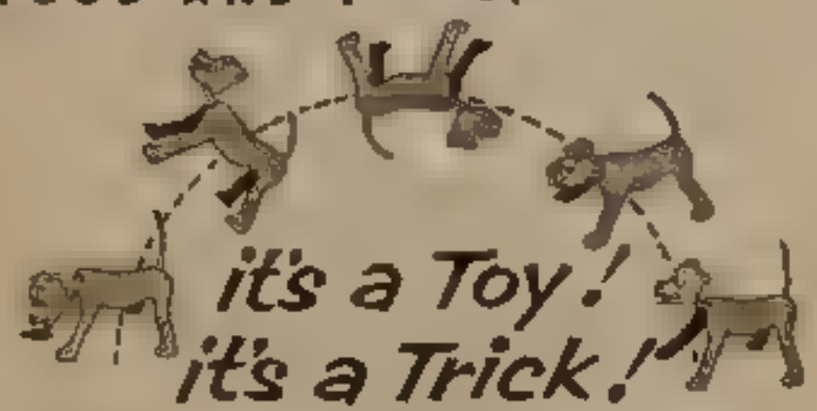
SEE US IN ROOM 1103 HOTEL NEW YORKER
during "TOY FAIR"

THERE'S NOTHING LIKE IT
...IT'S BRAND NEW!

FINICKY FIDO

FINDS FLY IN FOOD AND FLIPS!





it's a Toy!
it's a Trick!
it's a Game!

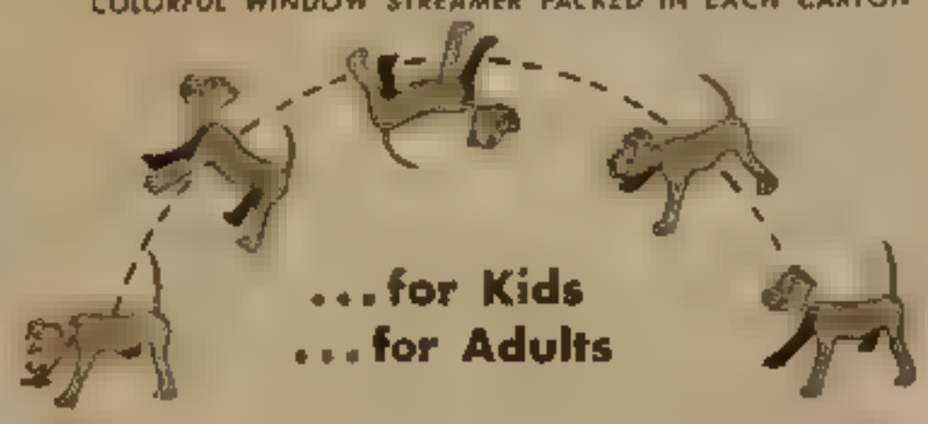
Kids use him for play;
Dad uses him for doodling;
Everyone uses him for tricks,
The family uses him for games.
Made of high impact plastic. Approximately 3" tall. He stands on a display card which has attached a small dog dish with "food." Press his head into dog dish, take your finger away and a moment later he will somersault into the air and he lands on his feet!

• TO PLAY THE GAME

Follow directions on bottom of the card here. You can have fun with him with or without using the food pan. Gain skill by the way you press his head down and release for the flip.

ASSORTED COLORS
BP 550 - 59c Retail
Packed 2 dozen to carton
Weight 3 lbs.

COLORFUL WINDOW STREAMER PACKED IN EACH CARTON



...for Kids
...for Adults

PRESS HEAD INTO FIDO'S FOOD THEN WATCH HIM SOMERSAULT!

Beemak Plastics
4462 EAST WASHINGTON BOULEVARD
LOS ANGELES 23, CALIFORNIA

SEE US IN ROOM 1103 HOTEL NEW YORKER
during "TOY FAIR"

NEW
Money-Makers at $1 EACH RETAIL
The Busy Bee
Busy Bee
ACTIVITY BOOKS
by the Editors of Famed
CHILD LIFE
TREASURE HUNT
Featured in
LIFE
both June
and
November!
The most safeable playbooks ever published! Larger size—8¾" by 11⅛" by ½"! 160 giant pages each! Eye-compelling covers in four colors, lacquered! Full of color inside! All new material by top authors and artists!
Hundreds of exciting things to do in every book—cut-outs, toys to make, games, puzzles, pictures to color, and dozens of other pastimes for boys and girls. The finest books of their kind—by the editors of famed CHILD LIFE magazine. Ages shown on each cover
Dozens of BIG FULL-COLOR TOY CUT-OUTS! DOZENS OF SIMPLE PLANS, PARTS FOR MAKING COSTUMES, GAMES, MODELS, PUPPETS, TRICKS!
12 STRONG TITLES!
Already Published
BUSY BEE SPACE Book (8-12)
BUSY BEE HOLIDAY FUN (8-12)
BUSY BEE ROUND-UP TIME (6-9)
BUSY BEE TREASURE HUNT (6-9)
BUSY BEE TRAVEL Book (4-7)
BUSY BEE ANIMAL Book (4-7)
For April 5
BUSY BEE AMERICA Book (8-12)
BUSY BEE PARTY DAY FUN (8-12)
BUSY BEE JUNGLE Book (4-7)
BUSY BEE TRAIN Book (4-7)
BUSY BEE CARNIVAL (6-9)
BUSY BEE COWBOYS AND INDIANS (6-9)
Another Big Sales Hit Sweeping the Country!
trix stix
trix stix
Garden City Books is delighted to take over national distribution of this popular item. These colorful wonder plastic sticks with the patented interlocking ends will make practically anything: models, faces, houses, mobiles, ship-shapes, anything the imagination desires. $1 and $3 retail packages. Sorry, no jobbers on this one item. Retailers order direct.)
See them at the TOY FAIR
ROOM 1044
NEW YORKER
See the amazing Busy Bee Books plus other famous Garden City books including the 8 Busy Model Books and other fun-filled play books.
JOBBERS WELCOME
GARDEN CITY BOOKS
WRITE FOR FULL INFORMATION
Dept. TN, 575 Madison Ave., New York 22, N.Y.
IN CANADA: Doubleday Canada Ltd., 105 Bond St., Toronto 2

Three squirts that'll make Sales spurt!

New

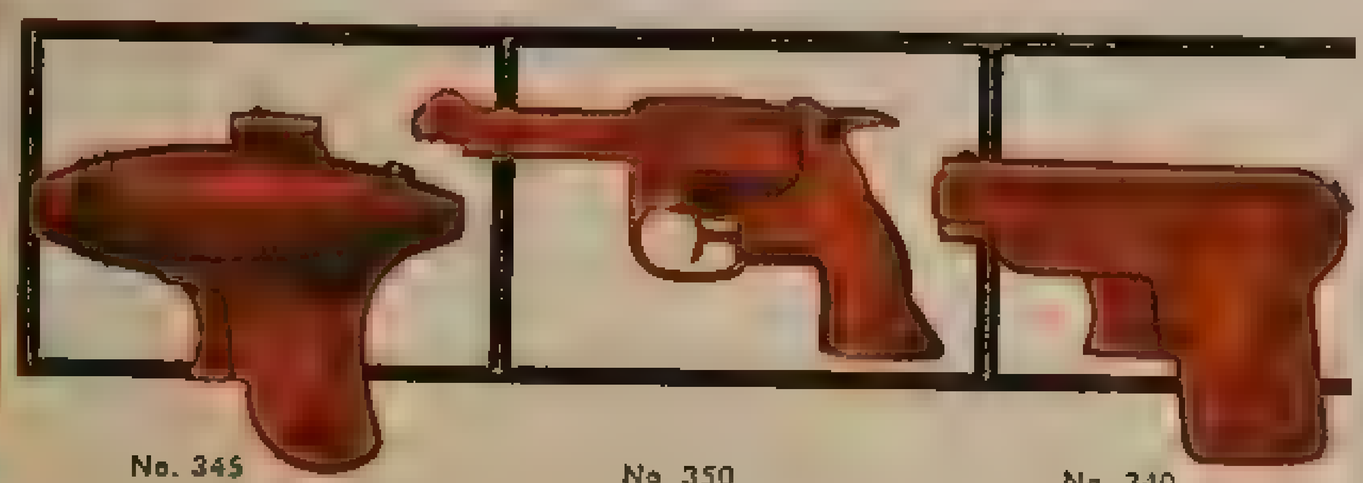
WITH KILGORE ENGINEERED STREAMLINE ACTION . . .

Water is forced directly through plastic tube from pump to nozzle in new improved STREAMLINE ACTION. No sharp curves or turns to reduce velocity. Fills faster, primes faster.

All three Kilgore Squirts feature major improvements designed to up your sales. Better support for the valve diaphragm improves our pump . . . removable brass nozzle makes for easy cleaning . . . triggers now positioned for direct drive to pump and smoother action . . . lighter plugs and stronger sealing cements eliminate "leakers."

Ask our representative to give you the full story on the new Squirts with Kilgore eng'neered STREAMLINE ACTION. Three sizes and three models available

Write for your copy of the new catalog page on STREAMLINE WATER PISTOLS



No. 345
SPACE SQUIRT
300 shots

No 350
WESTERN SQUIRT
300 shots

No. 340
POCKET SQUIRT
150 shots

This "K" Means O K

Kilgore INC.

WESTERVILLE, OHIO
U S A

New York Office
Room 75
Fifth Ave
Bldg

Chicago Office
Room 4 0
Michigan Ave

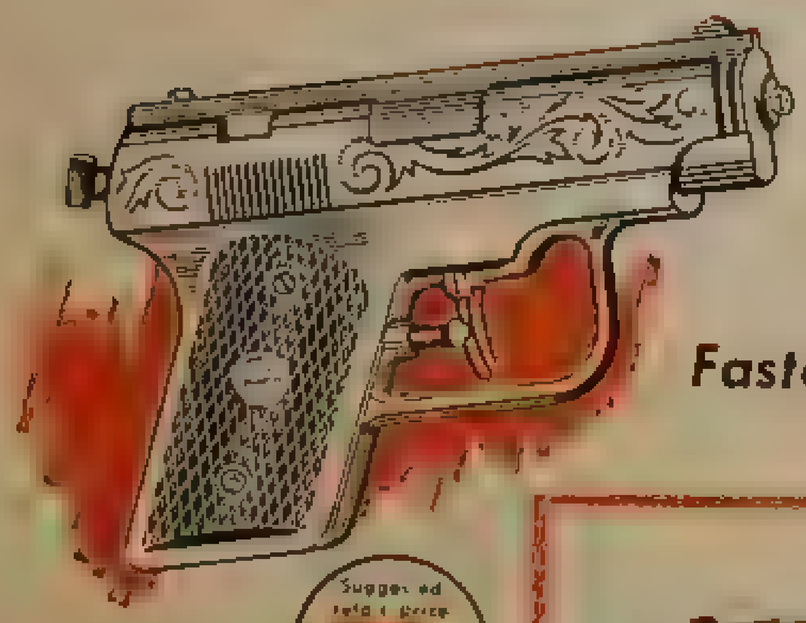
park plastics

Water Guns

(Manufactured by Park Plastics. Formerly distributed under Premier Plastics Co. name)

Fastest-selling popular priced line made!

See it at the Toy Fair—Room 1094, Hotel McAlpin



Suggested retail price 29¢

250 REPEATER

AUTOMATIC WATER GUN

Actual size: 4¾" long
Shoots 30 feet. 250 shots
Easy-to-clean brass nozzle.
Visible water supply; can't lose plug 3 brilliant colors red, green, amber

Suggested retail price 49¢

350 REPEATER

AUTOMATIC WATER GUN

Actual size: 6¾" long
350 shots Easy-to-clean brass nozzle. 3 brilliant colors: red, green, amber
Visible water supply. Can't lose plug.

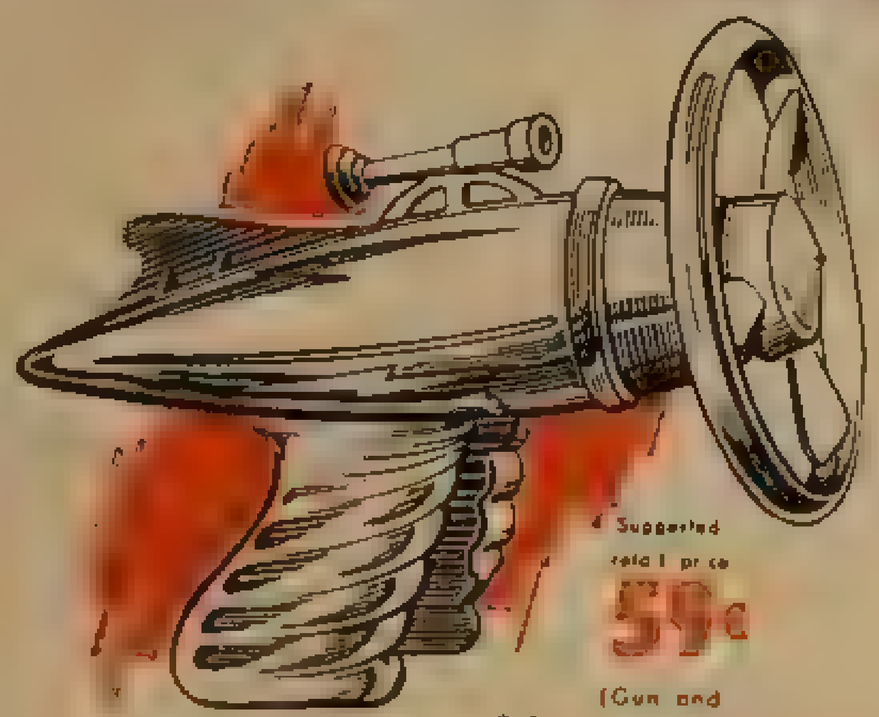
Suggested retail price 39¢

SQUIRT RAY

AUTOMATIC WATER GUN

Actual size: 5¾" long.
Shoots 30-40 ft. 300 shots
Easy-to-clean brass nozzle
Visible water supply. 3 brilliant colors: red, green, amber.

—AND DON'T FAIL TO CASH IN ON THIS TOP-SELLING SENSATION!



Suggested retail price 59¢

(Gun and 3 flying saucers in carton.)

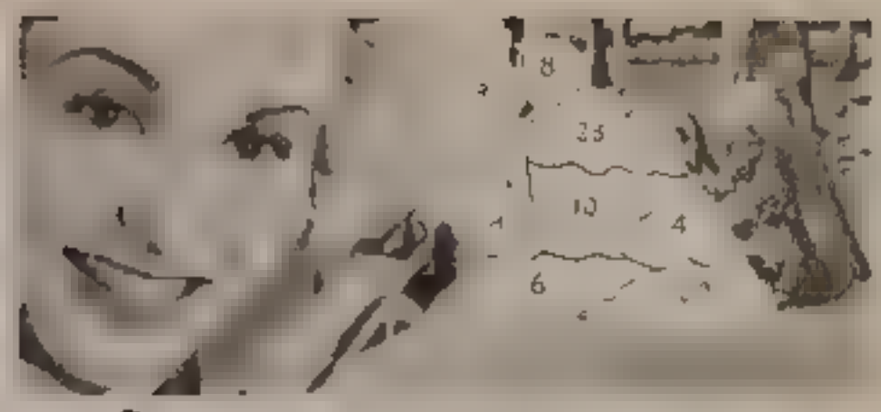
FLYING SAUCERS LAUNCHER GUN

Actual size: 5½" long. High impact plastic—bright color combinations: red, yellow, blue. Mechanically perfect. Colorful salesmaking carton

PARK PLASTICS COMPANY

940 Park Ave., Linden, N. J. • New York Showroom: 200 Fifth Avenue, Room 209

[redacted]



Craft Master

WORLD'S MOST COMPLETE LINE OF *PAINT-BY-NUMBER SETS!*

A Price for Every Customer

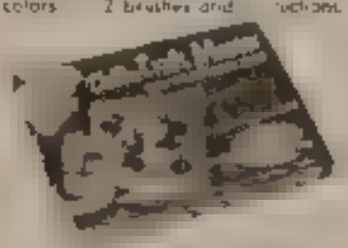
MORE COLORS!
MORE CANVASES!
MORE SUBJECTS!

2-3 Set ... **$1.00**

Greatest dollar value! Twin 10 x 8 canvases of popular subjects. 2 oil colors.

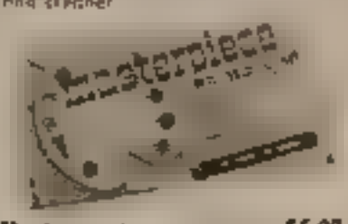
Std. Craft Master ... **$2.50**

More of everything. 3 matching canvases. 50 beautiful subjects. 27 oil colors. 2 brushes and instructions.



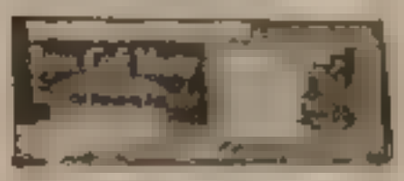
Deluxe Craft Master **$3.50**

Dramatically new! 3 mounted canvases. 84 beautiful subjects. 2 brushes and stencil.



Masterpiece **$5.00**

With beautiful big canvas 24 x 18". 35-45 colors. 22 popular subjects. Palette. 2 brushes and instructions.



Super Craft Master **$8.95**

Includes extra canvas 36 x 22". 90 oil colors. Brush rack. Easel. 4 brushes. Palette. Instructions.

YOU SELL MORE WITH MORE TO SELL!

Craft Master

IS SOLD BY MORE DEALERS AND BOUGHT BY MORE PEOPLE THAN ALL OTHER PAINT SETS COMBINED.

FOR GREATER PROFITS WRITE TODAY . . .

Palmer PAINT SALES CO.

Woodward at Canfield Dept. D Detroit 1 Michigan

Showroom & Office: 200 Fifth Avenue, New York City

• WORLD'S LARGEST SELLING PAINT SETS •

TOM AND BELLE TINKER

The carriage and crib toys which have been a hit with generations of American infants!

Unbreakable vats, with permanent finish in a rainbow of colors. Seven models beautifully Packaged to sell on sight at prices right!

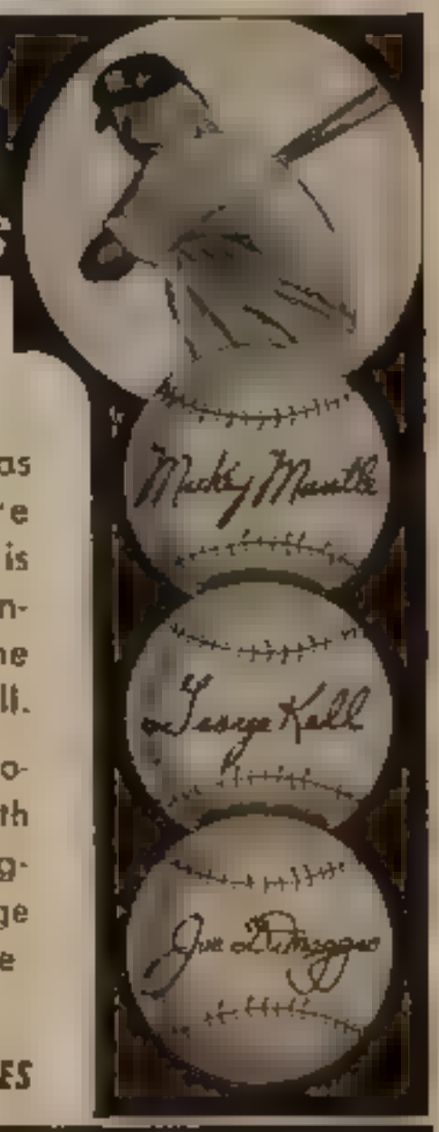
By the makers of famous, nationally advertised TINKERTOYS. Write for catalog and prices now!

THE TOY TINKERS

Division of A. G. Spalding & Bros., Inc.

507 Greenwood St., Evanston, Ill.

MICKEY MANTLE *For NEW SALES*



BIG NAMES! BIG VALUES! BIG SALES!

Year after year Barr has sold more and more sponge baseballs. This is the natural result of combining top quality with the biggest names in baseball.

Feature the Barr autograph line. Team up with Mantle, Kell, and DiMaggio to sell more sponge balls in '54 than ever before.

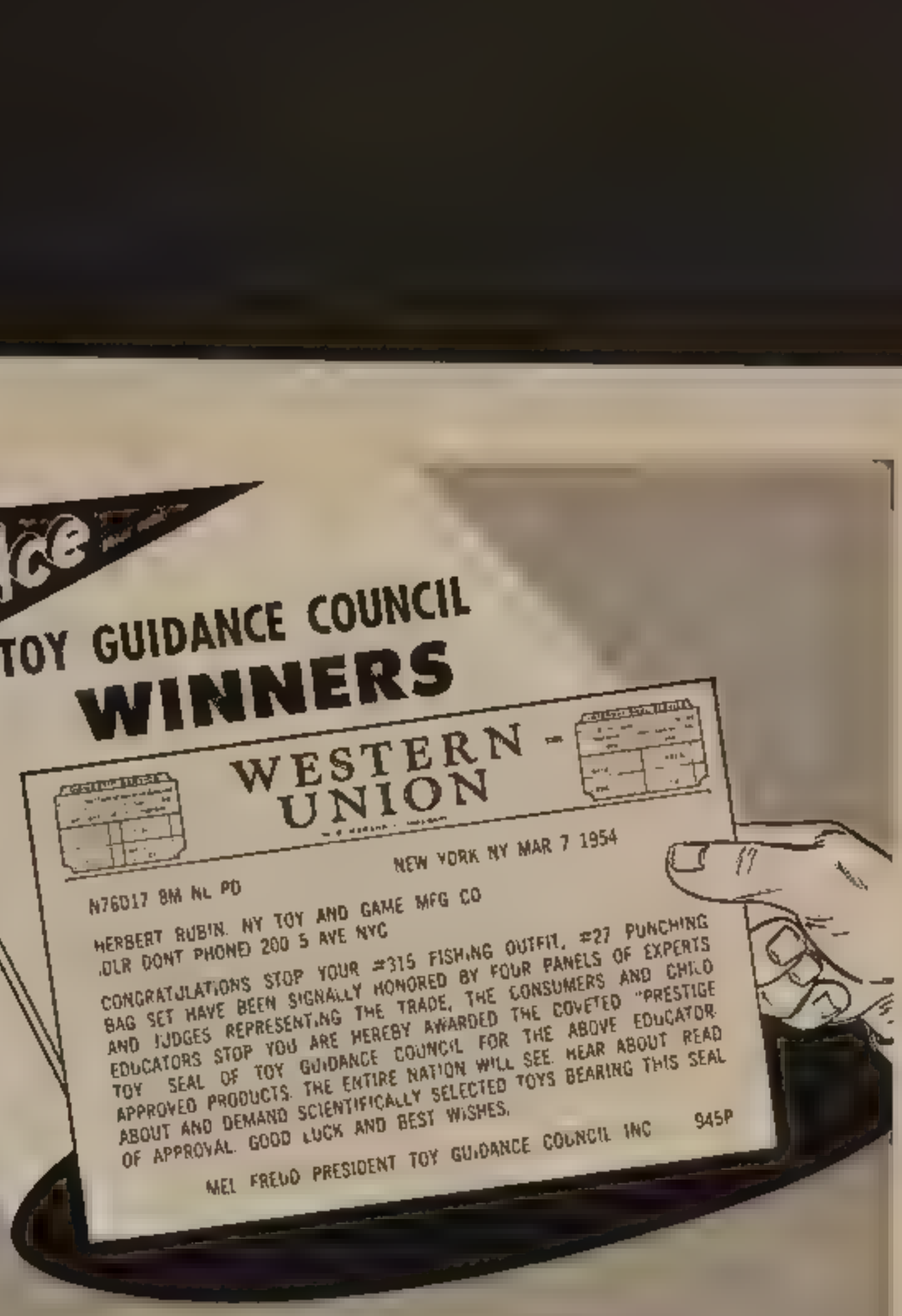
WRITE TODAY FOR PRICES

The BARR RUBBER PRODUCTS CO.
SANDUSKY, OHIO, U.S.A.
NEW YORK OFFICE: 200 FIFTH AVE., NEW YORK 10, N.Y.

2 JrAce

TOY GUIDANCE COUNCIL

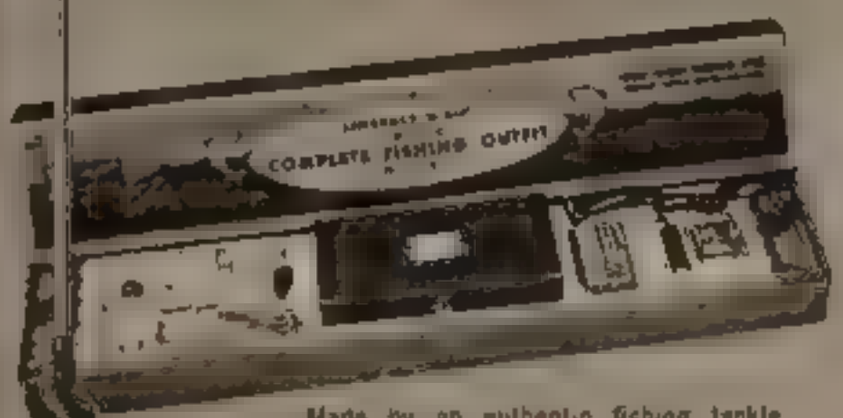
WINNERS



LAWRENCE TACKLE JrAce

A Prestige Toy

No. 315—22-PC. FISHING OUTFIT



Made by an authentic fishing tackle manufacturer — for real fishermen, this 22-pc. outfit features a 4-ft. fibreglass rod with pistol grip handle; double-multiplying geared reel with click, and steel tackle box.

List $5.98

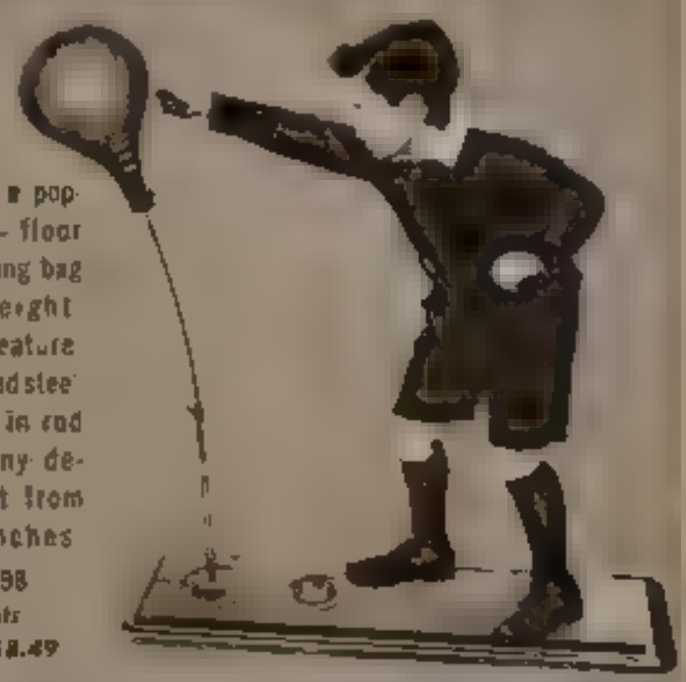
Other Outfits 59¢ to $9.98

A Prestige Toy

ADJUSTO

HEIGHT ADJUSTABLE PUNCHING BAG SET

No. 27



First time at a popular price — floor model punching bag set with height adjustable feature. Flexible, plated steel rod adjusts in rod holder to any desired height from 36 to 47 inches

List $4.98

Other Sets $4.25 to $8.49

NEW YORK TOY & GAME MFG. CORP. • 200 FIFTH AVENUE, NEW YORK 10, N. Y. Factory: [redacted]

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another Steger FIRST!

ALL STEEL BALL BEARINGS on Steel & Stake Wagons!

new! **STEEL COASTER WAGONS**

with all steel ball bearings and semi-pneumatic molded tires

3 popular sizes
20"x10"x4"
36"x17"x4½"
30"x15"x3½"

if it's a STEGER it's the FINEST!

and the STEGER line has MORE for '54...

- Children's Autos
- Brand new Irish Mail
- Chuck and Stake Wagons with all steel ball bearings
- Complete line of Steel Wagons without ball bearings

for top values...
for new ideas...

SEE STEGER

room 905 Hotel McAlpin
during the New York Toy Fair

L. H. Crawford
sales manager

permanent display in
ROOM 1436
Merchandise Mart, Chicago
SAM WEISMAN SALES ORG.
ROOM 209, FIFTH AVE. BLDG., NEW YORK

STEGER PRODUCTS MFG. CORP.

STEGER, ILLINOIS

Where There's Smoke There's Fire .....

Where There's Fire
there's bound to be
"Hot" items .....

Rollin Wilson Co.
Regent Sports Co.
Norstar Corporation
Kusan Incorporated
Collette Mfg. Co.

A. H. DELFAUSSE COMPANY

200 FIFTH AVENUE, NEW YORK 10, N. Y.

Here is your all season seller with natural appeal for parents and children. Quality stands out all over in design, construction and appearance. **Spunky** teaches muscular coordination. He exercises arms and legs, not just one or the other. **Spunky** sells himself the moment a customer sees him.

Spunky has three positions for spring adjustment to counter-balance average weights from two to six years old.

The round-edge safety seat is adjustable from head to tail to make the right reach for different arms and legs.

The durable hardwood base is light and strong. It will stand extraordinary abuse from small children.

Spunky's bright red and white non-toxic enamels, with black trim, attract lots of attention from parents and children.

Spunky's artistic features stimulate a child's imagination for greater pleasure. Your sales grow amazingly when you mention that **Spunky, "the horse that grows,"** retails for such a low price.

Packed 3 units to carton, shipping wt. 27 lbs. per carton. F.O.B. factory.

'the horse that grows'

$7.95 LIST

Stutzman Bros. Mfg. Co.
Fabricators-Manufacturers

Sales Office:
Box 577 — Topeka, Kansas

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SEE HUBLEY
Room 318, 200 Fifth Ave.
KIDDIE TOYS
CAP PISTOLS & RIFLES

the way to sell these profit-makers is to show 'em . . .

WHIMPY SQUEEZE ME AND SQUEAL PLUSH DOG ... $4

Yelp

gr-r-r

yi-i

the way to show 'em is to

PLACE YOUR ORDER NOW

Artistic TOY COMPANY

manufacturers of lovable stuffed dolls and animals in plush, terry cloth and plastic

S. E. Cor. 3rd & Cambria Sts. Philadelphia 33, Pa.

A Hundred FAST-SELLING Items ... Send For Your Artistic Color Catalog Today

WASHABLE PLUSH DOG ... $2 ... $3

HUG ME TIGHT PLASTIC ELEPHANT ... $1 ... $2

WASHABLE FOAM RUBBER PLUSH TERRY CLOTH HORSE ... $1 ... $2

12

the way to sell these profit-makers is to show 'em . . .
Yelp
the way to show 'em
is to
PLACE YOUR
ORDER NOW
Artistic
A Hundred FAST-SELLING Items . . . Send
For Your Artistic Color Catalog Today

GUARANTEED SALE

Christmas

PACKAGE DEAL!

Now you can experience the joy that thousands of Toy Department's the country over have already experienced . . . the opening up on the big volume, high profit Personality Pets. The Collegiate Mfg. Co. is so positive that Personality Pets will sell themselves to your customers that we are offering them to you on a Guaranteed Sale Basis. This Christmas Pack age is valued at over $12 when sold at suggested retail price Your regular discount will apply.

This Package not does two sets (4 in set) of the lovable favorite CHEER UP and the three PUPS (Perky, Peppy and Puppy) plus four LIL STINKERS (2 large, 2 small.) These LIL STINKERS are perfect for your customers who want something different yet lovable

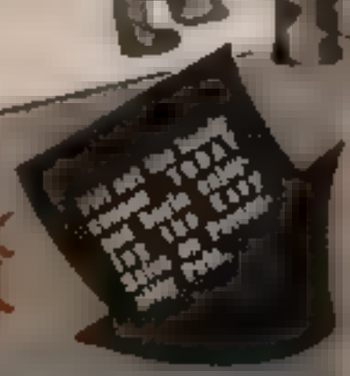
MATERIALS for Personality Pets are individually selected for quality and are given Pup-Like' care in accurate designing for perfect resemblance. Collegiate Master Craftsmen have applied their long years of experience in bringing to you Pets of unexcelled features.

CHEER UP and the PUPS are made of the finest wool velour Permanent airbrushed.

CHEER UP, 13" high .... Suggested retail $3.49
PUPS, 9" high .... Suggested retail $2.49

WEE STINKER and LI'L STINKER in the fine rayon plush. Black and White

WEE STINKER, 3" high ....Suggested retail $2.25
LI'L STINKER, 9" long ....Suggested retail $2.98



Personality Pets by

GENTLEMEN: Please RUSH me _____ Sets of the Guaranteed Sale Christmas Package Offer at our regular discount.

Firm

Buyer

City or Town

Address

State

COLLEGIATE MFG. CO.
AMES, IOWA

73

"Snuggie SNUGGLE-UP"

Dreams of WAKING UP YOUR SALES for

Easter!

★Actual Photo of "Snuggie SNUGGLE-UP"

BABIES cry for him . . . COLLEGE GIRLS adore him . . . HE SNUGGLES UP and falls asleep, then he AWAKES, BRIGHT EYED AND BUSHY TAILED!!! CAPTIVATING the hearts of everyone. . . . .

ORDER NOW . . . and listen to squeals of delight from your customers when they see this little irresistible PLUSH SLEEPY BUNNY . . . soft as fur with big sparkling PINK GLASS EYES that OPEN and CLOSE

"SNUGGIE" is napping with a SMILE while waiting to HOP to your STORE because he knows his MAGIC will keep YOU smiling too.

One Size Only—$5 Retailer

at-play toys

Order No._____ Quantity_____

The RUSHTON COMPANY

578 Bankhead Ave., N. W. • Atlanta, Ga.

SALES OFFICES: New York — Chicago — Los Angeles

Since 1898 Quality Craftmanship

ONE *Gund* SALE GETS ANOTHER..

EVERY MONTH OF THE YEAR!

Every season is a selling season when you buy and display *Gund Stuffed* Toys. Now, the enthusiastic response to our wonderful '54 line points to greater-than-ever spring and summer sales for you.

The Jibber Jabber Monkey, Regal Beagle, the famous *Sani-Foam* stuffed toys and the unique Walt Disney creations are but a few of the exciting array of hits.

Gund's superior quality that discerning parents buy and the friendly Gund designs that captivate children everywhere, turn Gund toys into profitable sales for you.

Jolly Joker

Walt Disney
Donald Duck

SEND FOR THE NEW 1954 GUND CATALOGUE

Regal Beagle

Since 1898

Gund MANUFACTURING COMPANY • J. SWEDLIN INC.
200 FIFTH AVENUE, NEW YORK 10, N. Y.
New York • Chicago • San Francisco • Los Angeles • Seattle • Montreal

SNOOZY'S a WOW!

see this great new

ARTISTIC TOY

and all the other Artistic Triumphs—exciting new stuffed dolls and animals for year 'round selling—

AT THE TOY FAIR

ROOM 420-422 HOTEL McALPIN

"SNOOZY"

gets noisy when you disturb his snooze . . yelps when you pick him up . . yelps no matter how he's touched!

"you can always recognize an Artistic Toy"

Artistic TOY COMPANY

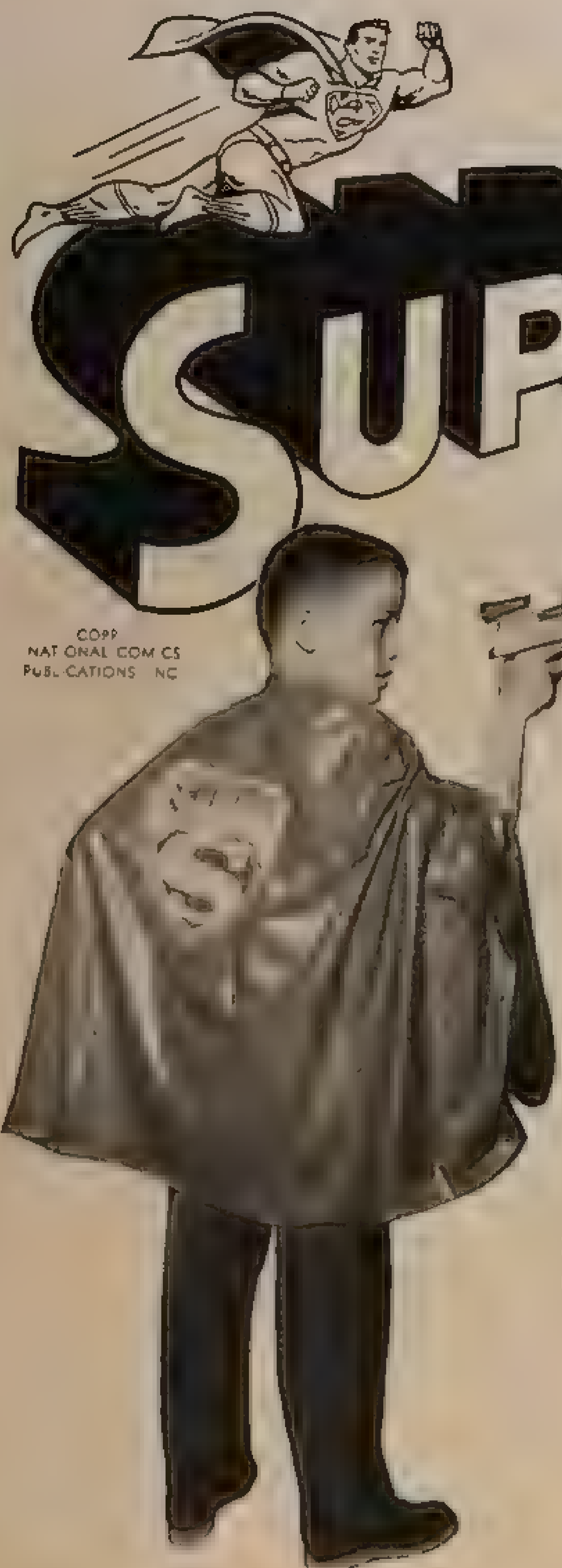
3rd & Cambria Streets, Phila., Pa.

makers of lovable stuffed dolls and animals of plastic and plush

17

Designed to sell, fast...
right off your counters!

SUPERMAN CAPES



- *The only authentic "Superman" Cape!*
- *Exactly as shown on television!*
- *Ideal for school or play days!*
- *Rainproof . . . non-combustible!*

Yes, the only authentic "Superman" Cape, designed . . . and made . . . exactly like the one over 25,000,000 viewers see on television! Just like the one "Superman" wears in the comic magazines, with circulations in excess of 2,000,000 . . . and, in over 100 daily and Sunday newspapers!

Made of Firestone Velon, non-combustible, vinyl plastic that carries the Good Housekeeping Seal of Approval. In a blazing red color . . . with the famous "Superman" insignia on the back . . . this cape is light, buoyant and ideal for rain or play. For boys and girls 2 to 10.

Put fabulous "Superman" to work for you today! Be the first to present "Superman" Capes to your customers!

We assist you by furnishing colorful 15 x 30 Window Streamers, 44" 5-color "Superman" easel to display the "Superman" Cape, Newspaper Mats, and Autographed Pictures of "Superman."

RETAILS AT ONLY **$1.49**

Write . . . Wire . . . Phone

AJUST-A-DYPER COMPANY, INC.

Playthings Division

P. O. Box 5843, Crosstown Station

MEMPHIS, TENNESSEE

LIFESIZE

Sweet Sue

LIFELIKE

She's 31 inches tall — as big as a 3-year-old child!

She has rooted Saran hair — it can be washed, combed, curled, CAN'T PULL OUT.

She is fully jointed at elbows and knees—AND SHE WALKS!

She can walk, sit, stand, and assume almost any position.

She is dressed in the height of fashion.

AMERICAN CHARACTER DOLL

THE MOST WONDERFUL DOLL EVER MADE

ADVANCE PROMOTIONS PROVE – this will be 1954's biggest retail profit builder!

tea time treats

All colorfully designed and individually boxed.

No. 2425 PAGODA TEA SET. 29 Pcs. Moulded in ebony plastic with gold decoration. Tableware of gold Metaltone. Box size: 21 x 17 x 4.

No. 1221 PARTY-TIME TEA SET. 16 red and white pcs. Large life-sized tea set. New two-piece plated tableware with red handles. Box size: 19 x 13 x 4.

No. 628 BLUEBIRD TEA SET. 14 pcs. Bluebird design imprinted on white plastic. Blue tableware. Box size: 12 x 10½ x 3.

No. 1803 BANNERTONE TEA SET. 41 pcs. Two-color design. Silver Metaltone tableware. Box size: 16½ x 16½ x 4.

Banner PLASTICS CORPORATION

80 Beckwith Ave., Paterson 3, N. J. • Paramount N. Y. Showroom: 200 Fifth Ave., Rm. 512

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Mid Atlantic & New England — Home Messenger, New York City, N. Y.

Midwest — Jerome H. Keough, 209 S. State St., Suite 1613 Republic Bldg., Chicago 4

Southern — Bow Factors, M & M Building, Memphis 3, Tenn.

New York Area — Merchandise Mart, Suite 372, Chicago, Ill.

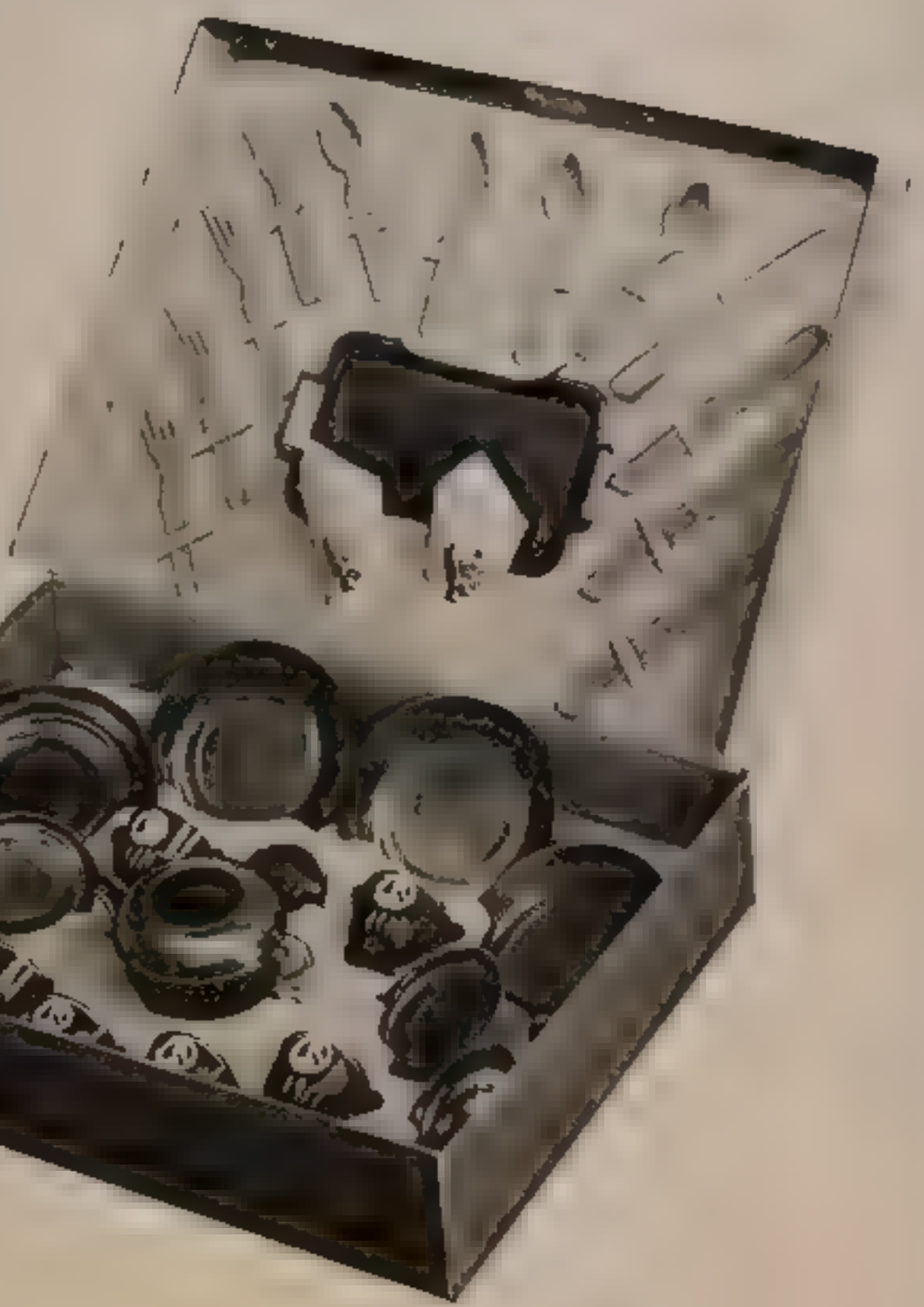
Western — H. Jay Wolf, 1760 S. Alpine Avenue, Los Angeles, Calif.

Banner Export Company — [illegible]

COMMENDED BY PARENTS' MAGAZINE

First aluminum and plastic tea set!

HOSTESS SIZE! Here's a great PLASCO first, completely new and different from any tea set you've seen Beautifully designed, not just in colored plastic — but in high impact plastic plus sparkling aluminum, combined in a way that will make any little girl the happiest hostess in her neighborhood. And this is no midget, undersized set. This is full hostess size — ready for playtime table settings "just like the big people." Another quick-sale, quick-profit tea set from PLASCO, where new toy ideas are a habit!



No. 502 33-PIECE SET Includes 4 cups 4 aluminum & plastic saucers 4 aluminum & plastic plates. 1 aluminum & plastic tea pot 1 cover 1 tray 4 knives, 4 forks, 4 spoons, 1 sugar 1 creamer 4 napkins Minimum packing 1 dozen Weight 24 lbs

No. 501 17-PIECE SET *NOT SHOWN* Includes 2 cups, 2 aluminum & plastic saucers 2 aluminum & plastic plates 2 knives, 2 forks 2 spoons, 1 sugar 1 creamer 1 tray 1 aluminum & plastic tea pot 1 tea pot lid. Minimum packing 1 dozen Weight 14 lbs.

PLASTIC ART TOY CORPORATION
OF AMERICA East Paterson, N. J.

A PLASCO TOY MAKES SALES BOOM!

ZIMPHONES are Patented!

Covered under one or more of the following United States letters patent: Numbers 2,686,834 and 2,686,835. The "Trade" is advised:

We will take all proper legal action against any manufacturer, jobber, distributor or retailer who infringes on our Zimphone patents. **VINTAGE PRODUCTS CO.**

ZIMPHONE
No. 666
Retails . . $5.98
Complete with cradle
that hangs on wall or
lies flat on desk

Experienced Retail Store Toy Buyers*
Closest to the "Firing Line" of Selling
Direct to the Toy-Buying Consumer

PICKED THE ***ZIMPHONE***
FOR THESE RETAIL Christmas BOOKS:

Associated Merchandising Corporation . . . *26 stores*

Allied Department Stores . . . *57 stores*

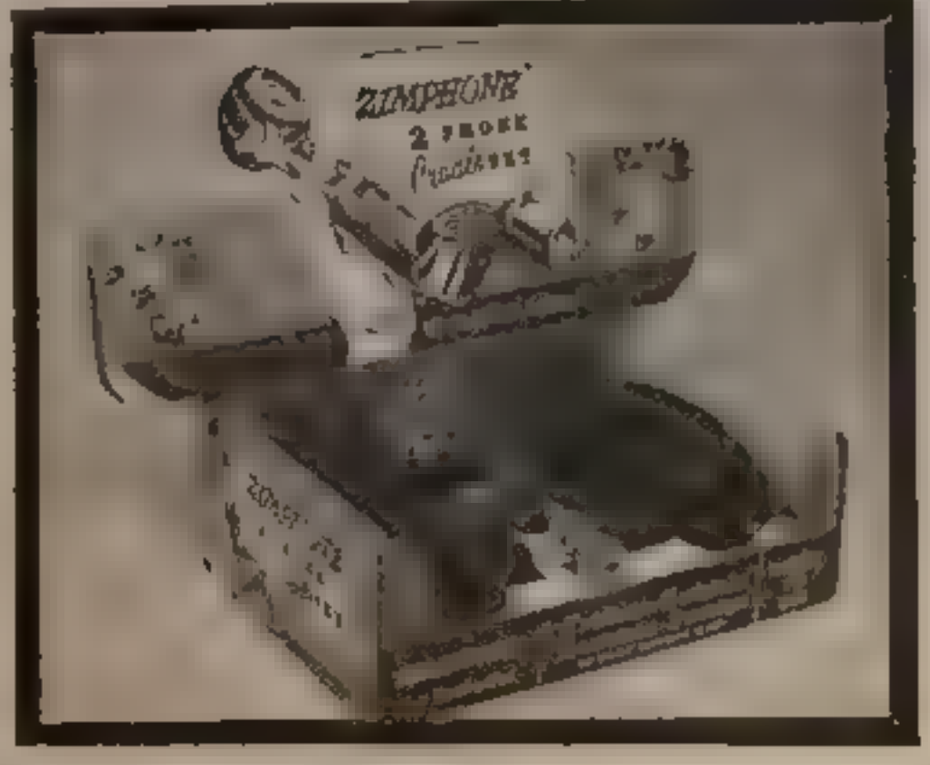
Frederick Atkins . . . *4 stores*

City Stores . . . *6 stores*

Whipple and Kelley Toy Book . . *42 stores including the Macy, May Co. store groups*

Carson's, Gimbels, Altman's, Goldblatt's, Famous-Barr, Halle's, scores others!

ZIMPHONE
No. 777
Retails . . $5.98
Complete with new
style dial cradle
and volume control



They Know What SOLD . . and SELLS!

VINTAGE PRODUCTS COMPANY

TOYS CREATED BY THE JAY V. ZIMMERMAN COMPANY

ST. LOUIS 4, MISSOURI ***Also These Show Rooms***

EAST *Weinberg & Weil, 200 Fifth Avenue Bldg. New York City*
SOUTH *A. Dupree, 1807 Poplar Lane Way, Decatur, Georgia*
MID WEST REE RON . . . 21 Merchandise Mart Chicago
SOUTH WEST W. . . . Co. . . . Wilson Building, Dallas, Texas
FAR MID WEST Mark Boyd . . . Kansas City, Mo.
WEST COAST The Wm. . . . Co. . . . 3 W. . . . Building, San Francisco
Terminal Sales Bldg., Seattle, Wash. . . . Portland, Ore.

Tom Thumb tops em again

which proves you cannot beat quality and price

MODEL 239L

Do not overlook this fast selling toy cash register for your trade. In 1953 unit sales were 554,000. What part of this vast production brought profit to you? Get on the band wagon!

over 3,000,000 now being enjoyed

MODEL 248

This Model 449D typewriter was designed and developed in the laboratories of Western Stamping Co., which was a vast undertaking. However, it has proven itself one of the most amazing toys that you will have the pleasure of handling for years to come. The increasing demand for this outstanding, educational toy will make your cash register ring for years on end.

WESTERN STAMPING COMPANY

JACKSON, MICHIGAN

National Sales Offices: Henry Katz, Inc., 200 Fifth Ave., New York City

Export Division, Kraemer Mercantile Corp., 79 Madison Ave., New York 16, N. Y.

NOW... wonderful, fabulous, Toni doll — the biggest selling doll in history — marches on to even greater sales records.

Because **DUPONT** *cooperates by supplying* **NYLON** *. . . at a new low price*

Because **The TONI Company** *cooperates with tremendous advertising backing*

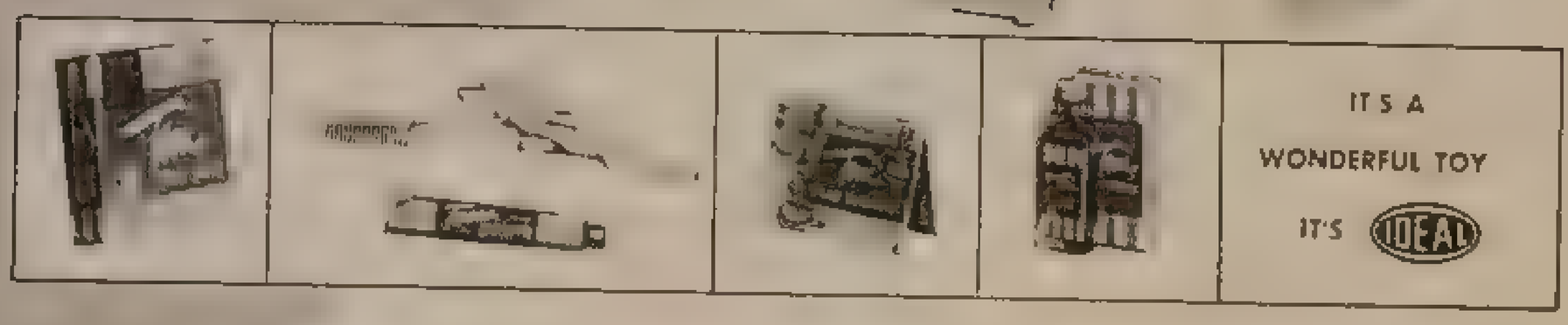
IDEAL PROUDLY

PRESENTS

the NEW Toni Walker

at New Low Prices!

Complete Toni playwave kit with every Toni doll



#1141	Tony Walker with Toni Playwave Kit	Sub-Deb Size	14½" (formerly 14")	New Low Price **$10.00**	Formerly $12.00
#1161	Toni Walker with Toni Playwave Kit	Teen Size	16½" (formerly 16")	New Low Price **$12.00**	Formerly $14.00
#1191	Toni Walker with Toni Playwave Kit	Princess Size	19½" (formerly 19")	New Low Price **$15.00**	Formerly $17.00
#1211	Toni Walker with Toni Playwave Kit	Queen Size	21½" (formerly 21")	New Low Price **$18.00**	Formerly $20.00

IDEAL TOY CORPORATION

200 FIFTH AVENUE NEW YORK 10, N.Y.

CHICAGO 1419 Mdse. Mart · DALLAS 340 Mdse. Mart · LOS ANGELES 914 So. Main St.

THE

Center of Attraction

An unbeatable FOURSOME for all ages

New 1954 Finish

"Harold" #4 Smallfry

New 1954 Mechanism

"Robert" #2A

New Guarantees

"Bill" #M-1

"Cecil" 12-A Shoot-Rite

Here are the famous Parris TraineRifles and Pla-Guns made by the makers of more than 1,000,000 training rifles for the Army and Navy during World War II. Parris guns shoot corks hard and straight but will not break a light bulb. Safety plug prevents shooting dangerous objects. Cocking lever safety device avoids pinched fingers. Clicker models, too. Improved manufacturing methods mean greater-than-ever value in Parris guns this year. You can't go wrong with this foursome for '54!

PARRIS

MANUFACTURING CO.

SAVANNAH, TENNESSEE

Home Of The National Catfish Derby

See Us At The Toy Fair—Room 629 Hotel New Yorker

87

Check up!

Have you ordered the TRANSOGRAM Toys promoted in ...

LIFE

11 other national publications, plus TV and Radio

Lady Lovely Beauty Kit (No. 1717) Retail $2.98 and $1.98

Prince Valiant Game (No. 3023) Retail $1.98

Talk-A-Peg Bookette (No. 2558) Retail $5.98

Little Country Doctor Plastic Visiting Kit (No. 1355) (also) Little Play Nurse Kit (No. 1325 Retail $2.98 and $ .98

For complete description of these and other Transogram "Growing Up" toys and games write for new 1954 catalog.

TRANSOGRAM

TRANSOGRAM COMPANY, INC. • Charles S. Ratson, President • 200 FIFTH AVENUE • N. Y. 10, N. Y.

FACTORIES IN [illegible]

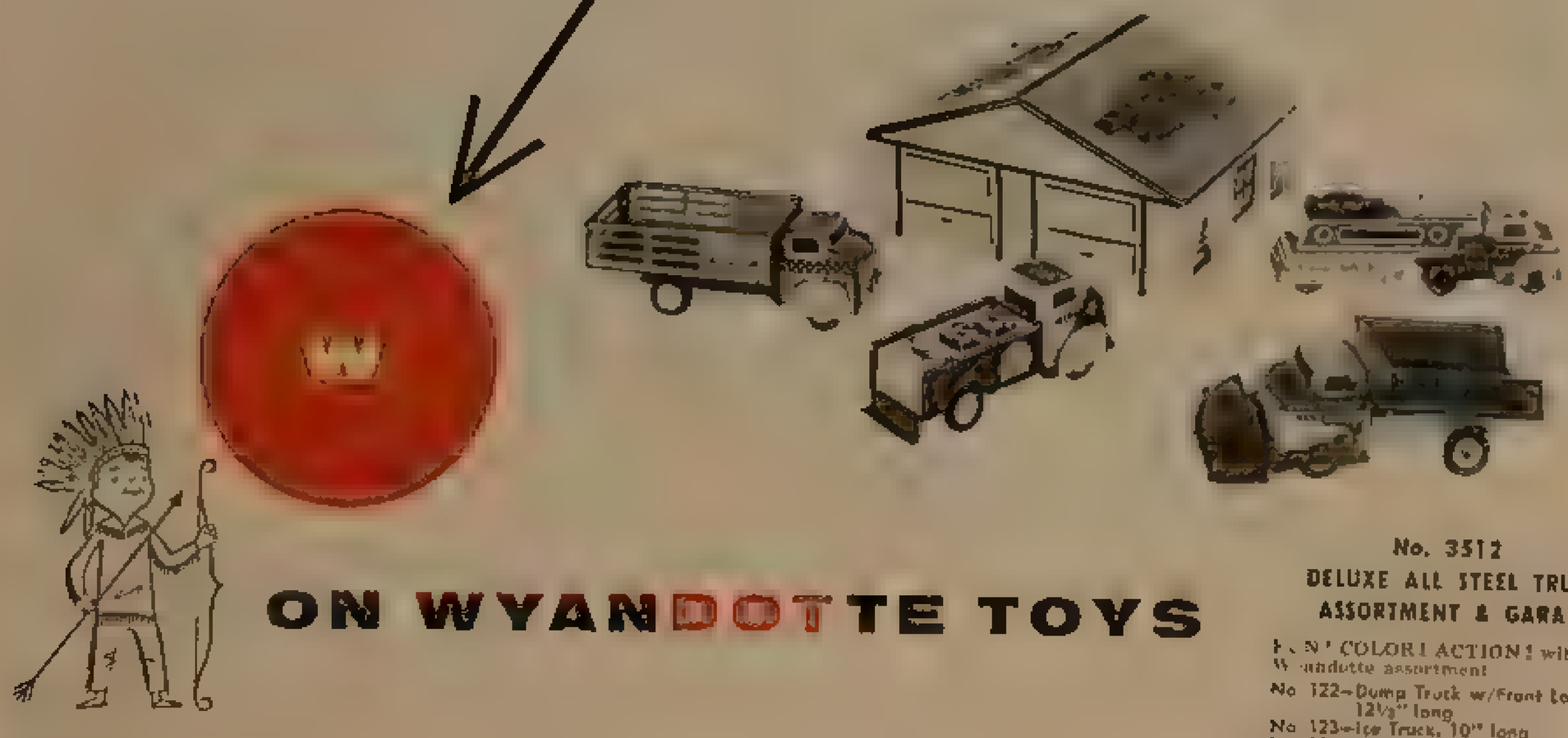
LOOK FOR THE DOT...

It's the new identifying symbol of Wyandotte . . . "a great name in Toys!"

To you, Mr. Buyer, it is a symbol of a continuing pledge of superior quality in Toys . . . as well as your assurance of dependability, and profitable, fast-moving merchandise.

To the consumer, the DOT will represent an old-line, quality house which, through the years, has been producing exciting toys that capture the imagination of children everywhere.

Consistent promotion will bring the WyanDOTte into homes all over America!



ON WYANDOTTE TOYS

No. 3512
DELUXE ALL STEEL TRUCK ASSORTMENT & GARAGE

FUN-N-COLOR! ACTION! with this Wyandotte assortment

No. 122—Dump Truck w/Front Loader—12½" long
No. 123—Ice Truck, 10" long
No. 129—Stake Truck, 12" long
No. 130—Semi-Trailer Auto Transport 12½" long

The set comes packed in one carton, which when opened becomes a garage for all four trucks . . . another wonderful Wyandotte play feature.

STEEL TOYS
POP GUNS
RIFLES
CAP PISTOLS
HOLSTER SETS
MECHANICAL TRAINS
and
DURABLE PLASTICS

You need our CATALOG . . . send for it!

ALL METAL PRODUCTS CO., WYANDOTTE, MICHIGAN, U.S.A.
NEW YORK SALES OFFICE: 200 FIFTH AVENUE, NEW YORK 10, NEW YORK

EXPORT OFFICE: 112 E. 19th ST., NEW YORK 3, N. Y.

for the FIRST time!

TUCO CHILD HEALTH HABIT PUZZLES

WITH THICK, WET-PROOF PIECES

Year-round appeal to parents as well as children! Picture puzzles that develop good health habits for ages 4 to 10, — and make it fun! Play and educational value in proper food, rest, body and dental care, neatness, etc. Series of 12 full color pictures, 8½" x 12¼" attractively packaged with two puzzles in each box. Shipped 3 dozen packages to carton. Send your order NOW for a sample carton. Retail, approximately, $1.

NEW EDITIONS

TUCO PICTURE PUZZLES

"WITH THOSE NICE THICK PIECES"

Popular big-sellers now available in small sizes to king sizes, wide variety of new, colorful subjects ready for immediate delivery. Stock up **now** for steady repeat sales

KING SIZE TUCO

No. 1098 — 600 to 800 pieces in beautifully designed package 10¼" x 14" x 2½". Completed puzzle more than 3 square feet. Six assorted subjects in gorgeous colors. Packed one dozen assorted, to carton. Retail, approximately, $1.29

TUCO DELUXE

No. 4905 — 300 to 500 pieces in attractive package 9½" x 7" x 2¼". Finished puzzle size 16" x 20". Twelve assorted subjects, packed three dozen to carton. Retail, approximately, 59c.

TUCO RELIGIOUS

No. 4905 — B. (Best seller for Lenten season) Includes 18 most popular Biblical scenes in beautiful colors, attractively packaged. Completed puzzle size 16" x 20". Packed three dozen assorted to carton. Retail, approximately, 59c.

INLAY FRAME-TYPE

No. JC 29 — Junior puzzles 12" x 16", complete with tray and frame, cellophane packaged to show beautiful full color lithographs. Interlocking pieces — packed 4 dozen to carton. Retail, approximately, 35c.

WRITE FOR SAMPLE CARTONS

LOOK FOR TUCO PUZZLES AT THE NEW YORK FAIR

We'll be at The Hotel New Yorker, Room 647

TUCO WORKSHOPS, INC. LOCKPORT, N. Y.

THE TUCO WORK SHOPS

118

Manufacturers!

Merchandise Licenses Now Available

Hottest New TV Personality

RATED TOPS BY BOTH SMALL FRY AND CRITICS

Blinkey

and an irresistible cast of characters

Blinkey has been acclaimed in all leading entertainment publications. And no other TV character has so quickly won the affections of millions of youngsters. For example, Blinkey's New York TV rating doubled in just 6 weeks—a five TV spots in Pennsylvania drew 6,200 inquiries for Blinkey polo shirts. No wonder Blinkey is the hottest new character available for merchandise licenses! Write for details today!

COAST-TO-COAST ON ABC-TV—See for yourself. Tune in with millions of fans on Saturday morning (check local TV guide).

...MERCHANDISING-PUBLICITY PROGRAM—underway to make Blinkey nation's best-known TV character...

WRITE TODAY FOR COMPLETE DETAILS

BLINKEY ENTERPRISES, INC.

106 West End Avenue, New York City — Phone: SUsquehanna 7-4429

PARTIAL LIST OF CITIES IN PROMOTION

THIS EXCITING NEW GAME

TELEVISED Nationwide!

ON A CONCENTRATED SCHEDULE

AT THE LOCAL LEVEL (Telling where it can be purchased

Ramar of the Jungle, An excit

PROMOTION INCLUDES

Jobbers

Dealers

DW

Dexter Wayne Company

LANSDALE, PENNSYLVANIA

REPRESENTATIVES

have you seen
the Brand New

Vac-Ette

Children
LOVE It!

It
Actually
Works

A toy vacuum cleaner that actually runs, cleans and hums like a real one. Now you can be among the first to feature this exciting educational toy. The **Vac-Ette** has no dangerous wires or plugs . . . runs off two flashlight batteries.

Little homemakers love **Vac-Ette**. The bright light shines on the rug hunting out dust, ashes and small pieces of paper to pick up. Here's a push toy with buy appeal

- Actually works
- Hums like a real cleaner
- Lights up
- Picks up ashes and dust
- Educational
- Sturdy Steel Construction
- Uses Standard Size D Flashlight Batteries
- Colorful dust bag
- No plugs or wires
- Battery operated
- Exceptional Play Value
- SAFE

Powered by a
1/250th HP Motor

$4.98

Pat. Pending

SHIPPING INSTRUCTIONS

FOB FACTORY PACKED 6 to a carton

Shipping Weight 2 lbs

Shipped K D. without batteries

INDIVIDUAL CARTON SIZE
18¾ x 6½ x 3.

MICROMATIC TOOL & MFG. CO., Inc.

3879 N RICHARDS STREET • MILWAUKEE 12, WISCONSIN

SEE YOUR JOBBER
OR WRITE DIRECT!

Airlane

has something new for you!

completely pre-fabricated

WESTERN WAGONS & "CHRIS-CRAFT" BOATS

• these kits are so chock-full of value that every kid in America will go for them in a big way!

completely pre-fabricated – scale model

WESTERN WAGON KITS ready to assemble!

A 1 STAGECOACH

A 2 BUCKBOARD

A-3 CHUCKWAGON

A-4 GREAT PLAINS FREIGHTER

A 5 COVERED WAGON

each kit individually packed in attractive 2 color set-up box.

50c PER KIT

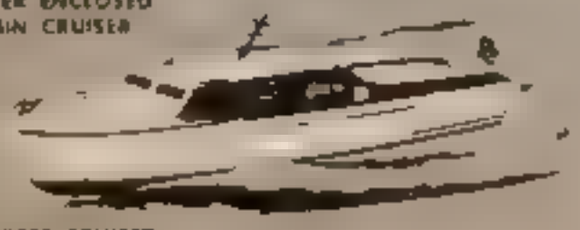
completely pre-fabricated—ready to assemble

Chris-Craft BOAT KITS

• individually packed in attractive 2 color set-up box!

50c RETAILERS

F 1 SUPER ENCLOSED CABIN CRUISER



F 2 EXPRESS CRUISER

F 3 POLICE PATROL BOAT

$1.00 RETAILERS

W-1 46 FLYING BRIDGE CRUISER

W-2 36 SALON CRUISER

W-3 26' QUARTER DECK CRUISER

W-4 23' HOLIDAY

W-5 23' SPORTSMAN

W-6 20' RIVIERA RUNABOUT

SEE AIRLANE ROOM 828 HOTEL McALPIN DURING TOY FAIR

Permanent Sales Office S. M. COPLON & SON—Room 269
200 Fifth Ave. Bldg.—New York

Airlane MODEL COMPANY
314 W. 39th St. • Chicago 16

SAM A. GOLDBERG, President

NEW NY-LINT TOY FOR 1954

The new Ny-Lint No. 1900 TOURNATRACTOR-DOZER is a Quality Scale Model Toy authorized by LeTourneau-Westinghouse Company. The original is one of the most productive modern machines ever developed — with a remarkable record of superior performance and extremely low maintenance cost. The toy should be just as outstanding as the original. It has mammoth new 4-3 16" by 1-7/16" rubber tires on steel wheels, a positive latch on the positioning rod that HOLDS THE BLADE firmly in any position, and a pivoted towing tongue on the rear. Like all Ny-Lint Toys, it is made of 20-ga. and heavier all-welded steel construction with sprayed baked enamel finish. It is big and husky, 14-3/4" by 8" by 6-1/2" high, weighing 96 lbs. per dozen. $7.95 (eleven western states, $8.35).

SEE THE WHOLE NY-LINT LINE AT THE TOY FAIR MARCH 8th - 17th

HOTEL NEW YORKER ROOM 616

200 FIFTH AVENUE
ROOM 450

NY-LINT TOOL & MFG. CO., 1823 SIXTEENTH AVE., ROCKFORD, ILLINOIS

337

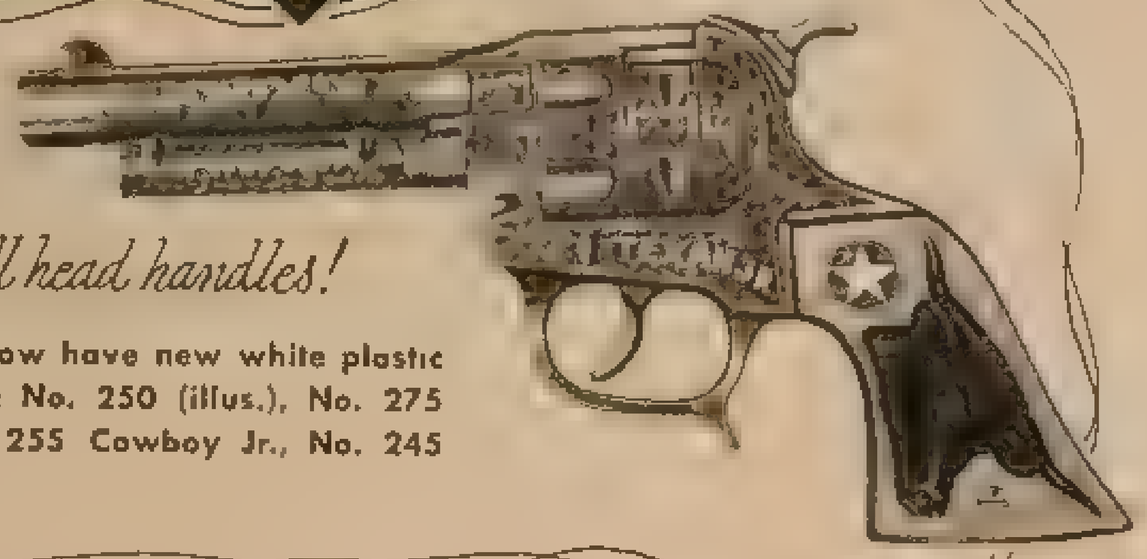
New! No. 508 Dump Truck

To be advertised in the
Fall Toy Promotion in

LIFE

Metal, 17 inches long, green and red Automatic action

HUBLEY



NEW ... *flashy... black bull head handles!*

The following Hubley Pistols now have new white plastic handles with black bull head: No. 250 (illus.), No. 275 Cowboy, No. 285 Texan, No. 255 Cowboy Jr., No. 245 Tex, No. 220 Rodeo

The Hubley Manufacturing Co., Lancaster, Pa.

NEW YORK
SALES OFFICES:
ROOM 318
200 FIFTH AVENUE
NEW YORK 10, N. Y.

EXPORT SALES AGENTS
GUITERMAN CO., INC
35 SOUTH WILLIAM ST
NEW YORK 4, N. Y., U.S.A.
Cable Address: "Guiterman" New York

61

STRUCTO

GIVEN OUTSTANDING RECOGNITION BY TOY GUIDANCE COUNCIL

3 NUMBERS SELECTED AS "PRESTIGE TOYS" OF 1954

The three Structo toys below were chosen as "prestige toys" from among thousands submitted to the Toy Guidance Council. Structo is indeed grateful for this recognition . . . and justly proud. It is a fine tribute to the constructive play-value built into all Structo toys. They not only amuse, but develop skills, exercise young minds and help children grow into better, more useful citizens

"PACKED WITH PLAY VALUE"

NO. 300 ROAD GRADER

Color: Orange . . . Front wheels steer . . . Scraper blade rotates, raises, lowers, tilts . . . 6 heavy-duty rubber wheels . . . Floating tandem rear wheels . . . Realistic "Diesel" motor. 14, 16 and 22 gauge steel. Retail price, $3.98. Approximate shipping wt., doz. 60 lbs. L. 18", W. 7", H. 7½".

"BUILT TO LAST A CHILD-TIME"

NO. 402 MACHINERY TRUCK and STEAM SHOVEL

21½" Orange Truck has removable loading skid, crank-operated winch with steel chain. Hood raises revealing "Fireball" motor. 26½" Blue Steam Shovel has two cranks that control unloading of shovel and raising and lowering of boom. Cab revolves. Both packed as one unit Retail price, $6.95. Approx. shipping wt., doz. 86 lbs

"CHILD-CONDITIONED"

NO 706 AUTO TRANSPORT

Structo's newest. Color: White Cab, Red Trailer . . Natural aluminum Chassis . . . 10 rubber wheels. Included are nine car scale-model 1954 automobiles. Ramp extends at rear for loading and unloading. Retail price $5.95 Approx. shipping wt., doz. 68 lbs. L. 27", W. 5⅜", H. 6½"

STRUCTO MANUFACTURING COMPANY
FREEPORT, ILLINOIS

CHOSEN A HORTONCRAFT PRESTIGE TOY

HORTONCRAFT TOTE BAG

NO T 5

T-5 TOTE BAG FOR TEENS $4.98

- Best grade saddle tan tooling cowhide
- Solid brass hardware attached
- Pre-punched lacing holes
- Easy to follow instruction sheet
- Design sheet for tooling
- Old English alphabet on monogram sheet

ALSO T-3 TOTE BAG FOR TOTS $2.98
AND DON'T FORGET These staples

=200 NEW HOBBY KIT

Billfold, 6 Hook Keycase, Cigarette Case and Pocket Purse. Furnished in matched brown, beige or red

ALSO #1 Fun Folio
#300 Deluxe Hobby Kit
#600 Premium Hobby Kit

HORTON HANDICRAFT CO.
FARMINGTON 45, CONN
FIRST IN LEATHER CRAFTS

A Message from Phil Haskill and Al Smith of ALL METAL PRODUCTS

Once again, as in the past, we want to thank our many friends in the toy industry for their continuing confidence in us and our organization. We are deeply grateful for your faith in us as expressed by an ever-increasing volume of orders.

For our part, we pledge all our talents and effort to bring you the finest quality merchandise . . . exceptional values that will promote volume sales, fast turnover and PLUS profits!

Many new surprises are coming your way! . . . new ideas new promotions . . . new opportunities designed to help you build an even greater and more profitable volume with the WYANDOTTE line of outstanding toys!

Yes . . . before you place any orders for your future requirements, be sure to see our exciting Spring line of sure-fire hits!

Keep your eye on Wyandotte!

LOOK FOR THE DOT...

It's the new identifying symbol of Wyandotte . . . "a great name in Toys!"

To you, Mr. Buyer, it is a symbol of a continuing pledge of superior quality in Toys . . . as well as your assurance of dependability, and profitable, fast-moving merchandise.

To the consumer, the DOT will represent an old-line, quality house which, through the years, has been producing exciting toys that capture the imagination of children everywhere.

Consistent promotion will bring the WyanDOTte into homes all over America!

ON WYANDOTTE TOYS

No. 6000
WyanDOTte
DELUXE SCALE MODEL
GREY VAN TRUCK

STEEL TOYS
POP GUNS
R FLES
CAP P STOLS
HOLSTER SETS
MECHANICAL TRAINS
anE
DURABLE PLASTICS

You need our CATALOG . . . send for it!

ALL METAL PRODUCTS CO , WYANDOTTE, MICHIGAN, U S A
NEW YORK SALES OFFICE, 200 FIFTH AVENUE, NEW YORK 10, NEW YORK
EXPORT OFFICE. 112 E 19th ST., NEW YORK 3, N Y

"BEST"

NEW! SUPER DETAILED PLASTIC SCALE MODELS of INDIANAPOLIS 500 MI. CHAMPIONS

Now Ready . . the 1st in a Series of six

1940 Winner

Construction Kit #540

Authentic detailed scale models made of strong, smooth, high impact plastic. All parts precision made and comes with real rubber tires.

79¢

ATTRACTIVE FULL VIEW DEALER COUNTER DISPLAY with BUILT UP MODEL

Complete parts and fully illustrated assembly leaflet packed in full color box.

Ready Very Shortly!

The Fuel Injection Special

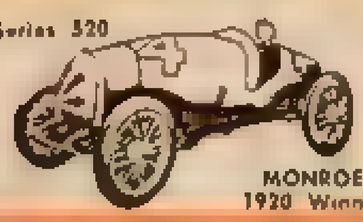
1953 Winner

Watch for announcement

HOT SELLING COMPANIONS TO ROUND OUT THE "BEST" SERIES EVER OFFERED!

AVAILABLE SOON

Series 520



MONROE
1920 Winner

Series 522

MURPHY SPECIAL
1922 Winner

Series 531

MILLER SPECIAL
1931 Winner

Series 535

GILMORE SPECIAL
1935 Winner

HOBBY KITS

Best Plastics Corporation

945-39th STREET BROOKLYN 19, N. Y. Tel. GEdney 5-5130

SEE THE "BEST" EXHIBIT—TOY SHOW—ROOM 852, HOTEL NEW YORKER

LOOK FOR THE DOT...

It's the new identifying symbol of Wyandotte..."a great name in Toys!"

To you, Mr. Buyer, it is a symbol of a continuing pledge of superior quality in Toys ... as well as your assurance of dependability, and profitable, fast-moving merchandise.

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Consistent promotion will bring the WyanDOTte into homes all over America!

ON WYANDOTTE TOYS

No. 1704
WyanDOTte
RIDER FIRE TRUCK

Exciting! Realistic! Any child can actually ride and steer it. Hand operated siren ..red searchlight flashes on and off. Extra heavy gauge steel. Size 32½x15x8¾.

STEEL TOYS
POP GUNS
RIFLES
CAP PISTOLS
HOLSTER SETS
MECHANICAL TRAINS
and
DURABLE PLASTICS

You need our **CATALOG** *... send for it!*

ALL METAL PRODUCTS CO., WYANDOTTE, MICHIGAN, U S A
NEW YORK SALES OFFICE 200 FIFTH AVENUE, NEW YORK 10, NEW YORK

EXPORT OFFICE, 112 E 19th ST NEW YORK 3, N Y

"Pleasure with a Purpose"

TRU-MINIATURES are your opportunity to fulfill a child's dream to own something "just like Dad's." They're motorized colorful . safe. They have a rare combination of realism and educational play value that appeals to both parents and children This *appeal* is your key to increased, year 'round sales

This IS New

"Trail Blazer"

Trailways Bus — Model No. 3254

- Spin-Torque motor
- Demountable and interchangeable wheels
- Compartment with luggage and spare wheel
- Destination sign turns to 16 cities
- Front wheels turn right or left
- Tak-a-Part motor in rear compartment
- Plastic body interlocks to steel chassis
- Colors. Each bus is red, silver, cream and white
- Size: 18 in x 3¾ in x 5 in

This IS New

"Hot Dog"

Oscar Mayer Wienermobile — Model No. 2551

- Spin-Torque motor
- "Little Oscar the Chef" goes up and down
- Metal like grille bumpers and lights
- White wheels with black vinyl tires
- Colors: Red weiner and cream body
- Size: 9 in x 2 ¾ in x 4½ in

This IS New

"Smooth Sailing"

Plymouth Suburban — Model No. 1254

- Spin-Torque motor
- Tinted windows
- 1954 model
- Metal-like grille, bumpers and lights
- White-wall wheels with black vinyl tires
- Assorted colors
- Size: 7¼ in x 3 in x 2¼ in
- AVAILABLE UNASSEMBLED AS KIT NO. 2454

This IS New

"Taxi! Taxi!"

Yellow Cab — Model No. 2354

- Spin-Torque motor
- Yellow cab sign and door decals
- Billboard area on trunk
- Tinted windows
- Whitewall wheels with black vinyl tires
- Metal like bumpers, grille and lights
- 1954 Plymouth sedan
- Size: 7¼ in. x 3 in x 2¼ in

PRODUCT MINIATURES CO., INC. ★ *"Master Craftsmen in Miniatures"*

See Our Display At The Chicago Toy Show Room 1412 Merchandise Mart

Another Big Page!

. . . from WYANDOTTE'S volume

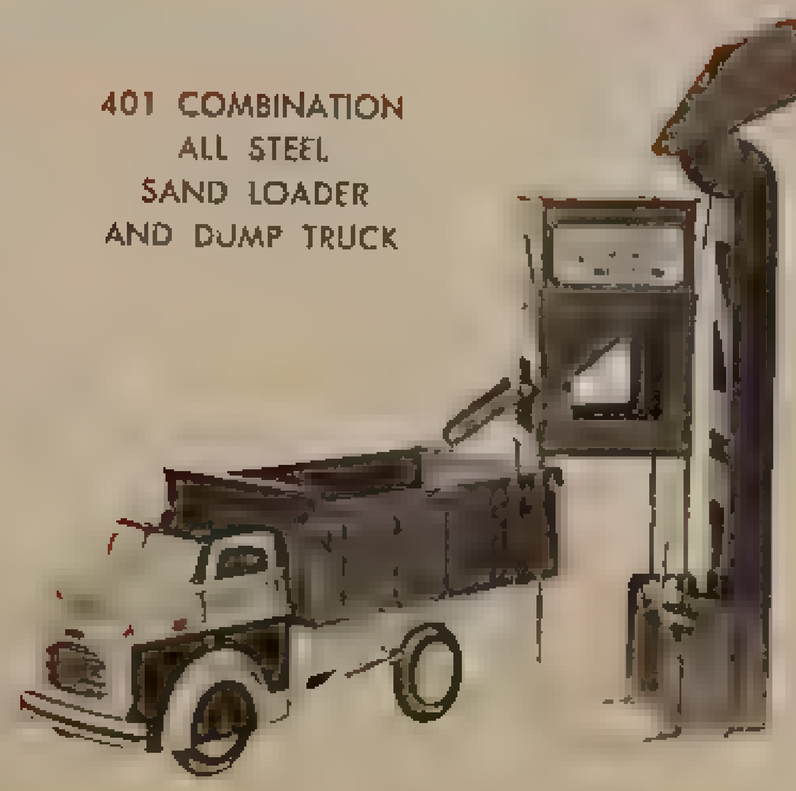
OF FAST-SELLING MERCHANDISE

298
MOTORIZED
LAWN
MOWER

1015 WRECKER TRUCK

290 THREE PIECE
[illegible] SET

401 COMBINATION
ALL STEEL
SAND LOADER
AND DUMP TRUCK



VARIETY
QUALITY
ECONOMY

. . . . .for the discerning toybuyer:- a complete refreshed line of quality merchandise, including mechanical [illegible] steel, [illegible] plastic [illegible], steel, die cast and lithographed [illegible].

These, plus a new selection of western [illegible] and [illegible] sets make "Wyandotte" a perennial source of reliable merchandise for discriminating toy buyers everywhere.

Our new 1954 Spring and Summer Catalog is Now Available

Other Selections Each Month. . .Watch for Them!

ALL METAL PRODUCTS COMPANY WYANDOTTE, MICHIGAN U. S. A.
N. Y. Sales office: 200 FIFTH AVENUE, N. Y. 10, N. Y. Export Office: 112 E 19th St., N. Y. 3, N. Y.

VISIT US IN SUITE 1156-1158-1160, 200 5th AVE., N. Y. C., N. Y.

Another Big Page!

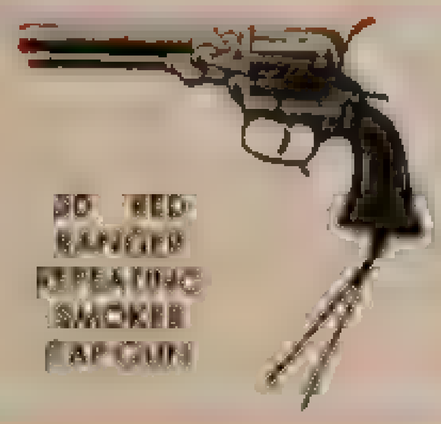
. . . from WYANDOTTE'S volume

OF FAST-SELLING MERCHANDISE

401 COMBINATION
ALL STEEL
SAND LOADER
AND DUMP TRUCK

575 DOLL STROLLER

1006 ALL STEEL
DUMP TRUCK
WITH FORD LOADER



30 RED
RANGER
REPEATING
SMOKER
CAP GUN

VARIETY
QUALITY
ECONOMY

. . . of the discerning toybuyer—a complete refreshed line of quality merchandise, including mechanical transits, durable plastic items, steel, die cast and lithographed metal toys.

These, plus a new selection of western cap guns and holster sets make "Wyandotte" a perennial source of reliable merchandise for discriminating toy buyers everywhere.

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N. Y. Sales office: 200 FIFTH AVENUE, N. Y. 10, N. Y. Export Office, 112 E. 19th St., N. Y. 3, N. Y.

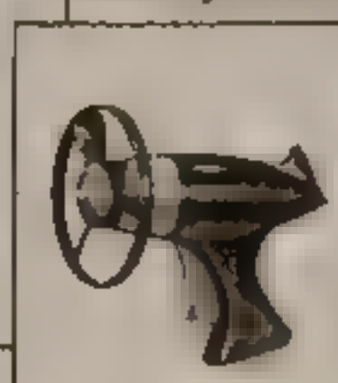
VISIT US IN SUITE 1156-1158-1160, 200 5th AVE., N. Y. C., N. Y.

Win an RCA Victor Color TV
in the Disney Character Merchandise
LUCKY NUMBER DRAWING
Enter in Room 914, Hotel New Yorker
our showroom at the 1954 Toy Fair

Cosmic Phone Set
Sug. ret. 79c

Rocket Jet Water Gun
Sug. ret 39c

Flying Saucer Gun
Sug. ret.: 69c



Space Patrol Rocket Gun
Sug. ret.: 98c

Upgrade your sales curve with this

PARADE

OF TOY VALUE APPEAL

The Mouser Pocket Water Gun
Sug. ret.. 29c

Bugs Bunny Toot-A-Tune
Sug ret 98c

Whang Bang Cap-Fired Missile
Sug. ret.: 19c

A sparkling line-up of top-selling toys that march right off your shelves! Vivid colors, perfect performance, exciting designs! Maximum durability assured with new, stronger plastic . . . precision-engineered. You'll be thrilled at the striking self-selling display boxes and the spectacular way your sales take to the stratosphere! Act today!

Makers of Better Toys
Through Better Engineering

U.S. PLASTIC CO.

2570 E Walnut, Pasadena, Calif.

Disney Parade
Plastic Pull Toys
Sug. ret 98c

Whirley-Bird Flying Toy
Sug. ret.: 29c

Disney Mobile
Sug. ret : 98c

Freight prepaid on 100 lb. ship. 12½ — 10 days). Warehouse stocks and permanent showrooms: Pasadena 200 Fifth Ave., N. Y.; Republic Bldg., Chicago 253 Summer St Boston Rand-a Bldg Los Angeles

LIDO LEADS AGAIN!

with the Toy Fairs biggest reorder hits!

No. 236 — KINGS' KNIGHTS Mounted Knights in armor with shields and other hangeab e implements of battle. Beautifully detailed charger s and parade horses. Assorted colors. Eye catching colorful two-piece box. A terrific fire sale! **RETAIL $1.00***

Also available No. 235 — RETAIL 59¢*
No. 237 — RETAIL $2.00*

BRICK-BLOCKS Full of art and! Sensat onal va ue Easy to handle large and small interlocking plastic blocks. Complete with plastic doors windows and illustrated instructions. A most unlimited designs and figures can be made. Pieces are non toxic, dry, and washable. Assorted colors

#779 — 2 pc. colorful set up box	$1.98*
#1779 — 8 canniter with carrying strap & cover	1.98*
#1780 — 10 canniter with carrying strap & cover	2.98*
#1781 14 canniter with carrying strap & cover	3.98*

America's favorite Walt Disney characters!

instantly recognized, powerfully appealing
Big volume hits that reorder everywhere!

No. 436 — WALT DISNEY CHARACTER TARGET SET — Colorfully decorated window box. Consists of two guns and four darts tipped with rubber suction cups to safely mount to get **RETAIL $1.29***
Also available the No 437 — RETAIL $1.00*

No. 2063 WALT DISNEY CHARACTER STENCIL SET Exciting wrap around box with colorful wrap design featuring Disney Characters. Consists of 20 plastic stencils each portraying one of the many different Disney Characters. Also colored wax crayons, colored lead pencils, paper and plastic sharpeners. **RETAIL $1.00***

No. 1064 — WALT DISNEY CHARACTER TRACING SET Large attractive colored plastic forms designed for tracing on paper. Complete with pencils, tracing paper. Also mounted on colored two piece set up box **RETAIL $1.00***

If you didn't see us at the Toy Fair be sure to check out our all new best sellers NOW
We've got complete illustrated catalog description and price sheet

*Suggested retail price was at the outset

Lido TOY COMPANY

N. Y. OFFICE: 200 Fifth Avenue, Room 204
Factory: 321 Rider Ave., N. Y. 51 (Tyrone 3-4943-4-4)

Since 1898 Quality Craftsmanship

GOOD – BETTER – BEST

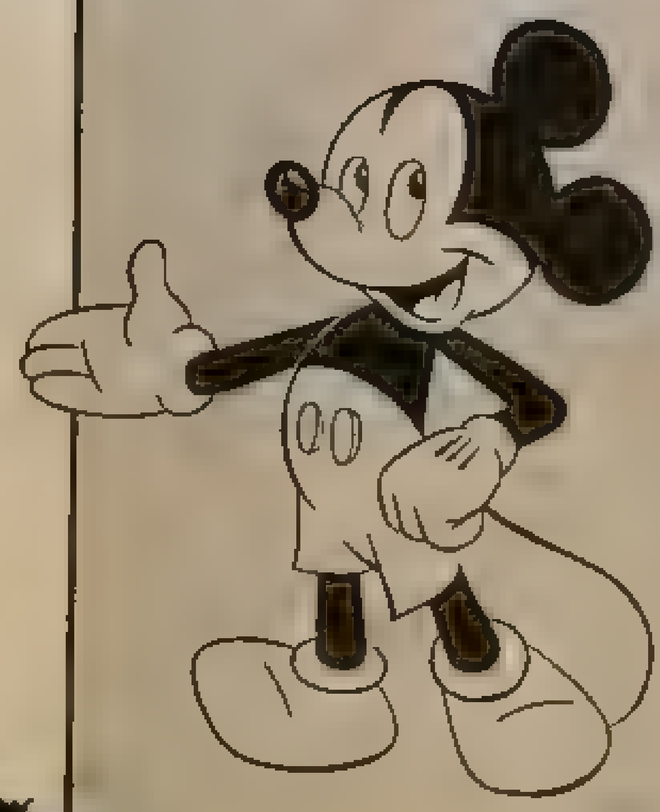
NEVER LET IT REST...

'TIL THE GOOD IS BETTER AND THE BETTER BEST!

1953 was the Best

1954 is the *Best yet!*

That's Gund for you...the leader in stuffed-toy craftsmanship. Always looking ahead...always *being* ahead...always improving their famous *quality line!* And more than ever before—for '54—a profit-loaded, volume-packed *Surprise* for you in their exciting NEW designs!—including wonderful Walt Disney character toys too!



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Visit Room 226
Fifth Avenue Building
During the

NEW YORK TOY FAIR

You'll be glad You did!

Since 1898

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LADY
TRAMP
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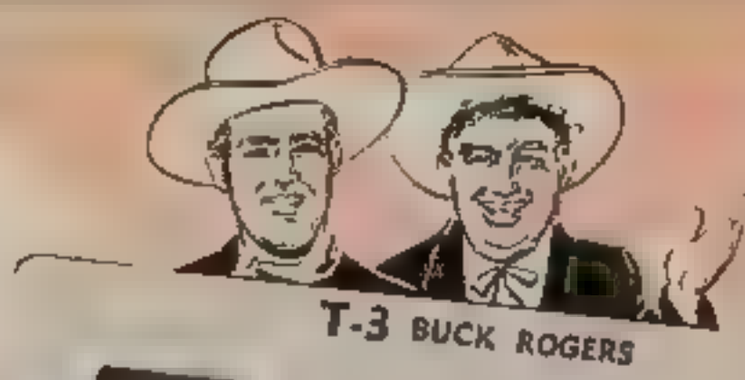
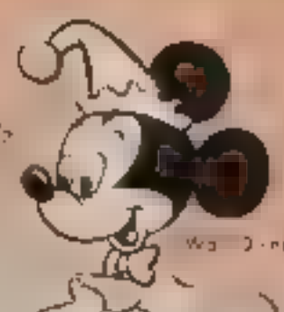
NEW FAMILY PORTRAIT
...DISNEY STYLE
AND THE TRAMP" to be
leased in the Summer of 19
WALT DISNEY PRODUCTIONS INC. - Character Merchandising Division - 477 Madison Ave. New York 22 N.Y.

Put these SUPER SALESMEN to work for you





Mickey Mouse, Kukla, Fran and Ollie, Donald Duck, Frosty the Snowman, Buck Rogers, Jack and the Beanstalk Wild Bill Hickok and Jingles —these are Tru Vue salesmen selling for you!

One Tru Vue sale means repeat sales. Scores of subjects—all featuring proved favorites of comedy adventure fairy tales and breath-taking scenics—bring customers back—and back again

Dermoff and Fall... planetary criminals, ... stroy the Diatron energy ... located on Dione, the tiny ... of the planet Saturn. ... produces tri-atomic hy... the atomic rockets of ...

Tru-Vue COMPANY BEAVERTON, OREGON PAT. PENDING MADE IN U.S.A.

VIEWER $1.49

FILM CARDS 29¢

3 FOR 85¢

Tru-Vue 3 dimension

Viewers and Color Films

Tru Vue is the finest 3 D value available today. From its carefully selected optically correct lenses to its gleaming polished plastic exterior, the Tru Vue Viewer is actually better made, of better quality materials than many cameras

Seven *big* pictures in full color on each Film Card give a *bigger* 3 Dimension image than any comparable product toy or not! Easy to read story titles are printed right on film itself. Pictures are brighter too, because ... windows gather 33⅓% more light

NATIONALLY ADVERTISED Plus Dealer Aids

Your customers will see Tru Vue advertised in the *Saturday Evening Post*, *Parents' Magazine*, *Child Life*, *Children's Activities* and other national publications

A complete dealer aids service offers you newspaper mats, electros, statement stuffers, film lists, feature strips, every one a hard hitting salesman.

TM reg U.S. Pat. office

FREE DISPLAY

FOR DETAILS... WRITE... WIRE... PHONE

Tru-Vue COMPANY

BEAVERTON, OREGON

AT THE TOY FAIR VISIT TRU-VUE • ROOM 544 HOTEL NEW YORKER

put these
SUPER SALESMEN
on your toy counter
selling Tru-Vue
3 dimension

Day in, day out, Tru-Vue's fabulous staff of super salesmen is working for you . . working in a space only 14 inches wide —the most profitable 14 inches of counter in your store.

Look at them! Kukla, Fran and Ollie, Wild Bill Hickok and Jingles, Buck Rogers, Miss Cinderella, Little Red Riding Hood, Mickey Mouse, Donald Duck, Pluto . . and many other all-time favorite cartoon, fairytale, and television characters. And there are scores of entertaining and educational scenic and travel subjects, all of them super salesmen *working for you!*

But that isn't all. In *The Saturday Evening Post, Parents Magazine, Child Life, Children's Activities* this super sales force is telling the world about Tru-Vue, the gift that is new forever, as an ever-expanding list of subjects brings customers back and back again.

Everything about Tru-Vue is new! New convex windows let in 33% more light. New Film Cards have seven big color pictures with easy-to-read story titles printed right on the film itself.

The Tru-Vue Viewer is a precision made, optically correct *instrument* of better quality and better construction than many cameras. Yet it sells at these low prices!

VIEWER $1.49

FILM CARDS . . . . . 29¢

3 FOR 85¢

FAIR TRADED

Tru-Vue
COMPANY
BEAVERTON, OREGON

AT THE TOY FAIR VISIT TRU-VUE . . . ROOM 544 HOTEL NEW YORKER

BUCK'N BRONC

BY GEORGE SCHMIDT

BEST DARN SHOOT'N IRON BAR NONE!

Let's put our pistols on the table and talk PROFITS... for BUCK N BRONC SHOOT'N IRONS AND SPURS MEAN BIG PROFITS to you in '54! So saddle up for some real Western sales and order the BUCK N BRONC line TODAY!

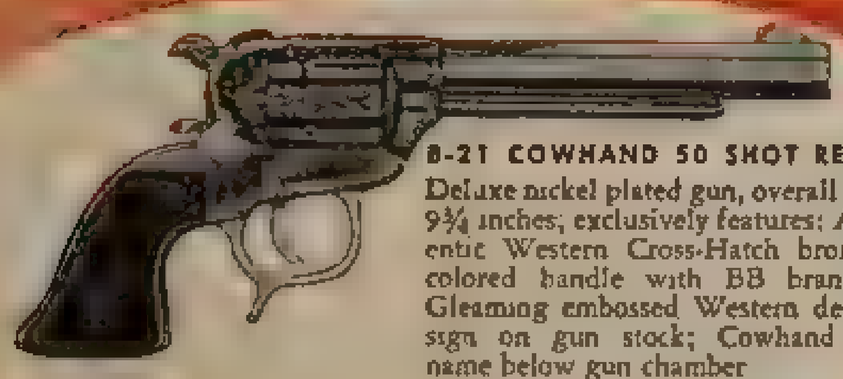
SHOOT'N IRON FEATURES:

- Automatic Spring Release for Quick, Safe Reloading
- "NEVER-MISS" Long Lasting Firing Mechanism!
- No Bolts or Screws to Work Loose!
- All Metal Handles!
  - Riveted Construction! Rust-Proof!
  - Precision Tooled In Durable Die-Cast Zinc Alloy!

B-22 MARSHAL 50 SHOT REPEATER

Deluxe chrome plated gun, 9¾ inches long, exclusively features: Bronze-colored simulated bone handle with BB brand; Marshal name below gun chamber.

Packed: 2 doz. per carton
Weight: 21 lbs. per carton
Suggested Retail: $1 49



B-21 COWHAND 50 SHOT REPEATER

Deluxe nickel plated gun, overall length 9¾ inches; exclusively features: Authentic Western Cross-Hatch bronze-colored handle with BB brand Gleaming embossed Western design on gun stock; Cowhand name below gun chamber
Packed: 2 doz. per carton
Weight: 21 lbs. per carton
Suggested Retail: $1 00

SEE THE COMPLETE LINE INCLUDING NEW COWPOKE AND SIX SHOOTER

TOY FAIR

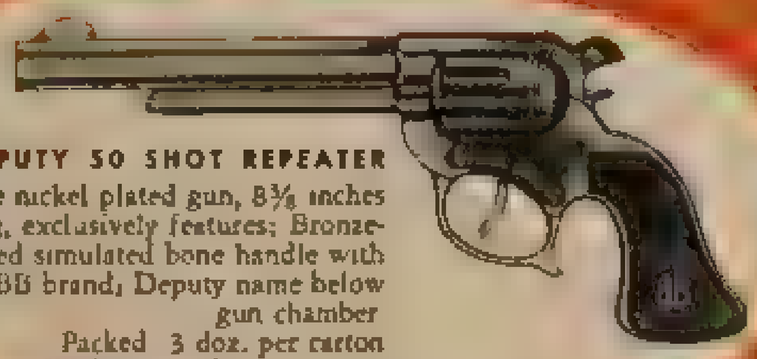
ROOM 1042
HOTEL NEW YORKER
NORMAN PAISLEY
SAM GAMSON

BUCK N BRONC SPURS

America's fastest selling spurs! Stock 'em and you'll sell 'em!

B-30 Chrome finish with bronze trim. Genuine leather straps with Western Steerhead on chrome plated concha. Packed 2 doz per carton, Weight: 18 lbs per carton

B-31 Nickel plated finish
B-36 Nickel plated finish



B-20 DEPUTY 50 SHOT REPEATER

Deluxe nickel plated gun, 8⅜ inches long, exclusively features; Bronze-colored simulated bone handle with BB brand; Deputy name below gun chamber
Packed 3 doz. per carton
Weight: 21 lbs. per carton
Suggested Retail: $ 79

GEORGE SCHMIDT MFG., INC. 716 East 14th Street Los Angeles 21, California

No. 1540 DAISY RED RYDER Gun and Holster Set

Here is a typical example of the quality and sales appeal in this new Daisy quality line. No. 1540 combines smooth top grain cowhide with rich basket-weave cowhide—the same type worn by real cowboys. Hand tooled edging Genuine ornamentation. "Red Ryder" design "branded" on belt and holster, With "Texan Jr." pistol

This beautiful new Daisy quality line is, we sincerely believe, the finest, most complete selection of single and double holster outfits ever developed. All are genuine leather. They retail from 39¢ to $7.95. Most are individually packaged in colorful "Daisy Red Ryder" display boxes. Immediate delivery on production samples, stock orders. See them before placing your spring and 4th of July orders

No. 960
DAISY TRAINING RIFLE

DAISY PLAY GUNS
Training Rifles and Shooting Games

Perhaps you haven't even seen this new famous complete new line. Introduced in late '53 we could not satisfy the demand. It sells the year around so we have planned production accordingly so order complete spring and 4th

No. 25
DAISY PUMP GUN

DAISY AIR RIFLES
and Daisy Air Rifle Shot

Steady year around profit-makers since 1888. Sales in 1954 should improve due to Daisy's junior air rifle club promotion plus acceptance of this type rule by National Rifle Association and Boy Scouts of America in their marksmanship programs

Remember—Daisy is Headquarters for Juvenile Guns

DAISY MANUFACTURING COMPANY • PLYMOUTH, MICHIGAN, U. S. A.
NEW YORK OFFICE • 114 ARCADE • FIFTH AVENUE BUILDING

New

COMMENDED PARENTS

DAISY RED RYDER

LICENSED BY STEPHEN SLESINGER, N. Y.

Gun and Holster Sets

This beautiful new Daisy quality line is the finest, most complete selection of single and double holster outfits ever developed. All are genuine leather. They retail from 39¢ to $7.95. Most are individually packaged in colorful "Daisy Red Ryder" display boxes. Immediate delivery on production samples, stock orders.

NUMBER 1540

An example of Daisy's new quality line is No. 1540 combining smooth top grain cowhide with rich basket-weave cowhide—same type worn by real cowboys. Hand tooled edging. Genuine ornamentation. "Red Ryder" design "branded" on belt and holster. With "Texan Jr." pistol.

IT'S A

DAISY

BANG

New—

DAISY PLAY GUNS

TRAINING RIFLES and SHOOTING GAMES

No 960—
DAISY DE LUXE TRAIN NG RIFLE

New

DAISY AIR RIFLES and BB SHOT

NOW DAISY
A R RIFLE SHOT IN

See These New Daisy Quality Guns At The Toy Fair

DAISY MANUFACTURING COMPANY • PLYMOUTH MICHIGAN U S A

NEW YORK OFFICE 114 ARCADE FIFTH AVENUE BUILDING

Tie in with LIFE for the BIG SWING

to HALCO'S NEW TWIN-SLING!

Suggested Retail $5.95

CASH-IN WITH DOUBLE-BARRELLED PROMOTION

LIFE

PARENTS' MAGAZINE

and PARENTS' MAGAZINE

for complete details including our new 1954 Holster Catalog

SUPERB BRAND

EXCITING Holster Design!

SHOWN FOR THE FIRST TIME—

Halco knows that a LIFE promotion pays off Big—only when it's backed-up with the right product! And such a product is Halco's new *Twin-Sling Double Holster Set!* It's truly sensational — in appearance, quality and price. Made of rich brown pony-skin leather — and elaborately decorated — this revival of an old popular western design is going to set kids wild this year! Complete with Texan Jr. Repeating Pistols — Twin-Sling is sure to move fast. So get ready for the Big Swing — to HALCO'S TWIN-SLING!

ORDER NOW!

Halco

J. HALPERN COMPANY

810 PENN AVENUE • PITTSBURGH, PA.

200 FIFTH AVENUE • NEW YORK CITY

MAKE YOUR RESERVATIONS

for the

1954 Toy Fair

OUR WIGWAM WILL BE
HEAPED WITH NEW TOYS BY

**KUSAN, NORSTAR, REGENT,
COLLETTE, HANNA AND
PLENTY OF
ROLLIN WILSON
BOW AND ARROWS**

A. H. DELFAUSSE COMPANY

200 FIFTH AVENUE • NEW YORK 10, N. Y.

Suite 448 — *MANUFACTURERS REPRESENTATIVES* **TOYS AND SPORTING GOODS** — ORegon 5-1305

IT'S SHOOTIN' SEASON ...meet the demand for KILGORE top-quality caps

In caps, as in all other product lines, one brand is recognized as the top-value line . . . Kilgore.

It is the *traditional* quality line . . . depended upon for quality of product . . . and for quality of service to the trade.

Kilgore caps are easily identified by the full-sized, symmetrical cap mounds, precisely spaced and aligned Formulations and materials are maintained at uniformly high standards. Rigid quality control assures performance that delights small fry . . . and brings them back for more

Kilgore service is easily recognized, too . . . dependable pricing policy that protects your inventory; substantial manufacturing facilities for volume production.

It's traditional to look to Kilgore for leadership in cap developments . . . for exclusive Kilgore firsts . . . Perforated Roll Caps, Lubricated Caps and six-shot Disc Mammoth Caps . . . dominate the market.

Stock and sell the Kilgore cap line . . . the *traditional* profit maker.

No 150 PERFORATED ROLL CAPS

Sure-fire caps that work in any 50 shot repeater. Should be used in Kilgore models. 5 doz boxes per carton, 5 or 10 gross boxes per case

No 108 D 5C MAMMOTH CAPS

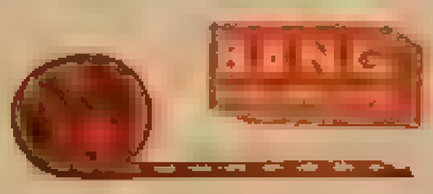
Made for Kilgore's revolving cylinder 6-shooter pistols. 5 doz. boxes per carton, 5 or 10 gross boxes per case

No 75 MAMMOTH SINGLE-SHOT CAPS

For all single-shot pistols. Packed 72 caps per box, 12 doz boxes per carton. 2 gross boxes per case

No 250 BANT ROLL CAPS

A cap of Kilgore quality, non-perforated. Packed 5 doz. boxes per carton, 5 or 10 gross boxes per case

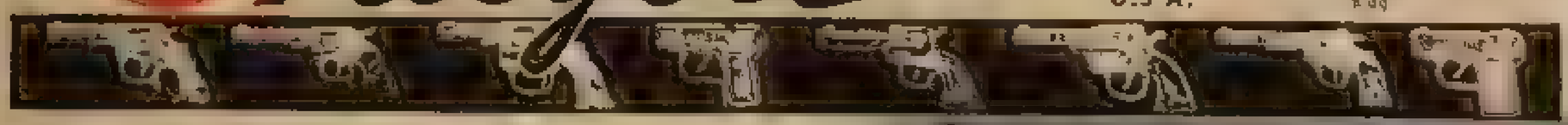


This "K" Means O K

Kilgore INC. WESTERVILLE, OHIO U.S.A.

New York Office Room 754 Fifth Ave Bldg

Chicago Office Room 14 02 Mdse. Mart



NEW LAW ENFORCEMENT
Holster and Gun Sets
by SERVICE

No. 392
RIOT SQUAD
with Hubley #210 Dick Pistol

No. 390
T-MAN
with Hubley #240
Trooper Pistol

No. 391
UNDER COVER AGENT
with Hubley #210 Dick Pistol

Look us up at
Rooms 727 & 737
HOTEL NEW YORKER

Service Mfg. Co., Inc. has been famous for over 25 years for the manufacture of police and military holsters and leather goods for Law Enforcement Agencies throughout the world. Now Service brings you exact replicas of authentic Law Enforcement holster and gun sets scaled down to children's sizes. These holster and gun sets are made of ***genuine top-grain cowhide*** in black and are exact in every detail to those worn by uniform and plain clothes officers every day. Suggested retail Price including pistol.. **$2.98**

Packing: Individually packed in eyecatching colorful box. 2 dozen per shipping carton

Terms: 2/10 net 30 F.O.B. New York

Write for the new S BAR M Holster & Gun Catalog just off the press . . . chock full of handsome illustrations of best selling S BAR M Holster & Guns Sets!

SERVICE Manufacturing Co., Inc. 120 East 16th Street • New York 3, N. Y.

creators and manufacturers of the S-BAR-M line of cowboy holsters and gun sets.

[redacted]

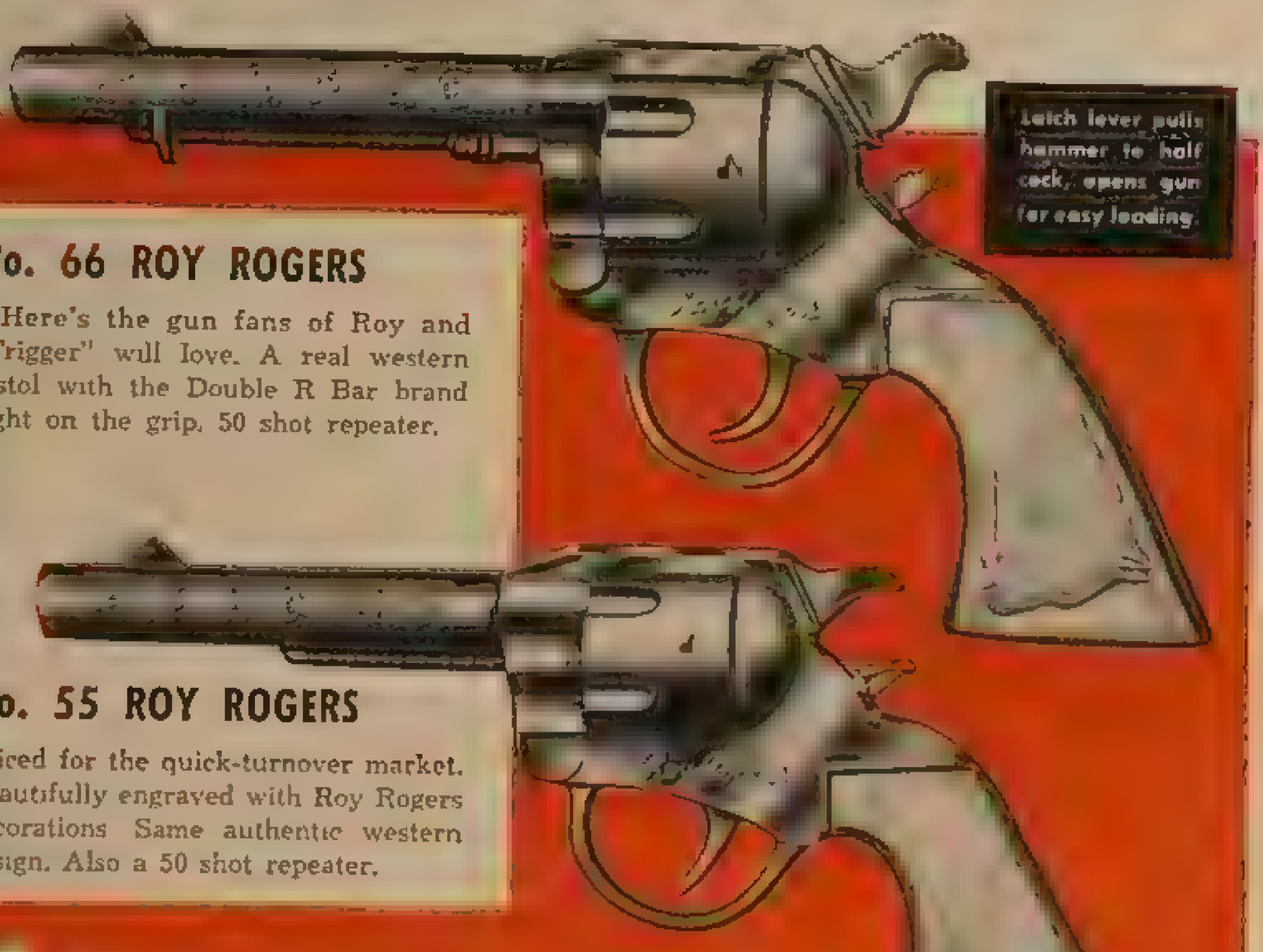
2 New Kilgore Pistols

NAMED FOR AND ENDORSED BY FAMOUS

ROY ROGERS

AND ADVERTISED IN LIFE

The King of the Cowboys put his personal brand on these two shootin' irons. Then we built in all the beauty and reliability of the Kilgore pistol line. Result is a combination that spells sales magic and is sure to shoot holes in all sales records.



No. 66 ROY ROGERS

Here's the gun fans of Roy and "Trigger" will love. A real western pistol with the Double R Bar brand right on the grip. 50 shot repeater.

No. 55 ROY ROGERS

Priced for the quick-turnover market. Beautifully engraved with Roy Rogers decorations Same authentic western design. Also a 50 shot repeater.

This "K" Means OK

Kilgore INC. WESTERVILLE, OHIO U.S.A.

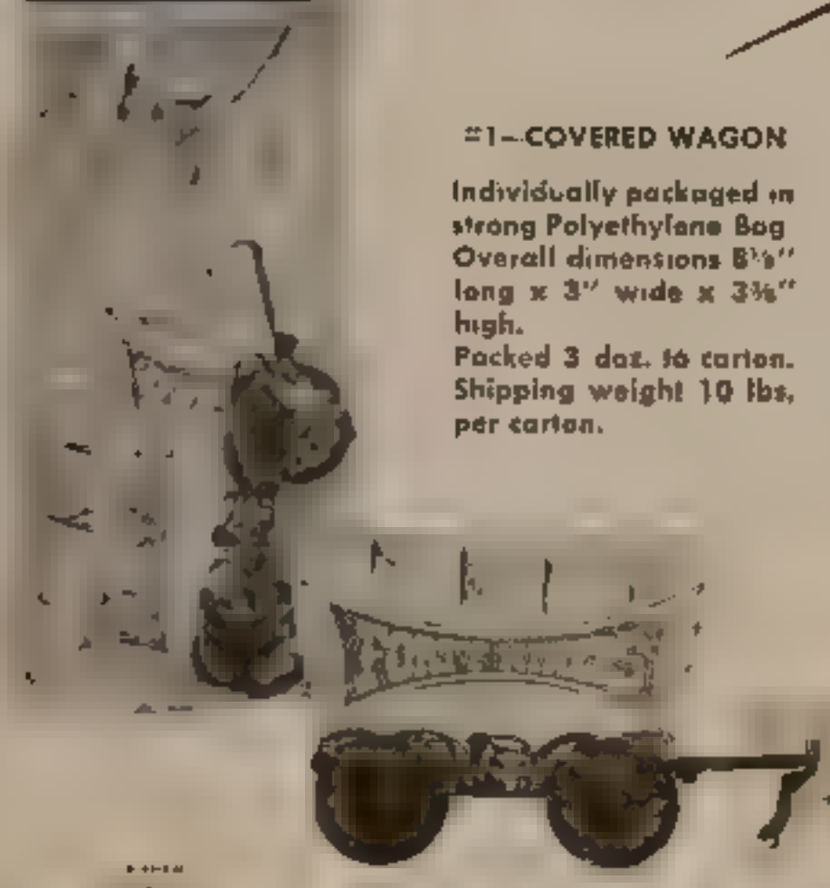
U. S. METAL

The BIG Name in Lithographed Metal Goods

Where There's no COMPROMISE WITH Quality

JOYS WITH U.S. TOYS
U.S. METAL TOY MFG. CO.

TOP SELLERS IN 53—SOARING TO A NEW SALES PEAK IN 54



#1—COVERED WAGON

Individually packaged in strong Polyethylene Bag
Overall dimensions 8½" long x 3" wide x 3⅜" high.
Packed 3 doz. to carton.
Shipping weight 10 lbs. per carton.

#2—STAGE COACH-BANK

Individually packaged in strong Polyethylene Bag
Overall dimensions 8½" long x 3" wide x 3⅜" high. Packed 3 doz. to carton. Shipping weight 10 lbs. per carton.

AMERICAN TOYS

BEAUTIFULLY LITHOGRAPHED IN FULL COLOR.
Write for Catalog Sheet and price list.

COMPLETE LINE OF LITHOGRAPHED HORNS NOISEMAKERS SANDPAILS and SHOVELS

Write for Catalog Sheet and Price List

U. S. Metal Toy Manufacturing Company

MANUFACTURERS OF LITHOGRAPHED METAL GOODS

MAIN OFFICE & FACTORY — [redacted] — N. Y. SALES OFFICE & SHOWROOM — 5TH AVE. — [redacted]
PLANT #2 — EASTERN DIST. BLVD. — [redacted]

SEE OUR EXHIBIT AT THE TOY SHOW • ROOM 728 • HOTEL McALPIN

344

Rollin Wilson presents

$1.98 RETAIL

46" Hickory-Bow — Professional Type
3 Lacquered Arrows
Regulation
Target

A. H. DELFAUSSE
COMPANY

200 FIFTH AVENUE • NEW YORK 10, N.Y.

[redacted]

"BONNIE"

The NEWEST Thing
in
"Make-it-Yourself"
Felt Doll Kits

MIMI KAY

"SEW-E-Z" to make
8" Costume Dolls

NOW AT THE
AMAZINGLY LOW
RETAIL OF ONLY

$1.00 each

Here is the most unique . . . original . . . and authentic collection of "make-it-yourself" costume dolls on the market today! And at the unbelievable sales-appealing price of only $1.00 for each kit. You can count on volume sales with these kits because they're actually an educational fun project" for children.

The complete line features twelve 8" dolls in gay, brightly colored costumes, authentically detailed right down to miniature sandals, boots, "wooden shoes" and moccasins. Only simplest hand sewing required. Even inexperienced sewers have fun putting the dolls together . . . and they'll keep coming back for additional kits

Each MIMI KAY doll kit contains everything needed (except stuffing) to complete a doll. Simplified patterns printed right on the felt or other materials. Sequins, beads and other trimming materials included. Novel, quick and easy method of stuffing as described in illustrated instructions. **Packed in attractive window box with four-color photo of finished doll.** Cash in on these sure-selling items by placing your order today!

"FLICKA"

Available in Twelve Popular Personalities:

Charley Chaps, Bronco Bess, Lolani, Plum Blossom (Chinese) Katrinka Hans, Bonnie Rosita (Cuban), Marya (Polish) Princess White Cloud, Chief Thundercloud (Sioux Indian) and Flicka (Swedish)

MIMI KAY *Specialties*

914 Hayes — Oak Park, Ill.

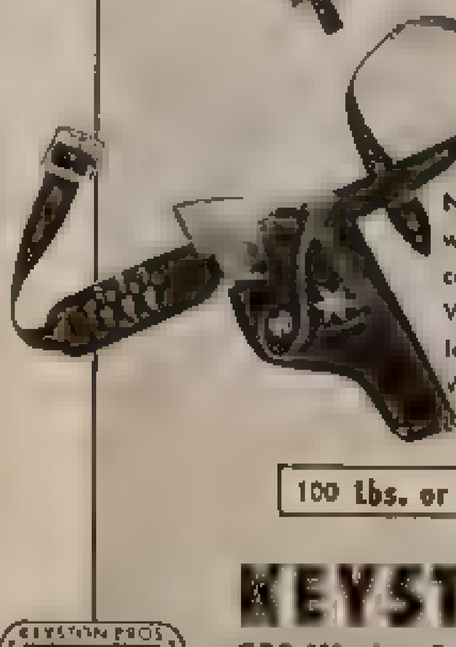
JUNIOR AGENT

HIGH IN SALES APPEAL
LOW IN COST

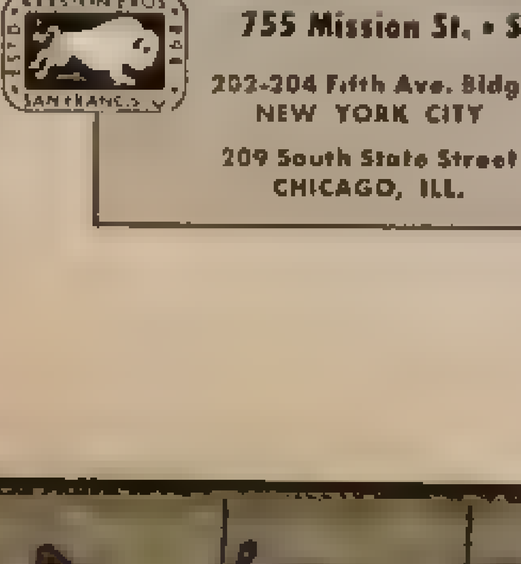
GENUINE COWHIDE

No. 1907—Black Swivel Holster Set, State Police Style. All metal bullets. Full size whistle with cap on 2" leather belt, with Kilgore Private Eye Gun. Individually boxed 1 doz. to carton
Weight per doz. 14½ lbs.
List price..... **$2.98 ea.**

No. 1901—Black Hip Pocket Holster Set and Hubley Dick Gun Metal, 22 cal. dummy bullets. Snap-down gun restraining strap. Buckle guard on belt. Individually boxed 1 doz. to carton
Weight per doz 9¾ lbs.
List price ..... **$1.79 ea.**



No. 1905—Black Shoulder Holster Just like Special Agent's in Bigtime. With Hubley Champ Gun, Dummy 22 cal. metal bullets.
Individually boxed 1 doz. to carton
Weight per doz. 11¾ lbs
List price..... **$2.49 ea**



No. 1903—Black Side Arm Holster Set with Kilgore Private Eye Gun. Slide cartridge holder with silver-like bullets. Wear points riveted for durability
Individually boxed 1doz. to carton
Weight per doz 11¾ lbs
List price **$1.98 ea**

100 Lbs. or More Freight Prepaid

KEYSTON BROS.

755 Mission St. • San Francisco 3, Calif.

202-204 Fifth Ave. Bldg.
NEW YORK CITY

224 Northwestern Ave.
LOS ANGELES, CALIF.

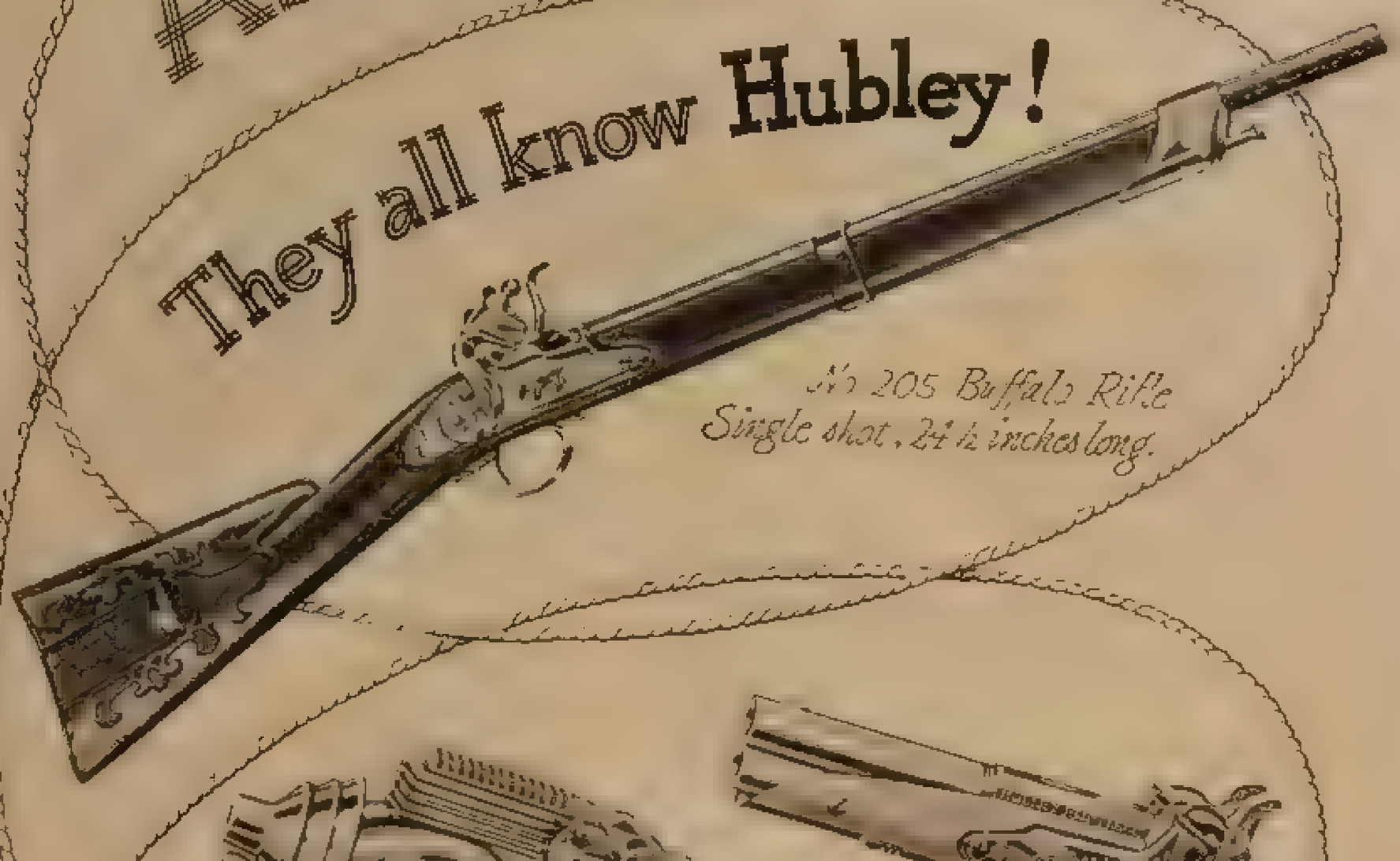
209 South State Street
CHICAGO, ILL.

Box 481
CORAL GABLES, FLA.

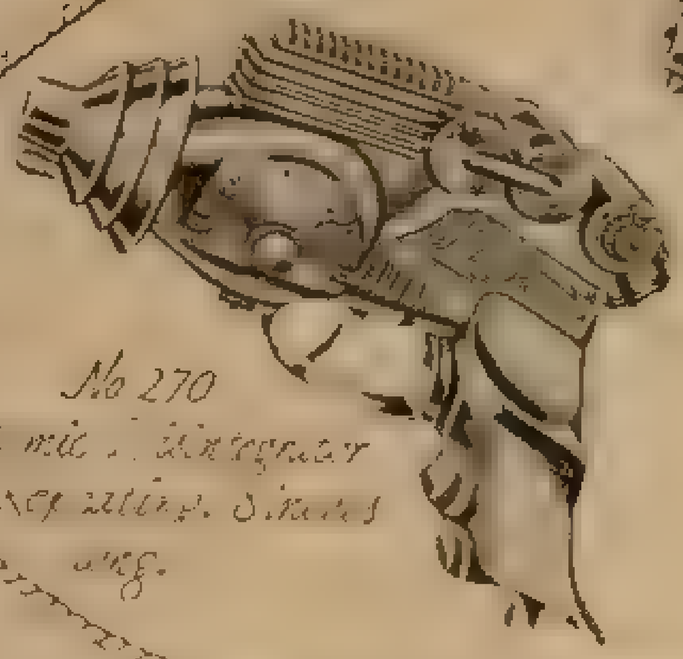
19

Askany Kid

They all know Hubley!

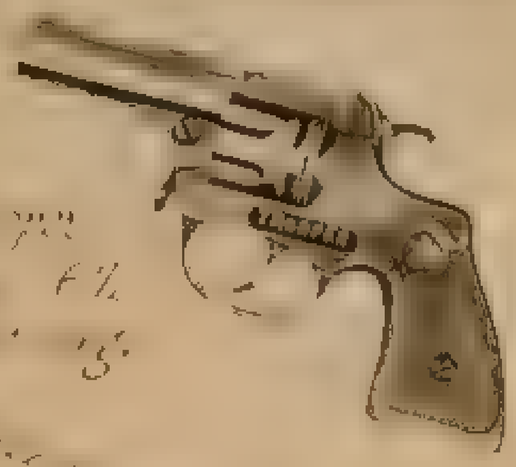


No 205 Buffalo Rifle
Single shot, 24½ inches long.



No 270
Automatic Hammerless
Repeating Pistol
8 shot.

No 280 Flintlock
Hammerless Repeating
Pistol
8 shot.



No 240 Target
Revolver, 6 shot
Hammerless

HUBLEY

CAP SHOOTING

Rifles & Pistols

THE HUBLEY MANUFACTURING CO
LANCASTER PA

The first name
in pre-school toys

HOLGATE TOYS

train as well as entertain

Famous Holgate Toys are in constant demand because they have proved so effective in child development.

Holgate's complete line covers the child's growing needs from 6 months to 8 years. Approved by pediatricians and educators.

Holgate Toys are made of the only wood educators recommend—hardwood

Easier to sell because Holgate advertising pre-sells your customers!

HOLGATE BROTHERS CO., Kane, Pa.

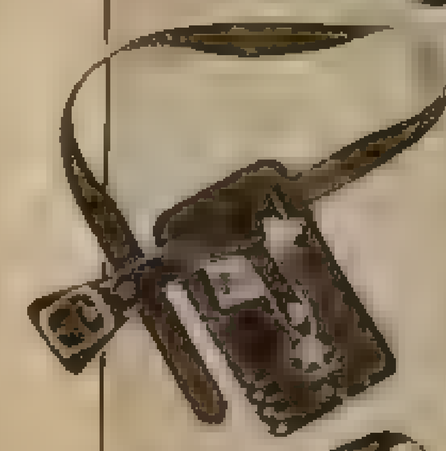
Offices and Showrooms in
NEW YORK: 200 FIFTH AVENUE
CHICAGO: 1424-A MERCHANDISE MART
SAN FRANCISCO: 1355 MARKET STREET
DALLAS: 326 MERCHANDISE MART

JUNIOR AGENT

HIGH IN SALES APPEAL
LOW IN COST

GENUINE COWHIDE

No. 1907—Black Swivel Holster Set State Police Style. A-1 metal bullets. Full size whistle with clip on 2" leather belt with Kilgore Private Eye Gun
Individually boxed 1 doz. to carton.
Weight per doz. 14½ lbs.
List price..... ...$2.98 ea



No. 1901—Black Hip Pocket Holster Set and Hubley Dick Gun. Metal, 22 cal. dummy bullets. Snap-down gun restraining strap. Buckle guard on belt.
Individually boxed 1 doz. to carton
Weight per doz. 9¼ lbs.
List price..... .....$1.79 ea.

No. 1905—Black Shoulder Holster Just like Special Agent's in Bigtime. With Hubley Champ Gun. Dummy 22 cal. metal bullets
Individually boxed 1 doz. to carton.
Weight per doz. 11¾ lbs.
List price..... ....$2.49 ea

No. 1903—Black Side Arm Holster Set with Kilgore Private Eye Gun. Slide cartridge holder with silver-like bullets. Wear points riveted for durability
Individually boxed 1doz. to carton.
Weight per doz. 11¾ lbs
List price $1.98 ea

100 Lbs. or More Freight Prepaid

KEYSTON BROS.
755 Mission St. • San Francisco 3, Calif.

202-204 Fifth Ave. Bldg.
NEW YORK CITY

224 Northwestern Ave.
LOS ANGELES, CALIF.

209 South State Street
CHICAGO, ILL.

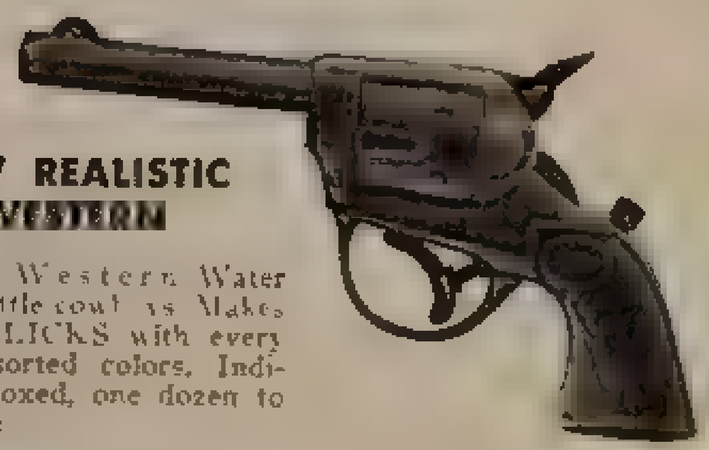
Box 481
CORAL GABLES, FLA.

ROOM 966 HOTEL McALPIN *for* NEW Designs NEW Construction NEW Low Prices NEW & Greater Profits

BOYS AND TOYS, INC.

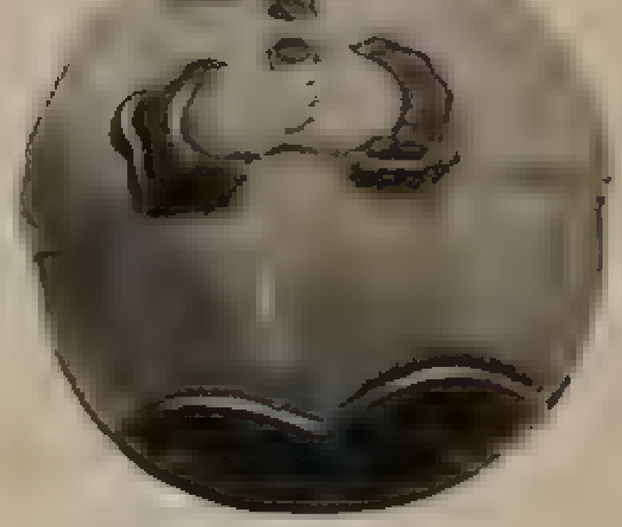
NEW AUTOMATIC CALIBER WATER GUN

Kids will go for this modern, streamlined automatic caliber water gun. Shoots 300 shots. Assorted colors. Pack 1 three or six dozen lots.



NEW REALISTIC WESTERN

Authentic Western Water Gun for little cowboys. Makes LOUD CLICKS with every shot. Assorted colors. Individually boxed, one dozen to the carton.



ROLY POLY CLOWN—

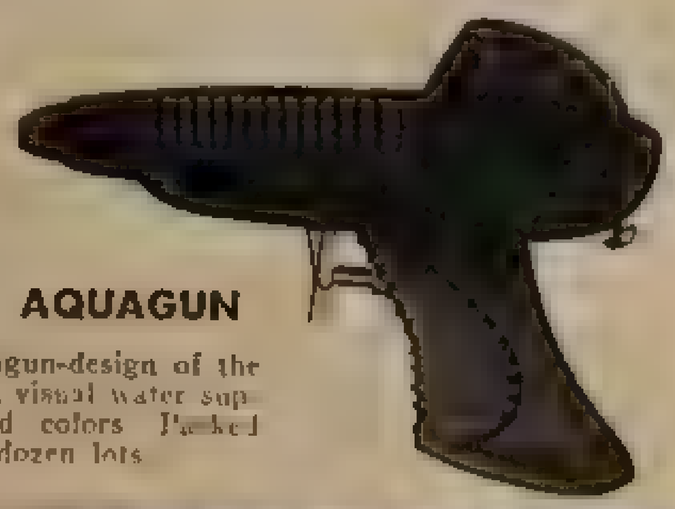
A kid can't get at wall [illegible] heart of any small child. Loaded with patented [illegible] sales appeal for! Weighted for perfect balance. 7½" high, 10" around. Is jolly made. Made plastic, no sharp edges or sharp points, practically indestructible. Details in gay colors individually packaged. Standard carton 2 dozen. Weight 25 lbs. F O B New York, N Y.

NEW SUB-MACHINE WATER GUN

Realistic sub-machine water gun shoots 500 times on one filling! Shots carry over 50 feet. Assorted colors. One dozen to the carton.

THE FINEST PEG BOARD EVER MADE

Little people love to hammer. Let them have their fun and save the furniture. 9 different colored pegs fit into a thick sturdy board. [illegible] pounds away at the pegs with a strong wooden hammer then, up it comes, the board is ever and start again. Natural wood finish. Built to stand rough usage. 24" long, 6½" wide, 5" high. Individually packaged. Standard shipping carton. Weight approximately 33 lbs. F O B North Anson, Maine.



ATOMIC AQUAGUN

Atomic Aquagun-design of the future, plus a visual water supply! Assorted colors. Packed three or six dozen lots.

BOYS and TOYS, INC.
59 WEST 19th STREET • NEW YORK 11, N. Y.

346

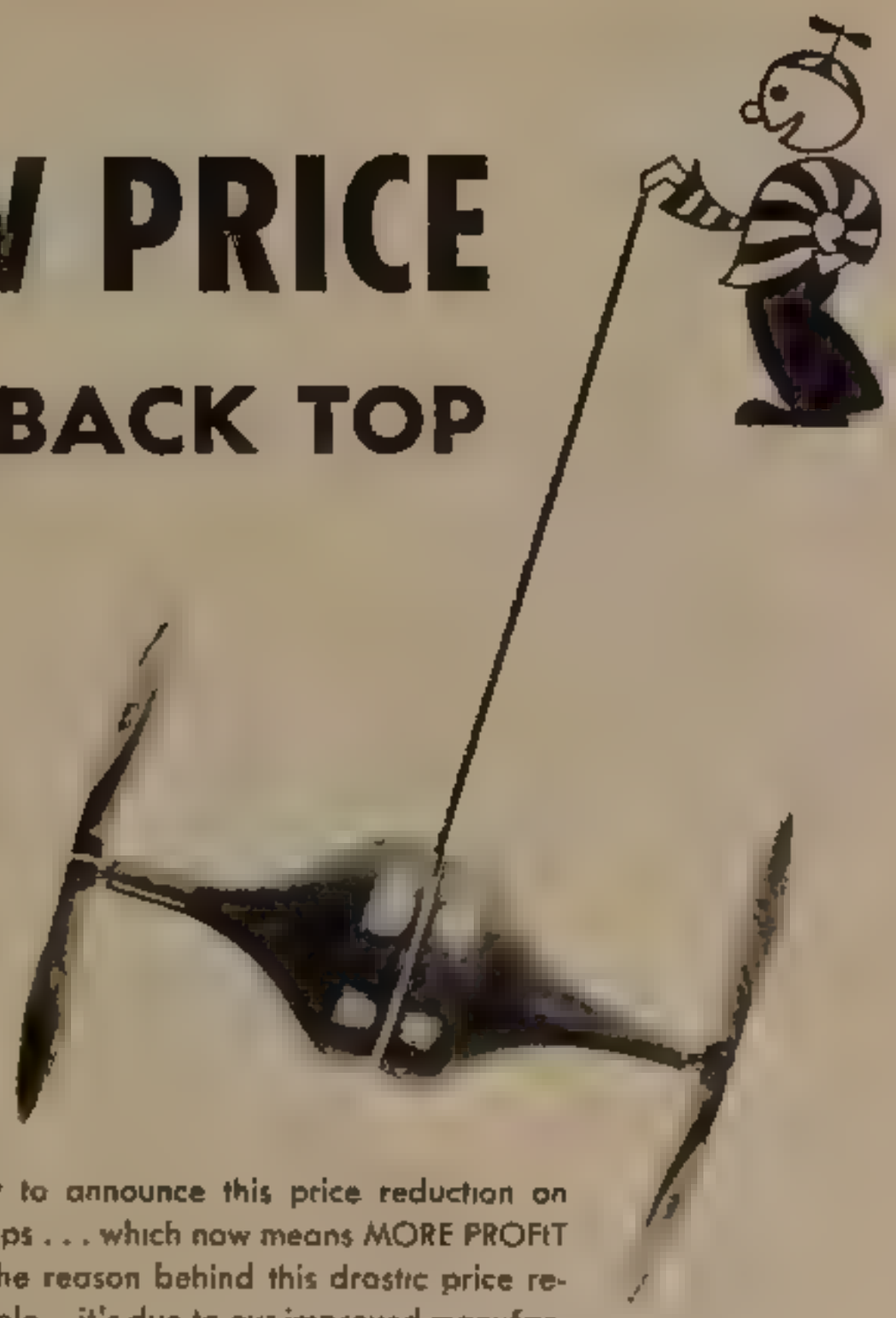
Announcing a...

NEW LOW PRICE

on the WHIZ BACK TOP

Now Only

49¢



We're happy to announce this price reduction on Whiz Back Tops . . . which now means MORE PROFIT FOR YOU! The reason behind this drastic price reduction is simple—it's due to our improved manufacturing facilities and increased productive capacity. We're now equipped to handle an unlimited quantity of orders at this unprecedented low price

Priced right for year-round selling . . . Whiz Back Tops should definitely be on your list of 'toys to buy' . . . for here is an item with appeal for just about every age group from toddler to teen! Finished in bright red and blue, Whiz Back Tops create a symphony of color and motion as propellers whiz . . . going up, down, out-back, etc. It actually teaches coordination to the child, making it educational as well as entertaining.

Comes in attractive, multi-colored box; packed one gross to case. Also available in polyethelyne bags for rack jobbers. Place your order today through any of the sales representatives listed in this ad, or write direct.

WRITE TODAY —
for more information. Jobber inquiries also invited.

PHOENIX ENGINEERING COMPANY

917—49TH ST. SO. **ST. PETERSBURG, FLORIDA**

CONTACT THESE
SALES REPRESENTATIVES
FOR YOUR ORDER:

MERVIN E. BLUM
175 5th Ave.
New York 10, N Y
Me Ver N H Mass R I Conn
N Y State N Y City Pa N
Md Del D C

ROS CO ASSOCIATES
2550 Texas Ave
Minneapolis 16 Minn
Wis Minn Iowa Neb North Da
kota South Dakota

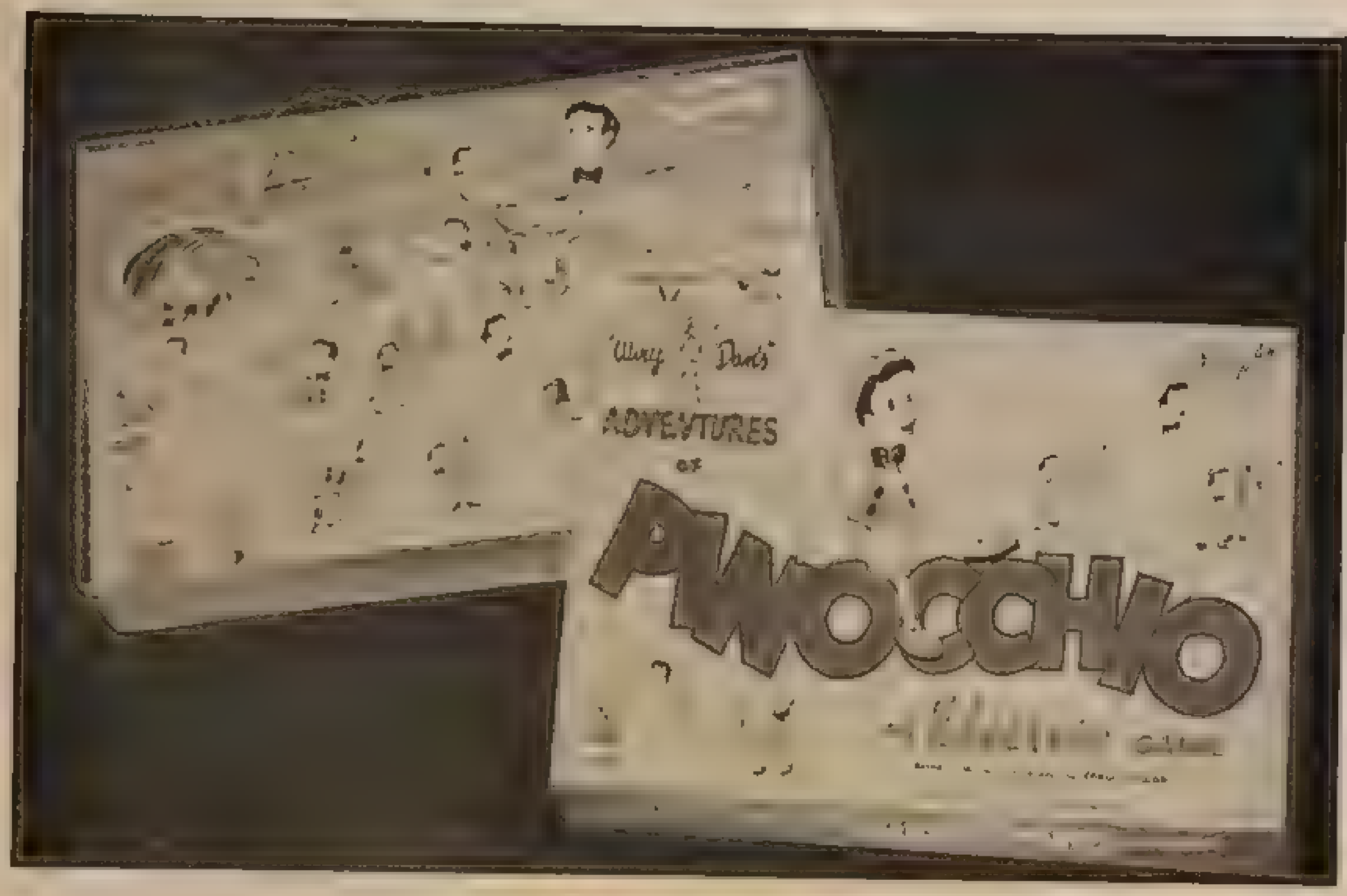
FRENCH ROWLEY
7423 So Kingston Ave.
Chicago 49, Ill.
Ill Mo

RAY LANKFORD ASSOCIATES
7441 Sunset Blvd
Los Angeles 46, Calif.
Calif., Ore Wash., Nev., Idaho,
Mont, Wyo., Utah Colo., Ariz., N.
Mex

HAMPTON WOLFE
3371 N W 18th Terr
Miami 35 Fla
Miss Fla Tenn Ky Va W Va
No Car So Car

CLARENCE W SNYDER
Grand Forest Beach
Huron, Ohio
Ohio Ind Mich.

CRAWFORD SALES CO
2137 Blandin St
Fort Worth, Texas
Texas Arkansas Oklahoma Louisiana



THE ADVENTURES OF PINOCCHIO =619

A simplified Electric Game based on the original story by Carlo Collodi

HIT NO. 3 IN WIRY DAN'S NEW 98c LINE

• SUPER SIZE • BEAUTIFUL COLORS • FOOLPROOF CONSTRUCTION

See our new Electric and Non-Electric lines at the Toy Fair

Room 1111—200 - 5th Ave.

Room 521—Hotel McAlpin

TRAVEL AMERICA #603
Questions & Action Combined **98c**

HOWDY DOODY'S
DOODLER #615
Ass't Games, Quizzes **98c**

KNOW AMERICA
BASEBALL
FOOTBALL
HOT ROD
GHOST
Now Only **79c**

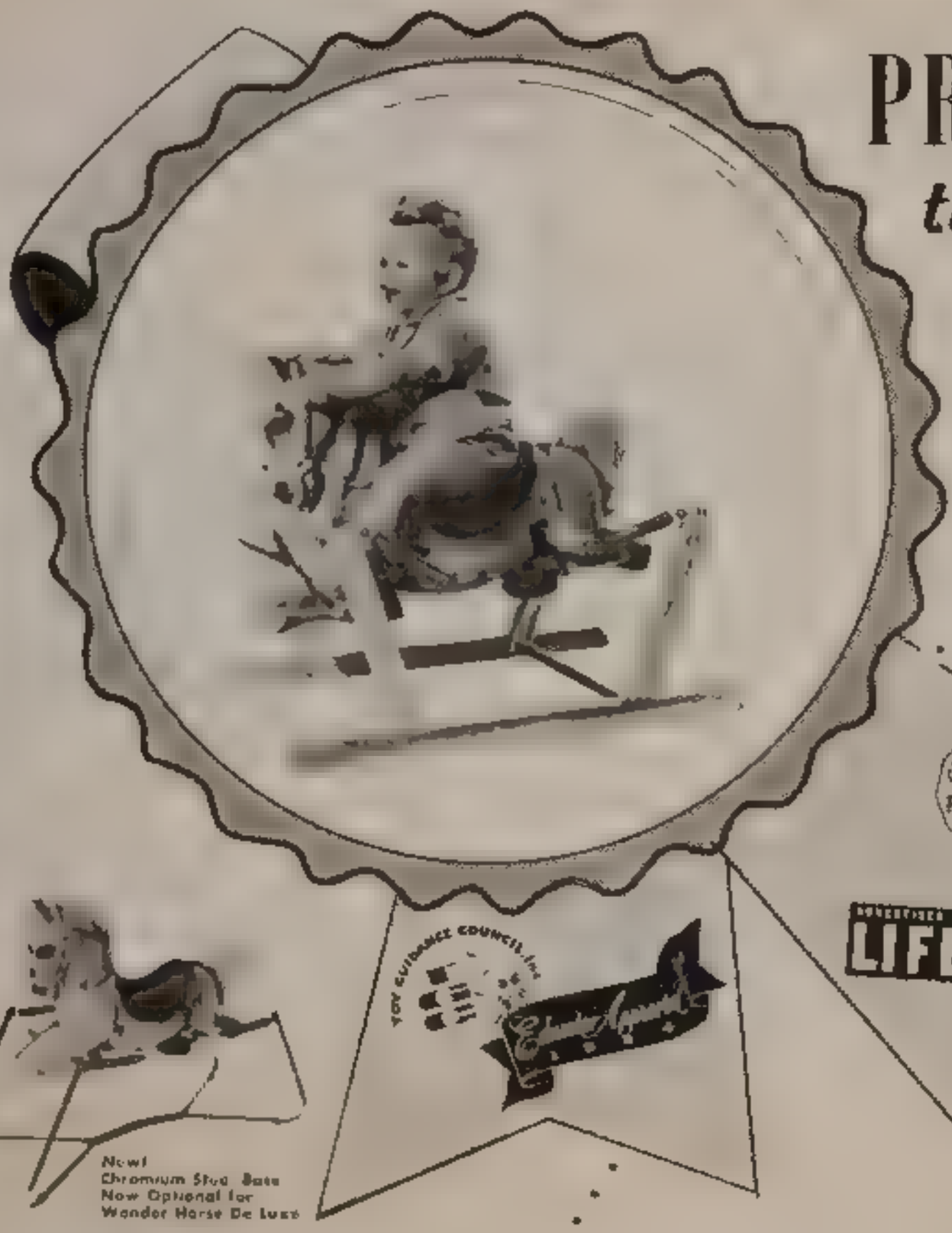
AND THEY'RE IMPROVED FOR '54

ANOTHER H-G PRODUCT

HARETT-GILMAR INCORPORATED

General Offices: Far Rockaway, New York
N. Y. Showrooms: 200 Fifth Ave., Rm. 1111

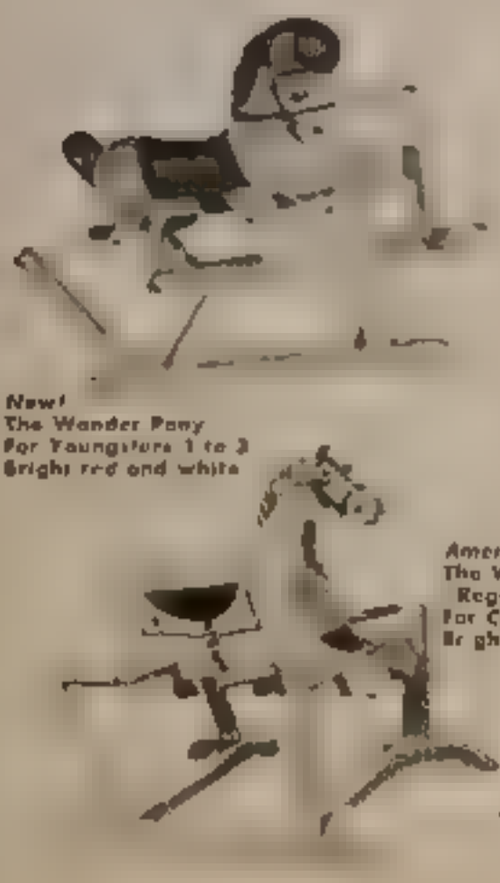
PRESTIGE
that pays



COMMENDED PARENTS

LIFE

New!
Chromium Steel Base
Now Optional for
Wonder Horse De Luxe



New!
The Wonder Pony
For Youngsters 1 to 3
Bright red and white

America's Favorite!
The Wonder Horse
Regular!
For Children 1 to 6
Bright red and black

Of all the 104 Prestige Toys in the Toy Guidance Council's record 954 promotion none packs more profit features than Wonder Horse De Luxe. Here are a few reasons you will want to stock the Wonder Horse early this year

1. Full participation in $1,300,000 Toy Guidance promotion program including big time TV advertising
2. Parent's Magazine Seal of Commendation with powerful advertising in Parent's Magazine and merchandising follow through
3. Advertised in sale—carrying full benefits of the Toy Promotion
4. Patented Magic Spring Action that children love. Healthful fun for youngsters 1 to 7. Molded of extra strength plastic in rich natural color of Palomino
5. Complete sales aids including filmed TV spots
6. FAIR TRADED to protect your profit

In A Stellar Wheel Era

THE WONDER HORSE "It's gaited"

WONDER Products Co.

Manufacturers

Collierville, Tenn. Suburb of Memphis Tel. LD 4242

LOOK FOR THE DOT ...

No. 2158 WyanDOTte's Five Unit Mechanical Train with Crossover

C ear the tracks!—here comes a carload of excitement. Lithographed engine w th ring- ng bell and electric headlight. You can a most sme l the cinder smoke from the tender with imitation coal Box car . . . caboose four straight tracks . . twelve curved tracks One crossover Automat c start-stop attachment makes switching and stat on stops possible for more rea st c performance Exclu sive banked track feature al ows u-tra h gh speed operation. One ha l dozen n sh pp ng con a ner

W

ON WYANDOTTE TOYS

That DOT tells you it's WyanDOTte . . . "a great name in Toys." It's your guarantee of dependability, top quality, quick saleability . . . good, sure profits.

Yesterday's children joyfully welcomed WyanDOTte Toys . . . just as *their* children do today! That's because, down the years, WyanDOTte Toys have been made chock full of exciting play value . . . loaded with fun.

Keeping that name on top—through consistent performance and promotion—is our promise and our pledge to you.

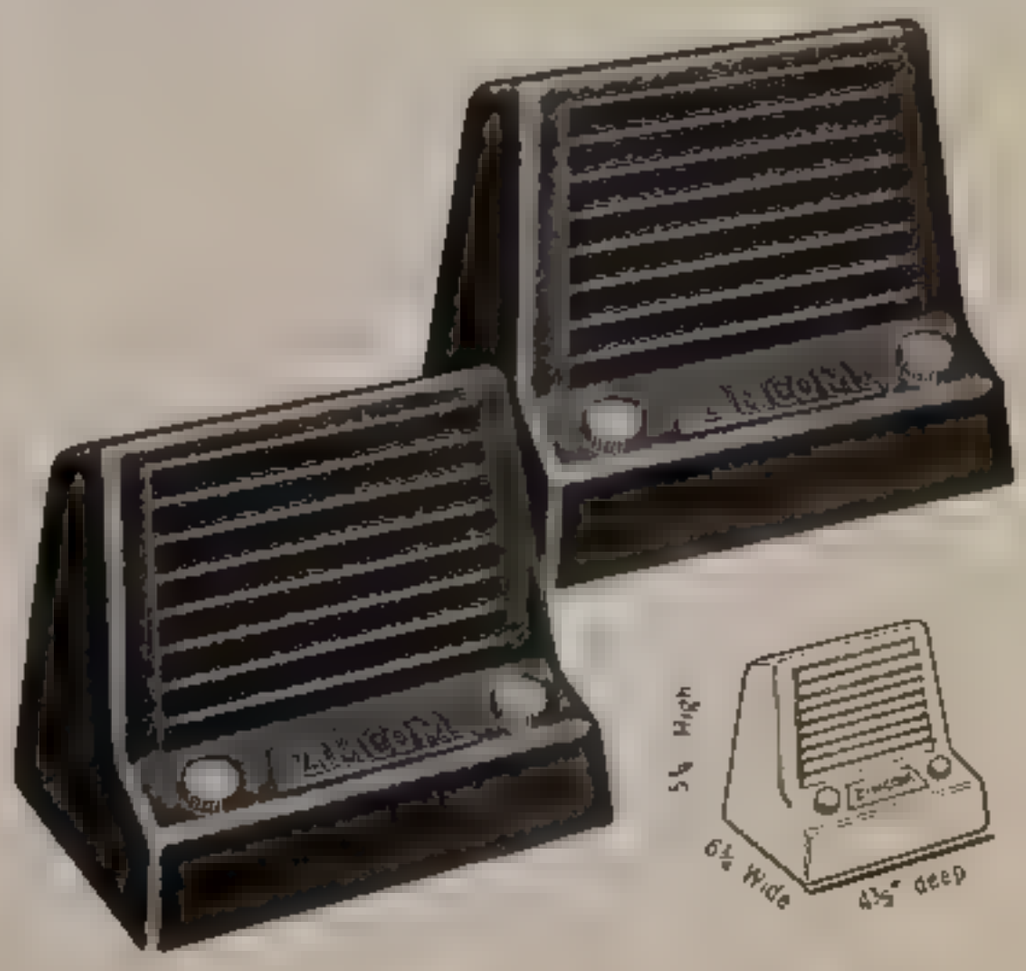
STEEL TOYS
POP GUNS
R FLES
CAP PISTOLS
HOLSTER SETS
MECHANICAL TRA NS
DURABLE PLASTICS

You need our CATALOG . . . send for it!

ALL METAL PRODUCTS CO., WYANDOTTE, MICHIGAN, U.S.A.
NEW YORK SALES OFFICE: 200 FIFTH AVENUE, NEW YORK 10, NEW YORK
EXPORT OFFICE: 112 E. 19th ST., NEW YORK 3, N. Y.

SPECIAL OFFER
FOR
Zimphone* Users
200
FOOT ROLLS
ONLY 1¢
PER FOOT
(LESS USUAL TRADE DISCOUNTS)
2 Way
WEATHER-PROOF
APPROVED BY
U. S. ARMY SIGNAL CORP.
Zimwire*
ESPECIALLY DESIGNED TO OPERATE ZIMPHONE S UP TO 1 MILE
HIGH FIDELITY VOICE TRANSMISSION . . . TALK OR SING!
HERE'S EVERY NEED
FOR COMMUNICATING
IN PLAY, PRACTICAL
PROFESSIONAL USES
ZIMWIRE* IS SPECIFICALLY DESIGNED TO WITHSTAND SEVERE WEATHER CONDITIONS AND HAS TREMENDOUS STRENGTH AND DURABILITY. WILL LAST FOR YEARS AND YEARS
1 WEATHER-PROOF COTTON BRAID OVERALL
2 RUBBER INSULATION
3 SEVEN STRANDS
SIGNAL BUZZ
TALK
LISTEN
VINTAGE PRODUCTS CO.
TOYS CREATED AND MANUFACTURED BY
THE JAY V. ZIMMERMAN COMPANY
1320 So. Grand Blvd. - St. Louis 4, Mo.

* Professional Performance at Toy Prices



ZIMCOM

2-Intercom Buzz Set

(Model #1200) **$9.98** retail

TOY GUIDANCE PRESTIGE SELECTION

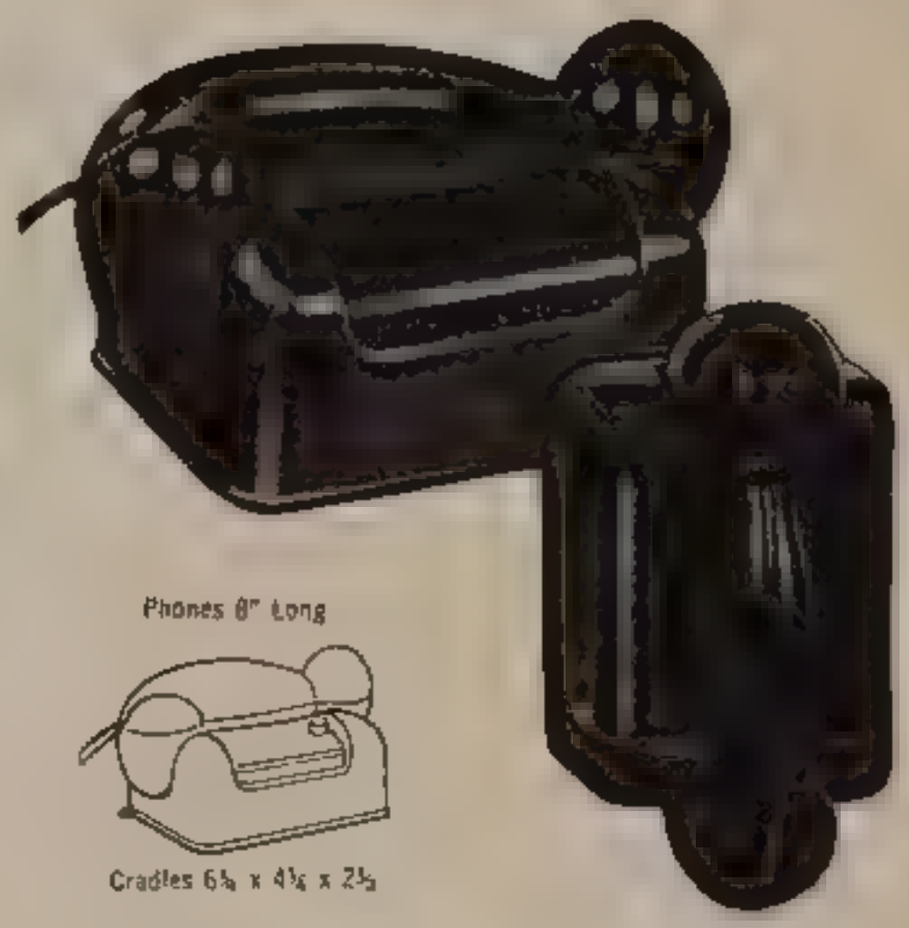
4-INCH SPEAKER, A[illegible] V, for [illegible] fidelity professional [illegible]

BUZZER SYSTEM built [illegible]

SELF-CONTAINED design[illegible] break[illegible]

SAMPLES NOW [illegible]

UNCONDITIONALLY GUARANTEED



ZIMPHONE

2-Phone Cradle Set

(Model #666) **$5.98** retail

IN JUNE LIFE TOY PROMOTION

PROVEN [illegible]

TESTED, accepted [illegible]

REALISTIC [illegible]

IMMEDIATE SHIPMENTS #600 [illegible]

Are YOU missing [illegible]?

UNCONDITIONALLY GUARANTEED

VINTAGE PRODUCTS COMPANY, ST. LOUIS 4, MO.

SHOW ROOMS AND SALES ASSOCIATES [illegible] **EAST** [illegible] New York **MIDWEST** [illegible] 13 So Grand St Louis 4 Mo **FAR-MIDWEST** – [illegible] **SOUTH** [illegible] Dallas Tex **WEST** – [illegible] Dept 3 San Francisco Calif

JAY V. ZIMMERMAN ANNOUNCES

A COLORFUL GALA ARRAY

THEY MUST BE SEEN

"HOW DO THEY DO IT AT THE PRICE?"

★ ★ ★ ★ ★ *FEATURING THE ONE AND ONLY* ★ ★ ★ ★ ★

"ZIMPHONE"

SOLD ONLY BY VINTAGE PRODUCTS CO.

PLUS! NEW DE LUXE ZIMPHONES

ALSO ELECTRONIC WALKIE-TALKIE PHONES AT $1.98! BINOCULARS 79c!

ALSO FULLY PATENTED! NEW!

COLORFUL VOLUME STARS BY

ZANY TOYS!

FEATURING THE AMAZING NEW MOVING ARMS LEGS HEAD EYES MOUTH

VENTRILOQUIST DOLL

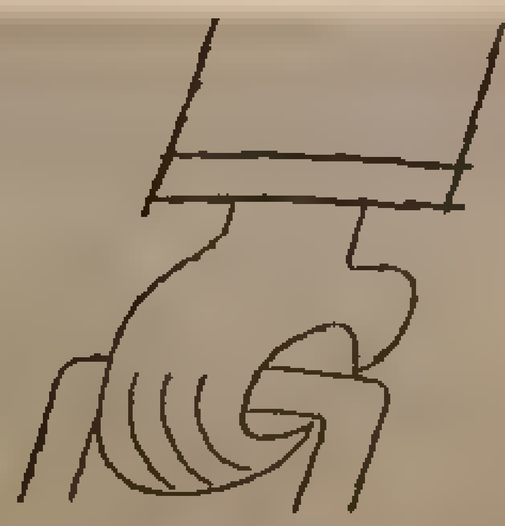
CREATED BY WORLD FAMOUS "MARY CHASE"

SEE! ROOM 424 200 FIFTH AVE. BLDG, N. Y. C
ROOM 14-113 MERCHANDISE MART, CHICAGO
1533 WILSHIRE BLVD. LOS ANGELES, CAL. **NOW!**

VINTAGE PRODUCTS CO.- ZANY TOYS INC., ST. LOUIS 4, MO.

[redacted]

69



Thank you, Mr. Toy Buyer

thank you . . . for your enormous response and interest in our Lucky Number Drawing at the Toy Fair

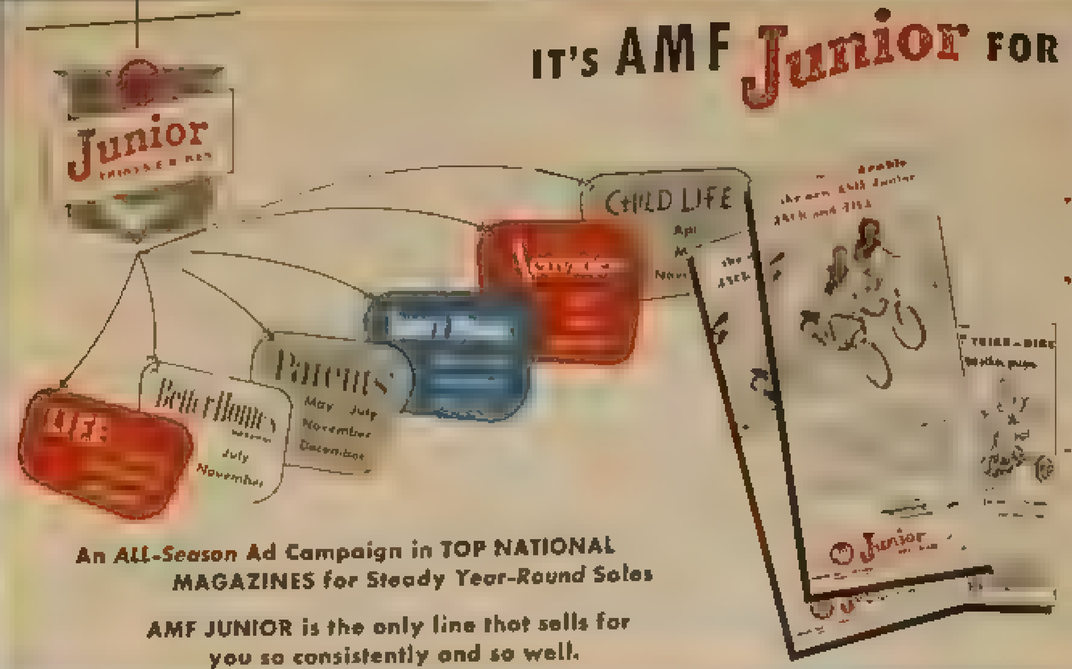
thank you . . . for your attendance at the Toy Fair. Seldom in its history has it seen so many of you.

thank you . . . in the name of our licensees for again conclusively demonstrating your preference for Walt Disney Character Toys

WALT DISNEY PRODUCTIONS, INC. • 1270 Sixth Ave. • New York 20, N. Y.

[redacted]

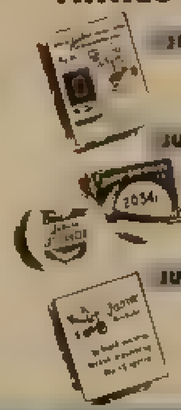
IT'S AMF Junior FOR THE BEST-SELLING LINE · THE BEST PROMOTED LINE



An *All-Season* Ad Campaign in TOP NATIONAL MAGAZINES for *Steady Year-Round* Sales

AMF JUNIOR is the only line that sells for you so consistently and so well.

3 EXCITING PROMOTIONS! TO SELL AMF JUNIOR TRIKES AND BIKES FOR YOU *all year long!*



JUNIOR COLORING CONTEST! —hundreds of wonderful prizes! Books in April CHILD LIFE and CHILDREN'S ACTIVITIES—extends through May. Perfectly timed to spark Spring sales. Contest will reach millions of boy and girl prospects—will make them more JUNIOR conscious than ever before. And your store can be Contest Headquarters!

JUNIOR BIRTHDAY PROMOTION! —6 big color ads—LIFE, BETTER HOMES & GARDENS, PARENTS and TODAY'S WOMAN—will strongly promote AMF JUNIORS as perfect birthday gifts. Scheduled for May, June and July, the JUNIOR Birthday Promotion will produce day-in, day-out sales for you all through Spring and Summer!

And to boost sales even higher—AMF JUNIOR offers the exciting Sky Ranger Emblem for shirt or jacket and the Metal Sky Ranger License Plate free with every Sky Trike!

JUNIOR CHRISTMAS PROMOTION. —8 dominating color ads plus space in the giant LIFE Christmas Toy Promotion! These ads will create a terrific, nation-wide demand for AMF JUNIORS during the Christmas selling season. Running in all six national magazines listed on the facing page, these ads will be read by millions. Thousands of these fine prospects are right in your trading area!

MORE APPEAL, MORE MODELS IN SIDEWALK BIKES

New JUNIOR "Jack and Jill" convertible sidewalk bikes feature removable cross bar. These bikes quickly convert from boy's to girl's model and back again! With "Jack and Jill", you're really selling two bikes for the price of one. Beautiful styling, strong construction and exclusive play features give your customers even more for their money. Shown are two of JUNIOR'S complete line of regular and convertible sidewalk bikes.

NO. 818 JACK and JILL DELUXE SIDEWALK BIKE

NO. 824 JACK and JILL® SIDEWALK BIKE

AMF JUNIOR'S ALL-NEW VELOCIPEDE LINE

Truly, here is the "most of the best" in velocipedes! From the sleek, futuristic new Sky Trike to the ever-popular JUNIOR Pedal Bike for tots—JUNIORS will give you more sales, your customers more value in 1954. 8 different styles—6 different sizes. There's a wonderful JUNIOR Trike for every child from 2 to 7.

THE THRILLING NEW *Sky Trike*

NO. 808-THE PLAY PACKED NEW TOW TRIKE

and for powerful sales help

DYNAMIC SALES POWER—WORKING FOR YOU!

Complete Tie-in Material Makes
AMF JUNIOR's National Ad Campaign
Pay Off In Your Store!

For Your
AMF JUNIOR Birthday Promotion

- Ex[illegible] Counter D[illegible]
- No-d Sel[illegible] Envelope Stuffers
- [illegible] How To Choose
- New paper Ad Mats

For Your
AMF JUNIOR Coloring
Contest Promotion

- [illegible] Entry Blanks
- Attention Getting Window and Wall Posters

New Junior Display Stand

send for FREE promotion kit!

AMF JUNIOR TOY CORPORATION
215 Marble Street • Hammond, Indiana

Please send me [illegible] DISPLAY STAND
[illegible] AMF JUNIOR MATERIAL

Name

Store Name

Address

City Zone State

Junior
TRIKES & BIKES

SHAPE OF SALES TO COME

new features

new models

new styling

DEALER TIE-INS—Streamers, Mats, Banners, Posters, Sidewalk Stencils

STEADY, YEAR-ROUND SALES!

SELL THIS GREAT *Model* LINE-

This year your customers will be reading about Model Toys in the greatest advertising and promotion campaign in our history. A continuing program featuring national magazines plus participation in the Hearst Sunday Supplement, Saturday Evening Post premium, the Toy Guidance Council Prestige Selection promotion and

Model No 2013

BARBER GREENE BUCKET LOADER

Ages 4 to 9

Model No. 2009

EUCLID BOTTOM DUMP TRUCK

Ages 4 to 8

Model No. 2012

CATERPILLAR D8 TRACTOR and

HEILINER-SCRAPER

Model No 2011

Ages 5 to 9

Model No. 2006

ADAMS ROAD GRADER

Ages 4 to 9

Model No. 2010

AMERICAN-LA FRANCE PUMPER

Ages 5 to 9

FOR GREATER-THAN-EVER PROFITS!

. . . there will be THREE Model Toys in the big LIFE-Christmas promotion to bring you higher sales volume and greater profits. Be ready with an ample stock of Model Toys. Write for catalog and full details.

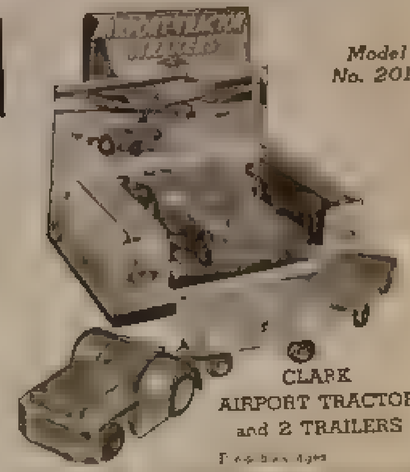
AS ADVERTISED IN LIFE

Model No. 2017

MT SPORTS CAR KIT

For All Ages

Model No. 2015



CLARK AIRPORT TRACTOR and 2 TRAILERS

For Ages

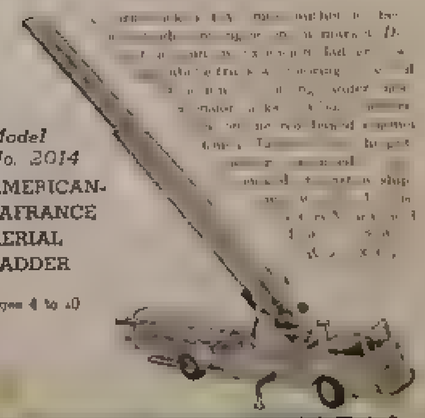
Model No. 2007

UNIT MOBILE CRANE

Model No. 2014

AMERICAN-LAFRANCE AERIAL LADDER

Ages 4 to 10



DOEPKE Model Toys

The Chas. Wm. Doepke Manufacturing Co., Inc., Rossmoyne, Ohio, U.S.A.

MOST SIGNIFICANT . . . TIMELY TRAIN PROMOTION IN YEARS

TO HELP YOU TURN TODAY'S TRAIN WANTS INTO TYCO SALES AT YOUR COUNTER

TYCO HO TRAINS

TRIPLE ACTION CAMPAIGN

1

November 29, right at beginning of Christmas buying, TYCO ad appears in LIFE.

26,500,000 LIFE readers will be exposed to this sense-making TYCO sales message: "The Most Railroad In The Least Space."

Your own customers — hundreds of them (each issue of LIFE reaches 1 out of every 4 households in every community) — will see, read and be influenced.

2

They will come into your store to buy their TYCO HO Trains because they will see your store listed* right in the TYCO ad. Thus you will benefit by the full impact of the campaign in your local trading area just as though you ran your own ad in LIFE.

*Write today for details of LIFE ad listing and plans of TYCO Space S T R-E T C H E R System

3

To help you reap every possible dollar of return from the LIFE campaign, TYCO offers complete package of hard-hitting sales promotion material

This consists of

- Ad mats
- Window Streamers
- Consumer folders in full color
- As-Advertised in-Life easel counter display cards
- Colorful scenic background piece
- Data sheet for retail clerks
- Radio and TV commercials
- Copy suggestions for local advertising

Also available are photo and plans of TYCO's Space S-T-R-E-T-C-H-E-R System* — an eye-filling railroad layout (this will be featured in the LIFE ad) that shows dramatically what can be done in an area of only 4 x 4 feet.

No. 1-756 — TYCO-PAK POWER UNIT $9.95 list

This 3-Pak control and power unit (not comes with Sets T-100, T-1003, T-1003-N, or sold separately) lets you pick 110 volt A.C. house current or D.C. and delivers it up to 6 volts. Knob controls engine speed. A flip of the lever makes train go forward or backward. Tyco-Pak is guaranteed and has Underwriters' Seal of Approval. 6 watts. Shipping carton. Shipping weight 32 lbs.

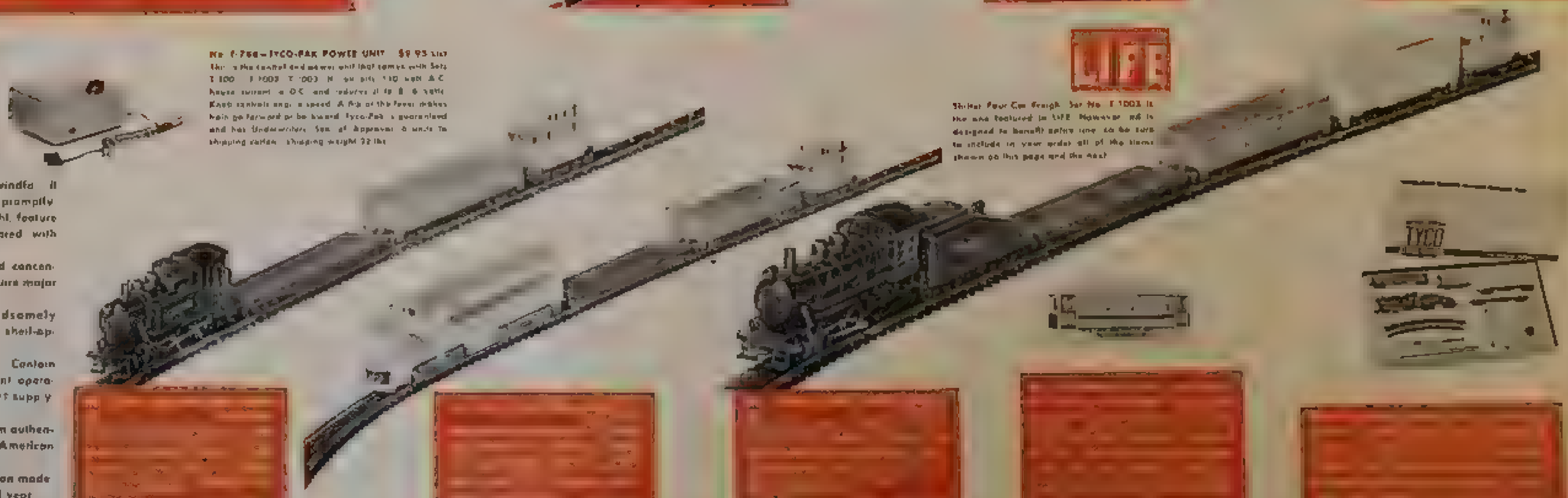
LIFE

Starter Four Car Freight Set No. T-1003 is the one featured in LIFE. However, all is designed to benefit active toys so be sure to include in your order all of the items shown on this page and the next.

But....

to get in on this LIFE windfall it is necessary to order promptly. Look over TYCO's bright, feature packed line. It's suggested with store enlargement.

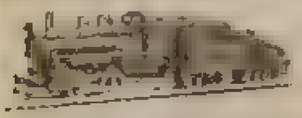
- Line is compact and concentrated. Does not require major investment
- Smartly and handsomely packaged. Intensive shelf-appeal
- Sets are complete. Contain everything for instant operation including power supply
- Realistic 2-rail track
- Every car and loco an authentic scale model of American railroad equipment
- Every product precision made. Guaranteed for a full year



Every Custom in the Set : TYCO Set

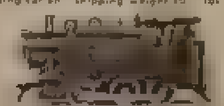
EVERY ITEM ON THIS PAGE COMPLETELY FINISHED READY TO OPERATE

No T 313 – PACIFIC LOCOMOTIVE $34.95 List
A beauty of a model. Here's the power you've been looking for. Big 4-8-0 ... with all parts which can be moved or rotated ... powerful ... operates on 3 rail or 2 rail ... Shipping carton ... shipping weight 5 lbs.



No T 309 SW ICHER LOCOMOTIVE $33.95 List
... shipping carton ... shipping weight 5 lbs.

No T 3 8 DIESEL LOCOMOTIVE B UNIT
$18.95 List
... shipping carton ... shipping weight 10 lbs.



No T 317 3 DE YANE LOCOMOTIVE $18.95 List
... shipping carton ... shipping weight 6 lbs.

No T 308 FLAT CAR $2.95 List
... shipping carton ... shipping weight 4 lbs.

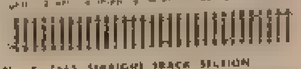
No T 309 6 WHEEL CABOOSE $3.50 List
... shipping carton ... shipping weight 3 lbs.

No T 310 GONDOLA $3.50 List
... shipping carton ... shipping weight 4 lbs.

No T 311 BOX CAR $3.95 List
... shipping carton ... shipping weight 5 lbs.

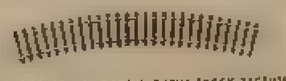
No T 314 STREET CAR $10.95 List
... shipping carton ... shipping weight 3 lbs.

No T 303 3 SWITCHES pair $9.00 List
... shipping weight 8 lbs.



No T 5063 STRAIGHT TRACK SECTION
... shipping weight 1 lb.

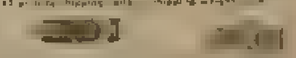
No T 15644 4 STRAIGHT TRACK SECTION
... shipping weight 1 lb.



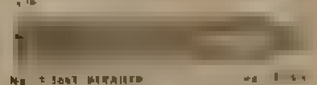
No T 15644 12 RADIUS CURVE TRACK SECTION
... shipping weight 1 lb.

No T 15645 12 RADIUS CURVE TRACK SECTION
... shipping weight 1 lb.

No T 15646 2 CURVE TRACK SECTION
... shipping weight 1 lb.



No T 15606 CLIP ON CONNECTORS pair 30 List
... shipping weight 1 lb.



No T 5067 RERAILER
... shipping carton ... shipping weight 1 lb.

No T 307 BUMPER POST
... shipping carton ... shipping weight 2 lbs.

No T 749 90 CROSSING TRACK SECTION
... shipping weight 2 lbs.

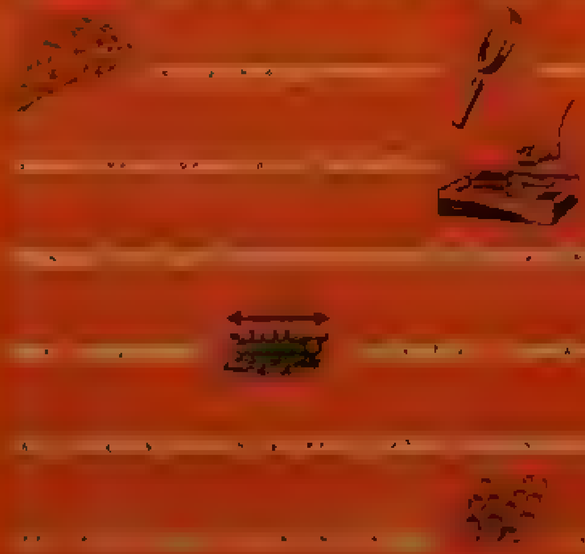
No T 7 UNCOUPLING RAMP
... shipping weight 1 lb.

No T 15607 TERMINAL TRACK SECTION
... shipping weight 1 lb.

TYLER MANUFACTURING CO., INC.
Factory Woodbury Heights, N. J.
Show Room E. S. Miller Associates Room 359 200 Fifth Ave. New York 10 N Y

1954

IT'S TIME
TO CHANGE TRAINS
MR. TOY BUYER



TYCO will be
ADVERTISED IN
LIFE
to make doubly sure you get volume sales

Bearings scored by car dumping?

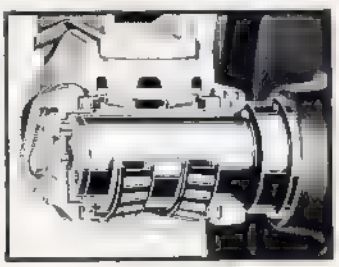
Not when they're TIMKEN® tapered roller bearings

WHEN a freight car is operated in a car dumper, the load per journal is momentarily doubled. That's because the load is carried on four journals instead of eight. Under these conditions, if there is any lateral movement within the roller bearing as the car is tilted, there is a good chance that the bearing will be scored, thereby seriously reducing bearing life.

That is, unless the cars have axles mounted on Timken® tapered roller bearings. Because they're tapered, Timken bearings take not only the up-and-down, or radial load, but the sideways, or thrust loads as well. Lateral movement within the bearing is impossible. There's no chance of scoring.

Furthermore, Timken tapered roller bearing journal boxes are equipped with rubbing seals. Only with this type of seal can there be assurance that there will be no leakage of lubricant when the car operates in a car dumper.

Get what you pay for when you switch to roller bearings to end the hot box problem and cut operating and maintenance costs to a minimum. Get Timken tapered roller bearings. The Timken Roller Bearing Company, Canton 6, Ohio. Canadian plant: St. Thomas, Ontario. Cable address: "TIMROSCO".



TIMKEN
TRADE-MARK REG. U.S. PAT. OFF.
TAPERED ROLLER BEARINGS

NOT JUST A BALL NOT JUST A ROLLER THE TIMKEN TAPERED ROLLER

BEARING TAKES RADIAL AND THRUST LOADS OR ANY COMBINATION

Canadian Pacific's 84 new coaches, dome cars and diners roll on TIMKEN® bearings

As part of its $40,000,000 improvement program the Canadian Pacific Railway is putting into service 84 new stainless steel coaches, dome cars and diners. All will be modern cars equipped with Timken® tapered roller bearings to eliminate the expensive hot box problem—cut operating and maintenance costs.

Because of their tapered design, Timken bearings are the only journal bearings that deliver what you expect when you buy a roller bearing. They're the only bearings you can count on to end the hot box problem and cut operating and maintenance costs to a minimum.

Because of their taper, there's no lateral movement in Timken bearings. No lateral movement to score rollers and races, shorten bearing life. No lateral movement to pump lubricant through the seal and out of the journal box, draw dirt and water in.

Because of their taper, Timken bearings have positive roller alignment. Ends of rollers are held snug against the rib and their wide area contact keeps rollers properly aligned. The rollers can't skew to upset full line contact. The load is always carried the full length of the rollers

With passenger trains on roller bearings, the next great step in railroading will be converting freight trains to roller bearings, too. And this step is a lot nearer now because a new Timken heavy-duty bearing assembly cuts the cost of applying roller bearings to freight cars 18% to 25%. This new bearing assembly fits all types of side frames and comes pre-assembled and pre-greased. Complete information is yours for the asking.

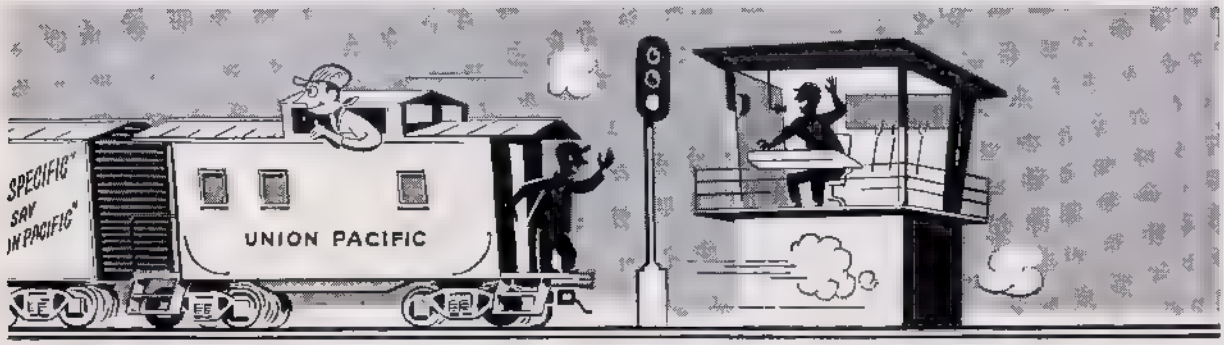
Make sure you get all that a roller bearing can give you. Get Timken tapered roller bearings. The Timken Roller Bearing Company, Canton 6, Ohio. Canadian plant: St. Thomas, Ontario. Cable: "TIMROSCO".

TIMKEN
TRADE-MARK REG. U. S. PAT. OFF.
TAPERED ROLLER BEARINGS

NOT JUST A BALL NOT JUST A ROLLER THE TIMKEN TAPERED ROLLER
BEARING TAKES RADIAL AND THRUST LOADS OR ANY COMBINATION

Our roadbed's smooth (it's kept that way)

Your shipment's safe and sound,



And experts guard against delay

All hours the clock around . . .

There are eleven states served directly by Union Pacific. Alphabetically, these are California, Colorado, Idaho, Kansas, Montana, Nebraska, Nevada, Oregon, Utah, Washington and Wyoming. Hauling freight to and from these states is a vitally important job. That's why the "U.P." uses modern diesel powered freight trains . . . why its personnel is so carefully trained, so eager to please . . . why its roadbed is so perfectly conditioned. *Ship Union Pacific—you'll be glad you did!*

UNION PACIFIC RAILROAD

UNION PACIFIC RAILROAD

(Offices in 70 cities throughout the U. S. A.)

Ride the Streamliner "City of Portland"

to the Magnificent Northwest!

UNION PACIFIC RAILROAD

The glorious Columbia River Gorge as seen from the "City of Portland"

There is one very good reason for going to the Pacific Northwest by Union Pacific—on the "CITY OF PORTLAND." For 200 miles your train runs parallel to the Columbia River Gorge. You will want to arise early to enjoy the breath-taking panorama—at eye level

The Streamliner provides the utmost in travel comfort . . . in Pullmans, or in Coaches with relaxing leg-rest seats, plus the finest of dining-car meals served graciously.

* * *

Also convenient service to Tacoma-Seattle. Ask your ticket or travel agent

UNION PACIFIC RAILROAD

Mail Coupon Today

UNION PACIFIC RAILROAD
Room 692, Omaha 2, Nebr.

I am interested in a train trip to the Pacific Northwest.

Please send free booklet.

Name_____

Address_____

City_____ Zone___ State____

Also send information about All-Expense Vacation Tours ☐

The Story of PERFECT SHIPPING in a Nutshell

Presented in recognition of the efforts of Union Pacific employees to promote PERFECT SHIPPING

O. J. WULLSTEIN, GENERAL CLAIMS AGENT

UNION PACIFIC RAILROAD

OMAHA, NEBR.

TRU-MINIATURE

announces the thrilling new...

1954 Plymouth

sedan

HERE'S just one of the twelve exciting new mechanized toys coming in Product Miniature's astonishing new line for 1954!

We promise your eyes will pop when you see the "buy appeal" of the new Tru-Miniature line at the TOY FAIR.

HOTEL NEW YORKER
ROOM 847

FIFTH AVE. BLDG.
ROOM 209

* MOTORIZED
* TWO-TONED
* TINTED WINDOWS

PRODUCT MINIATURE COMPANY, INC.
[illegible] South 34th Street Milwaukee 14, Wisconsin

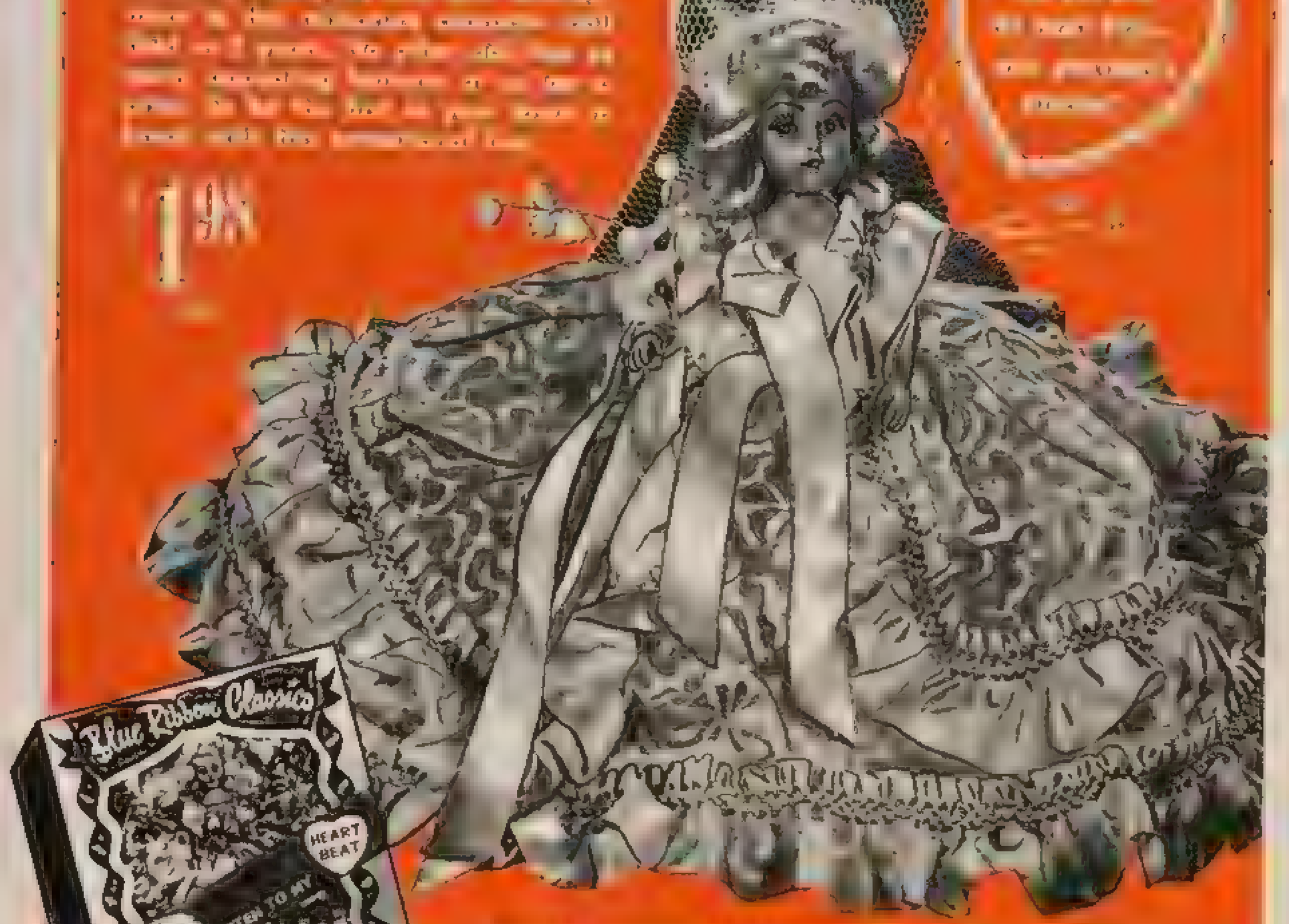
Watch for other models

Presenting the NEW, EXCLUSIVE

almost alive

HEART BEAT DOLL

(Patented)



Individually boxed in attractive 3-color window carton front box 11 x 12. Packed 6 dz to carton. 4 doz or assorted weights 3 doz per carton

- Authentic costumes of 24 countries.
- Pick up the doll—hear its heart beat. Made exclusively by us, under Pat. No. 2,570,740.
- 8" tall, beautifully dressed in silks, satins and laces.
- All plastic construction, with moving eyes, head and arms. Lifelike mohair hair

See us at the Toy Fair
Room 737—Hotel McAlpin

FORTUNE TOY CORP.

109 Ainslie St., Brooklyn 11, N. Y.

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AIRCRAFT NATIONALITY MARKS

Afghanistan	YA	*Italy	I
*Argentina	LV	*Japan	JA
*Australia	VH	Jordan	TJ
Austria	OE	Lebanon	OD
*Belgium	OO	Liberia	EL
* Belgian Congo	OO	Luxembourg	LX
*Bolivia	CP	*Mexico	XA, XB, XC
*Brazil	PP PT	*Netherlands	PH
*Burma	XY, XZ	* Netherlands Antilles	PJ
*Canada	CF	* Netherlands Surinam	PZ
*Ceylon	CY	* Netherlands New Guinea	VZ
*Chile	CC	*New Zealand	ZK, ZL, ZM
*China (Taipeh Taiwan)	XT	*Nicaragua	AN
*Colombia	HK	*Norway	LN
*Cuba	CU	*Pakistan	AP
Czechoslovakia	OK	Panama	HP
*Denmark	OY	*Paraguay	ZP
*Dominican Republic	HI	*Peru	OB
*Ecuador	HC	*Philippine Republic	PI
Egypt	SU	Poland	SP
El Salvador	YS	*Portugal	CS CR
*Ethiopia	ET	*Saudi Arabia	HZ
*Finland	OH	*Spain	EC
*France	F	*Sweden	SE
*Greece	SX	*Switzerland	HB
Guatemala	TG	Syria	YK
Haiti	HH	*Thailand	HS
*Iceland	TF	*Turkey	TC
*India	VT	*Union of South Africa	ZS, ZT, ZU
*Indonesia	PK	*United Kingdom	G
Iran	EP	Colonies and Protectorates	VP, VQ, VR
Iraq	YI	*United States	N
Ireland	EI, EJ	*Uruguay	CX
*Israel	4X	*Venezuela	YV

*VICKERS AIRCRAFT HYDRAULICS IN USE

This table includes all nationality marks that have been formally notified to ICAO up to June 19, 1953. Seventy-five percent of the countries . . . those marked with an asterisk . . . have registered commercial aircraft which use Vickers Hydraulics. Vickers Hydraulic Equipment for aircraft is so widely preferred because it is dependable, efficient, light weight and compact. Ask for new Bulletin A-5200-B.

Write For Aircraft Registration Card

We have a new 2½" x 4" plastic wallet card which will give you a permanent record of world civil aircraft registration codes. We'll be glad to send you one . . . write today.

Vickers Incorporated

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VIVA
the exciting cosmetic
that does more
in 30 minutes
than the cream
you leave on
overnight
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Viva
in cream 4.50, 7.50
in liquid 5.00 plus tax
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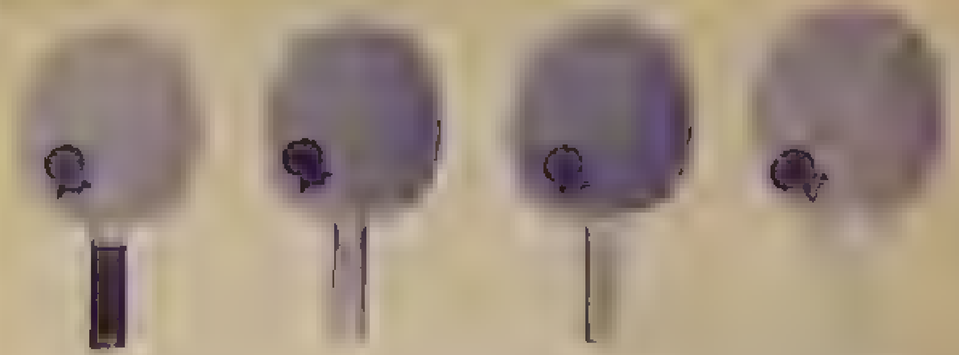
a tradition of beauty for over 50 years



No. 1150 – A [illegible] bat at a price. Made of [illegible] straight handle. One in a bag.
Suggested retail price each, 50c

No. 1156 – A [illegible] bat at a price. Made of [illegible] straight handle. One in a bag.
Suggested retail price, each, $1.00

No. 1190 – A garnet faced bat at a very moderate price. Made of ¼" 3 ply firwood garnet paper faced, straight handle.
Suggested retail price, each, 75c.

No. 1202 – [illegible] Made of ¼" 3 ply genuine basswood [illegible] One in a box.
Suggested retail price, each, $2.00.

No. 1208 – Made of ¼" 3 ply genuine basswood [illegible] beveled, lacquered edges [illegible]
Suggested retail price, each, $1.75.

No. 1208 – Made of ¼" 3 ply genuine basswood nipped rubber faces, bevelled, lacquered edges straight handle. One in a box.
Suggested retail price, each, $1.50.

No. 1210 – Made of ¼" 3 ply genuine basswood garnet faced bevelled, lacquered edges, straight handle. One in a bag.
Suggested retail price, each, $1.25

No. 1205 – [illegible] made to display cards and [illegible]
Suggested retail price, 50c each.

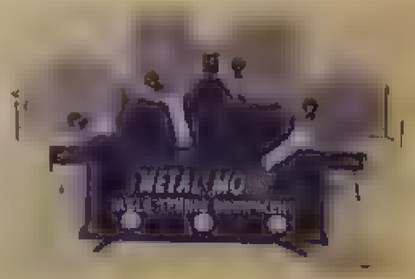
No. 1206 – [illegible]
Suggested retail price, 75c each.

No. 1207 – [illegible]
Suggested retail price, $1.00 each.

No. 1254 – [illegible]
Suggested retail price, $2.00 each.

No. 1173 – [illegible]
Suggested retail price, 25c ea.

No. 1177 – [illegible]
Suggested retail price, 20c ea.



Get this "Silent Salesman"
[illegible]

This beautiful display stand 20 inches long by 16 inches high and 4 inches deep will be sent to you FREE with an order of Metal Moss Table Tennis Equipment totaling $100.00 list or more. It is painted green and white and can be used as a counter or window display. It will help you sell more table tennis sets, bats, balls and other accessories.

METAL MOSS MFG. CO.
2215 S. Michigan Ave. Chicago 16, Illinois

It's Just Good Business to Feature

No. 701 . . .

The "CARTOON-O-GRAPH" Sketch Board opens up worlds of play and genuine training in the skill of drawing and accurately reproduces any cartoon, comic strip, photograph, map, etc., tripled in size. This sturdy metal drawing device insures hours of absorbing, quiet enjoyment. Easy operation makes it a wonderful gift for a wide range of ages. Box cover lithographed in four-color display. Accessories included: coloring set, WARNER BROS. cartoons, drawing paper.

Size of box 14½ x 15 x 19¾

Stock No. 701

Packed one dozen to a carton.

Weight per carton of one dozen—31 lbs.

Suggested retail price—$2.00.

Stock Extra Drawing Paper

With every Cartoon-O-Graph Sketch Board sell an additional pad of Drawing Paper. [illegible] packed [illegible] dozen package [illegible] carton.

Shipping weight 27 lbs.
Suggested retail selling price—25c per pad.

JOY FAIR
MAR. 8 TO 17
SEE US IN
ROOM 894
HOTEL McALPIN

METAL MOSS TOYS—GAMES
TABLE TENNIS EQUIPMENT

STIMULATE YOUR SLACK SEASON SALES WITH THESE YEAR-ROUND BEST SELLERS

ASK ABOUT OUR SURE-FIRE XMAS DEMONSTRATION DEAL

LIFE

METAL MOSS MFG. CO.
2215 S. Michigan Ave. Chicago 16, Illinois

VOLUME APPEAL FOR ALL AGES
FOLLOW THE LEADER TO BIGGER SALES

No. 1000
2 bat Table Tennis Set

Set consists of 2 sand faced plywood bats, one net and set of brackets, and one table tennis ball, all in beautifully designed lithographed display box, size 11¾ x 7⅝ x 1⅝
Packed 2 dozen to shipping carton, weight 23 lbs
Suggested retail price, $1.25

No. 1050
4 bat Table Tennis Set

Set consists of 4 sand faced plywood bats, one net and set of brackets, and two table tennis balls, all in beautifully designed lithographed display box, size 16¾ x 11¾ x 1⅝
Packed 1 dozen to shipping carton, weight 22 lbs
Suggested retail price, $2.50.

No. 1100
4 bat Table Tennis Set

Set consists of two garnet faced and two rubber faced ply wood bats, fine 66 inch net and set of extension brackets two official table tennis balls, all handsomely packaged in illustrated display box, size 19 x 11¾ x 1⅝
Packed 12 to shipping carton, weight 38 lbs
Suggested retail price, $5.00.

No. 1125
4 bat Table Tennis Set

Consists of four garnet faced, ¼" 3-ply fir plywood bats extra strong 66-inch net and set of extension brackets, 2 balls, all in beautiful display box
Packed 12 to shipping carton, weight 37 lbs
Suggested retail price, set, $4.00

No. 1150
4 bat Table Tennis Set

Made to exacting specifications and quality. Set consists of four finely finished rubber faced official plywood bats, extra strong 66-inch net and set of extension brackets, and four Official table tennis balls, all in 3 color beautifully designed display box. Size of box 19 x 11¾ x 1⅝
Packaged 12 to shipping carton, weight 40 lbs
Suggested retail price, $6.00

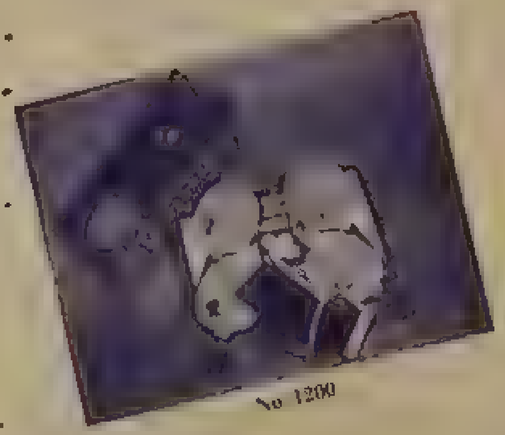
No. 1000

No. 1050

No. 1150

METAL MOSS MFG. CO.
2215 S. Michigan Ave. Chicago 16, Illinois

DeLuxe Table Tennis Sets to fit any need and purse


No. 1200

No. 1200—Truly a DeLuxe Table Tennis Set. Four beautifully finished bats of ¾" 5-ply genuine basswood, pipped rubber faces, bevelled, lacquered edges. Handles have leatherette grips. Strong steel posts with heavy metal end adjustable net. Four balls and set of rules included. All in beautifully designed, lithographed display box
Packed 12 to shipping carton, weight 49 lbs
Suggested retail price, set, $10.00

No. 1230—Four bats of ¾" 5-ply basswood, pipped rubber faces, bevelled, lacquered edges, straight walnut handles, adjustable metal end net with heavy steel brackets, four balls and set of rules included. All in lithographed display box
Packed 12 to shipping carton, weight 49 lbs
Suggested retail price, set, $8.50.

No. 1240

No. 1240—A high grade table tennis set at a popular price. Four bats of ¾" 3-ply genuine basswood pipped rubber faces, bevelled, lacquered edges, straight handles, steel posts with metal end net to fit. Four balls and set of rules included. Handsomely boxed
Packed 12 to shipping carton, weight 45 lbs
Suggested retail price, set, $7.00.

No. 1250—A fine, low cost set, four garnet faced bats of ¾" 3-ply genuine basswood, bevelled lacquered edges, straight handles, steel posts with tie end net to fit. Two balls and set of rules included, all in beautiful display box
Packed 12 to shipping carton, weight 37 lbs
Suggested retail price, set, $6.00

Never Equaled { IN DESIGN / IN VALUE / IN VOLUME SALES

METAL MOSS MFG. CO.
2215 S. Michigan Ave. Chicago 16, Illinois

BUCK'N BRONC
Builds Your Profits!

Buck'n Bronc Shoot'n Irons and Spurs
Merchandising, Packaging, Promotion
and Pricing Gives

TOP VOLUME SALES!

B-24 PATHFINDER
50 SHOT REPEATER
Deluxe chrome plated gun, 11¼ inches long, exclusively features: Revolving Automatic Cylinder; Authentic Western Cross-Hatch bronze colored handle; Secret compartment in handle with calibrated compass and space for caps; Pathfinder name below gun chamber. Packed 2 doz. per carton. Weight: 23 lbs. per carton. Suggested retail $2.49.

B-22 MARSHAL
50 SHOT REPEATER
Deluxe Chrome plated gun, 9¾ inches long, exclusively features: Bronze-colored simulated bone handle; long barrel with brilliant chrome finish; Marshal Name Below Gun Chamber. Packed 2 dozen per carton. Weight: 21 lbs. per carton. Suggested retail: $1.49.

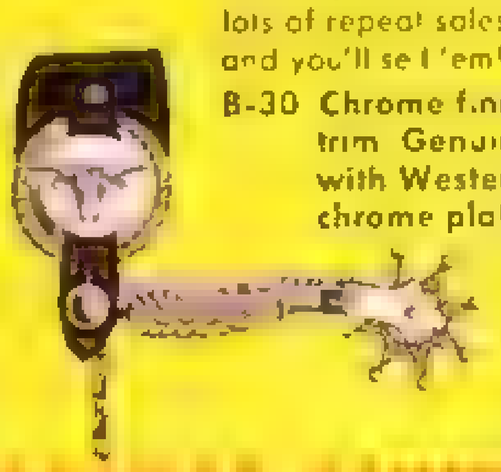
B-21 COWHAND
50 SHOT REPEATER
Deluxe nickel plated gun, 9¾ inches long, exclusively features: Authentic Western Cross-Hatch bronze-colored handle with BB brand. Gleaming embossed Western design on gun stock. Cowhand name below gun chamber. Packed 2 dozen per carton. Weight: 20 lbs. per carton. Suggested retail: $1.00.

B-20 DEPUTY
50 SHOT REPEATER
Deluxe nickel plated gun, 8¼ inches long, exclusively features: Bronze-colored simulated bone handle with BB brand. Deputy name below gun chamber. Packed 2 dozen per carton. Weight: 20 lbs. per carton. Suggested retail $.79.

SHOOT'N IRON
Features
THAT SELL FOR YOU!

[redacted]

BUCK'N BRONC SPURS



Here's your fast seller that means lots of repeat sales! Stock 'em and you'll sell 'em!

B-30 Chrome finish with bronze trim. Genuine leather straps with Western Steerhead on chrome plated concha

B-31 Nickel plated finish with concha

B-36 Nickel plated finish
Packed 2 dozen per carton
Weight 18 lbs per carton

GIDDAH SCHMIDT MFG., INC.

B 24 PATHFINDER • PATENT PENDING

another
benay-albee
exclusive
The Autographed
Gene Autry
WESTERN HAT
$1.98
SUGGESTED RETAIL
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#701
#404
#979
#500
Going great guns — and the best is yet to come! The GENE AUTRY western hat . . . known to millions of children from coast to coast! Authentically fashioned of fine quality, 100% wool felt, with reeded sweat band and adjustable chin cord The genuine GENE AUTRY shaping is locked into position . . defies crumbling . . snaps back into position even under heavy playtime punishment. This is the hat that offers you a volume as big as your stock — don't be caught short!
Gene Autry — cowboy star of television movies and syndicated comic strips
Available in four Genuine Western Colors
PONY BROWN
SAGEBRUSH GREEN
SADDLEHORN BLACK
GRAND CANYON RED
Please Rush
a sample order of the following
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Zone ... State
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for this number
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and address of your local jobber
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65 SOUTH 11th STREET
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CALIFORNIA OFFICE: 310 East 4th St., Los Angeles, Calif.

benay-Albee

presents

EXCLUSIVE WESTERN 'BULLDOG' STYLING — FIRST TIME AT THIS LOW PRICE!

"THE Western Style"

$1.98

SUGGESTED RETAIL

This is the sensational "working cowboy" hat . . . the hat that means **REAL WESTERN** to millions and millions of fans! Made with extra-wide brim and Bulldog-style crown . . . details that spell **BIG SALES** and **BIG PROFITS** at this new LOW price! Handsomely finished with contrasting trim and adjustable chin cord

Available in Four Genuine Western Colors

SADDLEHORN BLACK
PONY BROWN
GRAND CANYON RED
SAGEBRUSH GREEN

SEE YOUR LOCAL JOBBER
for this number

Or

SEND POSTAGE-FREE POSTCARD
Today
FOR SAMPLE ORDER
and address of your local jobber

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65 SOUTH 11th STREET
BROOKLYN, N Y

CALIFORNIA OFFICE 310 East 4th St Los Angeles, Calif

BUSINESS REPLY CARD

BENAY-ALBEE NOVELTY CO.
65 South 11th Street
Brooklyn, N. Y.

Gene Autry—cowboy star of television movies and syndicated comic strips

means sure-fire sales when you feature the

Gene Autry WESTERN HAT

— the GENE AUTRY western hat — known to millions of children from coast to coast! Authentically fashioned of fine quality, 100% wool felt, with reeded sweat band and adjustable chin cord. The genuine GENE AUTRY shaping is locked into position — defies crumbling — snaps back into position even under heavy playtime punishment. This is the hat you'll just show to sell — a real volume-sales maker!

SUGGESTED RETAIL

Available in Four Genuine Western Colors

GRAND CANYON RED
SAGEBRUSH GREEN
SADDLEHORN BLACK
PONY BROWN

OR IN PURE WHITE, $2.49 suggested retail

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for this number

Or

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Today

FOR SAMPLE ORDER
and address of your local jobber

O. K. — send us a sample order of the following:

___ doz. FIBER WESTERN HAT
___ doz. GENE AUTRY WESTERN HAT

Name and address of local jobber

NAME

ADDRESS

CITY Zone State

benay-Albee

65 SOUTH 11th STREET
BROOKLYN, N Y

California office
Irving Petok 310 East 4th St, Los Angeles Calif

* TOY FAIR SHOWING:
HOTEL NEW YORKER, ROOM 1146

[redacted]

Rain Kings

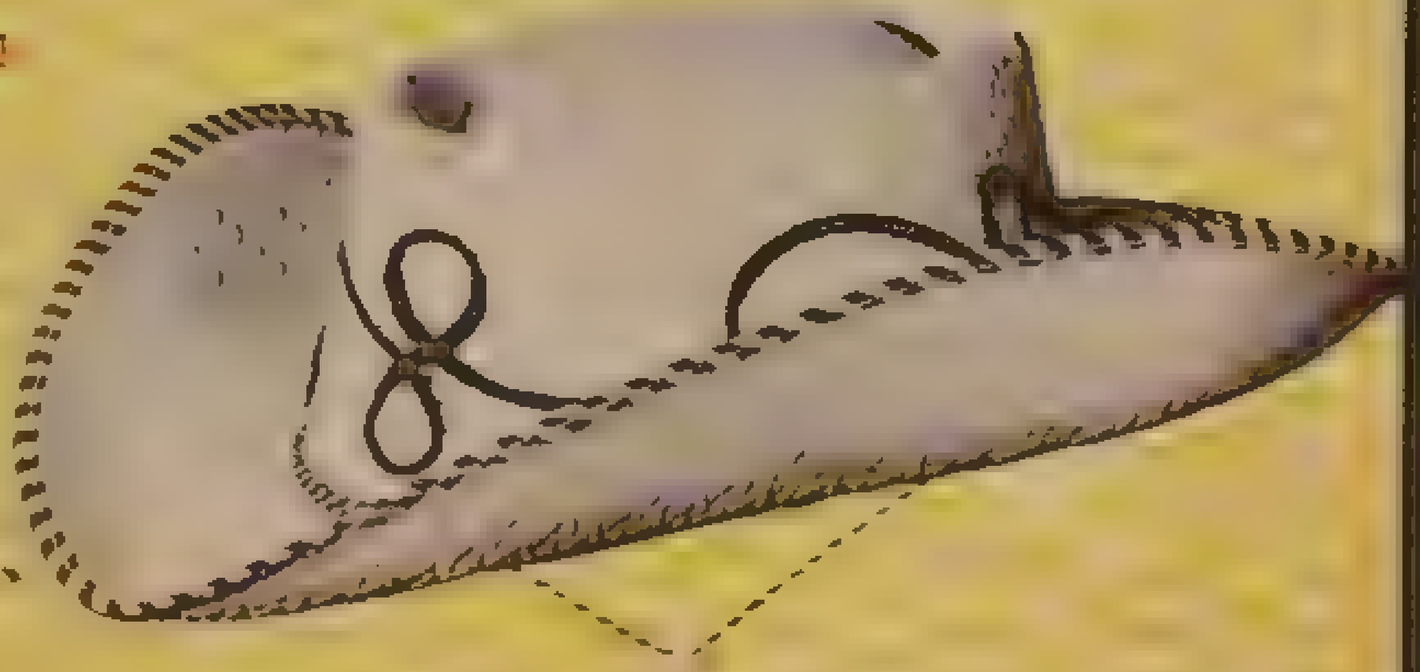
[redacted]

Colors are dyed in . . . not painted on! Won't fade or buckle in sun.

Water repellent . . . stands up better in any weather!

Ventilated fiber weave . . . helps control perspiration of children at play!

Flexible . . . shapes easily into many favorite styles!



A sell-out sensation in '53 — has built up an even greater demand for '54! Made of special miracle fiber that looks better, wears better, SELLS better! Available in White with black trim or red trim; red with white trim; yellow with black trim, and black with white trim. Complete with adjustable-slide chin cord.

79¢

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65 South 11th Street
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Hartland

Chief Thunder Bird

A Sensational Indian Chief on His Action Pinto Stallion

As Featured in Movies
Comics • On T-V • Radio

A Toy Loaded with
Play Value • A Gift of
Beauty • Accuracy • Detail

REMOVABLE ITEMS

War Bonnet
Tomahawk
Indian
Blanket
Bow
Spear
Knife

BUYING INFORMATION

13 " – Catalog #813
Size 8 "L x 12 "H x 4W
Std Pack – 1 Dozen
Wt 12 lbs

Each unit individually boxed in carry-sealed mailer

Made of durable cellulose acetate

COLORS

Choice of brown and white or black and white Pinto Pony Indian flesh doeskin black white red & tan brown

Terms 2 10 days Net 30

F O B Hartland Wis

A toy to fire the imagination of every child. Removable; bow, spear, indian, tomahawk, blanket, knife, bonnet increases play value. Hand decorated in traditional colors. Children re-enact scenes of their favorite movie—radio—comic—TV shows with new action INDIAN PINTO PONY and INDIAN CHIEF. An irresistable toy with a purpose. A buyer's buy this season.

Hartland PLASTICS, INC

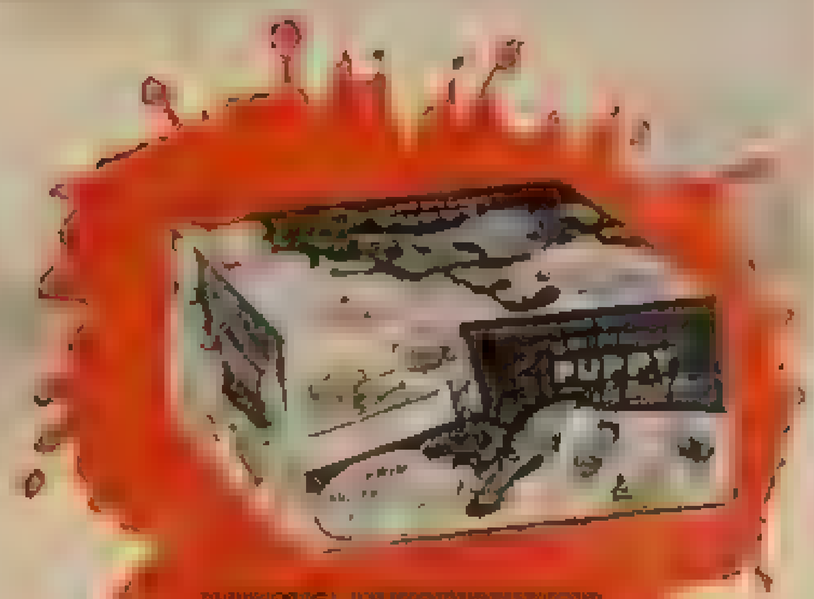
HART[illegible]

SPOTTY

the swimming puppy

with wind-up motor

STARS ON
CBS-TV "MORNING SHOW" and
"PANORAMA PACIFIC" - NOV. 17th



BUYING INFORMATION

Size	6" x 4 1/2" x 3"
Std. Pkg.	6 dozen
Wt.	12 lbs
Color	Black & White Combination
Terms	2% 10 days Net 30 days F O B Chicago

NEW SWIMMING SENSATION

He's a swimming marvel—a year-round mechanical action toy for the bathtub, pool or beach.

Spotty is powered by a strong, steel spring motor and easily swims the length of the bathtub or wading pool. The legs move like those on a real dog.

From the happy expression in his eyes to the actual outline of the hairs on his back Spotty is authentic in every detail. He is hand-painted in true-to-nature coloring—really looks alive. Parents buy lifelike Spotty not only as an action toy but also as a child's room decoration.

Constructed for rough, tough use, Spotty is molded of unbreakable plastic.

Pep up your water toy line by featuring Spotty. Customers will stop, look, and buy wherever he is displayed.

Ideal Toy Corp. — 2727 W. Chicago Ave., Chicago 22, Illinois

symbol of sales volume and profit for YOU

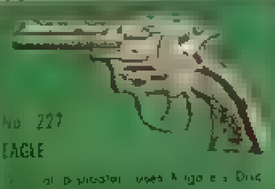
Since 1915!

No. 9
PAL

No 407
BLCK

Single shot uses Kilgore Single Shot Caps. A rough type western styled pistol with double hammer action

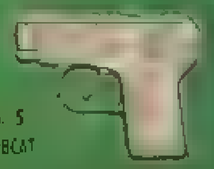
No 209
BRONCO



No 227
EAGLE

No. 217
BIG HORN

Six shooter uses Kilgore Six Shooter Caps. Big Horn has all Kilgore 6 shooter exclusive features but despite cost is still a popular item

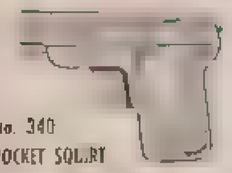


No. 5
BOBCAT

No. 6
MUSTANG

No. 4
HAWKEYE

Fifty shot repeater uses Kilgore Perforated Roll Caps similar to Bobcat but with metal grips instead of plastic



No. 340
POCKET SQUIRT

Small but mighty. The Pocket Squirt appeals to youngsters because of the super streamlined

No. 345
SPACE SQUIRT

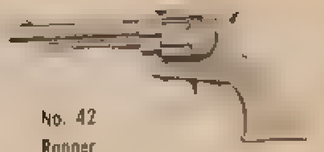
As modern as space flight. Especially designed to capitalize on the interest aroused by TV and Radio

No 350
WESTERN SQUIRT

As western as the wide open spaces. A good holster gun for the sizable western market

No 40 THE NEW KIT CARSON

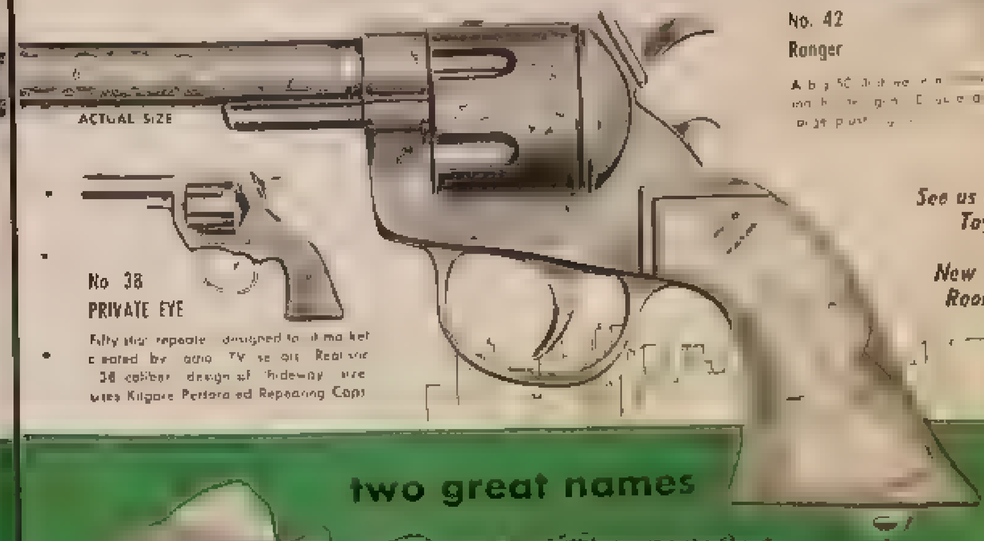
Handsome realistic western design with tremendous play appeal. Extra features as lanyard holder on butt end. Fifty shot repeater uses Kilgore Perforated Repeating Roll Caps



No. 42
Ranger

A big 50 shot western Six Gun with Kilgore Perforated Repeating Caps. Extra large pistol grip

ACTUAL SIZE



No 38
PRIVATE EYE

Fifty shot repeater designed to make hot seated by radio TV series. Realistic 38 caliber design of hideaway size. Uses Kilgore Perforated Repeating Caps

See us at the Toy Fair! Hotel New Yorker Room 523

two great names

Roy Rogers

and *Kilgore*

now on two great new pistols!

No. 55
Roy Rogers

A one hand gun to be used with the Kilgore Roy Rogers Holster and shown on the Roy Rogers television program. Uses Kilgore Perforated Repeating Caps

No. 58
Roy Rogers

A [illegible] Roy Rogers [illegible]

Dura-Gleam
the industry's finest finish

KILGORE HOLSTERS AND ACCESSORIES

As low to fit the size and style Kilgore one of Everyone's Hip Holsters. Sturdy and Well Made. Quick

For toy paper caps, Kilgore's a MUST

[illegible] paper caps [illegible] makes [illegible] on the market [illegible] and every gun

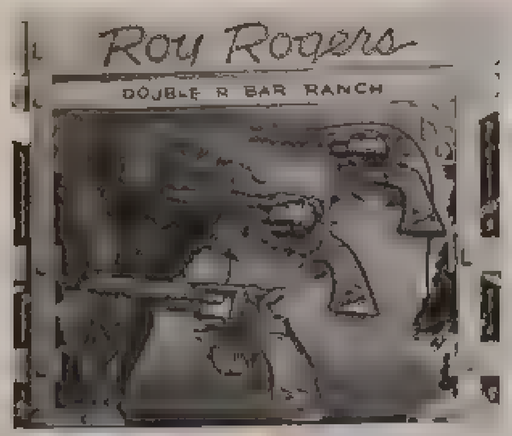
This is Kilgore's Mark OK

Kilgore INC. WESTERVILLE OHIO U.S.A.

here comes Roy Rogers

bringing big profits to KILGORE dealers

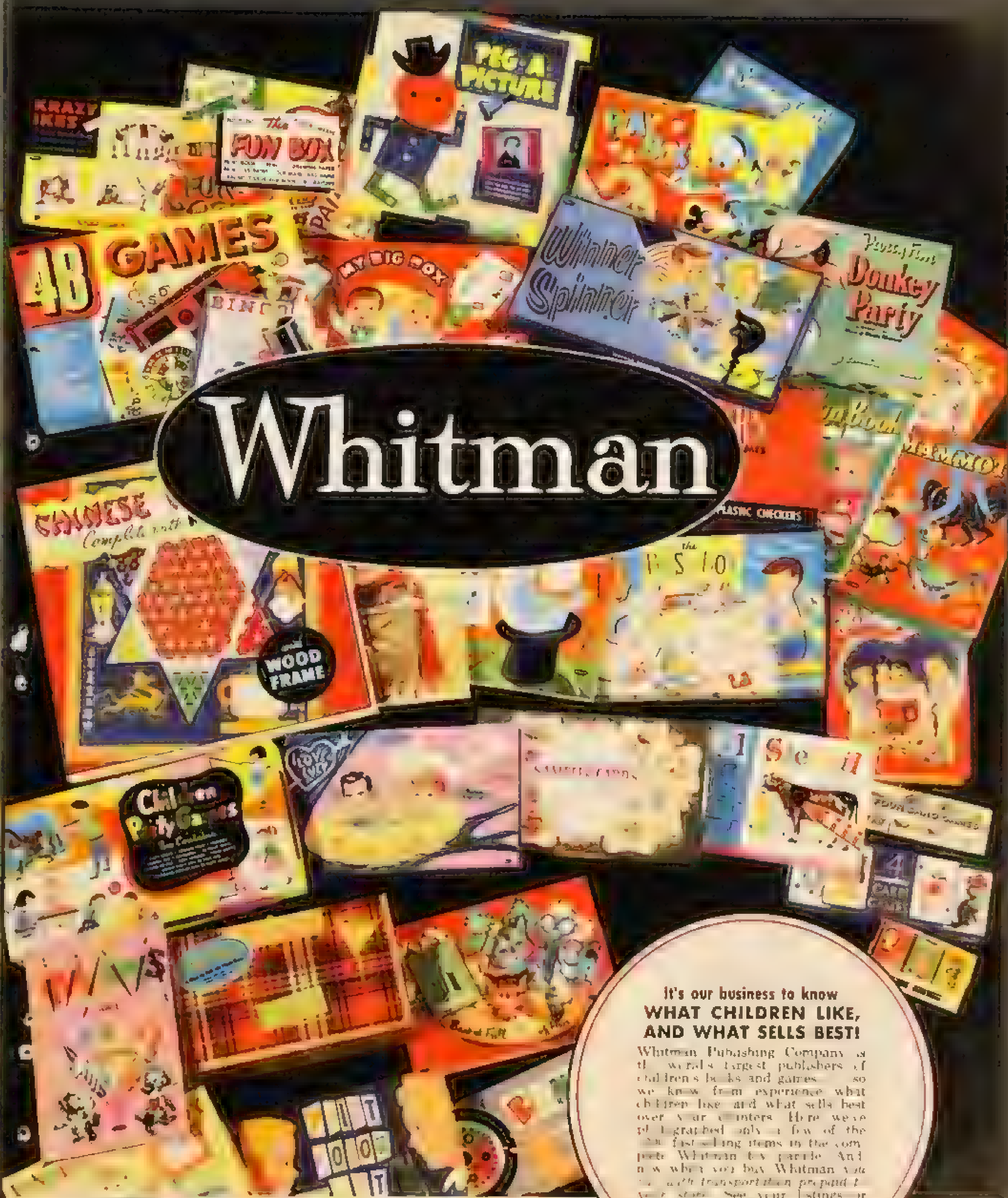
this Kilgore-Roy Rogers Display is your tie-in



Nationally Advertised

LIFE

Whitman



It's our business to know
WHAT CHILDREN LIKE, AND WHAT SELLS BEST!

Whitman Publishing Company is the world's largest publishers of children's books and games... so we know from experience what children like and what sells best over your counters. Here we've photographed only a few of the fast-selling items in the complete Whitman toy parade. And now when you buy Whitman you get them transportation prepaid to your store. See your listings or send for our complete catalog today.

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Artistic's New Smash Hit!

Winky-Blinky Pup

1525 WINKY-BLINKY PUP
Made of high grade rayon plush. Shaggy ears, pliable vinyl face, with eyes that open and close. "Barker" in body. Individually boxed.

15" — 1525
WINKY-BLINKY PUP
(Vinyl Face)
$5 retailer

WRITE NOW for complete catalog

MORE GOOD NEWS —
see other side of this page

Artistic TOY COMPANY

3rd and CAMBRIA STREETS • PHILADELPHIA 33, PA.

brand new . . . *and EASTER-IFFIC! Artistic's lovable*

Blinky-Bunny

1515 — BLINKY-BUNNY
Made of Hi-Pile Rayon Plush,
Pliable vinyl face, with eyes
that open and close.
"Barker" in body. Individually Boxed.

15" — 1515 — BLINKY-BUNNY
(Vinyl Face)
$5 Retailer

WRITE NOW for complete catalog

MORE GOOD NEWS —
see other side of this page

Artistic
TOY COMPANY

3rd and CAMBRIA STREETS • PHILADELPHIA 33, PA.

THE WONDER HORSE
"It's Gaited"

America's Beautiful Thoroughbred of Hobby Horses

With Magic Spring Action

Fair Traded to Protect Your Profit*

PATENTED

THE WONDER HORSE DE LUXE

Lifelike, true Palomino color of the Wonder Horse De Luxe delights riders from 1 to 7. Top-quality, long-lasting construction wins new friends every day.

- Body is injection-molded Tenite II, a new Tennessee Eastman plastic of exceptional strength and durability.
- It stands up under rough riding and abuse without shattering, chipping or peeling.
- Lustrous finish is pleasant to touch, washes easily with soap and water.
- Same sturdy, high-test springs and magic action of its older brother, the famous wood Wonder Horse. Springs replaceable.
- Voted an "outstanding example of its type" by Toy Guidance Council experts for 1953-54.
- Used in doctors' waiting rooms and recommended by pediatricians.
- Develops grace and muscular co-ordination.

Individually packed. Weight, 20 lbs.
Length 36". Height 21".

In all states where legal.

WONDER PRODUCTS CO.

Manufacturers
COLLIERVILLE, TENN.
SUBURB OF MEMPHIS
TELEPHONE E.D. 1242

THE WONDER HORSE

TRADE MARK REGISTERED

"it's gaited"

Healthful Fun for Children 1 to 7

OUTDOORS

INDOORS

Children all over America have enjoyed countless hours of body-building exercise riding the Wonder Horse. "Magic" springs give a rocking, bouncing "real-horseback" ride that fascinates youngsters, and develops grace and muscular coordination. Babies as young as 11 months have fun on the Wonder Horse. In fact, many ride before they walk.

- Careful, long-lasting construction of select hardwood.
- Sturdy, high-test springs—replacements available if needed after long period of heavy use.
- Durable, bright-red finish.
- Fair-Traded* to insure legitimate profit.

*In all states where legal

Individually packed
Weight, 25 lbs.
Length, 36"
Height, 19¼"

WONDER PRODUCTS CO.

Manufacturers
COLLIERVILLE, TENN.
SUBURB OF MEMPHIS
TELEPHONE LD 1232

WOODY WOODPECKER

in Action

the quick-selling toy item that 'taps' more sales for you!

Here be a . . . WOODY WOODPECKER

WOODY

Retails at $1.00

Send your order in today . . and let WOODY WOODPECKER start making SALES for you!

DISTRIBUTED BY

REUBEN H.

LILJA

COMPANY, INCORPORATED

113-124 North Green Street

Chicago, Illinois

Be the first . . . to stock and sell . . . famous

CAPES

It's for play! It's for protection!

It's the "Superman" Cape — exactly as shown on television! Made of Firestone's sturdy velon plastic in a blazing red with the famous "Superman" insignia right where everyone can see it! Completely rainproof this "Superman" Cape retails for $1.49. It's perfect traffic protection!

LIST PRICE

$1.49

IDEAL FOR ALL THOSE 'BACK TO SCHOOL' DAYS!

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Adjust-A-Dyper Company, Inc.

Playthings Division

P. O. Box 5843, Crosstown Station

Memphis, Tennessee

TOMORROW'S AIRCRAFT: *One step closer*

Westinghouse—Rolls-Royce technical interchange advances jet development

Two world leaders in the manufacture of aviation gas turbines recently combined engineering forces through a ten-year technical cooperation agreement. As a result, Westinghouse and Rolls-Royce will exchange the wealth of design, development and production experience gained from their respective work on turbine-type power plants. This makes available an unprecedented amount of capability for jet engine development and provides the world's largest source of aircraft propulsion.

Westinghouse—Rolls-Royce can now supply turbo-prop and jet power for commercial transport, military aircraft, guided missiles and the many R.P.V. concepts still on the design boards . . . giving America's airplane builders the advanced engine designs required for successful conquest of supersonic flight.

WRITE FOR INFORMATION

Inquiries, when submitted on company letterheads, are welcome. Requests for information on engines and development contracts may be addressed to Aviation Gas Turbine Division, Westinghouse Electric Corporation, Lester Branch P.O., Philadelphia 13, Pa. 2-5400

YOU CAN BE SURE...IF IT'S

Westinghouse

American FLYER

Only American Flyers have realistic two-rail tracks. Only American Flyers are built to 3/16" scale.

Only American Flyer trains are true scale models throughout, replicas in miniature of the famous passenger and freight trains seen on real railroads. American Flyer 3/16" equipment has the length and sweep of real trains. In gauges larger than American Flyer 3/16" gauge true scaling is impossible without making cars and locomotives too big and cumbersome for most homes.

"THE CRUSADER" FREIGHT SET WITH CHOO CHOO, KNUCKLE COUPLERS AND TRANSFORMER

Scale model "Atlantic" type 4-4-2 Locomotive. Starts, stops and reverses by remote control. Measures 2' 7". Track forms 120" circle. Set includes: Locomotive with Choo-Choo sound, Remote Control and Headlight, "Atlantic" Tender, Flat Car with 6 logs, Caboose, 12 sections Curved Track, Manual Control Car Uncoupler, Lock-on Track Terminal, 50 Watt Transformer, Illustrated Instruction Book. Boxed Pk. 1.

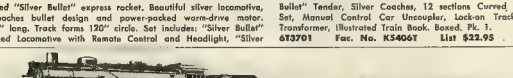
6T3699 Fac. No. K5401T List $17.95 . . . . . 211978 Ea.

"THE SILVER BULLET" STREAMLINER WITH KNUCKLE COUPLERS

SMOKE, CHOO-CHOO AND TRANSFORMER

Super-streamlined "Silver Bullet" express rocket. Beautiful silver locomotive, tender and coaches bullet design and power-packed worm-drive motor. Measures 3', 3" long. Track forms 120" circle. Set includes: "Silver Bullet" 4-5-2 Streamlined Locomotive with Remote Control and Headlight, "Silver Bullet" Tender, Silver Coaches, 12 sections Curved Track, 3-piece Smoke Set, Manual Control Car Uncoupler, Lock-on Track Terminal, 50 Watt Transformer, Illustrated Train Book. Boxed. Pk. 1.

6T3701 Fac. No. K5406T List $22.95 . . . . . .215308 Ea.



FREIGHT TRAIN WITH KNUCKLE COUPLERS, CHOO-CHOO AND TRANSFORMER

A rugged worm-drive 4-6-2 "Pacific" type locomotive, tender and four scale model freight cars. As with a real loco, realistic red glowing smoke puffs out of the stack. Measures 4" long. Track forms 120" circle. Set includes: Locomotive with remote control and headlight, "Pacific" tender, Gondola Car, Refrigerator Car, Oil Tank Car, Caboose, 12 sections Curved Track, Manual Car Uncoupler, Lock-on Track Terminal, 50 Watt Transformer, Illustrated Train Book. Boxed. Pk. 1.

6T3702 Fac. No. K5412T List $27.95 . . . . . 218648 Ea.

GM DIESEL SWITCHER WITH TRANSFORMER AND KNUCKLE COUPLERS

Locomotive is exact copy of superb General Motors GP Road Switcher. Rolling stock includes Flat Car with heavy girder, manual control Wrecker Car with Crane, and authentic Boom Car. Measures 3' long. Track forms 120" circle. Set includes: Locomotive with remote control, headlight and rear light, Girder Car, Wrecker Car, Boom Car carrying 4-wheel truck, 12 sections Curved Track, Manual Car Uncoupler, Lock-on Track Terminal, 50 Watt Transformer, Illustrated Train Book. Boxed. Pk. 1.

6T3703 Fac. No. K5417T List $29.95 . . . . . 219978 Ea

"THE MOUNTAINEER" FREIGHT

WITH RED GLOWING SMOKE, CHOO-CHOO AND TRANSFORMER

12-wheel Locomotive, Tender and string of SIX authentic, colorful freight cars. Worm drive motor, starts, stops and reverses by remote control. Measures 5' 4" long. Track forms 140" oval. Set includes: "Pacific" locomotive with remote control, Red Glowing Smoke and Choo-Choo, "Pacific" Tender, 3-piece Smoke Set, Box Car, Oil Tank Car, Hopper Car, Refrigerator Car, Green Gondola, Illuminated Caboose, 12 sections Curved Track, 2 sections Straight Track, 14 Track Locks, Electric Car Uncoupler, Lock-on Track Terminal, 50 Watt Transformer, Illustrated Train Book. Boxed. Pk. 1.

6T3704 Fac. No. K5423T List $37.50 . . . . . 325007 Ea.

Electric Trains!!

Smoke puffs from stack as Choo-Choo sounds keep time with driving wheels. Smoke is harmless to children, walls and draperies. Delightfully pine-scented for added appeal.
American Flyer Knuckle Couplers operate with efficiency, and look right, too, because they're built to scale. Built-in hidden coil spring opens knuckle as trip is operated.
More power for the grades (climbs higher and faster than any other make of train), more power for long car hauls and controlled power for the down-hill runs—no runaways with PULL-MOR and American Flyer's worm-drive motor.

"THE SILVER COMET" PASSENGER

Long, sleek and low—and with the speed of a whippet! With its powerful worm-drive motor, this rugged Silver Comet Diesel is a real mile-eater. All rolling stock has interior illumination and railroad-type Knuckle Couplers. Measures 4' 6" long. Track forms 140" oval. Set includes: Diesel "A" unit with Headlight and Remote Control, Baggage & Club Car, with illumination, Illuminated Vista Dome Car, Illuminated Lounge and Observation Car, 12 sections Curved Track, 2 sections Straight Track, 14 Track Locks, Remote Control Electric Car Uncoupler, Lock-on Track Terminal, 50-Watt Transformer, Illustrated Train Book. Boxed. Pk. 1.

6T3706 Fac. No. K5434T List $39.95 . . . . . 326647 Ea.

"THE METEOR" FREIGHT

The Meteor, with the sensational "Pull-mor" feature will haul, literally, up to 40 cars or climb the sharpest grade with ease. Starting, stopping and reversing is by remote control; cars uncouple electrically at a distance. Measures 5' 5" long. Track forms 160" oval. Set includes: "Pull-mor" 4-6-2 Locomotive with Remote Control, Red Glowing Smoke, Choo-Choo sound and stoker-type Tender, 3-piece Smoke Set, Refrigerator Car, Cement Car, Oil Tank Car, Stock Car, Box Car, Illuminated Caboose, 12 sections Curved Track, 4 sections Straight Track, Track Lock, Electric Car Uncoupler, Lock-on Track Terminal, Illustrated Train Book. Includes 100 watt Transformer. Boxed. Pk. 1.

6T3707 Fac. No. K5437T List $44.95 . . . . . 329978 Ea.

"THE YARD KING" SWITCHER AND WORK TRAIN

"Nickel Plate Road" Switcher locomotive. Now, with the Red Glowing Smoke, realistic Choo-Choo sounds and the amazing new "Pull-mor" feature that gives it undreamed-of hauling capacity. Combination Baggage & Club, powerful Searchlight Car, massive Crane with heavy diecast chassis and latest type Boom Car. Measures 4½' long. Track forms 160" oval. Set includes: 0-8-0 Nickel Plate R.R. Switcher Locomotive and Tender, with "Pull-Mor," Remote Control, Red Glowing Smoke and Choo-Choo sound, 3-piece Smoke Set, Red Utility Car, Floodlight Car, Operating Wrecking Crane, Boom Car with Cab, 12 sections Curved Track, 4 sections Straight Track, 16 Track Locks, Remote Control Electric Car Uncoupler, Lock-on Track Terminal, 100-Watt Transformer, Illustrated Train Book. Boxed. Pk 1 ea.

6T3710 Fac. No. K5440T List $49.95 . . . . . 433306 Ea.

"THE PACEMAKER" FREIGHT

This train captures the full pageantry of railroading at its best. Six-car freight drag headed by a ⅜" scale model of the famous Hudson J-3A 4-6-4 Locomotive equipped with the new "Pull-mor" and with remote control starting, stopping and reversing. Measures 6' 3" long. Track forms 180" oval. Set includes: Locomotive and Tender, with Red Glowing Smoke, Air Chime Whistle, "Pull-mor" and Remote Control, 3-piece Smoke Set, Remote Control Air Chime Whistle unit, Log Car, Depressed Center Car with Cable Reel, Box Car, Depressed Center Car with Floodlight and Generator, Oil Tank Car, Illuminated Caboose, 12 sections Curved Track, 6 sections Straight Track, 18 Track Locks, Remote Control Electric Car Uncoupler, Illustrated Train Book. Boxed. Pk. 1 ea.

6T3712 Fac. No. K5352W List $54.95 . . . . . 436646 Ea.

"THE CHALLENGER" FREIGHT

16-wheel Union Pacific R.R. "Northern" type steam locomotives. Starting, stopping and reversing by remote control. All cars and loco tender are equipped with real railroad Knuckle Couplers. Measure 6' 5" long. Track forms 200" oval. Set includes: Locomotive and Tender with Red Glowing Smoke, "Pull-mor," Choo-Choo, Air Chime Whistle and Remote Control, 3-piece Smoke Set, Air Chime Whistle Remote Control unit, Box Car, Coal Car, Gondola, Refrigerator Car, Cement Car, Stock Car, Illuminated Caboose, 12 sections Curved Track, 8 sections Straight Track, 20 Track Locks, Remote Control Electric Car, Uncoupler, Illustrated Train Book. Boxed. Pk. 1 ea.

6T3713 Fac. No. K5358W List $60.00 . . . . . 540005 Ea.

American Flyer
DIESEL THOROUGHBREDS of the RAILS

"THE SILVER ROCKET" PASSENGER

WITH TWO WORM DRIVE MOTORS, AIR CHIME WHISTLE AND KNUCKLE COUPLERS

Two worm-drive motors kick up a whirlwind of speed! Magnificent silver finish cars, oblaze with lights! Second Diesel "A" unit and all cars equipped with railroad type Knuckle Couplers. Measures 6½" long. Track forms 180" oval. Set includes: Twin motored Diesel "A" unit with Headlight and Remote Control, Diesel "A" unit with Air Chime Whistle and Headlight, Remote Control Air Chime Whistle Unit, Illuminated Vista Dome Cars, Illuminated Lounge & Observation Car, 12 sections Curved Track, 6 sections Straight Track, 18 Track Locks, Remote Control Electric Car Uncoupler, Lock-on Track Terminal, Illustrated Train Book. Boxed. Pk. 1 ea.

6T3716 . . . Fac. No. K5364W . . List $64.95 543306 Ea.

"THE SILVER FLASH" DIESEL PASSENGER

WITH TWO WORM DRIVE MOTORS, AIR CHIME WHISTLE AND KNUCKLE COUPLERS

Low, sleek and streamlined. With double worm-drive motors, big two-unit ALCO Diesel locomotive. Three brightly-lighted Pullman cars, including a deluxe Observation with radio antenna. Measures 5' 4" long. Track forms 160" oval. Set includes: Twin motored "A" unit Diesel with Remote Control and Headlight, "B" unit Diesel with Air Chime Whistle, Air Chime Whistle Remote Control unit, Illuminated Baggage & Club Car, Illuminated Pullman, Illuminated Lounge & Observation Car, 12 sections Curved Track, 4 sections Straight Track, 16 Track Locks, Remote Control Electric Car Uncoupler, Lock-on Track Terminal, 100-Watt Transformer, Illustrated Instruction Book. Boxed. Pk. 1 ea.

6T3717 . . . Fac. No. K5469WT . . List $67.50 545007 Ea.

"THE CHIEF" DIESEL FREIGHT TRAIN

WITH TWO WORM DRIVE MOTORS, AIR CHIME WHISTLE AND KNUCKLE COUPLERS

The longest model railroad train ever made and a masterpiece of construction from end to end! A three-unit streamlined Diesel locomotive and SEVEN authentic freight cars, the entire train measuring 7' 8" long! The giant locomotives have two motors and can start, stop and reverse by remote control. Track forms 200" oval. Set includes: Twin Motored "A" unit Diesel with Headlight and Remote Control, "B" unit Diesel with Air Chime Whistle, "A" unit Diesel with Headlight, Air Chime Whistle Remote Control Unit, Cement Car, Stock Car, Refrigerator Car, Coal Car, Oil Tank Car, Box Car, Illuminated Caboose, 12 sections Curved Track, 8 sections Straight Track, 20 Track Locks, Remote Control Electric Car Uncoupler, Lock-on Track Terminal, Illustrated Instruction Manual. Boxed. Pk. 1 ea.

6T3718 Fac. No. K5374W . List $75.00 . . . . 650004 Ea.

No. 4B TRANSFORMER

OUTPUT: 100 WATTS, 110-120 VOLTS, 60 CYCLES, A.C.

Powerful enough to operate a set of trains plus quantity of automatic and remote control accessories. Automatic Thermostatic Circuit Breaker, built-in, protects Transformer from burn-outs. Has three binding posts for simplified wiring. Case is heavy pressed steel. Boxed. Pk. 6 ea.

6T3734 . . List $9.95 . . . . . 76636 Ea.

No. 15B TRAIN POWER CONTROLLER WITH CIRCUIT BREAKER

OUTPUT: 110 WATTS, 110-120 VOLTS, 60 CYCLES, A.C.

Has ample output to operate a train set plus small quantity of remote control and automatic accessories. New features provide full directional control: Built-in Circuit Breaker prevents transformer burn-outs due to over-load or shorts. Has "Dead Man's Control." Boxed. 6 ea.

6T3738 . . . List $16.50 . . . 211008 Ea.

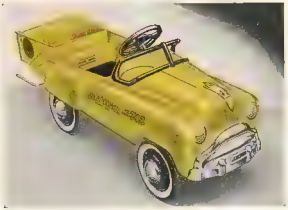
No. 18B DUAL POWER CONTROLLER WITH DOUBLE CIRCUIT BREAKERS

OUTPUT: 175 WATTS, 110-120 VOLTS, 60 CYCLES, A.C.

Can run two trains at different speeds on separate loops of track, or FOUR trains (two running at same speed) on four separate layouts. Has full directional control. Has green power-on light and two red warning lights that indicate a short circuit. Two circuit breakers. Pk. 1 ea.

6T3740 . . List $26.50 217679 Ea.

Model K-752



CHAIN DRIVE DUMP TRUCK

SPECIFICATIONS

DIMENSIONS: Length 47", width 17"
WHEELS: Ball bearing, 8", double disc
DRIVING MECHANISM: Ball bearing chain drive mechanism, pedal crank rotates in a ball bearing hanger
DUMP BOX: Easily operated from seat position
RADIATOR ORNAMENT: Bright plated **WINDSHIELD:** Black
BUMPER. Front bumper enameled in silver **SEAT PAD:** Fabric type
TIRES: ⅝" solid rubber **PEDALS:** Rubber block
FINISH: Body and box in yellow baked enamel with black steering wheel and windshield, black and white wheels
PACKING: One per carton. Shipping wt. 44 lbs.

6U6325 List $24.95 216956★ ea.

Model K-740

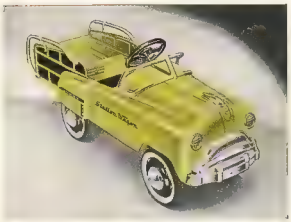
FIRE TRUCK

SPECIFICATIONS

DIMENSIONS: Length 47" width 17"
WHEELS: Ball bearing, 8", double disc
DRIVING MECHANISM: Ball bearing pull straps, ball bearing rear axle hangers
FIRE CHIEF BELL: Bright plated **WINDSHIELD:** White enameled
LADDERS: Two wooden varnished ladders
HAND RAILS: Two tubular rails enameled white **SEAT PAD:** Fabric type
TIRES: ⅝" solid rubber **PEDALS:** Rubber block
FINISH Body in Vermilion baked enamel with yellow trim
PACKING: One per carton. Shipping wt. 37 lbs.

6U6328 List $23.95 215658★ ea.

Model K-741



STATION WAGON

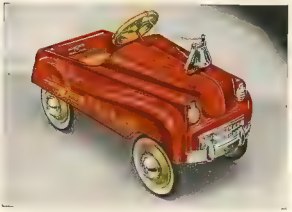
SPECIFICATIONS

DIMENSIONS Length 47", width 17"
WHEELS Ball bearing, 8", double disc
DRIVING MECHANISM: Ball bearing pull straps, ball bearing rear axle hangers
RADIATOR ORNAMENT: Bright plated
WINDSHIELD: Aluminum enameled **SEAT PAD:** Fabric type
HAND RAILS: Tubular steel enameled aluminum
TIRES: ⅝" solid rubber **PEDALS:** Rubber block
FINISH: Body and box in Carolina cream baked enamel. Body panels and trim in black.
PACKING: One per carton. Shipping wt. 37 lbs.

6U6318 List $22.50 214907★ ea.

WHEEL GOODS—F.O.B. MINNEAPOLIS—Subject to Special Freight Allowance.

Model K-615



CHAIN DRIVE FIRE CHIEF AUTO

SPECIFICATIONS

DIMENSIONS. Length 36", width 17"
WHEELS. 8", double disc ball bearing
DRIVING MECHANISM: Ball bearing chain drive mechanism. Pedal crank rotates in a ball bearing hanger.
BELL Bright plated **SEAT PAD:** Fabric type, Black
TIRES 2½" solid rubber
PEDALS. Rubber block
FINISH: Body in vermilion baked enamel with yellow trim and silver enameled grille
PACKING: One per carton. Shipping wt. 32 lbs.

6U6326 List $19.95 213006★ ea.

Model K-610

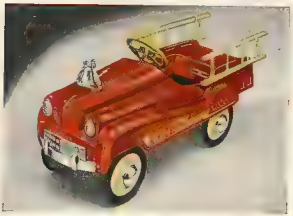
CHAMPION JUVENILE AUTO

SPECIFICATIONS

DIMENSIONS: Length 36", width 17"
WHEELS: 8", double disc
DRIVING MECHANISM. Ball bearing pull straps, ball bearing rear axle hangers
WINDSHIELD: White enameled **SEAT PAD:** Red, fabric type
PEDALS. Rubber block **TIRES:** 2½" solid rubber
FINISH Body in light blue baked enamel with white trim and silver enameled grille
PACKING: One per carton. Shipping wt. 28 lbs.

6U6338 List $14.50 99704★ ea.

Model K-621



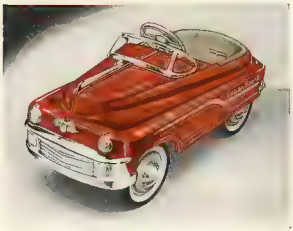
FIRE TRUCK

SPECIFICATIONS

DIMENSIONS: Length 43", width 17"
WHEELS: Ball bearing, 8", double disc
DRIVING MECHANISM: Ball bearing pull straps, ball bearing rear axle hangers
FIRE CHIEF BELL: Bright plated **LADDERS:** Wooden
SEAT PAD: Fabric type **TIRES:** 2½" solid rubber
FINISH: Body in Vermilion baked enamel with yellow trim and silver enameled grille
PACKING. One per carton. Shipping wt. 34 lbs.

6U6327 List $19.95 213203★ ea.

Model K-850



SUPER SPORT JUVENILE AUTO

SPECIFICATIONS

DIMENSIONS: Length 39", width 17"
WHEELS Ball bearing, 8", double disc
DRIVING MECHANISM Ball bearing pull straps, ball bearing rear axle hangers
BUMPER: Chrome plated **WINDSHIELD:** Chrome plated
RADIATOR GRILLE AND HOOD ORNAMENTS. Chrome plated
HEADLAMPS: Dummy type, chrome plated **SEAT PAD:** Fabric type
TIRES: 1" fancy tread, solid rubber **PEDALS:** Rubber block
FINISH: Body in bittersweet. Trim and wheels castle tan.
PACKING: One per carton. Shipping wt. 39 lbs.

6U6331 List $24.95 217006★ ea.

Model K-90

BALL BEARING WAGON

SPECIFICATIONS

DIMENSIONS: Length 36", width 17"
MATERIALS: Box and undergear of heavy gauge steel
TONGUE: ¾" heavy gauge steel tubing
HUB CAPS: Bright plated
WHEELS: Full ball bearing, 10" double disc
TIRES 1¾" semi-pneumatic
FINISH: Box maroon baked enamel; tongue and undergear silver enamel; wheels Vermilion
PACKING: One per carton. Shipping wt. 34 lbs.

6U6315 List $14.50 99808★ ea.

Model K-111

Murray Go Round BABY WALKER

SPECIFICATIONS

FRAME: Tubular steel, enameled
FORKS: Caster type, full ball bearing, non-shimmy
SEAT: Kiln dried wood, acid resistant enamel
TIRES: Jumbo Molded, semi-pneumatic rubber
BUMPERS: Flexible steel, white rubber covered
HANDLE GRIPS White rubber
PLAY PAN: Steel, non-toxic, acid resistant enamel
PLAY BEADS: Wood, non-toxic color finish
FOOT TRAY: Steel, rubber padded mounts
BRAKE: Sure action, easily operated
PUSH HANDLE: Adjustable, tubular steel, chrome plated
PACKAGE CARRIER: Large capacity, steel wire
FINISH. Bermuda Blue baked enamel with Air Gray trim
PACKING One per carton
SHIPPING WEIGHT: Approximately 25 lbs.

6U6818 List $15.95 211003★ ea.

WHEEL GOODS—F.O.B. MINNEAPOLIS—Subject to Special Freight Allowance.

VELOCIPEDES have the famous Murray hydrogen brazed frames and fork, ball bearing front wheels, heavy gauge steel, full head bearing, reinforced joints.

Model K-420 Series

FRONT WHEEL BALL BEARING

SPECIFICATIONS

FRAME: 1¼" tubular, heavy gauge steel, hydrogen brazed
HEAD Large 2" dia., with plated caps
HANDLEBAR: ¾" Adjustable, white enamel
SADDLE: New style, metal, adjustable
WHEELS: Heavy machine spoke type, front wheel ball bearing
TRUSS RODS: Bicycle type, white enamel
TIRES: 1¾" semi-pneumatic front and rear, 1½" on K-420 rears
FINISH: Frame, fork, platform, saddle and fender vermilion baked enamel. Wheels, handlebar in white baked enamel White trim
PACKING: One per carton

	SIZES	FRONT WHEEL	List	REAR WHEELS		WEIGHT
	MODEL K-420	10"		7"		19 lbs.
6U6863	MODEL K-421	12"	$12.95	8"	99056★ ea.	22 lbs.
6U6864	MODEL K-422	16"	$14.95	10"	210357★ ea.	26 lbs.

Model K-400 Series

FRONT WHEEL BALL BEARING

SPECIFICATIONS

FRAME: 1¼" tubular, heavy gauge steel, hydrogen brazed
HEAD: Large 2" dia. with plated caps
HANDLEBAR: ¾" Adjustable, white enamel
SADDLE: New style metal, adjustable
WHEELS Heavy machine spoke, front wheel ball bearing
TIRES 1½" semi-pneumatic front and rear
FINISH: Frame, fork, platform, saddle in vermilion baked enamel. Wheels, handlebar white baked enamel
PACKING: One per carton

	SIZES	FRONT WHEEL	List	REAR WHEELS		WEIGHT
6U6859	MODEL K-400	10"	$10.95	7"	87451★ ea.	17 lbs.
6U6860	MODEL K-401	12"	$11.95	8"	98156★ ea.	19 lbs.

Model K-385 Series

FRONT WHEEL BALL BEARING

SPECIFICATIONS

FRAME: 1¼" tubular, heavy gauge steel, hydrogen brazed
HEAD: Large 2" dia. with plated caps
HANDLEBAR. ¾" Adjustable, white enamel
SADDLE: New style, metal, adjustable
WHEELS: Heavy machine spoke type, front wheel ball bearing
TIRES: ¾" solid rubber
FINISH: Frame, fork, fenders, platform in vermilion baked enamel. Wheels, handlebar in white baked enamel
PACKING. One per carton

	SIZES	FRONT WHEEL	List	REAR WHEELS		WEIGHT
	MODEL K-385	6U6869 10"	$8.50	6"	68551★	15 lbs.
	MODEL K-386	6U6870 12"	$9.50	8"	76352★	17 lbs.

SPECIFICATIONS

HANDLEBAR: ¾" adjustable, white enamel
WHEELS: Heavy machine spoke, front wheel ball bearing
TIRES: ¾" solid rubber
FINISH: Frame, fork, platform, saddle in vermilion baked enamel. Wheels, handlebar in white baked enamel.
PACKING: One per carton

	SIZES	FRONT WHEEL	List	REAR WHEELS	WEIGHT
	MODEL K-380	6U6868 10"	$7.50	6" 65102★	13 lbs.

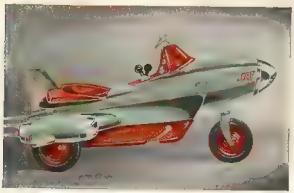
Model K-380 Series

COMMENDED PARENTS MAGAZINE

MURRAY

The World's most famous Wheelgoods. Nationally advertised. "Parents" seal of approval. Newest in design. Finest in quality—tops with kids!

Model K-900



MURRAY SUPERSONIC JET

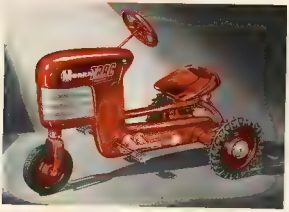
FULL BALL BEARING

SPECIFICATIONS

DIMENSION: Length 45", wing spread 25"
WHEELS: 8" double disc, ball bearing **TIRES:** 1¾" semi-pneumatic
DRIVING MECHANISM: Chain drive, ball bearing crank hanger
STEERING MECHANISM: Universal joint 360° turn. Full sleeve bearing
CONTROLS: Realistic Dual Jet Controls—Simulated gauges and instruments
FINISH: Fuselage and delta wing Stratosphere Blue. Rudders, wheels, chain guard, and other trim in Rocket Red.
PACKING: One per carton — Weight 38 lbs.

6U6332 List $34.95 322851★ ea.

Model K-300



CHAIN DRIVE TRACTOR

FULL BALL BEARING

SPECIFICATIONS

DIMENSIONS: Length 38½", width 20½", height 27½"
FRAME: 1¼" tubular, heavy gauge steel, hydrogen brazed
WHEELS: 8" ball bearing front, 10" ball bearing rear
DRIVING MECHANISM: Chain drive, ball bearing crank hanger
STEERING MECHANISM: Universal joint allowing 360° turning
TIRES: 1¾" semi-pneumatic front and rear. Rear tires have tractor tread
FINISH: Body in vermilion baked enamel with silver trim
PACKING: One per carton, Shipping weight 39 lbs.

6U6348 List $27.95 218552★ ea.

Model K-301

Model K-320

PEDAL DRIVE TRACTOR

FULL BALL BEARING

SPECIFICATIONS

DIMENSIONS: Length 38½", width 20½", height 27½"
FRAME: 1¼" tubular, heavy gauge steel, hydrogen brazed
HOOD: Heavy gauge steel, tractor type, with gear shift lever
SEAT: All steel, spring type, adjustable
WHEELS: 8" ball bearing front, 10" ball bearing rear
DRIVING MECHANISM: Ball bearing pull straps, ball bearing rear axle supports
STEERING MECHANISM: Universal joint allowing 360° turning
TIRES: 1¾" semi-pneumatic, front and rear. Rear tires have tractor tread
FINISH: Body in vermilion baked enamel with white trim and white wheels
PACKING: One per carton Shipping weight 31 lbs.

6U6347 List $19.95 213301★ ea.

DUMP TRAC

FULL BALL BEARING

SPECIFICATIONS

DIMENSIONS: Length 33", width 15½"
DUMP BOX: Easily operated from seat position
MATERIALS: Seat, box and undergear of heavy gauge steel
WHEELS: Full ball bearing 8" double disc
TIRES: Solid rubber 4½"
FINISH: Vermilion baked enamel with white trim and white wheels
PACKING: One per carton, Shipping weight 16 lbs.

6U6349 List $9.50 76301★ ea.

Model K-501

10" PARK CYCLE

MACHINE SPOKE FULL BALL BEARING

SPECIFICATIONS

FRAME: 1¼" heavy gauge steel tubing equipped with new large 2" head
FRAME BEARINGS: Ball bearing crank hanger
FORK: One piece, enameled
WHEELS: 10" heavy machine spoke
TIRES: 1¾" semi-pneumatic molded rubber
SAFETY AID: New style with step, equipped with nylon bearing 6" steel disc wheels with ¾" tires
FINISH: Frame, fork, chain guard and saddle, in vermilion baked enamel. Wheels and trim white enamel.
PACKING One per carton. Shipping weight 26 lbs.

NOT AVAILABLE

Model K-505

14" PARK CYCLE

MACHINE SPOKE FULL BALL BEARING

SPECIFICATIONS

FRAME: 1¼" heavy gauge steel tubing equipped with new large 2" head
FRAME BEARINGS. Ball bearing crank hanger
FORK. One piece, enameled
WHEELS: 14" ball bearing, heavy machine spoke
TIRES: 1¾" semi-pneumatic molded rubber
SADDLE: New metal, adjustable with springs
SAFETY AID: New style with step, equipped with nylon bearing 6" steel disc wheels with ¾" tires
CROSS BAR: New type double tube easily removable
FINISH: Frame, fork, fender, saddle, chain guard vermilion enamel. Wheels and paneling, white
PACKING: One per carton. Shipping weight 34 lbs.

6U6872 List $22.95 215501★ ea.

Model K-504

14" PARK CYCLE

MACHINE SPOKE FULL BALL BEARING

SPECIFICATIONS

FRAME: 1¼" heavy gauge steel tubing equipped with new large 2" head
FRAME BEARINGS: Ball bearing crank hanger
FORK: One piece, enameled
WHEELS: New 14" mach spoke, ball bearing
TIRES: 1¾" semi-pneumatic molded rubber
SADDLE: Bicycling, top quality, chrome springs
HANDLE BAR: Chrome plated, adjustable
PEDALS: Double block, black rubber
GRIPS: Red plastic
SAFETY AID: New style with step, equipped with nylon bearing 6" steel disc wheels with ¾" tires
LUGGAGE CARRIER: New streamline type
TRUSS RODS: New style chrome plated
CROSSBAR: New type double tube, easily removable
FINISH: Frame, fork, luggage carrier, dark blue enamel. Fenders and chain guard vermilion. Wheels white, Paneling white.
PACKING: One per carton. Shipping weight 38 lbs.

NOT AVAILABLE

Model K-507

16" PARK CYCLE

MACHINE SPOKE FULL BALL BEARING

SPECIFICATIONS

FRAME: 1⅛" heavy gauge steel tubing equipped with new large 2" head
FRAME BEARINGS: Ball bearing crank hanger
FORK: One piece, enameled
WHEELS: 16" ball bearing, heavy machine spoke
TIRES: 1¾" semi-pneumatic molded rubber
SADDLE: New style molded rubber top with springs, adjustable
HANDLE BAR: White enamel, adjustable
PEDALS: Double black, black rubber **GRIPS:** Red plastic
SAFETY AID: New style with step, equipped with nylon bearing 6" steel disc wheels with ¾" tires
CROSSBAR: New type double tube, easily removable
FINISH: Frame and fork maroon baked enamel. Fenders and chain guard vermilion. Paneling white.
PACKING: One per carton. Shipping weight 38 lbs.

6U6874 List $25.95 217856★ ea.

Model K-506

16" PARK CYCLE

MACHINE SPOKE FULL BALL BEARING

SPECIFICATIONS

FRAME: 1¼" heavy gauge steel tubing equipped with new large 2" head
FRAME BEARINGS: Ball bearing crank hanger
FORK: One piece, enameled
WHEELS: New 16" multi-spoke, ball bearing
TIRES: 1¾" semi-pneumatic molded rubber
SADDLE: Tan vinyl top with chrome springs
HANDLE BAR Chrome plated, adjustable
PEDALS: Double black, black rubber **GRIPS:** Red plastic
SAFETY AID: New style with step, equipped with nylon bearing 6" steel disc wheels with ¾" tires
LUGGAGE CARRIER: New large streamline type
TRUSS RODS: New style chrome plated
CROSSBAR: New type double tube, easily removable
FINISH: Frame, chain guard and fork dark blue. Luggage carrier vermilion. Fenders white. Paneling vermilion and white.
PACKING: One per carton. Shipping weight 40 lbs.

6U6873 List $26.95 219952★ ea.

Model K-510

20" PARK CYCLE with Coaster Brake

TANGENT SPOKE FULL BALL BEARING

SPECIFICATIONS

FRAME: 14⅞" hydrogen brazed. All joints reinforced for double strength. **BOY'S,** single bar; **GIRL'S,** double bar.
FRAME BEARINGS: Full ball bearing head and hanger sets.
FORK: Drop forged, one piece
WHEELS: Full ball bearing, tangent spoke
TIRES: 1⅜" semi-pneumatic 20"
SADDLE: Tan vinyl top, black compound springs
HANDLEBAR: Double adjustable, chrome plated
COASTER BRAKE: Self-energizing, Positive action
PEDALS Large double black bicycle type **GRIPS:** Red Plastic
SAFETY AID: Bicycle type, equipped with nylon bearing 6" steel disc wheels with ¾" tires
FINISH BOY'S Black baked enamel with vermilion fenders and white panels
GIRL'S: Sage green baked enamel with white fenders and green panels
PACKING: One per carton. Shipping weight 45 lbs.

Also available in 16" sizes—Blue Finish

Boys' 6X1378 16" List $33.95 324951★ ea.
Girls' 6X1379 16"

Boys' 6Y1380 20" List $37.50 327652★ ea.
Girls' 6Y1381 20"

Model K-450 Series

MACHINE SPOKE BALL BEARING
SPECIFICATIONS

FRAME: 1¼" tubular, heavy gauge steel, hydrogen brazed
HEAD: Large 2" diameter, full sleeve bearing with bright plated caps
PEDALS: Double black **GRIPS** Red new plastic type
HANDLEBAR: ¾" adjustable, chrome plated
SADDLE: Troxel, white vinyl top, double coil chrome springs
WHEELS: Full ball bearing, heavy machine multi-spoke
TRUSS RODS: Bicycle type, chrome plated
TIRES: 1¾" semi-pneumatic, front and rear
BELL: Velocipede type, plated
FINISH: Frame, platform and fork in black baked enamel, fender and fender brace chrome plated, trim is red and white
PACKING: One per carton

	SIZES	FRONT WHEEL	List	REAR WHEELS	WEIGHT
6U6890	MODEL K-450	10"	$19.95	8" 213601★ ea.	23 lbs.
6U6891	MODEL K-451	12"	$21.95	8" 214608★ ea.	25 lbs.
6U6892	MODEL K-452	16"	$23.95	10" 215904★ ea.	29 lbs.

Model K-440 Series

MACHINE SPOKE BALL BEARING
SPECIFICATIONS

FRAME: 1¼" tubular, heavy gauge steel, hydrogen brazed
HEAD: Large 2" diameter, full sleeve bearing with bright plated caps
PEDALS. Double black **GRIPS.** Red plastic
HANDLEBAR: ¾" adjustable, chrome plated
SADDLE: Red vinyl, chrome springs
WHEELS: Full ball bearing, heavy machine multi-spoke
TRUSS RODS: Bicycle type, Chrome plated
TIRES: 1¾" semi-pneumatic, Front and rear
FINISH: Frame, fork and platform in maroon baked enamel, paneling and striping in white, white wheels. Fenders, vermilion
PACKING: One per carton

	SIZES	FRONT WHEEL	List	REAR WHEELS	WEIGHT
~~6U6880~~	~~MODEL K-439~~	~~10"~~	~~List~~	~~8"~~	~~22 lbs.~~
6U6880	MODEL K-440	12"	$17.95	8" 212157★ ea.	24 lbs.
6U6881	MODEL K-441	16"	$19.95	10" 213409★ ea.	27 lbs.
6U6882	MODEL K-442	20"	$21.95	12" 214801★ ea.	32 lbs.

Model K-430 Series

MACHINE SPOKE BALL BEARING
SPECIFICATIONS

FRAME: 1¼" tubular, heavy gauge steel, hydrogen brazed
HEAD: Large 2" dia. with bright plated caps
PEDALS: Black rubber **GRIPS:** Red new plastic type
HANDLEBAR: ¾" adjustable, chrome plated
SADDLE: New style metal, adjustable, with springs
WHEELS: Full ball bearing, heavy machine spoke
TRUSS RODS: Bicycle type, Chrome plated
TIRES: 1¾" semi-pneumatic front and rear, 1½" on K-430 rears
FINISH: Frame, platform, fork dark blue baked enamel, fender and saddle vermilion enamel, trim white
PACKING: One per carton

	SIZES	FRONT WHEEL	List	REAR WHEELS	WEIGHT
6U6887	MODEL K-430	10"	$13.45	7" 99551★ ea.	19 lbs.
6U6888	MODEL K-431	12"	$15.95	8" 210452★ ea.	22 lbs.
6U6889	MODEL K-432	16"	$17.95	10" 211809★ ea.	27 lbs.

MURRAY VELOCIPEDES ARE PACKED 1 TO CARTON

AMERICAN FLYER EQUIPMENT AND ACCESSORIES

2-RAIL TRACK

Each section measures 10". Ties and rails perfectly insulated. Made of heavy gauge steel.

6T3802 Curved Pk. 48 List 25c 2178 Ea.

6T3800 Straight Pk. 144 List 25c 2179 Ea.

REMOTE CONTROL SWITCHES

Positive action electric switches with red and green position lights. Remote control box. Pk. 3.

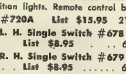
6T3807 #720A List $15.95 210634 Pr.

L. H. Single Switch #678

6T3805 List $8.95 . . . 65974 Ea.

R. H. Single Switch #679

6T3806 . . List $8.95 . . . . . 65974 Ea.



MANUAL PAIR SWITCHES

Hand operated. Control lever alters position of swival rail. Pk. 6.

6T3808 #722A List $8.95 . . 65967 Pr.

RAILROAD CROSSING

Enables train to pass in front of another or to intersect two main lines. 10" long. Pk. 3.

6T3809 #725 R. R. Crossing List $2.50 . 21663 Ea

SMOKE CARTRIDGES (12)

Produces thick, clean, white smoke in few seconds. Non-toxic. Plastic cartridge. Pk. 6 pkg.

6T3815 #25 Set 12 List $1.25 9831 Pkg

KNUCKLE COUPLER KIT

For converting American Flyer link coupler cars and tenders to new knuckle-type couplers. Complete directions included. Sold in pairs.

6T3803 #520 List 95c 7643 Pr

CROSSING GATE WITH BELL

When train approaches grade crossing, gate lowers and red light goes on and warning bell rings. As last car passes, gate rises, bell stops. Includes track trip. 9"x3".

6T3826 #600 List $7.95 . . . . 65304 Ea.

AUTOMATIC TALKING STATION

Remote control button. Train halts by itself in front of the station When sounds cease, train resumes trip—automatically. Measures 16xBx8". Pk. 1.

6T3865 #799 List $19.95 . . 213308 Ea.

ILLUMINATED GRAIN ELEVATOR

Familiar Grain Elevator with its multi-roof design and elevated storage capacity. 9x7x5".

6T3820 #165 List $5.00 . . . . .43334 Ea.

ELECTRIC HAND CAR

Designed to operate on American Flyer "S" Gauge track. Powered by a rugged ELECTRIC MOTOR, WORM-GEAR DRIVEN. Measures 4½". Boxed. Pk. 12.

6T3840 #740. List $7.95 65304 Ea.

SERVICE KIT

Contains can of track cleaning fluid, bottle of train motor oil, tube of gear-and-stud grease, cleaning brush, sanding sticks, commutator stick, tube cleaners, cloth and instruction manual. Pk. 12.

6T3814 #26 List $1.75 . . 21178 Ea.

DISTRICT SCHOOL

No rural scene is complete without an old fashioned little red schoolhouse. And here it is, with its familiar recess bell and multi-paned windows. 6⅞x5¼x5". Pk. 4 ea.

6T3818 #50 List $2.95 . . . . . 21973 Ea.

WHISTLING BILLBOARD

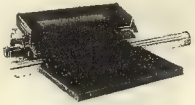
Just the ticket for non-whistling locomotives. Sounds true-to-life long blasts and short toots by remote control. Mechanism concealed in housing. 4x7¼x4". Pk. 4 ea.

6T3823 #566 List $6.95 . . . . 54639 Ea.

BELL DANGER SIGNAL

Fascinating sound and action. Approaching train causes bell to set up a warning clang while red lights on Crossing stanchion flash on and off. Base and lamp housing are die cast; house is pressed steel. Track trips included. 5x2⅝x5". Pk. 12 ea.

6T3824 #759 List $4.95 43306 Ea.



OPERATING DUMP CAR

Body tilts, sides lower and contents slide out. Heavy die-cast chassis. Bin, artificial coal, control units, etc. included. Car is equipped with railroad type knuckle couplers. 6¾" long. Boxed. Pk. 3 ea

6T3851 #919 Dump Car
List $8.50 . . .65662 Ea.

TANK CAR

Just like the real-life tankers which carry oil to the refinery. Tank carries authentic Gulf emblem, finished in color. Heavy chassis for low center of gravity; tank has molded rivet heads and other detail Car has railroad type knuckle couplers. 7⅝" long. Boxed. Pk. 6 ea.

6T3854 #925 Tank Car
List $4.50 . 43002 Ea.

CHEMICAL CAR

On more and more freight hauls on America's big roads you'll find at least one of these indispensable tank cars especially designed to carry chemicals. Fully detailed and complete with hand and guard rails and ladders. Finish is yellow and green. Has Knuckle Couplers and heavy-duty trucks. 7⅝" long. Pk. 6 ea.

6T3860 #910 Chemical Car
List $5.00 43336 Ea.

REVOLVING AIRCRAFT BEACON

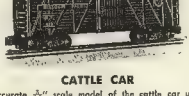
Realistic structure which provides warning for low-flying aircraft. Beacon revolves automatically, slowly swinging alternate red and green rays. Girder structure is all-steel; base is molded Watchman's Shanty is pressed steel, colorfully finished. Stands 12" high; base 5x6".

6T3819 #769A Beacon
List $3.95 32636 Ea.

GREAT NORTHERN BOX CAR

All ready for shipments, this Great Northern Railway Box Car will be a real addition to any freight fleet. Complete detail, Knuckle couplers and new truck sides. 7½" long. Pk. 6 ea.

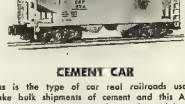
6T3852 #913 Box Car
List $4.50 43001 Ea.



CATTLE CAR

Accurate ¼" scale model of the cattle car used to transport prime steer to stockyard centers Doors slide open and shut. Car has railroad type knuckle couplers. 7½" long. Boxed. Pk. 6 ea.

6T3855 #929 Cattle Car
List $4.75 43176 Ea.



CEMENT CAR

This is the type of car real railroads use to make bulk shipments of cement and this American Flyer model is a perfect scale model copy. Roof loading hatches, rivet heads, ladders and other detail are faithfully reproduced. Has Jersey Central R.R. markings. Complete with Knuckle Couplers and massive, heavy-duty sintered iron trucks with full detail. 6⅝" long. Pk. 6 ea

6T3861 #924 Cement Car
List $4.95 . . 43306 Ea.

FLOODLIGHT TOWER

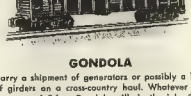
Powerful new floodlights, mounted in double tier atop a steel girder-type structure, cast bright glow. Workman's Tool Shack at base is made of pressed steel. 11½" high; base is 5x6". Pk. 6 ea.

6T3821 #774 Floodlight
List $4.95 . . .43306 Ea.

BURLINGTON HOPPER

Highly detailed CB & Q Hopper Car, complete with load of realistic simulated coal. Car has knuckle couplers and new truck sides. 6⅛" long. Pk 6 ea.

6T3853 #921 Burlington Hopper
List $4.95 . . . . 43302 Ea.



GONDOLA

Carry a shipment of generators or possibly a load of girders on a cross-country haul. Whatever it is this rugged Frisco Gondola will do the job. Complete prototype detail including knuckle couplers and sintered iron truck sides. 8" long. Pk. 6 ea.

6T3858 #941 Gondola
List $4.00 32667 Ea.

REFRIGERATOR CAR

Latest type refrigerator sliding doors open for cargo loading. Simulated icing hatches on roof are minutely detailed. Car body is finished in railroad orange; roof and dreadnaught ends are Tuscan red. Car has railroad type Knuckle Couplers and massive, heavy-duty sintered iron trucks with authentic detail. 7⅛" long Pk. 6 ea.

6T3862 #947 Refrigerator Car
List $4.75 . . .43176 Ea.

AUTOMATIC WATER TOWER

Colorful Water Towers with automatic action. Tank, with striking red-and-white checker pattern, sits atop all-steel girder type structure. Shack mounted on base is pressed steel finished in white with green roof. 12¾" high. Base measures 5x6". Pk. 6 ea.

6T3822 #772 Water Tower
List $4.95 43306 Ea.

JO-ROLL "THE FACE"

The newest animated toy by the makers of the famous JO-BO. Squeeze him and he pops his mouth and eyes at you. Let him alone and he'll just sit and stare. With an expression that grows funnier everytime you look at him. Brilliantly colored. Push him over, bounce him, kick him. He always bounces right back into position again. Built of soft, easy to clean latex. Pk. 3 dz.

6T2612 List 49c 43806 Dz

JO-KO "THE MONKEY"

An appealing little monkey with a jaunty red cap, bowtie and mittens . . . and a happy smile for everyone. A gentle squeeze makes his ears pop out . . . captures the attention of children of all ages. Jo-Ko is made of soft washable latex, treated with self-vulcanizing paints. Absolutely safe for children. Attractive transparent container. Pk. 1 dz.

6T2613 List 49c . 43806 Dz.

JO-BO

The Pop-Out Toy

Versatile JO-BO brings fun to young and old alike. Squeeze him . . . his ears, eyes and tongue pop out, individually or all at once. He can cross his eyes, wiggle his tongue and pop one ear out leaving the other one in. Made of wonder-soft latex, colorfully treated with self-vulcanizing paints. All fast colors. 5" tall. Cello bag. Asst. colors. Counter display included with 1 dz. pk.

6T2614 List 69c .65304 Dz.

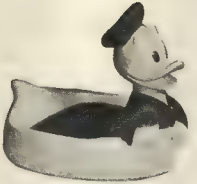
SUN'S FLOATING BATHTUB TOYS

These molded vinyl bathtub toys are sanitary and easily washed. All are fully featured and decorated. They bubble, gurgle, quack and float. Packed in colorful cellophane window boxes.

DIPPY DUCK

7½" long, 4" high, 4" wide. Pk. 1 dz.

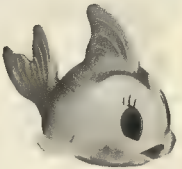
6T2620 . List 98c . . . . . 98007 Dz



DONALD DUCK SOAP BOAT

6¾" long, 5¾" high, 5" wide. Pk. 1 dz.

6T2621 . . . List 98c . . . . . 98001 Dz.



CLEO THE FISH

7½" long, 5" high, 5" wide. Pk. 1 dz

6T2622 . . List 98c . . . . . 98001 Dz.

BALLOONS

6 dozen assorted colors in styles such as: Airship, Knobby and Serpentine. Packaged in attractive display box dispenser. Pk. 1 box.

6T2655 List 5c 32007 Box

LARGE STANDING DISNEY VINYL DOLLS

Mickey Mouse, Minnie Mouse and Donald Duck . . . leaders of the top notch Disney characters are now presented in vinyl, standing doll form for the first time. 11" tall, fully molded and brilliantly, safely decorated. Attractively packaged in new, beautiful display pack. Pk. ½ dz. asst.

6T2636 List $1.98 . 216008 Dz.

CHIPPER CHIMP

(With Built-In Voice)

Made of sanitary, washable natural latex rubber. Gorgeously molded with beautifully colored detail. Built in voice box. Rubber construction makes this toy practically indestructible. A real sales leader any season of the year. Individually boxed. Pk. 1 dz.

6T2632 List $1.98 215008 Dz.

THE GOLDEN TUBA

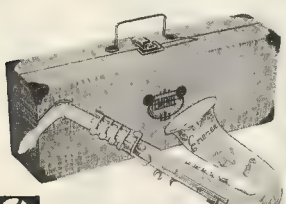
No lessons needed. Nearly 3 feet high with bell over 3 feet in circumference and 4 feet of wrap-around body. Blows easily, light weight. Has fine deep tonal quality similar to true professional instrument. Heavy gold finish on beautifully engraved break-resistant plastic. Has eight brass hand tuned reeds. Complete with music stand and music book. Packaged in individual 200 lb. test "luggage" carrying case, which opens to form its own display. Pk. 3 ea.

6T2591 List $14.98 . . . . . 99765 Ea.

THE GOLDEN GLOCKENSPIEL

25"x11". Can be played indoors as a Xylophone and used outdoors as a marching band musical instrument. Heavy gold finished frame. For play as Glockenspiel when standing or marching has 11" handle grip, which attaches to frame. Has music stand and music book. Complete with individual "luggage" carrying case, which opens to form its own display. Pk. 1 Dz.

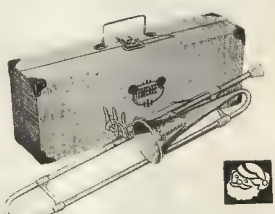
6T2592 . . . . . List $3.98 . . . . . 431802 Dz.



THE SILVER SAXOPHONE

17" long. Heavy silver and gold finish on beautifully engraved break-resistant plastic, with ebony black sax mouthpiece which is sterilized and sealed. 14 durable hand-tuned brass reeds (full scale) includes two triple reed harmony chords . . . plays countless songs. Has adjustable strap and hook and music book containing many songs. Complete with individual "luggage" carrying case, which opens to form its own display. Pk. ½ Dz.

6T2589 . . . . . List $5.93 . . . . . 546809 Dz.



THE GOLDEN SLIDE TROMBONE

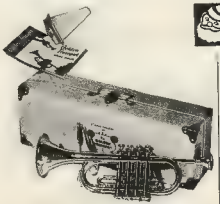
No lessons needed. Over 27" long. Notes play automatically as slide is operated by observing new fully visable dial indicator. 8 durable hand-tuned brass reeds. Has music stand and music book containing many songs. Complete with individual "luggage" carrying case, which opens to form its own display. Pk. ½ Dz.

6T2590 List $6.95 . . . . . 654602 Dz.

ARTHUR GODFREY UKE PLAYER PLUS FLAMINGO UKE

Professional size ukulele. Adjustable metal screw type friction tuning pegs, magnificent tone. Has four brass reed pitch pipes built in for easy tuning. Mahogany and ivory color finish. Complete with original Arthur Godfrey uke player, song and instruction book and felt pick. Pk. 1 Dz.

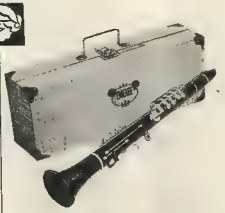
6T2585 List $4.95 . . . . 439602 Dz.



THE GOLDEN TRUMPET

13" long. Heavy gold finish on beautifully engraved break-resistant plastic. Has brass hand-tuned reeds which operate by blowing through mouthpiece and depressing any one of four valves. Plays dozens of bugle calls, marches and songs. Individually "luggage" carrying case is display. Pk. 1 dz.

6T2587 List $3.98 . . . . . 431205 Dz.



EBONY AND SILVER CLARINET

Over 17" long. Heavy silver finished keys and fittings combined with break-resistant ebony black plastic. 14 brass reeds includes two triple reed harmony chords. Complete with individual "luggage" carrying case, which opens to form its own display. Pk. 1 Dz.

6T2588 . . . . List $3.98 . . . . . 431204 Dz.

KEEP-BUSY BOOKS

Bright, attractive covers in full color. Each book is clearly marked with the age level for which it is written. Shipping carton opens as display. Pk. 1 Gr. Asst. N.B

6T3055 . . **List 25c** 321607 Gr N.B.

STORY BOOKS

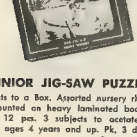
Assorted children's story books by Goldsmith Publishing. Favorite stories at great savings. Books 8" high by 3½" wide, 1" thick. Each book contains 256 pages and is strongly bound. The front cover and backbone have individual stamping. Jackets are in four colors and varnished. Pk. 1 dz asst.

6T3040 **List 59c** . . . . 54326 Dz.

JOLLY JUMP-UP BOOKS

Open any page and the cleverly die-cut, full-color character, animals or furniture pop up . . . with an amazingly realistic 3-dimensional effect that creates the illusion of actual movement. Descriptive rhymes or text on each page. Pk. 2 dz. asst.

6T3060 . . **List 98c** . . . . 67806 Dz.



JUNIOR JIG-SAW PUZZLES

3 Subjects to a Box. Assorted nursery rhyme subjects, mounted on heavy laminated board. 7x8" approx. 12 pcs. 3 subjects to acetate window box. For ages 4 years and up. Pk. 3 dz. Asst.

	Doz.	Lots-3 Doz.
6T3020 **List 25c** . . .	32007	21908 Dz.

"BONNIE" STORY BOOKS

The ever popular hardbound "Bonnie Books" They are a contribution to today's literature for juveniles. Truly a product of fine publishing. Illustrated in four-colors throughout with wonderful stories and charming verses. Plastic-coated board covers in full color. Wonderful stories, charming verses, all illustrated in rich warm colors. Books to amuse the boy or girl, books for pleasure and laughter. All that is endearing to children. Pk. 1 dz. assorted. Titles, counter display N.C. with 12 dz.

6T3029 . . . . . **List 25c** 32007 Dz.

SPRING-UP PICTURE BOOKS

Five "Pop-up" pictures to each book. Beautifully lithographed in four colors. Washable covers. 2 each of six styles assorted. Counter display carton. Pk. 1 dz. N.B.

6T3022 . **List 29c** 32257 Dz.

KIDDIES FUN KIT

6 pages full of games, tricks, masks, puzzles, etc. Beautifully lithographed. Pk. 6 dz.

6T3066 **List 29c** . . . 32327 Dz.

PRE-PLANNED PAINT BY NUMBER PICTURES

Each board has a pre-sketched drawing with keyed numbers to follow. 12 different colors of paint included with artist brush. Paints are water soluble. Cello-wrapped, 9x12". Asst. subjects. Pk. 4 dz

	Dozen	Lots-4 Dz.
6T3021 **List 29c**	32327	32227 Dz.

CHANGEABLE TOY GREETING CARDS

Colorful matching blocks form 256 different funny faces. Each card measures 4½x5¾" and has greeting messages on booklike cover. Six each birthday and "get well" cards to display box including mailing sleeves. Pk. 1 dz. N.B.

6T3036 . **List 69c** . . . . . 54965 Dz.

20 ACTIVITY BOOKS

Box contains 20 activity books, 8¾"x5½". Individual texts combined, feature 320 pages of activities such as drawing, puzzles, follow the dots and color the pictures, games, mazes coloring, etc. Pk. 1 dz.

6T3075 **List 98c** . . . . . 98002 Dz.

BOBBSEY TWINS PLAY BOX

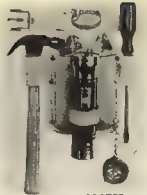
Features 2 large, die-cut dolls printed in 4 colors. 26 different costumes either flocked or ornamented with spangles. Boxed. Pk. 1 dz.

6T3059 . . . **List $1.95** . . . . 215558 Dz.

JUNIOR LINEMAN TOOL SET

Genuine regulation maintenance gear in miniature. Extra-heavy full grain leather belt adjustable from 22 to 30". Full size tools. Hammer, screwdriver, pliers, and friction tape. A true replica of the belts and equipment worn by linemen across the country. Rustproof metal fittings. Boxed. Pk. 1 dz.

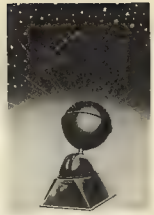
6T2980 . **List $2.98** ..... 323507 Dz.



TOOL HOLSTER FULL SIZE TOOLS FOR BOYS

Top quality full grain steerhide. Lockstitched linen thread and nickle steel rivets. Genuine industrial safety belt and tool holster complete with Flashlight, adjustable wrench, pliers, screwdriver, tape holder and hammer. A highly educational toy with a variety of uses. Pk. 1 Dz.

6T2981..... **List $4.98** .....438506 Dz.



SPITZ JR. PLANETARIUM

Scientifically-designed toy that opens up the skies, puts stars in a youngster's eyes! Easy to operate, the Planetarium works on ordinary household current . . . no batteries required! Projects, all the major constellations . . . with two simple adjustments that show you the sky as it appears from any point in your hemisphere . . . for any month of the year! Daily motion by hand control. Latitude changed easily by hand. Rheostat control. 32 page star book included. 14¼" high, 7½"x7½" base, 7" dia. projection sphere. Boxed.

6T2999.....**List $14.95** .....99661 Ea.

OFFICIAL CAPTAIN VIDEO SPACE HELMET

Made of fire-resistant, self extinguishing plastic. Clear plastic face shield, red helmet top, white side flaps and chin strap with black earphones. Ideal for mass display. Boxed. Pk. 1 dz.

6T2974 .....**List $1.59** .....212608 Dz.

SPACE HELMET WITH GOGGLES

Helmet and Goggles molded in latest "space" design with elastic chin and head straps. Packaged in multi-colored display box with interesting, authentic sky chart on top. Radar antennas on front of goggles revolve. Will fit all age groups. Boxed. Pk. 1 dz.

6T2975 .... **List $1.69** .....213208 Dz.

THE OFFICIAL SPACE PATROL HELMET

Made of rugged, clear, safe, shatterproof plastic, with inflated double astral jet pack tanks and "Space Patrol Commander" insignia on the front. This helmet has been featured in national advertising all over the country. Pk. 1/12 dz.

6T2976.....**List $4.95** .....438006 Dz.

JR. FIRE CHIEF SET

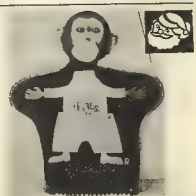
A popular outfit for a wide age range. Jr. Fire Chief Set is complete with red suspenders, Fire Chief badge, authentic whistle and bright red helmet. Each set mounted attractive color display card. Pk. 1 Dz.

6T2971 . . .**List 98c** . 98002 Dz.

JUNGLE GUIDE OUTFIT

Perfect for the Back Yard Frank Buck. A complete jungle hunting outfit includes Jungle Helmet, Hunters wrist compass that really works, special sun goggles, and plastic clicker pistol. Set mounted on attractive display card. Pk. 1 Dz.

6T2972 . . .**List 98c** ..... 98002 Dz.



J. FRED MUGGS PUPPET

Hand puppet with colorful screened fabric garment and extra large vinyl head. Complete with autograph of J. Fred himself. Window front display box. Pk. 2 dz.

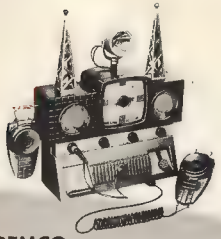
6T2969 **List 98c** ..... 87802 Dz.

SAUCY WALKER

Head, arms and legs of acetate plastic. Hair of saran. She walks, rolls her eyes, turns her head, and has hair that can be shampooed, waved and curled. She sits, stands, cries, sleeps with no keys and no winding. 16" tall. Boxed.

List $7.95

6T1712 . 764003 Dz.



REMCO . . . ELECTRONIC RADIO STATION

Sends and receives up to ½ mile, two microphones . . . transmits voice and telegraph codes. Switchboard type transmitter. Individual plug ins for each activity. Professional telegraph key. Buzzes, clicks and sends searchlight signals. Powerful searchlight remote controlled 360 degrees from transmitter panel. Radio signal detector registers transmitted impulses. Sturdy, high impact plastic. Includes batteries and all accessories. Automatic decoder and permanent log book. Boxed, Pk. ½ Dz.

6T1557 ..... **List $6.95** ..... 656004 Dz.

OFFICIAL SIZE BASKETBALL OUTFIT

Metal goal and twine net in official size for regulation play. Set is complete with molded rubber, inflated rubber ball also Official size. Pk. ¼ dz.

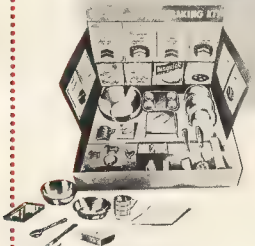
List $4.98

6T2748 .... 540005 Dz.

DAISY "RED RYDER" CORK BALL CARBINE

A great, new lever action western style carbine 32" long. Shoots ½" cork balls with amazing accuracy and velocity. Makes load bang with or without ammunition. Does Not Shoot BBs! Plastic stock with checkering and gold design. Ammunition and leather pouch. Pk. 1.

6T1155 . ..... **List $4.98** ..... 43336 Ea.



IDEAL'S BETTY CROCKER JUNIOR BAKING KIT

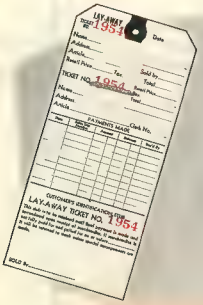
It's easy! . . . and great fun for children to make these delicious pies, cakes and cookies. World famous Betty Crocker tells how with recipes and instructions. Complete with 12 baking mixes and 21 utensils. Pk. ½ dz.

6T1679 . . . . . **List $4.95** ....439001 Dz.

FARMER IN THE DELL

The happiest and most novel toy in the world. Turn the music crank and watch the characters act out the song. They all pop out one at a time and then go back in the house. All metal. Sturdy.

6T2576 . ..... **List $3.98** .. ..432007 Dz.



USE A LAY-A-WAY PLAN FOR INCREASED SALES AND PROFITS . . .

Offer your customers the Lay-A-Way plan to purchase those "big ticket" items for future birthdays and holidays throughout the year. Emphasize the plan's "painless purchasing power" to your customers, and you'll see your volume increase. You will build store traffic as your customers come in to make weekly payments. This plan enables you to sell them additional impulse items. Dealers who use the "Lay-A-Way" plan find it increasingly productive.

"BANNISTER BABY"

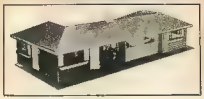
Drinks from his own bottle, wets tiny diapers. Blows bubbles from plastic pipe. Cries when squeezed. Fully molded vinyl with patented joints and sleeping eyes. 18" tall, dressed in hooded robe, booties, undershirt and panties. Boxed. Pk. ¼ dz.

6T1847 ..... List $9.95 ..... 980001 Dz.

NY-LINT TOURNATRACTOR-DOZER

A faithful reproduction of the original made LeTourneau-Westinghouse Co. True to scale design has a wealth of detail including the heavy adjustable blade on the front that locks in any position. Pivoted tow bar on the rear. Sturdy all-welded 20 gauge steel construction with new super-size rubber tires on steel wheels and baked enamel finish. 14¾" long, 8" wide, and 6½" high. Pk. ½ Dz.

6T698 ... .. . List $7.95 .....65304 Ea.



PLASCO "LITTLE HOMEMAKER" DOLL HOUSE

House measures 38"x18". 1/8 scale. Roof is removable and made of impregnated polyester resin, coated with gravel and appearing in a bright yellow finish to simulate a Bermuda type roof. The edges of the roof are trimmed with clear pine painted white to simulate roof gutters. The walls of the house are made of high impact styrene and designed in high detail; i.e, two sides are molded to simulate clapboard and two sides molded to simulate stucco. Such details as an outdoor lamp, shutters, window boxes, workable doors, and trellises overlooking the patio, simulate realism. The base of the house is printed in four colors to simulate the various room floors. Easily assembled by means of corner clips which snap in place. Fourteen polyethylene buttons prevent any scratching of table surfaces which the house may rest on during play time. The house itself contains seven rooms of furniture, kitchen, dining room, living room, bathroom, nursery, bedroom, and patio. Many of the pieces have added play-value in that they have moving components. For example, in the nursery the sides of the crib move up and down, the drawers of the highboy are removable, and the bathinette is collapsible. The complete unit comes knocked down within an individual 200 pound test corrugated container with full instructions for easy assembly. Complete with 36 pieces of furniture.

6T2000 ..... List $9.95 ..... 76508 Ea.

THE GOLDEN TUBA

No lessons needed. Nearly 3 feet high with bell over 3 feet in circumference and 4 feet of wrap-around body. Blows easily, light weight. Has fine deep tonal quality similar to true professional instrument. Heavy gold finish on beautifully engraved break-resistant plastic. Has eight brass hand tuned reeds. Complete with music stand and music book. Packaged in individual 200 lb. test "luggage" carrying case, which opens to form its own display.

6T2591 .... List $14.98 ..... 99765 Ea.

ZOOKA POP PISTOL

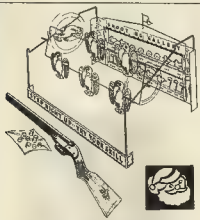
Made of lithographed steel—7½" long. Break action—shoots harmless corks. 1 dz. N.B.

6T1167 List 59c . . . . . 54809 Dz.

CORKS

Extra corks—10 corks in bag. Fit all Daisy Play Guns. Pk. 12 dz.

6T1168 . . . List 10c . 9801 Dz.



DAISY DOUBLE-ACTION SHOOTING GALLERY

Gallery is made of sturdy lithographed steel and heavy wire frame; 14" wide, 9" high, and 13½" long. Six shock resistant molded birds with wings spread are mounted in a double row on wire frame. Frame comes whirling down ramp with "Ferris-wheel" motion creating illusion of birds in flight and providing unique moving target. Target gun is heavy gauge steel double barrel cork shooter 21" long; 10 corks included. Boxed. Pk. 1 dz.

6T1180 List $2.98 . . . . . 324007 Dz.

SAFETY DART PISTOL

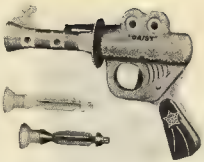
Spring fires the suction cupped darts true to the target. Pistol appeals to the youngster. Darts stick when hit is made. Two darts included. Pk. 1 dz. in ctn.

6T1198 . . . List 39c . . . . . .43006 Dz.

EXTRA DARTS FOR ABOVE PISTOLS

Packed 2 to a card.

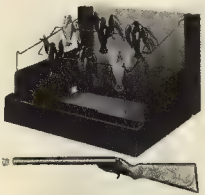
6T1199 List 10c Cd. . 9802 Dz. Cds.



ROCKET DART PISTOL

Made of lithographed steel—7½" long. Shoots harmless rocket shaped darts. Includes 2 plastic rocket darts with rubber suction cups. Boxed. Pk. 3 dz.

6T1170 . . . List 79c . . . . . 76402 Dz.



"WHIRLI-CROW" TARGET GAME

A completely new and different double-action target game. 6 high-impact, molded "Whirli-Crows" on double row wire frame which comes whirling down wire ramp giving same action as real birds in flight. Includes 14" metal cork gun and 5 corks. 16½"x14½"x10". Boxed. Pk. 1 dz.

6T1174 . . List $1.98 . . . . . 216002 Dz.

KNICKERBOCKER CORK GUN AND REVOLVING TARGET SET

4 colorful plastic animals mounted in metal target rack. Animals spin when hit. Plastic gun 6" long, similar to the famous "German Luger," shoots harmless corks. Complete set beautifully boxed in cello-window carton. Complete with 6 corks. Boxed. Pk. 3 dz.

6T1196 . List 98c . . . . . 98001 Dz.

ROCKET DART GAME

Lithographed metal target. Lithographed metal Rocket Dart Pistol 7½" long. Includes 2 plastic rocket darts with rubber suction cups. Metal target can be removed from easel and hung on wall Boxed. Pk 2 dz.

6T1171 . . . . . List 98c . . . . 98001 Dz.

ROCKET DARTS

2 plastic rocket darts with rubber suction cups . . . mounted on card. Fit all Daisy Rocket Guns. Pk. 6 dz.

6T1172 . List 10c . . . . . .9801 Dz. Cds.

RED RYDER SHOOTING GAME

13¼"x5". 4 high-impact, shock resistant, molded birds on wire in metal base—spin when hit. Includes 14" metal cork gun and 5 corks. Boxed. Pk. 2 dz.

6T1173 . . List 98c . . . . . 98001 Dz.

WESTERN TARGET AND PISTOL SET

Includes 2 six-shooter style safety dart pistols. 4 plastic shaft safety darts with rubber cup suction tips. Has colorful bullseye metal target with easel back. Window box. Pk. 2 dz.

6T1197 . . . . . List $1.29 . . . 210304 Dz.

REMCO ELECTRONIC SPACE GUN
(WITH BUZZER)

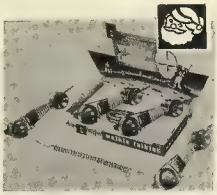
Aim thru dual telescopic sights. Pull trigger—hear electric buzzer. High speed atom smasher rotates. See powerful electronic color beam. Adjust turret for choice of 4 colors. Includes 2 batteries, bulb and electric buzzer. Beautifully designed plastic gun comes packaged in self-selling counter display carton. Pk. 1 dz.

6T1189 . . . **List $1.85** . . . . . 214603 Dz.

ELECTRONIC WALKIE TALKIE

A complete 2-way communication system ready to operate. Works like telephone, nothing to wear out or replace. Works on permanent alnico magnet power. Boxed. Complete with wire.

6T1193 . . **List $1.98** . . . . . 215808 Dz.



TWO WAY ELECTRONIC WALKIE TALKIES

Deluxe two-way communication system. Electromagnetically operated—no batteries. Long distance working range. Big-regulation telephone size. Dial controls retractable antenna. Wave length channel selector. Secret message compartment. Complete with two-conductor wire—ready to operate. Boxed. Pk. 1 dz.

6T1194 . . **List $2.98** . . . . . 323607 Dz.

INDIAN HEAD DRESS

Each head dress has seven long, multi-colored feathers. Brilliant colored head band. Packaged in crystal clear cellophane. Pk. 3 dz. N.B.

6T1161 . . **List 29¢** . . . . . 32257 Dz.

COWBOY RANGER SET

Made of harmless rubber. Hatchet, 9½" handle, 1⅞"x3¾" blade. Pistol 7" long. Bowie Knife, 8" long. Jack Knife, 9" long open, 5½" long closed. All toys bright, red, green, silver colors. Durable and Safe. Boxed. Pk. 1 dz.

6T1164 . . . **List 89¢** . . . . . 87206 Dz.

INDIAN DRUM

Combines the rugged authenticity of the primitive Indian Drums with beauty and sales appeal. Each Tom Tom hand laced to perfection with sturdy pyracord — producing rich, deep tones made possible by the use of the finest fresh rubber, specially processed. Decorated with a beautiful multi colored Panorama scene depicting Indian lore. Complete with feathers and a colorful red and yellow wood beater with pear shaped head. Pk. 1 dz. N.B

6T1162 . . . **List 98¢** . . . . . 98001 Dz.

CHIEF LITTLE DEER WAR DANCE SET

Indian Tom Tom with handsomely decorated sides, 7" high, 4½" in diameter, complete with beater. Colorful Indian headdress made with real feathers, headband attractively colored with realistic Indian designs. Packaged in self-selling counter display carton. Pk. ½ dz.

6T1163 . . . **List $1.98** . . . . . 215008 Dz.

SPACE PATROL ROCKET GUN

Complete with two rubber tipped flying missiles. One has message head, the other has atomic war head which fires a cap on striking target. Sturdy plastic construction throughout. Boxed. Pk. 3 dz.

6T1187 . . **List 98¢** . . . . . 87602 Dz.

ROY ROGERS JR. TELESCOPE

A 5-power, 2-section 'scope. Jet black anodized aluminum inner tube. Closes to 7½" and extends to 10½". Boxed.

6T1182 . . . **List $1.19** . . . . . 99502 Dz.

COP AND CAR

Brightly colored Sedan attached to motorcycle cop by heavy cord; toy operates by pulling the cord thereby setting the car in motion; motorcycle follows with strong sounding siren. Boxed. Pk. 6 dz.

6T2323 ... List 98c ..... 87852 Dz.

WHACKY TAXI

Measures 7¾" long, 3" wide, 2¼" high. Steel taxi equipped with friction motor. This item is equipped with a spring type front bumper and as it hits an object it caroms off and moves on to another direction and wherever an object is hit, it merely backs away and goes on and on. Pk. 2 dz.

6T2336 ... List 98c ..... 87802 Dz.

CLIMBING FIREMAN

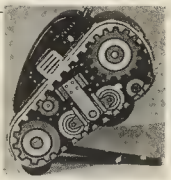
Extension ladder measures 22¾" long. Height of Fireman, 8". Mechanical Climbing Fireman with brake. The fireman climbs the ladder until he reaches the top. Boxed. Pk. 1 dz.

6T2340 List $1.79 ..... 214408 Dz.

SINGING PARAKEET

9" high x 7" wide x 4½" deep with 3¾" parakeet on perch. When key is wound bird sings. Made of durable acetate plastic. Colors: Glitter yellow cage with black base. Boxed. Pk. ½ dz.

6T2319 . List $2.98 ... 324007 Dz.



TURN-OVER TANK

4" long. Lithographed steel. When wound tank turns completely over on its back, then over again to its original position and continues to run in same direction Key attached. Boxed. Pk. 1 dz.

6T2337 ....List 98c ..... 98001 Dz.

DICK TRACY AUTOMATIC POLICE STATION

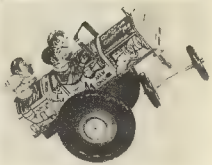
Police Station, made of steel, and Riot Car with Roaring siren. When the crank at the side is turned, the car is automatically catapulted through the swinging doors Friction motor. Boxed. Pk. ½ dz.

6T2341 . List $1.98 .... 216008★ Dz.

MAGIC CROSSROADS

18½"x9½" Screetch! and the speedway cars stop as if by magic. 2 cars with wind-up motors race around beautifully lithographed modern crossroad. Cars alternately stop and go, preventing collision. Boxed. Pk. 2 dz.

6T2331 .. List $1.98 ..... 216008 Dz.



MECHANICAL "JOE COLLEGE" JALOPY

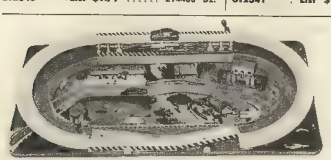
Measures 5¼" long, 3⅜" wide, 4¼" high. Eccentric action. Made of steel. Runs all ways, backwards, forwards, tips back on rear wheels while in operation. Boxed Pk. 1 dz.

6T2338 List 98c ..... 98001 Dz.

CRAZY DISNEY EXPRESS TRAIN

Consists of four sections of mechanical trains, with a plastic steam-type locomotive, which has a long-running motor and key attached Lithographed in a comic Disney design. Train runs crazily along in all directions. Pk. 1 Dz.

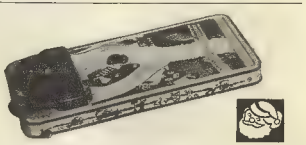
6T2339 ... List 98c . ... 98001★ Dz.



CROSS COUNTRY TURNPIKE

A complete highway layout. Three separate highway systems on a beautifully lithographed metal base. The 3" long metal car, powered by a precision made, long running clock spring motor, zips around the highway at least 20 times. Traffic is directed through tunnel, over country road or city road by a flip of the control lever. Boxed. Pk. ½ dz.

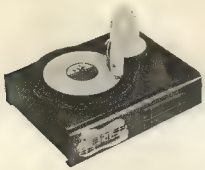
6T2350 ..... List $3.98 432001 Dz.



U-DRIVE IT

U-Drive-It with Magi-Control steering. Player turns a real steering wheel to control the movements of toy automobile on brilliantly colorful panoramic moving road. Emphasizes safe driving Great fun for adults, teenagers and children. Complete with horn and realistic dashboard. All steel, 18½"x8½"x3½" with 36 inches of movable super-highway panorama. Boxed. Pk. ½ dz.

6T2351 ..... List $2.98 ..... 322507 Dz.



VANITY FAIR TABLE MODEL PHONOGRAPH

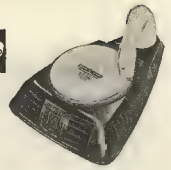
ACOUSTIC PHONOGRAPH in ploxproof metal case brilliantly colored. Alliance A.C. electric motor. Equipped with lifetime guarantee and package of needles. Individually packed in air cushion carton. Pk. 6.

6T2500 . . **List $9.95** . . 76608 Ea.

VANITY FAIR PORTABLE PHONOGRAPH

PORTABLE ACOUSTIC PHONOGRAPH in sturdy wood carrying case covered in 2-tone leatherette. Alliance A.C. electric motor. Equipped with lifetime guarantee and package of needles. Individually packed in air cushion carton. Pk. 6.

6T2501 . . . **List $12.95** . . . . . 98601 Ea.



PLASTIC PHONOGRAPH

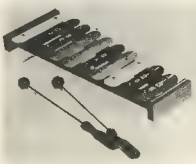
High impact molded styrene case in vivid colors. Royal Blue cabinet with Fire Engine Red turn table. Grey arm reproducer. Alliance A.C. electric motor. Furnished with package of needles and registered unconditional lifetime guarantee. Individually packed in air cushioned carton. Pk. 6.

6T2502 . . . . **List $8.95** . . . . 76003 Ea.

XYLOPHONE

Eight metal xylophone keys attached to cardboard music stand. Five easy to play songs. 1 enameled ball top hammer. Packaged in cellophane envelope. Pack 1 dz. N.B.

6T2522 . . . **List 39c** . . . . . 23102 Dz.



10 KEY XYLOPHONE

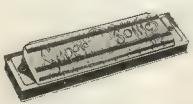
14x41½x4". Multicolored keys with authentic tone. Sturdy construction with attractive metal stands and two mallets. Boxed. Pk. 1 dz.

6T2525 . . **List 98c** . . . . . 87602 Dz.

MUSICAL SEE-SAW

A game with universal appeal for both young and old. Based upon the matching of a musical note struck by opponent. Countless possible variations. Fine steel instruments and solid mahogany woods, plus spiral bound volume of color keyed duets for group playing. Boxed. Pk. 1 dz.

6T2527 . . . **List $3.98** . . . . . 430606 Dz.



SUPERSONIC BRASS REED HARMONICA

A precision tuned harmonica with 10 solid brass reeds on both brass plates. This is an eye-catcher for all ages. Cellophane wrapped with instruction folder. 1 dz. to easel card.

6T2507 . . . . . **List 98c** . . . . . 87202 Dz.

HARMONAIRE HARMONICA

Electronically tuned instrument has 10 holes, 20 plastic reeds, giving a new true soft tone quality and metal instrument resonance. Metal engraved covers. Cellophane wrapped. Pk. 1 Dz.

6T2508 . . . . . **List 59c** . . . . 54405 Dz.

HARMOTONE

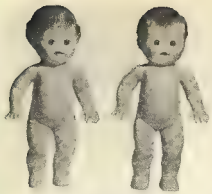
All plastic, standard diatonic model, key of "C," 10 holes, 20 tuned reeds. Washable, hygienic. Lustrous colors: red, blue and green. Packed 1 dz. N.B.

6T2509 . . . **List 39c** . . . . . 32227 Dz.

HARMONICA CARDED DISPLAY ASSORTMENT

One dozen cellophane wrapped harmonicas mounted on this sales-making display card. Easy to follow instruction folder with each instrument. Contains ½ dozen all plastic harmonicas to retail at 29c, ¼ dozen plastic reed-metal cover units at 59c, and ¼ dozen $1.00 harmonicas with tuned brass reeds.

6T2511 . . **List 29c, 59c, $1.00 (Total List $6.45)** 54005 Card



TOD-L-DOLLS

Molded in one piece, 10½ inches tall, with tinted cheeks, mouth and hair. Simulated underclothing; molded shoes and socks. Squeeze voices and stationary plastic eyes. Washable and humanly soft. Come in transparent bag with descriptive tag. Pk. 1 Dz. Asst. N.S.

6T1800 . . **List 98c** 98001 Dz.

9½" BROTHER AND SISTER DOLLS

9½" all latex brother doll, vinyl boy head, cotton and sponge rubber stuffed, crying voice when squeezed, dressed in knitted twotone sunsuit, individually boxed, Pk. 2 dz.

6T1801 . . . **List 98c** . . . 98002 Dz.

9½" all latex sister doll, vinyl girl head, cotton and sponge rubber stuffed, crying voice when squeezed, dressed in knitted twotone sunsuit, individually boxed, Pk. 2 dz.

6T1802 . . . . **List 98c** . . . . . 98002 Dz.

AMOSANDRA

10" colored drink-wet molded rubber doll with voice and movable head, arms and legs. Rubber head with stationary plastic eyes and painted features. Dressed in white diaper with red polka dots and bright colored bib. Boxed. Pk. 1 dz.

6T1803 . . . . **List $1.98** . . 216009 Dz.

"SO-WEE"

Tiny "So-Wee" is the 10-inch favorite of thousands of tiny mothers. Movable head, arms, and legs, voice, and a nursing bottle. Brightly dressed in bib, diapar and knitted booties. Has decorated head with lifelike stationary plastic eyes. Boxed. Pk. 1 dz.

6T1804 . . **List $1.98** . . . . . 216003 Dz.

"SNUGGEE"

Warm, lifelike and lovable—with the soft feel children adore. Doll bodies are smoothly stuffed with finely-shredded foam rubber—may be bathed with washcloth and mild soap. Gay polka-dot pajama dress 14". Pk. 1 dz.

6T1805 . . **List $1.98** . . 216002 Dz.

BLANKET BABY

13½" all latex baby doll, vinyl head, painted eyes. Cotton and sponge rubber stuffed, crying voice when squeezed, dressed in jacket and diaper, wrapped in flannel blanket with wide ribbon bow. Individually boxed, Pk. 2 dz.

6T1806 . . **List $1.98** . . . . . 216008 Dz.

BROTHER ROMPERS

12" all latex boy with lifelike vinyl head. Hair molded in detail. Stationary glass eyes. Dressed in percale trousers with white shirt. Shoes and stockings. Boxed. Pk. 2 dz.

6T1807 . . **List $1.98** . . . . . 216002 Dz.

12" SISTER DOLL

Approximately 12" all latex girl with soft lifelike vinyl head and ribbon bow. Stationary glass eyes. Dressed in polka dot blouse with contrasting solid trim suspender effect, lace trimmed collar and embossed picolet skirt with contrasting solid color waistband, panties, shoes and socks. Fz. 2 dz.

6T1808 . . . . **List $1.98** . . . . . 216008 Dz.

DOLL DISPLAY STAND

All metal construction of stand prevents side sway and holds doll rigidly in place. 6T1699 will fit dolls with large waists.

6T1698 Dolls 12 to 20" 65404 Dz.

6T1699 Dolls 16 to 26" 99001 Dz.

TOD-L-TWINS

Double soles power in this set . . . Boy and girl standing vinyl dolls with squeeze voices and stationary plastic eyes . . . Both 10½ inches tall, washable and dressable . . . Wear matching play togs, with simulated underclothing and molded shoes and socks . . . Displayed in artistic window box with handle . . . Pk. ½ dz.

6T1809 . List $2.98 . . . 324007 Dz.

13½" "PONY-TAIL" DOLL

13½" all latex girl doll, vinyl girl head, moving eyes. Cotton and sponge rubber stuffed, crying voice when squeezed, dressed in bloomer, dress of flocked ninon with taffeta yoke trimmed with lace. Shoes and stockings. Individually boxed. Pk. 2 dz.

6T1810 . List $2.98 . . . 324007 Dz.

WALKER & ANSWER DOLLS

10" Baby Doll with sleeping eyes, assorted Wigs, dressed in a large variety of colorful Cotton and Rayon dresses with trimmings. Boxed.

6T1811 "Answer" List $2.98 324007 Dz.
6T1812 "Walker" List 2.98 324007 Dz.

BABY WALKER

Head turns when doll walks, sturdy al steal mechanism, doll can sit, sleep and stand. 12" tall with sleeping eyes and assorted wigs. Dressed in large variety of colorful rayon and cotton dresses with trimmings. Boxed.

6T1813 . . List $3.98 . . . 432006 Dz.

DENNIS THE MENACE

This lovable, irresistable character has been faithfully reproduced in an adorable 17" doll, vinyl head, latex body, dressed in snappy, denim overalls, striped "T" shirt. Pk. 2 dz.

6T1814 . . . . List $3.98 . . . . 431206 Dz.

15½" "PONY-TAIL" DOLL

All latex girl with soft lifelike vinyl head, ribboned pony-tail molded in fine detail. Moving eyes. Dressed in bobby soxer outfit consisting of one button check shirt and contrasting solid color denim trousers with matching check cuff, belt around waist. Ribbon tie around neck, shoes and socks. Boxed. Pk 2 Dz.

6T1816 . . List $3.98 . . . . . 432006 Dz.

NEW! DRINKING-WETTING "BETTY BOWS"

The only rubber doll that wears a ribbon through her hair . . . movable vinyl head on fully-jointed rubber body . . . 12 inches tall . . . Blows bubbles, drinks, wets, sleeps and cries . . . Dressed in sun dress, bonnet and bootees . . . Bubble pipe and nursing bottle are included . . . Boxed. Pk. ½ dz.

6T1815 . . List $3.98 . . . . . 432006 Dz.

HORSMAN ALL VINYL DOLL

13" tall. Has soft vinyl head with sleeping eyes. Rooted "miracle hair" of lustrous dyral can be washed, waved, curled and combed without matting and tangling. Soft "fairy skin" vinyl body may be washed. Dressed in crisp picolet outfit with lace trim, Boxed, Pk. ½ Dz.

6T1817 . . List $3.98 . . . . . 432006 Dz.

CHUBBY BABY DOLL by NATURAL

Truly a big value. Stands a full 20" tall. Hard head has molded hair, sleeping eyes and open mouth that exposes teeth and tongue. Soft cotton body contains Ma-Ma voice. Arms and legs of latex. Wears plaid cotton dress. Boxed, Pk. 2 Dz.

6T1818. . . List $3.98 . . . . . 432006 Dz.

CHUBBY BABY DOLL

A huge 24" baby doll. Hard head with molded hair, sleeping eyes and open mouth. Soft cotton body contains Ma-Ma voice. Arms and legs of latex. Lace trimmed organdy dress and bonnet Boxed. Pk. 2 dz.

6T1820 . **List $4.98** . . . .540007 Dz.

15" HORSMAN VINYL BABY

"Miracle" dynel hair is rooted to soft vinyl head so it may be washed, waved, curled and combed. Sleeping eyes. Body, legs and arms are molded of vinyl in one piece. Detail of fingers, hands and knees is outstanding. Dressed in printed satin with piqué yoke and panel. Lace trimmed. Boxed. Pk. ½ dz.

6T1824 . . **List $4.98** . . . . 540005 Dz.

"CHARMAINE"

16" all latex girl with soft lifelike vinyl head, moving eyes. Rooted long washable and curlable Saran hair with ribbon bow. Dressed in lace trimmed printed rayon taffeta skirt with black X trim design at waist and star decorative button at center. Short sleeved ninon blouse with lace trimmed V neck collar. Panties, shoes and socks. Boxed. Pk. 1 dz.

6T1827 **List $4.98** 540005 Dz.

"BABEE-BEE"

Sweet-faced, lovable and absolutely tubbable, Babee-Bee is 13 inches long. Sleeping eyes are anchored in vinyl head. Unbreakable rubber body features SUN's exclusive, waterproof joints. Cries, blows bubbles, wets and drinks. A prize baby doll in her layette-style sacque, knitted panties and booties. Bubble pipe, soap, nursing bottle and bib are accessories. Boxed. Pk. ½ dz.

6T1822 . . . .**List $4.98** . . . . . 540005 Dz.

MAGIC FLESH DOLL WITH VINYL HEAD

16" vinyl head doll with sleeping eyes. Vinyl coated body. Can be bathed. Has crying voice in cotton filled body. Dressed in deluxe organdy dress, ribbon tied bonnet, slip, elastic undies, socks and vinyl shoes. Realistically molded head. Boxed. Pk. 1 dz.

6T1825. . . . . **List $4.98** . . . . . 540005 Dz.

BONNY BRAIDS

All vinyl head. Two blond saran braids. Has miniature tooth brush. Tiny tooth in front of lower jaw. Dressed in white organdy dress and pink sacque. Both edged in lace. Cotton slip, diaper and ribbon tied booties. 13½" tall. Boxed. Pk. 1 dz.

6T1719. . . . .**List $4.98** . . . . 540005 Dz.

17½" GIRL DOLL

17½" all latex girl doll, vinyl girl head, moving eyes, cotton and foam rubber stuffed. Crying voice, when squeezed. Dressed in panties, slip, printed embossed cotton dress trimmed with ninon and hemstitching with velvet bow. Shoes and sox. Boxed. Pk. 1 dz.

6T1823 **List $4.98** . 540005 Dz.

ROOTED HAIR BABY DOLL

16" all latex rubber doll. Vinyl head, beautiful moving glassine eyes and lashes. Charming coo voice. Complete with cotton panties, shoes, and stockings. Attractively designed baby dress of flocked ninon material with lace trimming Full length slip with ribbon bow in heir. Assorted colors. Boxed Pk. 2 dz.

6T1826 . **List $4.98** . . . . 540005 Dz.

HORSMAN'S "PEGGY PETITE" WARDROBE DOLL

Dressed in a chemise, shoes and stockings. Has changes of clothes including a cotton dress, rayon pajama set, cotton dressing robe and a plaid sunsuit. The 12½" doll is molded of "Fairy Skin" vinyl plastic. It is soft and fleshlike. Head turns and has large glassine sleeping eyes with lashes. Arms are jointed at the shoulder. Coo voice. Peggy Petite has rooted dynel hair imbedded directly in the head and permanently anchored. Boxed. Pk. ½ dz.

6T1743 . . **List $4.98** 540005 Dz.

BABY RUTH DOLL WITH ROOTED HAIR

Soft vinyl head with sleeping eyes and lashes. Vinyl arms and legs. Vinyl coated body. Has crying voice. New-type rooted saran wig. Comes with plastic curlers. Dressed in deluxe organdy dress, ribbon tied bonnet, slip, undies, socks and vinyl shoes. Boxed. Pk. 1 dz.

6T1828 16" List $5.95 . . 548002 Dz.
6T1837 18" List 7.95 . . 764002 Dz.

JOAN DOLL BY SAYCO

Approximately 16" all latex with soft, vinyl head, moving eyes. Long rooted curlable and washable Saran hair with ribbon bow. Dressed in red, black and white checked jumper effect with blue ribbon trim. Tailored collar of red, black and white check, ninon blouse with puffed sleeves. Combination slip, panties, shoes and socks. Boxed. Pk. 1 dz.

6T1831 . List $5.95 . . . . . 548002 Dz.

CRYING DOLL

22½" all latex girl doll, vinyl head, moving eyes, cotton and foam rubber stuffed. Crying voice when squeezed. Dressed in panties, slip, printed embossed cotton dress trimmed with ninon and hemstitching with velvet bow. Shoes and stockings. Individually boxed. Pk. 1 dz.

6T1833 . . . . . List $6.95 . . . . . 656002 Dz.

BETSY WETSY WEEPING AND WETTING DOLL

All vinyl body with plastic head. Sleeping eyes and lashes. Comes with layette including slip, dress, bonnet, extra diaper, bar of soap, powder puff and can of powder, clothespins, drinking bottle. Boxed. Pk. 1 dz.

6T1829 11½" List $5.95 . 548002 Dz.
6T1838 13½" List 7.95 . . 764003 Dz.

BETSY McCALL DOLL

Replica of famous McCall's Magazine mannequin with fully jointed plastic arms and legs and soft vinyl head with sleeping eyes and lashes and painted features. Dressed in beautiful dress with slip, panties, shoes and socks. 16" tall. Boxed. Pk. 1 dz.

6T1731 . List $5.95 . . . . . 548002 Dz.

VALERIE BY SAYCO

Approximately 19" all latex girl with soft lifelike vinyl head with moving eyes. Rooted long washable and curlable Saran hair with bow. Dressed in gold rayon dress with contrasting ninon pinafore, lace at neck with embroidered front. Lace insertion at bottom and sides. Puffed sleeves, black velvet bow at neck. Combination slip, panties, shoes and socks. Boxed. Pk. 1 dz.

6T1834 List $6.95 656002 Dz.

ALL RUBBER LATEX DOLL

17" doll with vinyl head. Moving eyes. Rooted hair. Coo voice. Outstanding ensemble of rayon Scotch plaid taffeta skirt with white rayon taffeta blouse. Separate velvet bolero jacket trimmed with ribbon and flowers. Shoes and stockings. Boxed. Pk. 2 dz.

6T1830 . . . List $5.95 . . . 548002 Dz.

SWISS MISS BY SAYCO

18" all plastic walking doll with braided Saran hair tied with ribbons. Moving eyes. Dressed in embossed cotton tyrolean outfit, organdy apron and organdy puffed sleeves and yoke with contrasting trim on apron and yoke. Panties, socks and vinyl shoes. Boxed. Pk. 1 dz.

6T1832 List $5.95 . . . . . 548002 Dz.

HORSMAN BONNET BABY

17" tall. Has the exquisite detail that is possible only with molded vinyl. Soft vinyl head and body. Sleeping eyes. Extra long rooted dynel hair is permanently embedded in the scalp. Has crisp organdy dress with lace trim. Neat Peek-a-boo bonnet. Boxed. Pk. ½ dz.

6T1835 . . List $6.95 . . . . . 656004 Dz.

HORSMAN PRETTY BABY

19" sweetheart. All vinyl construction with vinyl booties. Luxurious dynel hair is rooted to soft plastic head. Sleeping eyes. Wears taffeta coat dress with embroidered yoke and lace collar and cuffs. Matching bonnet and underslip. Pk. ½ dz.
6T1836 . . . . . **List $7.95** . . . . . 764009 Dz.

PERKY BY SAYCO

Approximately 22" all latex girl with soft life-like vinyl head, moving eyes. Rooted Saran hair. Dressed in solid embossed picotet dress with pique apron with carousel print. Pique lace trim color. Puffed sleeves. Lace trimmed panties, shoes and socks. Boxed. Pk. 1 dz.
6T1839 . . **List $7.95** 764001 Dz.

SAUCY WALKER TODDLER

She walks; she sits down; she turns her head from side to side and rolls her eyes as she walks; she cries; has lustrous saran wig and plastic curlers; she walks backwards. All plastic, fully jointed, 16" walking doll. Boxed. Pk. 1/3 dz. Contains display material.
6T1712 . **List $7.95** 764001 Dz.

NIGHTIE DOLL

18" all latex girl with lifelike soft vinyl head, moving eyes. Saran hair. Dressed in floor length seersucker robe with lace trim at yoke and tie at neck. Multi-color crosshatch printed nightgown with lace neck and ruffled hem. Slippers. Boxed. Pk. ½ dz.
6T1840 **List $7.95** . . . . 764008 Dz.

MISS CURITY DOLL

It's fun playing nurse and learning first aid with beautiful Miss Curity and the complete Bauer & Black first aid kit. Miss Curity is 14" tall and dressed in an authentic nurse outfit and box contains booklet of first-aid play instructions. Pk. 1 dz.
6T1732 . . . **List $9.95** . . . . . 980002 Dz.

"LU ANN SIMMS" WALKING DOLL

16" plastic doll. Criskay dress (Can Can Style) with embroidered trimming on side, with flowers attached. Sleeves and neckline embroidered. Shoulder hand bag with "Lu Ann Simms" name embossed in gold lettering. Boxed. Pk. 1 dz.
6T1841 **List $9.95** . . . . . 980002 Dz.

DOLL OF BEAUTY

Little girls learn the art of makeup, feel so grown-up, with this 14" doll. Her face can be cleaned and made-up again and again! Comes with her own safe 8-piece cosmetic kit by famous Harriet Hubbard Ayer; dressing table; instruction booklet. Pk. 1 dz.
6T1733 . **List $9.95** . . . . . 980002 Dz.

CURLY TOP BY SAYCO

Approximately 26" all latex girl with soft life-like vinyl head, moving eyes. Rooted Saran hair. Dressed in grey nailhead taffeta. Red scotty dogs on skirt. White pique collar. Combination slip, panties, shoes and socks. Boxed. Pk. ½ dz.
6T1842 . . . . . **List $9.95** . . . . . 980002 Dz.

SHANTUNG SWEETHEART

23" all latex girl with soft lifelike vinyl head, moving eyes, jointed arms. Rooted Saran hair. Dressed in silk shantung dress with heart trim at yoke and on skirt. Matching bonnet. Slip, panties, shoes, and stockings. Boxed. Pk. ½ dz.
6T1843 . **List $9.95** . . . . . 980002 Dz.

PERT PINAFORE PINUP BY HORSMAN

20" tall with all vinyl construction including head with sleeping eyes and one-piece body. Long, rooted dynel hair. Socks and vinyl booties. Dainty organdy dress has embroidered hem and full lace pinafore bodice. Lace-trimmed collar, cuffs and slip. Matching bonnet. Boxed. Pk. 1/3 dz.

6T1844 . . . **List $9.95** . . . . 980001 Dz.

"BANNISTER BABY"

Drinks from his own bottle, wets tiny diapers. Blows bubbles from plastic pipe. Cries when squeezed. Fully molded vinyl with patented joints and sleeping eyes. 18" tall, dressed in hooded robe, booties, undershirt and panties. Boxed. Pk. ¼ dz.

6T1847 . **List $9.95** . . . . . 980001 Dz.

SISTER SAYCO TRAVELS

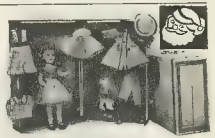
14" all latex doll with soft lifelike vinyl head, moving eyes. Rooted long washable and curlable Saran hair. Simulated leather carry case with five changes of clothes. Wardrobe consisting of 3 piece suit, playdress, evening dress, robe and nightie, raincoat, evening slippers, bedroom slippers, rubber boots. Pk. ½ dz.

6T1848 . . **List $9.95** 980001 Dz.

HORSMAN DELUXE PITTER PATTY

The deluxe heartbeat doll. No wind-up, no electricity, no batteries. A sweet 18" doll with a built-in heartbeat device. Head, body, arms and legs of soft "Fairy Skin" vinyl plastic; rooted dynel hair with vinyl curlers. Sleeping eyes, coo voice. Boxed. Pk. ½ dz.

6T1745 . . . . **List $9.95** . . . . . 980002 Dz.



TOWN & SHORE DOLLY

14½" all plastic WALKING girl doll. Doll dressed in beautiful taffeta party dress, shoes and stockings, panties, and straw bonnet. Saran wig which can be washed, curled, waved, and combed Extra outfits included: Two piece Sunback costume consisting of dress and matching fringe stole; two piece Pedal Pusher set consisting of blouse and pedal pushers; lovely printed cotton Traveling Coat trimmed with velvet, natural Straw Hat; Roller Skates on Shoes; extra Stockings; extra Hair Ribbon. The doll and all outfits in beautiful lizzard covered traveling case. Pk. 1 dz.

6T1849 . . . . . **List $9.95** . . . . . 980001 Dz.

"WANDA" THE UNAIDED WALKING DOLL

Full saran wig; moving eyes; swinging arms, legs and head; unbreakable plastic; lace pique dress, guaranteed mechanism; full 19-inches; solid riveted steel construction virtually indestructible. Boxed Pk. 1 dz.

6T1736 . **List $10.95** 988007 Dz.

AIDA BALLERINA DOLL

The only real dancing doll ever made. 19" tall, toes are forever in a ballet dance position. All plastic except for soft lifelike vinyl head, hair is rooted (actually embedded) in her scalp like real hair. When you hold her and lead her she takes short dancing steps as any ballerina, and her head turns from side to side as she dances. Boxed. Pk. 1 dz.

6T1860 . . . **List $10.95** 988007 Dz.

"CLAUDETTE" BY SAYCO

23" all plastic walking doll with jointed arms and legs, turning soft lifelike vinyl head, moving eyes. Rooted long Saran hair with ribbon bow. Dressed in plaid taffeta jumper effect dress with green and white stripes. Black velvet trim. White puffed sleeved ninon blouse. Slip, panties, socks, and vinyl walking shoes. Boxed. Pk. ½ dz.

6T1862 . . . . **List $11.95** . . . . . 996004 Dz.

BRIDE DOLL BY SAYCO

24" all latex, with vinyl head; moving eyes. Rooted long washable and curlable Saran hair. Ninon bridal gown with ruffled hem and lace apron effect. Lace bodice with sequin and lace trim. Combination lace trim hoop slip, lace trim panties, net veil, ribbon bow on hand, shoes. Boxed. Pk. ½ dz.

6T1863 . . . . **List $11.95** . . . . 996004 Dz.

DOLLS OF ELEGANCE

"SUSIE" BY SAYCO

Approximately 30" all latex girl with soft lifelike vinyl head, moving eyes. Long washable and curlable Saran hair. Dressed in maize check with gold metallic thread wide sweeping skirt. Gold blouse with beads down blouse front, lapels, lace and velvet trim at collar. Ruffled puffed sleeves. Matching check bow. Combination lace trim slip, panties, shoes and socks. Boxed. Pk. ½ dz.

6T1654 . . . . . **List $11.95** . . . . . 996002 Dz.

BABY BIG EYES DOLL

Vinyl head with rooted Saran wig that can be washed, brushed and combed. Molded arms and legs with delicately detailed fingers and toes. Sleeping eyes. Comes in ribbon tied nightgown and receiving blanket. Wears diaper. Baby Big Eyes can cross her hands and suck her little thumb. Vinyl coated body makes this doll completely washable. Blanket colors: nile green and maize. Boxed. Pk. ½ dz.

6T1865 . . . . . **List $11.95** . . . . . 996002 Dz.

"CUTIE"

29" all latex girl doll, vinyl head with rooted, combable ponytail type wig with ribbon bow, curlers, moving eyes. Cotton and foam rubber stuffed. Crying voice when squeezed. Dressed in panties, slip, embossed cotton dress with embroidered ninon insert trimmed with lace, velvet and flower around waist. Shoes and sox. Boxed individually.

6T1866 . . . . . **List $12.95** . . . . . 2104003 Dz.

"DARLING"

23" all vinyl unbreakable baby doll. Rooted combable hair with curlers, moving eyes, cotton stuffed, crying voice when squeezed, dressed in panties, rayon slip, dress of NYLON with wide embroidered bottom and yoke, lace trim, matching nylon hat, wide ribbon sash around waist of dress. Vinyl shoes, stockings. Boxed individually.

6T1867 **List $12.95** 2104003 Dz.

SAUCY WALKER

Head, arms and legs of acetate plastic. Hair of saran. She walks, rolls her eyes, turns her head, and has hair that can be shampooed, waved and curled. She sits, stands, cries, sleeps with no keys and no winding. 22" tall. Boxed. Pk. ½ Dz.

6T1716 . **List $12.95** . . . . . 2104003 Dz.

SPARKLING WINNIE

She walks by herself, sings, talks, recites nursery rhymes, moves her eyes, legs, arms and head. 26-inches tall, full combed saran wig, unbreakable plastic, smart party dress, moving eyes . . . all incorporated in WINNIE's solid riveted steel construction. And remember . . . one key does the job for everything. WINNIE's *records* are made by Columbia Recording Company. Boxed. Pk. 6.

6T1769 . **List $24.95** . . 216502 Ea.

"DIANE" DANCING DOLL

Approximately 42" tall—Red striped dress with removable skirt and white organdy pinafore apron. Yellow yarn hair styled in pony hairdo. Buckram plastic coated face. Elastic bands on both feet and one hand to enable child to use as a dancing partner. Boxed, Pk. 6

6T1905 **List $11.98** . . . 98002 Ea.

SUSIE

14½" tall. Washable plastic faces. Quality outfit. Electronically sealed soft vinyl arms and legs. Full and front fringe yarn wig. Removable clothes. Boxed. Pk. 6 dz.

6T1915 . . . **List $1.98** 216001 Dz.

SISTER JEAN DOLL

Jean outfit, matching turned cuff, zipper closing pants, neckerchief. Pk. 1 dz.

6T1916 . . **List $2.98** . . . 324002 Dz.

BAT 'N' BALL SET

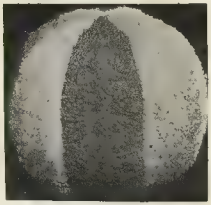
A soft shirred plastic bat, 15" long and a 6" soft ball in two colors (red coin dots on white). Pk. 1 dz.

6T1907 **List $1.98** 216001 Dz

PLAY PEN BOWLING SET

Consists of Multicolor Soft Plastic Ball and three soft plastic multicolor pins. Ball may be used as a creeper ball and pins can be used as thumpers. Each set in poly bag. Pk. 1 dz.

6T1903 **List $2.98** 324002 Dz.



TUB-ABLE TERRY BALL

Stuffed with the finest foam rubber and covered with Cannon terry cloth. Sections of asst. colors. Pk. 2 dz.

6T1911 **List 49c** . .54002 Dz.

STUFFED PLASTIC ANIMALS

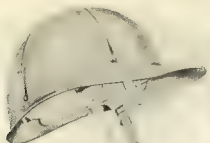
Colorful 9" heavy gauge plastic animals with outside saddle stitching. Filled with new cotton. Brightly decorated with harmless colors. Jingle bells on the bow. Wipe clean with damp cloth. Pk. 1 dz.

6T1900 . . . . . **List 98c** 87709 Dz.

DELUXE STUFFED ANIMALS

14" plastic stuffed animals in bright colors with outside saddle stitching. Fascinating jingle bells on the bows of the horses. Bright, harmless colors. Animals stuffed with new cotton. Wipe clean with a damp cloth. Pk. 1 dz.

6T1901 . . . . . **List $1.98** . . . . . 215007 Dz.

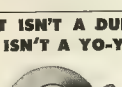


TENITE CRASH HELMET

Designed for attractiveness, rugged use and protection. Built from the same material as college and professional football helmets. Well ventilated. Adjustable chin strap, headband and crown. Color molded throughout, may be washed. Non-inflammable, does not become brittle at low temperatures. Pk. 1 dz.

6T2900 . . . . **List $1.98** . . . . . 215008 Dz.

"IF IT ISN'T A DUNCAN IT ISN'T A YO-YO"



"ORIGINAL" DUNCAN TOURNAMENT YO-YO

Size 2½" in diameter. Made of selected northern hard maple. Assorted lacquered colors with stripes. Stamped in gold leaf. Loose string type. Pk. 1 dz. to display ctn. N.B.

6T2907 . . . . . **List 35c** . . . . . 32806 Dz.

DUNCAN BEGINNER'S YO-YO

Size 2½" in diameter. Anchored string type, black and red, stamped in gold leaf Pk. 2 dz. to display ctn. N.B.

6T2906 . . . . **List 15c** . . . . . 21209 Dz.

TELESCOPE-PERISCOPE

All kids love to watch a parade and it's much more fun and easier to with a Pressman telescope-periscope. Has a secret siren whistle attached to signal pals. Various markings on the barrel for playing submarine. Colorfully decorated in seven colors and has handsome plastic fittings, genuine glass mirrors that give a distortion free view. Size 2¼"x17" (expands to 27"). Pk. 1 dz.

6T2928 . . **List 98c** . . . . . 87662 Dz.

MAGIC TOWERS

Seven colors of amazement in a four-color window display box. Developed from ancient oriental history, an amazing game that intrigues young and old alike. Boxed. Pk. 6 dz.

6T2924 . . . . . **List 39c** . . . . 43006 Dz.

GLASS VARI-COLORED MARBLES

Packed in transparent plastic bags. ⅝" size packed to retail 100 for 25c, 40 for 10c, 19 for 5c. Also shooters pk. 5 ⅞" size for 10c.

	Quantity	Size	List	
6T2914	100	⅝"	25c	32001 Dz.
6T2916	40	⅝"	10c	3801 Dz.
6T2915	19	⅝"	5c	2402 Dz.
6T2917	5	1"	10c	3801 Dz.

CENTAUR ANIMATED ANIMALS

Centaur Animated Animals all beautifully hand painted. Velvet smooth, pliable plastic, non-toxic. Delightful animation for children and grown-ups alike. Mounted on sturdy hard plastic base. Name decals give proper nicknames of these sparkling children's favorites. Turn the crank at the bottom of the base and the characters perform. A proven sales success in infant and toy departments. Handsome counter display carton of 1 Dz. assorted. N.B.

6T2953 . . . . **List 39c** . . . . . 43106 Dz.

DELUXE KALEIDOSCOPE

Here for the first time is a Kaleidoscope with not just one, but three different pattern cells. A favorite toy for years and years now three times better. Attractive multi-color barrel with endless play value. Handsomely packaged in four color box. Pk. 1 dz.

6T2926 . . . . **List $1.29** . . . . 210208 Dz.

STEVENS KALEIDOSCOPE

A fascinating toy for everyone. Head turns with revolving action. Transparent plastic eye-hole cover. Metal reinforced ends. Colorfully lithographed. 9" long. 1 dz. pk. N.B.

6T2925 . . . . **List 49c** . . . . . 43756 Dz.

MECHANICAL SPARKLER

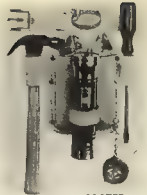
Big 7½" decorative metal toy which shoots harmless sparks. Lots of fun for kids of all ages. Boxed. Pk. 6 dz.

6T2939 . . . **List 25c** . . . . . 32007 Dz.

JUNIOR LINEMAN TOOL SET

Genuine regulation maintenance gear in miniature. Extra-heavy full grain leather belt adjustable from 22 to 30". Full size tools. Hammer, screwdriver, pliers, and friction tape. A true replica of the belts and equipment worn by linemen across the country. Rustproof metal fittings. Boxed. Pk. 1 dz.

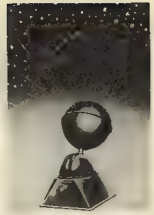
6T2980 . **List $2.98** ..... 323507 Dz.



TOOL HOLSTER FULL SIZE TOOLS FOR BOYS

Top quality full grain steerhide. Lockstitched linen thread and nickle steel rivets. Genuine industrial safety belt and tool holster complete with Flashlight, adjustable wrench, pliers, screwdriver, tape holder and hammer. A highly educational toy with a variety of uses. Pk. 1 Dz.

6T2981..... **List $4.98** .....438506 Dz.



SPITZ JR. PLANETARIUM

Scientifically-designed toy that opens up the skies, puts stars in a youngster's eyes! Easy to operate, the Planetarium works on ordinary household current . . . no batteries required! Projects, all the major constellations . . . with two simple adjustments that show you the sky as it appears from any point in your hemisphere . . . for any month of the year! Daily motion by hand control. Latitude changed easily by hand. Rheostat control. 32 page star book included. 14¼" high, 7½"x7½" base, 7" dia. projection sphere. Boxed.

6T2999.....**List $14.95** .....99661 Ea.

OFFICIAL CAPTAIN VIDEO SPACE HELMET

Made of fire-resistant, self extinguishing plastic. Clear plastic face shield, red helmet top, white side flaps and chin strap with black earphones. Ideal for mass display. Boxed. Pk. 1 dz.

6T2974 .....**List $1.59** .....212608 Dz.

SPACE HELMET WITH GOGGLES

Helmet and Goggles molded in latest "space" design with elastic chin and head straps. Packaged in multi-colored display box with interesting, authentic sky chart on top. Radar antennas on front of goggles revolve. Will fit all age groups. Boxed. Pk. 1 dz.

6T2975 .... **List $1.69** .....213208 Dz.

THE OFFICIAL SPACE PATROL HELMET

Made of rugged, clear, safe, shatterproof plastic, with inflated double astral jet pack tanks and "Space Patrol Commander" insignia on the front. This helmet has been featured in national advertising all over the country. Pk. 1/12 dz.

6T2976.....**List $4.95** .....438006 Dz.

JR. FIRE CHIEF SET

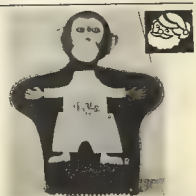
A popular outfit for a wide age range. Jr. Fire Chief Set is complete with red suspenders, Fire Chief badge, authentic whistle and bright red helmet. Each set mounted attractive color display card. Pk. 1 Dz.

6T2971 . . .**List 98c** . 98002 Dz.

JUNGLE GUIDE OUTFIT

Perfect for the Back Yard Frank Buck. A complete jungle hunting outfit includes Jungle Helmet, Hunters wrist compass that really works, special sun goggles, and plastic clicker pistol. Set mounted on attractive display card. Pk. 1 Dz.

6T2972 . . .**List 98c** ..... 98002 Dz.



J. FRED MUGGS PUPPET

Hand puppet with colorful screened fabric garment and extra large vinyl head. Complete with autograph of J. Fred himself. Window front display box. Pk. 2 dz.

6T2969 **List 98c** ..... 87802 Dz.

KINGS KNIGHTS

Durable plastic mounted and foot knights, battle horses, and interchangeable weapons. Beautifully detailed, attractive colors. Colorfully packaged. Boxed, Pk. 3 Dz.

6T2207 . . . **List 59c** *54545 Dz.*

3 PC. KNIGHT SET

Molded plastic knight, horse and lance. Beautifully detailed complete to the rivets on the armor plate. Cello-wrapped, Pk. 3 Dz. N.B.

6T2206 . . . **List 10c** . . . *8754 Dz.*

HORSES AND RIDERS

Set of five horses and five riders. Riders sit astride horses in real western action poses. Colorful cellophane-window box has complete set of western cut-outs on back. Assorted colors. Pk. 3 dz.

6T2212 . . . . **List 39c** . . . . . *43128 Dz.*

COMBAT SOLDIERS WITH DETACHABLE EQUIPMENT

Four figures in display box. Handsomely molded vinyl with a wealth of detail. Complete from facial expression to belt buckle. Boxed, Pk. 2 Dz.

6T2243 . . . **List 98c** . . . . . *87609 Dz.*

KINGS KNIGHTS

Mounted knights in armor with shields and interchangeable weapons. Beautifully detailed chargers and parade horses. Assorted colors. Boxed, Pk. 1 Dz.

6T2208 . . . . **List 98c** . . . . . *87702 Dz.*

WESTERN CORRAL ROUND-UP

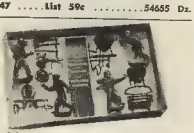
6 plastic horses with 6 cowboys and Indians that sit astride horses in real western poses—plus a 6-sided plastic corral that is easy to assemble. Packed in colorful western style box with cellophane window. Western cutouts printed on back of box. Pk. 1 dz.

6T2210 . . . . **List 89c** . . . . . *76703 Dz.*

"LIL PARDNER'S" COVERED WAGON SET

Covered wagon with clever detachable canopy. Horse that hitches and un-hitches to real western prairie schooner and trots along with regular life-like gait. Detachable wheels can be interchanged. Also, cowboy or Indian on horseback escort. Assorted colors. Cello-window box. Pk. 3 dz.

6T2247 . . . . . **List 59c** . . . . . *54655 Dz.*



COWBOYS AND INDIANS WITH CHANGEABLE EQUIPMENT

Four figures in display box, with complete equipment. Accurate in every detail. Handsomely molded break resistant vinyl plastic. Boxed, Pk. 2 Dz.

6T2244 . . . **List 98c** . . . . . *87609 Dz.*

KNIGHTS AND CASTLE

Handsomely molded knights complete with card board castle. Implements of battle are interchangeable. Two contemporary cannons included. Boxed, Pk. 1 Dz.

6T2209 . . . **List $1.98** . . . . *215008 Dz.*

BULK HORSES WITH COWBOYS AND INDIANS

Horse and two riders to retail at a dime a set. Assorted colored horses and riders. Riders either hand plated or painted. Pk. 2 dz. sets. N.B.

6T2211 . . . . **List 10c Set** . . . . *7668 Dz.*

FRONTIER SET

Contains break-away clicking six shooters, corral fence, horses, cowboy and indian riders, sheriff's badge, covered wagons. Self assembly unit with instruction sheet. Display box. Pk. 1 dz.

6T2249 . . . **List $1.98** . . . . *215008 Dz.*

LITTLE WOMEN WITH CHANGEABLE ACCESSORIES

Four figures of little women, molded in vinyl plastic. Accurate in every detail from the hair-do to the shoes. Packaged in self-selling display box. Pk. 2 Dz.

6T2245 **List 98c** *87609 Dz.*

WESTERN SADDLE HORSES

Authentic scale model of a thoroughbred—a life-like horse with western mount saddle. True-to-nature in coloring, executed in expressive detail, the figure has toy value in the hand decorated saddle which is removable. Another attraction is the head harness and loose hanging bridle gear. Molded of UNBREAKABLE cellulose-acetate. Boxed. Pk. 1 dz.

7½ INCHES TALL

		List	Dozen
6T2216	Blk. Beauty	1.98	214758
6T2217	White	1.98	214758
6T2218	Palimino	2.29	216808
6T2219	Blk. Pinto	2.29	216808

10 INCHES TALL

6T2223	Blk. Beauty	2.98	322204
6T2224	White	2.98	322204
6T2225	Palimino	3.50	326407
6T2226	Blk. Pinto	3.50	326407

WESTERN TARGET SET

A target set with colorful attacking Indian targets, covered wagon and stage coach, all mounted on individual bases and numbered on reverse side for scoring. Set includes 22" Tekwood background in "Rocky Mountain" design equipped with target platform to support targets in elevated positions. Set also includes new 23" EASY ACTION repeater rifle with high impact plastic barrel and 3 harmless "safety" bullets with collapsible rubber-tips. Rifle may be double loaded with REPEATER ACTION on second shot without reloading. A game of action, skill, colorful play value with or without gun. Packed in individual corrugated counter display box with colored background and all parts in position. Pk. 1/12 dz.

6T2253 . . . List $2.98 . . . . . 324007 Dz.

BARN PAINTING SET

Knock down barn with ends, sides and roof made from ⅛" wood, precoated and printed in permanent black design. Slotted for easy assembly. Parts packed flat. 5 pots of water color paint and brush. 5½x7½", repaintable. Boxed. Pk. 1 dz.

6T2295 . . . List 98c . . . . . 98001 Dz.

REL WESTERN SET

24 Large Western Pieces

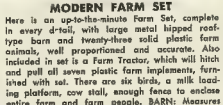
Covered wagon, stage coach, buckboard, 12 big horses, 3 drivers, 3 riflemen, 3 hitches. Each piece is authentically detailed in plastic. Plus complete western town cutouts: Last Chance Cafe, sheriff's office, general store, hotel, livery stable, seven feet of corral fence—all easily detached from sturdy, colorful fiber board box. Pk. 1 dz.

6T2250 . . . . . List $2.98 . . . . . 323507 Dz.

FARM ANIMAL SET

Contains 22 assorted colts, calves, pigs, piglets, sheep, hens, roosters, ducks, turkeys. Excellent year around play, party favors, holiday decorations. Window box. Pk. 2 dz.

6T2269 . . . List 79c . . . . . 76403 Dz.



MODERN FARM SET

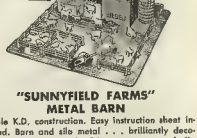
Here is an up-to-the-minute Farm Set, complete in every detail, with large metal hipped roof-type barn and twenty-three solid plastic farm animals, well proportioned and accurate. Also included in set is a Farm Tractor, which will hitch and pull all seven plastic farm implements, furnished with set. There are six birds, a milk loading platform, cow stall, enough fence to enclose entire farm and farm people. BARN: Measures 13⅜" long, overall, 9¼" wide, 11⅜" high. Constructed of sheet steel and designed for the utmost stability. All edges are turned, and windows. Wall sections double turned for extra strength. Shipped flat, exceptionally easy to set up with tools. By turning construction tabs in free-fitting slots. Completely and accurately detailed and lithographed to depict a modern barn. Cupola on top of barn for added attraction. There are fourteen detailed plastic barn accessories, which add to the play value of the set: Also plastic tractor with hook at rear to hitch on implements. Accurate reproduction in sturdy plastic of most popular farm animals. Authentic farm people molded in solid plastic and shown in action poses around the farm. Boxed. Pk. ¼ dz.

6T2287 . . . . . List $4.95 . . . . .540005★ Dz.

WESTERN PLAY-TIME

A gigantic 48 piece self assembly set designed for the young cowboy. This set consists of: Lithographed Metal Stage. Lithographed Metal Covered Wagon, Action-poised Plastic Horses, Colorful Harness Horses, Exciting Cowboys and Indians, Inter-Locking Corral fences, Axels, Realistic Wagon Wheels, Harnesses for Horses, All with authentic detail. Boxed. Pk. 1 dz.

6T2251 . . . List $1.98 . . . . . 215608 Dz.



"SUNNYFIELD FARMS" METAL BARN

Simple K.D. construction. Easy instruction sheet included. Barn and silo metal . . . brilliantly decorated in 4 colors. Back of barn open, top of silo lifts off to be filled. Hay can be pulled into barn for animal feeding. Barn 15¾x8½x11". Silo is 11x3". Set includes 4 horses, 4 cows, 4 pigs, with 12 2" sections of fence. Also includes 1 tractor, 1 farm wagon that turns with tongue. Each in corrugated case. Pk. ½ dz.

6T2285 . . . List $2.98 . . . . 324007★ Dz.

CHURCH PAINTING SET

Church and wing. Made of ⅛" wood precoated and printed in permanent black design. Slotted for easy assembly. Parts packed flat. Equipped with 2 brushes, 5 pots of water color paint. 8x10", repaintable. Boxed. Pk. 1 dz.

6T2296 . . . List $1.98 . . . . . 216008 Dz.

LUND SKIS AND BINDINGS

GOLD MEDAL MULTIPLE LAMINATED

Multiple Laminated, French Model, Super quality Hickory, Gold Medal, Two-tone Walnut Finish, Red Foot Plate, Metal Heel Protectors, Permacite Plastic Bottoms, No. 04 with Interlocking Steel Edges.

1U7982 . . 6' 9" **1U7983** . . 7' **1U7984** . . 7' 3"
All Stock Nos. . . . . . **List $30.00** . . . . . .430007★ Pr.

TOPFLIGHT

4 piece Laminated, French Model Super Quality Hickory, Ebonite Plastic Bottom, Walnut finish, Red foot plate, Metal heel protectors, Interlocking steel edges

1U7986 . . 6' 6" **1U7987** . . 6' 9" **1U7988** . . 7'
All Stock Nos. **List $32.50** .219503★ Pr.

RECORD WITH BINDINGS ATTACHED

Walnut Finish, Red Foot Plate, Red Imitation Top Edges. No 021 with Tempered Steel Edges.

1U7990 . . . 6' 6" **1U7991** . . 6' 9" **1U7992** . . . 7'
All Stock Nos. . . . . . **List $27.50** . . . . . .218253★ Pr.

GREGG PINE SKIS

Made of selected quality pine with exclusive featured Laminated Lok-Tip which prevents the tip from lengthening out. Walnut finish, flat top. Mortised straps and buckles furnished.

1U7960 4' **List $4.50** . . . . . .32704★ Pr.
1U7961 5' **List 6.00** . . . . . .43602★ Pr.
1U7962 5' 6" **List 6.50** . . . . . .43908★ Pr.
1U7963 6' **List 7.00** . . . . . .54207★ Pr.

"HEDLUND" FLASH YOUTH FLAT TOP ASH

Not mortised. A very popular priced model for the beginner. Made of good quality ash. Laminated bend with machine ridge. Dark lacquer top and bottom.

1U7914 5' **List $6.00** . . . . . .43605★ Pr.
1U7915 5' 6" **List 6.50** . . . . . .43908★ Pr.
1U7917 5' 9" **List 7.50** . . . . . .54506★ Pr.
1U7916 6' **List 8.00** . . . . . .54809★ Pr.

LUND 5 STAR

A base wax, easily applied. Serves as a hard running wax on dry snow.

1U7767 . . . . . **List 45c** . . . . . .32654★ Doz.

LUND SKI LAC

Easy to apply. Long wearing base. Dark green color.

1U7777 . . . . . **List $1.25** . . . . . .99002★ Doz.

LUND WAX KIT

An attractive belt pack of attractive duck containing a tube of Dartmouth red, green and gold wax, a silver speed cake and a scraper. Will be shipped in assorted colors.

1U7980 **List $2.50** 21506★ Kit

MAPLE FIS WITH BINDING ATTACHED

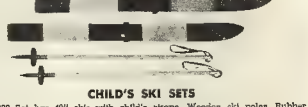
French model, walnut finish Red foot plate. Has No. 1U7755 bindings attached. This is one of the most popularly priced youth's models.

1U7993 6' **1U7994** . . 6' 6" **1U7995** 7'
All Stock Nos. . . . . . **List $19.50** . . . . . .212893★ Pr.

JUNIOR FIS MAPLE WITH BINDINGS ATTACHED

No. 017J, French Model, Walnut Finish, Red Foot Plate, with No. 1U7763 Youth's Bindings attached.

1U7996 5' **List $11.00** . . . . . .76604★ Pr.
1U7997 5' 6" **List 12.00** . . . . . .87203★ Pr.



CHILD'S SKI SETS

No. 030 Set has 42" skis with child's straps. Wooden ski poles. Rubber foot plate. Packed 6 pair per carton.

1U7998 . . . . . **List $3.00** . . . . . 21804★ Pr.

YOUTH'S STRAP BINDINGS

No. 113—Toe straps. Front throws with spring. Rubber heel plates

1U7763 . . . . . **List $2.50 Pr.** . . . . . .21509★ Pr.

TRAILMASTER STRAP BINDINGS

No 112 TC—Regulation tightening lever. Metal heel plates

1U7758 . . . . . **List $3.50 Pr.** . . . . . 32105★ Pr.

TRAILMASTER

No. 14—Trailmaster irons with toe straps. Cables with heel springs. Forward front throws. Metal heel plates. One set of double loop low hitches.

1U7755 . . . . . **List $5.50 Pr.** . . . . . .43308★ Pr.

SKI FREE SAFETY BINDING

Toe Piece and the Boot Toe Projector. These bindings come with cables with double front springs and rubber heel guards. Adjustable ladder-type front throw. Two sets of angle low hitches. Metal heel plates. Safety straps, with long cables. Shipping wt.: one pair, 4 lbs.

1U7759 . . . . . **List $10.00 Pr.** . . . . . .76008★ Pr.

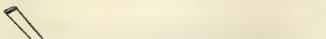
LUND HOCKEY STICKS

Made of first quality tough hardwoods. Laminated construction. Built to give fine service. All sticks have shellacked blades, attractively taped. Numbers 50, 52, 54 and 55 have pinned blades. Numbers 55 and 57 have bright colored labels. All sticks are neatly stamped for identification.

PROFESSIONAL GOAL

The wide stick of official dimensions used by goal tenders 53" shaft.

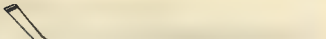
1U7570 ..... **List $5.50** ..... 43702★ Ea.



No. 52 LUND PROFESSIONAL

Meets the exacting requirements of the country's outstanding professional players. Especially selected for lightness, stiffness, and perfect balance. Made in rights and lefts Lies 1 to 10 53" shaft.

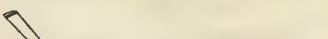
1U7567	**Left**	**List $3.75**	32506★ Ea.
1U7568	**Right**	**List 3.75**	32506★ Ea.
1U7569	**Neutral**	**List 3.75**	32506★ Ea.



No. 54 LUND SPECIAL

This stick appeals to the amateur payer. Strong, well balanced and carefully modeled. Made in rights and lefts. Lies 3 to 8. 53" shaft.

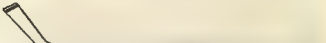
1U7565	**Left**	**List $3.00**	32005★ Ea.
1U7566	**Right**	**List 3.00**	32005★ Ea.



No. 55 COLLEGIATE

A full sized, nicely patterned stick. Assorted Lies, 53" shaft.

1U7563 ..... **List $2.25** ..... 21504★ Ea.



No. 57 CHALLENGER

A correctly proportioned, carefully made stick. 48" to 49" shaft.

1U7572 ..... **List $1.25** ..... 210003★ Doz.

No. 58 YOUTH MODEL

38" to 40" shaft. Neutral only

1U7558 ..... **List 90c** ..... 87205★ Doz.

HI SPEED MODEL

Fact. No. 0783
List $13.95

Leather shoes with brown trim tip and full sheepskin tongue. One-piece cold drawn cups. Tool steel runners. Chromium finish.

Size	Size	Size
1U727—6	1U730—9	1U732—11
1U728—7	1U731—10	1U733—12
1U729—8		

	Pair	Lots-13	Lots-24
All Sizes	211304★	210846★ Pr.	210637★ Pr.

JUNIOR HARD TOE LIST $9.95

Juvenile hard toe shoes, Black with brown trim and toe, Torpedo style skate plated finish. Full sizes only.

Size	Size	Size
1U741—11	1U744—1	1U746—3
1U742—12	1U745—2	1U747—4
1U743—13		1U748—5

	Pair	Lots-12	Lots-24
All Sizes	87052★	76764★ Pr.	76632★ Pr.

HOCKEY PUCKS

Seamless Rubber—Official Size and Weight.

1U7557 **List 35c** 32407★ Dz.

POCKET SKATE SHARPENER

Fits all tubular ice skates. Colorful plastic construction. Packed twelve per display card.

1U787 . . **List 35c** . . 32859★ Card-12

DURO MODEL

List $12.95

Black leather uppers with brown tip and buck stay Stitched in red with attractive perforated design at the top. Chromium finish.

Size	Size	Size
1U734—6	1U737—9	1U739—11
1U735—7	1U738—10	1U740—12
1U736—8		

	Pair	Lots-12	Lots-24
All Sizes	99152★	98775★ Pr.	98602★ Pr.

VIKING

MEN'S HARD TOE HOCKEYS

Black leather uppers Brown leather trimming Shearling lined leather tongue, nickeled eyelets. Box type toe. Felt sock lining. Heavy outsole Chrome finish blades.

Size	Size	Size
1U711—6	1U714—9	1U717—11
1U712—7	1U715—10	1U717—12
1U713—8		

All Sizes . . . . **List $9.95** . . . 76358★ Pr.

JOHNSONS FLEXIBLE RUBBER RUNNER GUARDS

New neutral gray color simplifies your stock. Strong, tough rubber, reinforced at toe and heel.

1U788	**Small**	. . . **List $1.50**	21006★ Pr.
1U789	**Medium**	. **List 1.50**	21006★ Pr.
1U790	**Med. Lge.**	**List 1.50**	21006★ Pr.
1U791	**Large**	. . **List 1.50**	21006★ Pr.

JOHNSON'S WOVEN BUCK LACES 24 PR. ASST.

24 pr. of 72 inch laces mounted on handsome counter display, 12 pr. yellow, 6 pr black, 6 pr. white.

1U786 **List 30c Pr.** . . . 54807★ Asst. 24

JOHNSON'S SKATE STRAPS

1U792 . . . . . 32007 Card-12

SUPERIOR SKATE GUARD

Made of select kiln dried, hardwood which has a tendency to absorb moisture, preventing rust. Clear lacquer finish with springs and rubber protectors.

1U793	Small	1U794 Medium	1U795 Large
All Sizes	. .	**List $1.98**	. . 21197★ Pr.

RED AND WHITE SET

Red felt lined holster back stitched to white holster pockets studded and jeweled. Complete with gleaming pair of "Texas Ranger" repeating revolvers. Each set in lithographed box. Pk. 1 dz.

6T1129 . . . . . List $2.98 . . . . . 324007 Dz.

MAROON AND TAN SET

Two tone maroon and tan leather holster set. Adjustable belt. Complete with "Gene Autry" repeating revolvers. Simulated pearl handles. Sturdy riveted and stitched construction. Boxed. Pk. 1 dz.

6T1132 . . . . . List $4.98 . . . . . 540005 Dz.

TEXAS STAR RANGER SET

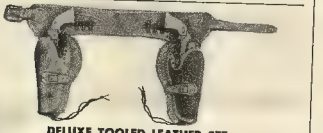
Black leather backs and belt; white leather holster fronts. Belt and holster have white felt lining, white trim and bullets. Belt has new adjustable feature, bright metal rivets and ornamentation. Two Gene Autry "44" side-loading repeater pistols. Boxed. Pk. 1 dz.

6T1133 . . . . . List $5.95 . . . . . 548005 Dz.

TWO TONE SET

Top quality two tone beige and brown leather set. Adjustable belt. Set is riveted and stitched throughout, complete with bullets, tie thongs and pair of Gene Autry "44" repeating revolvers. Boxed. Pk. 1 dz.

6T1135 . . . . . List $7.95 . . . . . 764003 Dz.



DELUXE TOOLED LEATHER SET

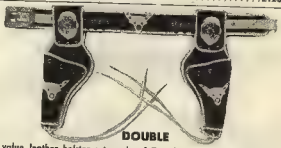
Finest top grain leather throughout. Simulated hand tooling. Rawhide tie thongs, adjustable belt. Complete with Gene Autry "44" pistols. Boxed. Pk. 1 dz.

6T1136 . . . . . List $8.95 . . . . . 870002 Dz.

SINGLE HOLSTERS

Bound fronts, tops and belt of embossed antique brown plastic laminated to leather. Brown leather backs. White leather fringe, metal castings, spots, stones, bullets. Boxed. Pk. 1 dz.

6T1141 . . . . . List $1.49 . . . . . 212002 Dz.



DOUBLE

Top value leather holster set made of Texadero leather embossed with authentic cowboy symbols. Black and white with red bullets. Pk. 1 dz.

6T1142 . . . . . List $1.98 . . . . . 216004 Dz.

DOUBLE HOLSTERS

Bound fronts, tops and shaped belt of embossed black and white plastic laminated to leather. Black leather backs. Trimmed with metal castings, spots, stones, bullets. Boxed. Pk. 1 dz.

6T1137 . . . . . List $2.98 . . . . . 324002 Dz.

PONYSKIN HOLSTERS

Simulated ponyskin bound brown holsters. White fringe and cutouts. Trimmed with cast metal horses, metal ornaments, spots and stones. 3" bound shaped belt, novelty adjustable tabs, white cutouts, horse ornament, gold and nickel bullets, stones and western buckle. Boxed. Pk. 1 dz.

6T1138 . . . . . List $3.98 . . . . . 432007 Dz.

"FOLD-OVER" HOLSTERS

Ginger color leather., Large spots and horse ornaments. Fronts slide into western buckle. 3" shaped belt, spots, western buckle, adjustable tabs, gold and nickel bullets. Packet folds around belt and buckles to back flap. Boxed. Pk. 1 dz.

6T1140 . . . . . List $4.95 . . . . . 540001 Dz.

POP-UM RIFLE

Heavy gauge steel—14" long. Rust proof gun-blu finish. High-impact, shock resistant, molded stock. Break action. Shoots harmless corks. 1 dz. N.B.

6T1165 . . . . . **List 39c** . . . . . 43201 Dz.

CORK SHOOTING POP RIFLE

Heavy gauge steel—17" long. Break action—shoots harmless corks. Rust proof gun-blu finish. High-impact, shock resistant, molded stock. 1 dz. N.B.

6T1166 . . . . . **List 59c** . . . . . 54809 Dz.

ROCKET DART RIFLE

Heavy gauge steel—17" long. Rust proof gun-blu finish. High-impact, shock resistant, molded stock. Metal foreplece. Shoots harmless rocket shaped darts. Includes 2 plastic rocket darts with rubber suction cups. Boxed. 1 dz. N B.

6T1169 . . . . . **List 79c** . . . . . 76408 Dz.

DOUBLE BARREL SHOT GUN

Heavy gauge steel—21" long. Rust proof, gun-blu finish. Walnut finished wood stock. Break action, two triggers. Absolutely harmless. Shoots corks. Pk. 1 dz. N.B.

6T1151 . . . . . **List 98c** . . . . . 98002 Dz.

RED RYDER'S DOUBLE BARREL SHOT GUN

Made of heavy gauge steel—31" long. Rust proof, gun-blu finish. High-impact, shock resistant, molded stock and forepiece. Stock has "secret" pocket. Break action—two triggers. Shoots corks. Absolutely harmless. Pk. 1 dz.

6T1153 . . . . . **List $1.98** . . . . . 216002 Dz.

DELUXE TRAINING RIFLE

Made of heavy gauge steel—35" long. Rust proof, gun-blu finish. High-impact, shock resistant, molded stock and forepiece. Lever action—self loading. World's LOUDEST play gun. Each shot produces smoke. Absolutely harmless. Adjustable web shoulder strap. Pk. 1 dz.

6T1154 . . . . . **List $2.98** . . . . . 324002 Dz.

DAISY RED RYDER CORK BALL CARBINE

New lever-action Western-style carbine, 35" long, shoots ½" cork balls accurately. Won't shoot BBs! Has checkered full-fashioned stock; Red Ryder design in gold. Sling swivels. Packed with cork balls in genuine leather carrying pouch; belt loop. Boxed.

6T1155 . . . . . **List $4.98** . . . . . 43333 Ea.

CORK BALLS FOR 6T1155 CARBINE
30 in bag.

6T1159 . . . . . **List 49c Bag** . . . . . 54006 Dz. Bags

DAISY AIR RIFLES

DAISY CUB

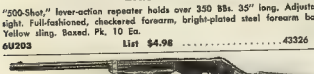
The Daisy "Cub" is a "500-Shot," lever-action repeater holding over 350 BBs. 35" long. Full-fashioned, checkered stock. Boxed. Pk. 10 Ea.

6U202 . . . . . **List $3.98** . . . . . 32656 Ea.

DAISY SCOUT

"500-Shot," lever-action repeater holds over 350 BBs. 35" long. Adjustable sight. Full-fashioned, checkered forearm, bright-plated steel forearm band. Yellow sling. Boxed. Pk. 10 Ea.

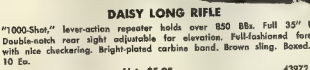
6U203 . . . . . **List $4.98** . . . . . 43326 Ea.



DAISY LONG RIFLE

"1000-Shot," lever-action repeater holds over 850 BBs. Full 35" long. Double-notch rear sight adjustable for elevation. Full-fashioned forearm with nice checkering. Bright-plated carbine band. Brown sling. Boxed. Pk. 10 Ea.

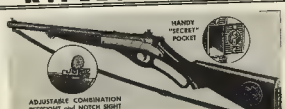
6U204 . . . . . **List $5.95** . . . . . 43972 Ea.



TUBES AIR RIFLE SHOT

Federal copper plated steel shot in uniform size. Packed in resale 5c tubes. 100 tubes to case.

6U217 . . . . . **List 5c** . . . . . 43352★ Case



DAISY DEFENDER

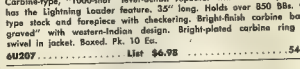
Latest model with adjustable sling, full oval stock. Each in corrugated mailing carton. Pk. 10 Ea.

6U205 . . . . . **List $6.95** . . . . . 54632 Ea.

DAISY RED RYDER CARBINE

Carbine-type, "1000-shot" lever-action repeater with secondary barrel that has the Lightning Loader feature. 35" long. Holds over 850 BBs. Carbine-type stock and forepiece with checkering. Bright-finish carbine band "engraved" with western-Indian design. Bright-plated carbine ring on the swivel in jacket. Boxed. Pk. 10 Ea.

6U207 . . . . . **List $6.95** . . . . . 54636 Ea.



DAISY PUMP GUN

One bolt take-down model; 37" long; King of all B-B guns. Bulls-eye shot packed with the gun. One to a box. Pk. 10 Ea.

6U206 . . . . . **List $7.95** . . . . . 65304 Ea.

ALUMINUM UTENSIL ASSORTMENT

A new counter assortment containing 3 each of 8 popular toy aluminum utensils. Included are 3 fry pans, retail 10c each.

3—Whistling Tea Kettle	29c Each	3—Measuring Cup	10c Each
3—Oval Roaster	39c Each	3—Sauce Pan	15c Each
3—Percolator	49c Each	3—Pie Plate	10c Each
3—Tubed Cake Pan	15c Each		

6T1651 . . . . . Total Retail **$5.31** . . . . . 43546 Asst.

LITTLE-CHEF MINIATURE WARE

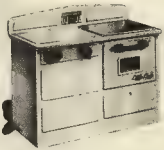
This beautiful 8-piece cooking set is a perfect miniature of the full sized utensils. Gleaming stainless steel is confronted with jet black bakelite handles and copper bottoms. The jewel-like precision in scale and manufacture makes the Little Chef Miniature Set a delight to parents and children alike. Every detail of mother's kitchen ware has been duplicated for the play-time pleasure and education of America's Little Chefs. Boxed. Pk. 1 dz.

6T1666 . . **List $4.98** . . 540005 Dz.

8-PIECE UTENSIL SET

Consists of fryer, strainer, grater, basting spoon, batter whip, spatula, corer, masher and pancake turner with two-toned plastic handles. Boxed. Pk. 2 dz.

6T1664 . . . . . **List 98c** . . . . . 87806 Dz.



"LITTLE LADY" ELECTRIC STOVE

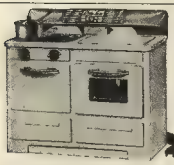
Window in oven door. Large cooking burner is mounted over oven so that under side of element heats warming stove. Nickel-chrome elements—Underwriters' approved. White baked enamel finish. With utensils, play switches, clock dial, and cord set. 11"x9"x5½". Boxed. Pk. 6 ea.

6T1652 . . . . . **List $4.49** . . . . . 32857 Ea.

"LITTLE LADY" ELECTRIC RANGE

Large size: 12"x11"x7". With utensils and cook book. Easy grip red handles and red plastic ploy switches. Four quick-heat burners. Oven has separate heating element. White enamel finish with red trim. Cord set attached. Boxed. Pk. 4 ea.

6T1654 . . . . . **List $6.95** . . . . 54356 Ea.



"LITTLE LADY" ELECTRIC RANGE

New, light on top panel. Clear glass oven window. Separate porcelain elements for burners and oven. White enamel finish, with assorted green and yellow trim. Cord set attached. 6 utensils and cook book included. Boxed. Pk. 4 ea.

6T1656 . . . . **List $8.95** . . . . . 65356 Ea.

WOLVERINE TOY RANGE

Metal stove. Hinged door opens into oven. 4 plastic push buttons actually operate. Includes plastic utensils, 11"x12"x6½'". Boxed. Pk. 1 dz.

6T1658 . . . . . **List $1.98** . . . . 216002★ Dz.

WOLVERINE TOY REFRIGERATOR

All metal, lithographed two doors open, plastic ice cube trays, and miniature packages. 13½"x 8"x5½". Boxed. Pk. 1 dz.

6T1659 . . . . . **List $1.98** . . . . . 216001★ Dz.

CAST IRON RANGE

Complete with utensils, authentic black finish, removable hot plates. 11½x13x6". Boxed. Pk. ½ dz.

6T1657 . . . **List $3.50** . . . . 328007 Dz.

WASHING MACHINE

By operating the handle the agitator is set in motion, swirling the clothes through the soapy water. Transparent plastic top. Diameter 7", height 12". Boxed. Pk. 1 dz.

6T1661 . . . . **List $2.49** . . . . . 219508 Dz.

WASHING MACHINE

Actually washes doll clothes. Tenite and steel construction. 13x10". Boxed. Pk. 1 dz.

6T1662 . . . **List $3.50** . . . . 328007 Dz.

JUNIOR BAKING KITS

IDEAL'S BETTY CROCKER JUNIOR BAKING KIT

It's easy! . . . and great fun for children to make these delicious pies, cakes and cookies. Complete with 12 baking mixes and 21 utensils. Pk. ½ dz.

671679 . . . . . List $4.95 . . . . . 439001 Dz.

PILLSBURY CAKE MIX SET

The Kay Stanley Cake Mix Set contains two boxes of the famous Pillsbury Cake Mixes—chocolate fudge and white—plus frostings, a complete set of utensils. All that's needed is a tiny cup of milk! Pk. 1 dz.

671680 . . . . . List $1.98 . . . . . 215202 Dz.

JUNIOR CHEF PANCAKE SET

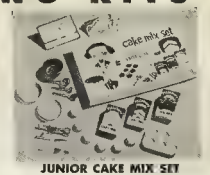
Make dozens of real, delicious pancakes and buckwheat cakes—drown them in wonderful Log Cabin Syrup. Heavy gauge aluminum griddle and pancake turner, mixing spoon, funnel to refill Log Cabin Syrup bottle. Pk. 1 dz.

671669 . . . . . List $1.98 . . . . . 215809 Dz.

KAY STANLEY'S CHOCOLATE SET

THIS SET CONTAINS: 5 rubber molds, 6 bars SUCHARD Milka Modeling Chocolate, 1 package KELLOGG'S Rice Krispies for crunch bars, 2 packages nonpareils, 2 packages cinnamon hearts, 1 sauce pan, 1 mixing spoon, 6 sheets aluminum foil, 1 spatula, 1 paint brush, 1 paint cake, 1 asbestos pad, 4 mold hangers, 1 ribbon, 1 cook book. Pk. 1 dz.

671678 . . . . . List $2.98 . . . . . 322802 Dz.



JUNIOR CAKE MIX SET

The Kay Stanley Cake Mix Set contains three boxes of the famous Pillsbury Cake Mixes—chocolate fudge, golden yellow and white—plus an assortment of easily-prepared frostings, a complete set of utensils and a cook book. All that's needed is a tiny cup of milk! Pk. 1 dz.

671681 . . . . . List $2.98 . . . . . 322801 Dz.

JUNIOR CHEF CAKE MIX SETS

Real Aunt Jemima cake mixes to make delicious layer cakes, loaves, and cupcakes out of White Cake, Devil's Food Cake, Cornbread, Gingerbread and Yellow Cake. Also Gingerbread Man Cookies. Just follow the simple directions on the box or in the recipe book. Simply add water or milk, mix and bake. Pk. 1 dz.

671671 . . . . . List 98c . . . . . 87851 Dz.

KAY STANLEY'S COOKIE SET

World famous NESTLE brand Cookie Mixes and chocolates; quality cooking utensils and accessories. Contains: 9 envelopes NESTLE Cookie Mix (3 boxes), 2 packages NESTLE Chocolate Morsels, 1 package KELLOGG'S Rice Krispies, 2 packages nonpareils, 2 packages cinnamon hearts, 1 package mixed spices, 1 roll CUT-RITE waxed paper, 1 cookie sheet, 1 mixing bowl, 1 rolling pin, 3 cookie cutters, 1 mixing spoon, 1 teaspoon, 1 large measuring spoon, 1 small measuring spoon, 1 spatula, 1 cookie book. Pk. 1 dz.

671677 . . . . . List $2.98 . . . . . 322801 Dz.

KAY STANLEY'S DESSERT SET

THE DESSERT SET featuring Jell-O Pudding and Pie Mix, Jell-O gelatin, and Pillsbury's Best Pie Mix in a brilliant new Junior Cook Set containing the child's own utensils for mixing and baking delicious miniature pies and puddings. Pk. 1 dz.

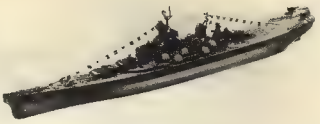
671676 . . . . . List $2.98 . . . . . 322802 Dz.

REVELL'S SUPER DETAILED FLEET

ADMIRAL'S FLEET GIFT SET

Handsome gift box containing five Revell Fleet models including battleship, submarine, cruiser, destroyer and PT boat. A superb kit! A "big unit" sale. Pk. ½ dz.

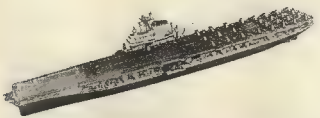
6T1429 . . **List $6.95** . . . . . 650401 Dz.



"BIG MO" BATTLESHIP

The mighty "Mo" construction kit. 20" model of the most publicized Battleship since the Maine. Fully detailed guns, seaplanes, catapults, and superstructure. Boxed. Pk. 1 dz.

6T1430 **List $1.98** . . . . 214402 Dz.



AIRCRAFT CARRIER FRANKLIN D. ROOSEVELT

And now the Carrier—an even BIGGER model than the Mighty "Mo." Finest craftsmanship and detail. Priced far below models anywhere near its size and quality. Pk. 1 dz.

6T1437 **List $2.49** . . . . . 218001 Dz.

HEAVY CRUISER

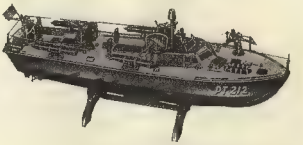
Authentic replica of Baltimore class heavy cruiser—indispensable to the fleet and to every model collector. Includes decal nameplates of 14 U. S. cities with cruiser "namesakes." Pk. 1 dz.

6T1436 . . . . . **List $1.69** . . . . . 212245 Dz.

DESTROYER—U.S.S. SULLIVANS

Sleek, realistic scale replica of the destroyer named in honor of the famous five Sullivan brothers who lost their lives at Guadalcanal in November, 1942. Pk. 2 dz.

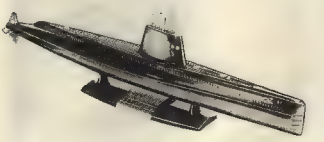
6T1435 . **List $1.29** . . . . . 99362 Dz.



PT-BOAT

Loaded with realistic detail and armament. Patrol Torpedo Boats proved to be deadly threats to enemy seacraft and even planes, especially in the Philippines in World War II. Pk. 3 dz.

6T1434 . . . . . **List 89c** . . . . . 76487 Dz.



ATOM SUBMARINE—U.S.S. NAUTILUS

Called the submarine of tomorrow, the super-secret, atom-powered Nautilus, was launched amidst huge national publicity in January '54. First nuclear operated sub in the world. Pk. 3 dz.

6T1433 . . . . . **List 69c** . . . . . 65002 Dz.

REVELL'S *CHRIS CRAFT* FOR PLEASURE CRAFT COLLECTORS

Revell adds a luxury boat to every collector's fleet with this model 42' Double Cabin Flying Bridge Cruiser. This trim beauty, America's favorite pleasure craft, sleeps eight "sailors." Pk. 3 dz.

6T1432 . . . . . **List 89c** . . . . . 76482 Dz.

TOY MUSIC MAKERS

SWISS TYPE MELOD'E BELLS

Children and grown-ups alike can now play and enjoy Knickerbacker's Melody Bells as featured by Swiss bell ringers and concert players. The full diatonic scale of precision-tuned bells are musically appealing when played alone or with accompaniment. These brilliantly colored 3½" bells of durable high-impact styrene are packaged in an eye-appealing display box which serves as a music stand for the many musical selections included in book form. Pk. 1 Dz.

6T2537 ... **List $4.98** ..... 438506 Dz.

TWIRLIT BATONS

Two lengths. All ⅜" diameter with molded white rubber balls and tips. Have knurled spiral shaft, tassel cord and are cello-wrapped. All numbers packed 2 dz.

6T2542 22" **Spiral Shaft** **List 69¢** 65604 Dz.
6T2543 28" **Spiral Shaft** **List 79¢** 76403 Dz.

MARY HARTLINE TWIRLING BATON

Spiraled steel ⅜" shaft, chrome plated, official shaped rubber tips. Cellophane wrapped, right weight for twirling 28" long. Pk. 2 dz

6T2555 .. **List 98¢** ... .. 98001 Dz.

JAZZY DRUM SET

Complete set includes: 20 inch Bass Drum, 6½ inch Drum, 6½ inch Kettle Drum, Foot Pedal, Triangle. Foot Spring Cymbals, Tone-Block, Nickel Plated Ball, Pair Drum Sticks. Packed one set in a corrugated shipping container.

6T2554 ... **List $4.98** ..... .540005 Dz.

11" 'PARCHMENT AND CLOTH HEAD SNARE DRUMS

(A) Lithographed metal sides. Two 12" drumsticks. 6T2550 has two fibre heads. 6T2551 has one fibre and one cloth head.

6T2550 **Pk. 1 Dz. N. B.** **List 69¢** . . 65604 Dz.
6T2551 **Pk. ½ Dz. N. B.** **List 98¢** . . 98001 Dz.

(B) Wild West design lithographed in colors. Constant pressure spring rods. Inside snares. Two cloth heads. Two drum sticks, Sling. Pk. ½ dz. N.B.

6T2552 **List $1.98** . . .. 216008 Dz.

AUTOMATIC CHORAL TOP

Diameter 7½" at widest point. Round and round goes this gaily colored musical top. Automatically changes tone as it revolves. All metal with rubber suction cup stand to prevent moving and scratching. Top decorated with colorful pictures. A toy any child will enjoy. Fun for all. Boxed.

6T2547 . . **List $1.98** ..... .215008 Dz.

OHIO ART MUSICAL TOPS

Ohio Art's well-made metal tops are "Tops." They are brightly lithographed in four colors. These tops are the plunger type and run smoothly with a pleasing musical hum. 5" size has single reed, 7" has double reed, double tone, and the 9" size has triple tone reed. All individually boxed

6T2544 5" **Pk. 3 Dz.** **List 25¢** ... . 32101 Dz.
6T2545 7" **Pk. 2 Dz.** **List 59¢** ..... 54808 Dz.
6T2546 9" **Pk. 1 Dz.** **List 98¢** ..... 98002★ Dz.

HARMOTONE SAX

Precision made and designed to look like the real instrument. It is 15 inches long and molded in durable, high impact plastic. Many melodies can be easily played on eight tuned reads which produce a full scale of rich mellow tones. Packed in a smart, durable carrying case. Pk. 1 dz.

6T2513 .... **List $3.98** ..... 329707 Dz.

JR. TRUMPET

Designed along the lines of a real trumpet, approximately 10 inches long. It features four notes which are played by depressing four valves. Any bugle call and many songs can be easily learned and played by following the simple accompanying instruction sheet. Each trumpet is packed in a smart, durable carrying case. Pk. 4 Dz.

6T2515 .. **List 98c** ..... 87502 Dz.

CLARINET

CLARINET made in glossy black plastic, the instrument is 14¾" long. Chromium keys and decorative bands have an eye-catching appeal for youngsters. Eight tuned reads produce a tone that is rich, full and pleasing. Children can really play scores of tuneful melodies. It is precision-made and designed for year round volume sales. Boxed. Pk. 4 Dz.

6T2514 .... **List $1.98** ..... 214768 Dz.

SUPER ACCORDION

Beautifully designed in rich plastic with pyroxalin-coated bellows. Superb tone and high quality. 10 buttons, 20 reeds. Closed: 4"x4¼"x8½" bellows open to 14". Boxed. Pk. 2 dz.

6T2520 . **List $3.98** ..... 329507 Dz.

SCHOENHUT PIANO

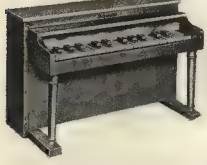
Beautiful ivory finish with polished mirror front. Size 11"x9½"x5¼". Plays 10 different notes, has vari-colored keys. A wealth of play value at a price everyone can afford. Boxed. Pk. 1 dz.

6T2529..... **List $2.98** ..... 324007★ Dz.

17 KEY PIANO

Deluxe baby grand. Blue mirror back panel, 10 whole and 7 half notes. Unique tone rods are true-toned, imbedded in steel bars. Measures 10½x9x5". Boxed. Pk. 1 dz.

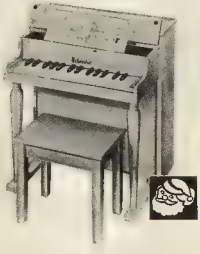
6T2530 .... **List $3.98** ..... 432006 Dz.



SCHOENHUT TABLE MODEL MELLO-TONE SPINET

Attractive concert mirror front panel. 25 plastic sharp and flat keys in black and ivory. A true miniature with a beautiful tonal quality. 13x7x 8½" high. Sturdily constructed for endless hours of play. Boxed. Pk. ½ dz.

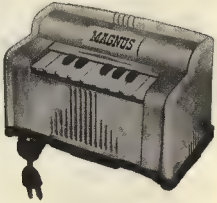
6T2531..... **List $6.95** .....656004 Dz.



SPINET PIANO WITH BENCH

Magnificent 30-key spinet piano that actually plays. Piano and bench are sturdy hardwood with beautiful finish. Heavy tone bar is fitted with tone wires to give a range of 2½ octaves, chromatically tuned. Keyboard has 30 plastic keys including sharps and flats. Complete with instruction booklet. 24½" high, 20" wide, 15" deep. Boxed. Pk. 1 ea.

6T2533 .....**List $29.95** ....320007★ Ea.



MAGNUS STUDENT ELECTRIC ORGAN

(with switch)

Size overall 8¾x9¾x5¼". Gorgeous mother of pearl finish with handsome white base. 110 to 115 volt A.C. Complete instruction book and song folio included. Packaged in attractive carton that also doubles as a handy carrying case. A fine instrument with beautiful tonal qualities. Highly educational with unlimited hours of play value. Engineered and styled for quicker, more profitable sales. Boxed. Pk. 1/12 dz.

6T2535.....**List $11.95** .....87342 Ea.

SPONGE BALL ASSORTMENT

Eye appealing packaged assorted sponge balls. Contains a complete inventory of 99 balls in the five fastest selling sizes. Attractively packaged in brilliant counter display box, which requires no assembly. Contents: 12 3" assorted Red enameled and mottled 29c each; 14 2¾" "Big League" baseballs 25c; 16 2¼" Red enameled 15c; 27 2" assorted Red enameled and mottled, 10c; and 30 1¾" return balls 10c.

6T2739 Total List $15.08 . 99346 Asst.

SPORTS BALL ASSORTMENT

A wrought iron rack filled with balls for year 'round selling concentrates your ball sales into one unit in limited counter display area. Sponge balls, softballs and athletic balls. Display is attractive and exceptionally durable. Contents: 12 "Big League" baseballs 25c; 10 softballs 29c; 4 4½" basketballs 49c; 4 4½" volleyballs 49c; 6 6" kickballs 98c.

6T2742 . Total List $15.70 . . .210467 Asst.

DECORATED GAS BALLS

Assorted star, multistripe and pinwheel designs in red and blue enamel, on white stock. Pk. ½ dz. N.B.

6T2724	**4"**	**List 39c**	.....	**43109 Dz.**
6T2725	**5"**	**List 59c**	.....	**54402 Dz.**
6T2726	**6"**	**List 79c**	.....	**76301 Dz.**

36-PC. BALL ASSORTMENT

36 rubber balls with free pyramidal merchandiser 24x15". For counter or window display. Contains.

1 Dz. 2¾" Sponge	.....	at 25c
½ Dz. 4" Decorated	.....	at 39c
½ Dz. 5" Decorated	.....	at 59c
½ Dz. 4" Decorated Deluxe	.....	at 49c
½ Dz. 6" Decorated Deluxe	.....	at 89c

Plus display at no charge.

6T2740 Total List $17.16 . 210968 Asst.

SPORTS KIT

The Sports Kit is ideal for all gift occasions—Christmas and Birthdays! Contains: a baseball, a basketball, a football, and a volleyball. Pk. ½ dz.

6T2727 . . List $1.98 ..... 216002 Dz

DELUXE DECORATED GAS BALLS

Assorted stars, multistripe and alphabet designs in 3 color decoration of red, blue and gold on white stock. Cello wrapped. Pk. ½ dz. N.B.

6T2734	**Size 4"**	**List 49c**		**43901 Dz.**
6T2735	**Size 5"**	**List 69c**	. . .	**65289 Dz.**
6T2736	**Size 6"**	**List 89c**		**76952 Dz.**

METAL DISPLAY RACK

WITH 24 BALLS

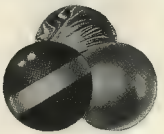
24 3" Star Embossed	.....	at 29c
12 4" Gas Balls	.....	at 39c
12 5" Gas Balls	.....	at 59c
6 6" Gas Balls	.....	at 79c

6T2741 Total List $23.46 . .216506★ Asst.

GAS INFLATED SOFTBALL

3½" gas inflated softball. Perfect for playground and general rough and tumble play. Buckskin finish with embossed stitching. Pk 1 dz. N.B

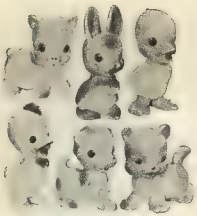
6T2723 . . .List 29c ..... 32197 Dz.



DECORATED SPONGE BALLS

Good lively balls in assorted decorations. Included are RWB 3-stripe, red enameled and mottled. Pk. 1 Dz. N.B.

6T2717	**2¼"**	**List 10c**	.....	**9801 Dz.**
6T2721	**2¾"**	**List 19c**	.....	**21567 Dz.**
6T2720	**3 "**	**List 25c**	.....	**21908 Dz.**



ASSORTED TUB TOYS

Molded latex rubber tub toys, painted features. All animals average 5 inches high. Assortment includes "Perky" the pup, "Chubby" the pig, "Cuddly" the cat, "Squawky" the duck, "Yippy" the chick and "Hoppy" the rabbit. Pk. 2 dz.

6T2641 . **List 59¢** . . . . 54805 Dz.

CROAKER THE FROG

Jumbo size 11" squeeze toy made of pure natural latex rubber. Fitted with special voice. Eyes, tongue, belt, pants and tips of toes painted. Face, cheeks, body, arms, legs and back tinted. Boxed. Pk. ½ dz.

6T2643 . **List $1.98** . . . . 216002 Dz.

MR. SQUAWKER

Jumbo size squeeze toy over 12" high made from natural latex rubber. Skillfully painted to accent colorful attire. Squawker voice. Boxed. Pk. ½ dz.

6T2646 **List $1.98** . . . . . 215408 Dz.

JOSIE THE LAMB

Jumbo size lamb squeeze toy 10½x9". Fleecy finished natural latex rubber. Delicately colored with whistle toy noise maker. Boxed Pk. ½ dz

6T2647 . . . **List $1.98** . . . . 215408 Dz.

LONGHOP THE RABBIT

Jumbo size rabbit squeeze toy. Longhop is made of ivory colored natural latex rubber. Built in special reed voice. Over 12" high. Boxed. Pk. ½ dz.

6T2648 **List $1.98** . . . . 215408 Dz.

HUGGER THE BEAR

Made of pure natural latex rubber. Ivory color. Fitted with a special voice. Eyes, nose, mouth and nails on paws painted. Ears, cheeks, body and paws tinted. Packed in colorful display carton 12½x5¾". Pk. ½ dz.

6T2649 . **List $1.98** . . . . . 215408 Dz.

"LAST CHANCE JOE"

Made of pure, flesh-colored natural latex rubber, fitted with plastic whistle, attractively decorated in brown, white, pink, red, black, yellow and green colors. Stands over 12 inches high. Boxed, ½ dz.

6T2651 **List $1.98** . . . . . 215408 Dz.

"ROOFUS" THE ROOSTER

Made of pure, natural latex rubber. Fitted with special voice. Multi-colored decorations. Nontoxic. Stands over 10½" high. Boxed, Pk. ½ dz.

6T2652 . **List $1.98** . . . . . 215408 Dz.

"COOKIE" THE OSTRICH

Made of pure, natural latex rubber. Colorfully decorated. Stands almost 16" high. Boxed, Pk. ½ dz.

ATYASA **List $2.98** . . . . . 323107 Dz.

EDGEWATER TEA SET

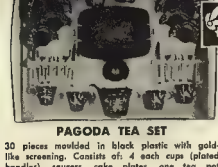
EDGEWATER TEA SET SERVICE FOR TWO—12 pieces consisting of: 2 cups, 2 saucers, 1 sugar bowl, 1 creamer, 2 forks, 2 knives, 2 spoons. Cups in Victorian blue with ivory handles, saucers ivory with blue filigree rim. Sugar bowl and creamer in blue, cutlery in Silva-Glo. Boxed. Pk. 1 dz.

6T1595 .... **List 98c** . 98001 Dz.

WORCHESTER WARE PLASTIC JUNIOR TEA SET

Life size dishes constructed of safe, durable, washable plastic, chip and break resistant. Complete service for three with 28 pieces. Handsome lithographed box. Pk. 1 dz.

6T1598..... **List $1.98** ..... 216004 Dz.



PAGODA TEA SET

30 pieces moulded in black plastic with gold-like screening. Consists of: 4 each cups (plated handles), saucers, cake plates, one tea pot (plated handle), tea pot cover (plated knob), creamer (plated handle), sugar bowl, napkin holder (plated), tray (plated handles and plated design center), 4 each knives, forks and spoons. Napkin holder and tableware are finished in Banner's metaltane gold-like finish. Individually packed in colorful display box. Approximate size: 21"x17"x4". Boxed. Pk. ½ dz.

6T1603 **List $3.98** .... 430606 Dz.

BANNERTONE TEA SET

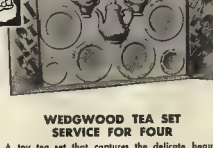
Service for 2 has 13 pieces. Molded in plastic 2-color design. Set consists of 1 each tea pot, creamer, sugar bowl, 2 each cups, saucers, knives, forks and spoons. Tableware finished in Metaltone silver finish. Boxed. Pk. 2 dz.

6T1596 .... **List 98c** .... 87702 Dz.

"GAY VICTORIAN" TEA SET

SERVICE FOR FOUR—28 pieces consisting of: 1 tea urn with spout and cover, 1 creamer, 1 sugar bowl, 4 cups, 4 saucers, 4 plates, 4 knives, 4 forks, 4 spoons. Tea urn and cutlery in gold-glo finish, plates and saucers with ivory center and burgundy filigree rim, cups in ivory with burgandy handles, sugar bowl and creamer in ivory. Boxed. Pk. 1 dz.

6T1599 .... **List $2.98** ..... 324007 Dz.



WEDGWOOD TEA SET SERVICE FOR FOUR

A toy tea set that captures the delicate beauty and color of famous English Wedgwood Blue dishes. In long lasting plastic. Service for four consists of four plates, four saucers, four cups, sugar, creamer, teapot and cover, four extra large knives, forks and spoons. Cutlery is vacuum metalized for gleaming beauty and realism. Raised decorations on dishes add extra charm to this realistic set. Boxed. Pk. ½ dz.

6T1604 .... **List $4.98** ..... 439506 Dz.

BANNERTONE TEA SET

Service for 4 has 29 pieces. Molded in plastic, 2-color design. Set consists of 1 each tea pot, creamer, sugar bowl, tea pot stand and cover, 4 each cake plates, cups, saucers, knives, forks and spoons. Tableware finished in Metaltone silver finish. Boxed Pk. 1 dz.

6T1597 . **List $1.98** 215503 Dz.

"GAY VICTORIAN" DINNER SET

SERVICE FOR FOUR—28 pieces consisting of: 1 tea urn with push button spout and cover, 1 sugar bowl, 1 creamer, 4 knives, 4 large size dishes, 4 saucers, 4 cups, 4 spoons, 4 forks. Tea urn, sugar bowl, and creamer in new grey. Cutlery in silver-glo. Plates and saucers ivory with wheat design in center, and grey with filigree rims. Boxed. Pk. ½ dz.

6T1600 . . **List $2.98** ..... 324007 Dz.

"GAY VICTORIAN" DINNER SERVICE FOR SIX

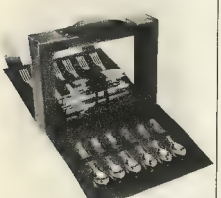
43 PIECES consisting of: 1 tea urn with push button spout and cover, salt and pepper, sugar bowl, creamer, 6 cups, 6 saucers, 6 large size dishes, cake dish, 6 knives, forks and spoons. Tea urn, sugar bowl, creamer, and cutlery in new Gold-Glo. Cake dish in ivory with wheat design in center with filigree in Gold-Glo. Large dinner size plates and saucers in ivory filigree work on Gold-Glo rims. Spirol design cups in ivory with Gold-Glo handles. Boxed. Pk. ½ dz.

6T1605 . **List $3.95** ..... 547205 Dz.

DELUXE SERV-A-CART SERVICE FOR FOUR

Made of black wood finish with contrasting color removable tray and shelf. Casters on cart. Tea set includes: 1 tea urn with push button spout and cover, 1 sugar bowl, 1 creamer, 4 cups, 4 saucers, 4 plates, 4 knives, 4 forks, 4 spoons. All pieces are either solid gold-glo or combination of ivory and gold-glo. Pk. K.D. 1 ea.

6T1606 . . . **List $9.95** . . . . . 76653 Ea.



"GOLD-GLO" CUTLERY SET

SET SERVICE FOR SIX—20 Pieces, consisting of 1 cake server, 1 butter knife, 6 knives, 6 forks, 6 spoons. Packed: Each in a beautifully decorated carry-all display box. Pk. 1 dz.

6T1607 . . . . **List 98¢** . . . . . 87852 Dz.

METAL TEA SETS

Metal toy dishes, lithographed. One serving platter, 1 teapot with cover, sugar bowl, cream pitcher, 4 cake plates, 4 cups, and 4 saucers. Boxed. 2 dz. pk.

6T1613 . . **List 69¢** . . . 65602 Dz.

HEIRLOOM TEA SERVICE

Copied from a Sheffield pattern, set consists of 4 pieces—large tea pot, sugar and creamer containers finished in Metaltone (silver-like) finish; and a plastic tray in wood grain with metaltone handles. Can be washed and will retain its brilliant silver-like finish. Boxed. Pk. 1 dz.

6T1609 . . **List $1.98** . . . . . 215408 Dz.

DELUXE SILVERWARE SET

25 plastic pieces in Metaltone finish to simulate sterling silver. Set includes 6 each knives, forks and spoons plus pair of triple candle holders, cake server, butter knife, napkin holder and salt and pepper shakers. Displays well in hinged window front box. Pk. 1 dz.

6T1608 . . . . **List $1.98** . . . 215008 Dz.

CAKE BOX SET

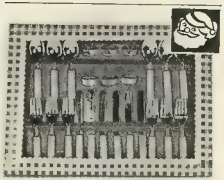
Consists of 4 canisters with lids; plastic measuring spoon, 2 cookie cutters, rolling pin. Metal cake and bread box is in smart Delft blue design, matches canisters. Boxed. Pk. 1 dz.

6T1617 . . **List $1.00** . . . 98009★ Dz.

METALTONE ENSEMBLE

Has 26 pieces finished in Metaltone silver finish. Includes tea pot and cover, sugar bowl, creamer, 4 each goblets, sherbets, knives, forks and spoons, 2 each candelabras (with make-believe candles), 1 napkin holder. Display box. Pk. ½ dz.

6T1610 . . **List $4.98** . . . . . 438006 Dz.



METALTONE KITCHEN-CUTLERY

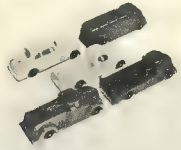
24 pieces. Banner's new two-tone plated tableware with bright colored handles. Approximate size: 16"x11½"x1". Packaged in beautiful cellophane window display carton. Pk. 1 dz.

6T1611 . . **List $1.98** . . . 215509 Dz.

EARLY AMERICAN METAL TEA SETS

Ohio 21 piece set. Contains 8x10" tray, footed sugar bowl, tall creamer, teapot and lid, plus 4 each cups, saucers, luncheon plates and pie plates. Pk. 1 dz.

6T1614 . . **List $1.00** . . . 98001★ Dz.



CAST METAL AUTOMOTIVE FLEET

Assortment of five models, 6x2x2". Rubber wheels. Fire truck, gas truck, pickup truck, rack truck, and sedan. Bright enameled finish in assorted colors. Pk. 2 dz. N.B.

6T455 . List 35c 32706 Dz.

TOOTSIETOY DUMP TRUCK

TOOTSIETOY'S famous dump truck . . . it actually dumps and the tail-gate swings open. "Rol-Ezy" construction with dual rubber wheels. Assorted colors. 4½"x1⅝"x2". Pk. 1 dz. N.B.

6T462 . . List 39c . . . . . 43202 Dz.

TOOTSIETRACTOR WITH SHOVEL AND WAGON

The TOOTSIETOY real-life farm hauler set is an authentic replica of the famous Ford tractor with a movable scoop and utility wagon with removable sides and ends. Boxed.

6T466 . List $1.39 . . . . . 211204 Dz.

YOUNG PLUMBER PLAY SET

A large plumber truck with built-in water tank. Lift up hood reveals exact scale motor. Removable wheels with jack and wrench. Complete set of plumber's tools and assorted pipe, fittings, bathtub vise, etc. 35 actual working parts and tools. Boxed. Pk. 1 dz.

6T497 List $1.98 . . . . . 216001 Dz.

TOOTSIETOY METAL CARS AND TRUCKS

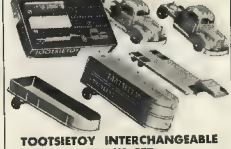
3⅛" long, 1-7/16" wide. Rubber wheels, brilliant assorted colors. Three each of eight kinds to a box of 2 dz. N.B.

6T460 . . List 2/25c . . . . . 21002 Dz.

TOOTSIETOY AUTO TRANSPORT

Double deck auto carrier loaded with four of the high-styled TOOTSIETOY cars. Carrier unhooks from cab. "Rol-Ezy" construction. Rubber wheels. Overall length 9¾". Boxed.

6T464 . List 89c . . . . . 87202 Dz.



TOOTSIETOY INTERCHANGEABLE TRUCK SET

Being able to change the two semi-trailer cabs from utility truck to shipping van and heavy machinery hauler is a feature all children like. "Rol-Ezy" construction. Rubber wheels. Boxed.

6T468 . List $1.69 . . . . . 213203 Dz.

TV SERVICE PLAY SET

Plastic panel delivery truck with rear opening doors. Lift up hood, removable wheels with jack and wrench. TV set and tools, including chassis, cabinet and cathode ray tube. Test panel, antenna, ladder, wrench and screwdriver. Boxed. Pk. 1 dz.

6T498 . . List $1.98 . . . . . 216008 Dz.

TOOTSIETOY JUMBO METAL CARS AND TRUCKS

Assortment of six models. Each 6" long, 1¾" wide. Lincoln Capri, Diamond T Truck, Chrysler sedan, Dump truck, Cadillac sedan and the exciting new Buick experimental sportster. In bright colors. Two of each to box of 1 dz. N.S.

6T461 . . . List 29c . . . . . 32301 Dz.

TOOTSIETOY TRACTOR AND DISC HARROW

There are many "little farmers" waiting for this authorized reproduction of the well-known Ford tractor and disc harrow. Overall length 7½" Boxed.

6T465 . List 75c . . . . . 76002 Dz.

TOOTSIETOY FIRE DEPARTMENT SET

It consists of Aerial ladder truck with a ladder tower which raises and revolves, modern design fire engine, fire chief's car, fire ambulance with Red Cross insignia. All with exclusive "Rol-Ezy" construction, rubber wheels. Also included are two extra ladders, junior fire chief badge, miniature fireman's axe, shovel and two helmets. Point-of-sale display package, 13" x 10" x 2½". Boxed, Pk. 2 dz.

6T469 . . . . List $1.98 . . . . 216002 Dz.

WIND UP RACER

Rubber tired plastic racer, 9" long by 3½" wide. Features extra strong spring wind motor. Special value. Cello bagged. Pk. 1 dz.

6T487 . . . List 89c . . . . . 76952 Dz.

KILGORE BIG HORN SIXSHOOTER

7½" Six-Shooter Model. Shoots disc caps. Breaks open for quick reloading; cylinder revolves. Bright "silver" finish. "Engraved" grip and barrel. Boxed. Pk. 3 dz.

6T1116 . . . . **List 89c** . . . . . 87104 Dz.

KILGORE EAGLE SIXSHOOTER

8½" Six Shooter, shoots disc caps. Breaks open for easy loading. Cylinder revolves. Die cast with beautiful "silver" finish. "Engraved" barrel, embossed plastic grip. Boxed. Pk. 3 dz.

6T1117 . . . . . **List 98c** . . . . . 98007 Dz.

KILGORE BRONCO SIXSHOOTER

9" Six Shooter. "Swing-out" cylinder for loading. Revolving cylinder. Plastic handles. "Engraved" barrel. Boxed. Pk. 3 dz.

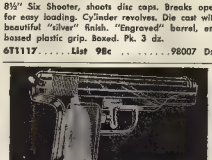
6T1118 . . **List $1.49** . . . . . 312007 Dz.

DISC CAPS

Six-shot disc caps for all six-shooter type guns. Eighteen 6-shot discs in box to retail at 5c. Five dz. boxes to ctn. N.B., 12 ctns. to case.

6T1112 . . . . . 32001★ Ctn.

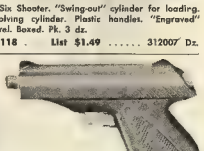
Case Lots of 12 Ctn. 21800★ Cte.



SUPER JET WATER GUN

Gun is 6¾" long. Entire gun serves as a water reservoir. Assorted colored plastic. Actual capacity is 3 ounces. Will shoot approximately 250 shots a distance of 30 feet. Pk. 1 Dz.

6T1113 . . **List 39c** . . . . . 43125 Dz.



THE MOUSER

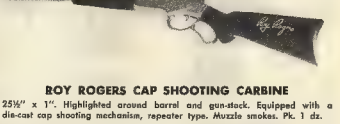
Compact and efficient. Proven mechanism polyethylene plug, valves, and press-in nozzle for easy removal and flushing. Will deliver up to 100 shots with one filling—is the only water gun which can be back-flushed. Pk. 3 dz. N B

6T1114 . . **List 29c** . . . . . 32326 Dz

M-1 TRAINERIFLE WITH BAYONET

32½" Long, with Adjustable O.D. Sling. Manual of Arms and Corks included. With harmless rubber bayonet. Pk. 1 dz.

6T1150 . . . . . **List $2.49** . . . . . 320007 Dz.



ROY ROGERS CAP SHOOTING CARBINE

25½" x 1". Highlighted around barrel and gun-stock. Equipped with a die-cast cap shooting mechanism, repeater type. Muzzle smokes. Pk. 1 dz.

6T1156 . . . . . **List $1.98** . . . . . 216002 Dz.

CAP SHOOTING SPORTS RIFLE

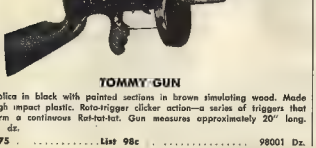
35¼" long with center trigger breaking for roll cap inserting, blue steel barrel, die cast embossed design breech block, trigger and hammer, plastic barrel, chin rest stock, with vinyl stock bumper, plastic telescope sight on top of rifle. Pk. 1 dz.

6T1160 . . . **List $2.98** . . . . . 324001 Dz.

BIG GAME CAP RIFLE

By Marx. Full 35" long. Walnut high-impact plastic stock and grip with blued steel barrel. Die cast shooting mechanism and housing. Rubber butt plate. Truly a trophy room beauty. Boxed. Pk. ½ dz.

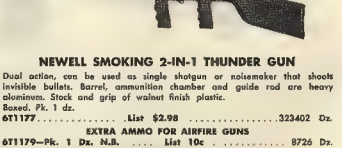
6T1157 . . . . . **List $2.98** . . . . . 324009 Dz.



TOMMY GUN

A replica in black with painted sections in brown simulating wood. Made of high impact plastic. Roto-trigger clicker action—a series of triggers that perform a continuous Rat-tat-tat. Gun measures approximately 20" long. Pk. 1 dz.

6T1175 . . . . . **List 98c** . . . . . 98001 Dz.



NEWELL SMOKING 2-IN-1 THUNDER GUN

Dual action, can be used as single shotgun or noisemaker that shoots invisible bullets. Barrel, ammunition chamber and guide rod are heavy aluminum. Stock and grip of walnut finish plastic. Boxed. Pk. 1 dz.

6T1177 . . . . . **List $2.98** . . . . . 323402 Dz.

EXTRA AMMO FOR AIRFIRE GUNS

6T1179—Pk. 1 Dz. N.B. . . . . **List 10c** . . . . . 8726 Dz.

DOUBLE AND SINGLE HOLSTER SETS WITH GUNS

FRONTIER HOLSTER SET

Wyoming style hip slung double holsters in saddle mahogany. Contrasting white rosettes, nailheads and shaped plaques having six bullets. Star pistol, leather belt with nickel slide buckle. Boxed, Pk. 2 dz.

6T1124 . . . **List $1.98** . . . . . 216002 Dz.

NATURAL LEATHER SET

Natural bark tanned genuine leather in authentic double back western design. Extra long tie thongs attached. Natural leather belt with bullets and semi-adjustable metal prong buckle. Hubley "Rodeo" revolvers included with simulated pearl grips. Boxed, Pk. 3 dz.

6T1128 . . . **List $2.98** . . . . . .324007 Dz.

TWO TONE SET

Beautifully styled leather in contrasting colors. Bright jeweled conchas on fringed rosette cutouts. Western style repeating revolvers. Holsters fully adjustable on the belt to any position, complete with bullets Riveted and stitched construction. Simulated pearl grips with "long-horn" design. Boxed, Pk. 1 dz.

6T1130 . . . **List $3.98** . . . . 432006 Dz.

SINGLE HOLSTER SET

An outstanding value, handsomely designed for maximum counter appeal. Natural finish, deep pocket holster with simulated hand tooling "Buck" pistol with simulated ivory handle, and engraving on gun. An impulse sales leader. Pk. 1 dz. N.S.

6T1123 . . . **List 98c** . . . . . 98001 Dz.

SINGLE HOLSTER SET

Beautifully styled leather in contrasting colors. Bright jeweled concha on fringed rosette cutouts. Riveted and stitched construction. Western repeating revolver with simulated ivory and black handle. Gun handsomely "engraved." Boxed Pk. 2 dz.

6T1127 . . . **List $1.98** . . . . . 216008 Dz.

NATURAL LEATHER SET

Attractive natural leather holster set with unique 4 way adjustable belt. Slim, tapered, speed draw pockets. Spokewheel conchas. Belt has prong buckle and bullets. Western style repeating revolvers with simulated pearl handles and Black "long-horn" design. Set is riveted and stitched throughout. Boxed, Pk. 1 dz.

6T1131 . . . **List $4.95** . . . . 540005 Dz.

SINGLE HOLSTER SET

Red and white felt lined fringed holster. Bright jeweled decorations and spots on pocket. Gene Autry "75" repeating revolver with simulated ivory handle Riveted and stitched construction. An outstanding value with lots of sales appeal. Boxed, Pk. 2 dz.

6T1126 . . . **List $1.98** . . . . . 216008 Dz.

INDIAN HOLSTER SET

White leather holster beautifully bound in multi-colored braid. Pocket of lamb shearling. "Sure Shot" repeating revolver with black handle and simulated engraving. Complete with feathered headdress. A real sales leader. Boxed, Pk. 1 dz.

6T1120 . . . **List $1.98** . . . . . 215808 Dz.

DOUBLE HOLSTER SET

Speckled russet finish leather, belt and pocket backs. Maroon basket weave pockets are secured by stylish belt with large tapered bright metal buckle. Extra long leather tie thongs attached. Complete with pair of Gene Autry "44" repeating revolvers. Guns have simulated pearl handles. Holsters and belt stitched and riveted throughout. Boxed, Pk. 1 dz.

6T1134 . . . **List $6.95** . . . . .654004 Dz.

WYANDOTTE STEEL TOYS

ALL STEEL WINCH TRUCK WITH STEAM SHOVEL

22½" long. Cab made of lithographed steel. Body made of heavy gauge steel with baked enamel finish. Complete with steam shovel. Has skid which lowers for loading steam shovel on truck. Hand winch on trailer. Removable rubber wheels. Completely assembled. Pk. 1/12 Dz.

61689 . . . . **List $3.98** . . . . . 432509 Dz.

ALL STEEL SEMI-TRAILER VAN TRUCK

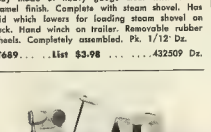
23" long. Heavy duty six wheel truck. Chassis and body made of heavy gauge steel. Baked enamel finish, steel bumper. Rear door opens as a loading ramp. Spare tire and wheel attached to rear of Van. Truck decorated with reflectors. Tool box with lid on back on cab, complete with set of tools. Pk. 1/12 Dz.

61690 . . . . **List $3.98** . . . . 432506 Dz.

DELUXE SCALE MODEL GRAY VAN TRUCK

24½" long. Authentically designed to the finest details. Die cast cab with signal lights and headlights. Extra heavy gauge steel chassis reinforced and welded construction. All aluminum van body with decorative decals. Double rear doors and single side door open. Heavy duty treaded rubber tires with die cast wheels. Detachable cab. Pk. 1/12 Dz.

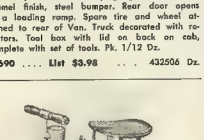
61691 . . . **List $10.98** . . . . . 989502 Dz.



RIDER FIRE TRUCK

32½" long. Extra heavy gauge steel. Automobile type chassis. Reinforced and welded construction. Bicycle type seat 11½" from floor. Hand operated siren mounted on top of cab, enclosed in colorful metal and plastic housing resembling real search light. Bulb and red search light flashes a red light on and off as siren is operated. Battery operated light (battery not included). Pk. 1/12 Dz.

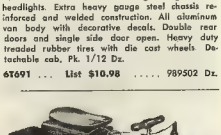
61693 **List $7.95** 764003★ Dz.



KEYSTONE "RIDE 'EM" STEAM ROLLER

With handle bar in front so that the child can sit comfortably on seat and steer while riding. Extra heavy roller and well-proportioned wheels. Has loud ringing bell. Beautiful red and grey colors. This steam roller will stand a weight of about 150 lbs.

61696 . . **List $8.95** . 65979 Ea.



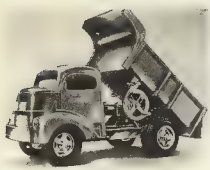
KEYSTONE "RIDE 'EM" LOCOMOTIVE

Made of auto body steel in bright red and black. Storage space in tender. Rubber tires, bell and realistic whistle. 28" long, will hold weight of an adult. Ind. boxed

61697 . . **List $13.95** 99301 Ea.

SMITH-MILLER STEEL TOYS

SMITH-MILLER'S striking new cab and other spectacular details bring these miniature giants of the highway to life with photographic realism! Thus, every SMITH-MILLER provides a greater stimulus to young imaginations, just as SMITH-MILLER Toy Trucks "roll" longer and are cherished longer than ordinary toys.



DUMP TRUCK

Heavy duty earth mover, with extra sturdy dump body. Raising body by rack and pinion discharges "load" through self-operating tail gate. Length 11½". Weight 3½ lbs. Boxed, Pk. 12.

61721 . . **List $9.95** . . . . . 76663 Ea.

SEARCHLIGHT TRUCK

A Smith-Miller reproduction of the truck used at public events, premiers, outdoor shows, etc. Light platform detaches for parking in any position. Light turns off and on (batteries not included). Length 25". Boxed, Pk. 6.

61716 . . . . **List $17.95** . . . . 211973 Ea.

BLUE DIAMOND DUMP

19" beauty with tandem dual tires. Real hydraulic lift has positive action every time. Self operating tailgate opens to dump sand, gravel, etc. Boxed, Pk. 6.

61717 . . **List $17.95** . . . . . 211973 Ea.

OUTSTANDING VALUES IN STEEL TOYS

LARGE OLD TIMER

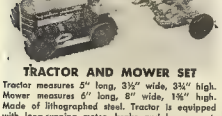
Scale model old fashioned car with click-clack motor. Brightly colored. 6½ x 3⅜ x 4". Boxed, Pk. 1 dz.

6T670 List $1.49 . . . . . 211706 Dz

REMOTE CONTROL CAR

Battery driven remote control with master control box that stores two standard size batteries. Complete steering, stopping, forward and reverse. Also makes a complete circle. Car is equipped with bright front headlights. Assorted colors. 9¼ x 3¾ x 2¾". Boxed, Pk. 2 dz.

6T676 . . . . . List $3.98 . . . . . .329507 Dz.



TRACTOR AND MOWER SET

Tractor measures 5" long, 3½" wide, 3¾" high. Mower measures 6" long, 8" wide, 1⅝" high. Made of lithographed steel. Tractor is equipped with long-running motor, brake and key are attached. Equipped with wide, sure-grip, endless rubber treads, which enables it to pull the mower along realistically. Can climb steep grades, and also may be easily detached. Mower attached easily to hook at rear of Tractor, and as it moves along, the cutting bar moves back and forth as in real mowers. Boxed, Pk. 1 dz.

6T679 . . . . . List $1.49 . . . . . .212008 Dz.

AUTOMATIC BACK AND FORTH TRACTOR

Measures 10" long, 6½" wide, 6" high. The mechanism is automatic and the Bulldozer will go forward and automatically reverse itself in a back and forth motion. Of lithographed steel with clockspring motor and brake. Rubber tractor treads. Boxed, Pk. ½ dz.

6T687 . . . . List $2.98 . . . . . .324007 Dz.

JEEP

Friction motor with strong siren and collapsible windshield. Five heavy rubber tires, realistic with fast action. 7¼ x 3¼ x 3½". Boxed, Pk. 6 dz.

6T673 List 98c . . . . . 87702 Dz.

STAR FIRE

Actual reproduction of U. S. Army Star Fire FA 985 with siren and sparkling action. Extremely colorful. 8½ x 8½ x 4". Boxed, Pk. 6 dz.

6T677 . . . List 98c . . . . . .87852 Dz.

6-WHEEL REVERSIBLE TRAC-TRUCK

Steel truck is 14" long and 4½" wide. Stake body is 7½". Powerful motor features brake and reversing lever. Equipped with sure-grip treads. Boxed. Pk. 1 dz.

6T682 . . . List $3.98 . . . . 430407★ Dz.

GIANT SPARKLING TANK

A Powerful Climbing Tank with strong motor to climb steep grades. Shoots barrage of harmless sparks. Lithographed steel construction. Size 9⅞ x 5 x 5". Boxed. ½ dz. to ctn.

6T686 . . . . List $2.98 . . . . 324008★ Dz.

WRECK TRUCK

Beautifully enameled finish. Hoist with hook moves up, down and completely around. Friction motor with strong siren. 8¼" x 2½" x 2½". Boxed, Pk. 6 dz.

6T674 . . . List 79c . . . . . 76303 Dz.

GIANT PAA CLIPPER

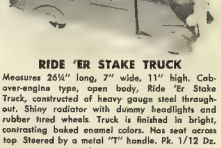
21" replica of DC6 as used by Pan American World Airways. Colorful decal on bright silver enamel. 27½" wing span. Tricycle landing gear. Rear duals turn free spinning propeller. Ind. Boxed.

6T678 . . . List $2.98 . . . . . 324007★ Dz.

CLIMBING SPARKLING TRACTOR

Measures 8½" long, 3½" wide, 5¼" high to top of driver. Lithographed steel construction. Equipped with sure-grip rubber treads and a hook at rear, and brake. Heavy duty, clockspring motor furnishes the power to climb steep grades As the tractor moves along, harmless sparks are emitted through an exhaust pipe on hood. Boxed, Pk. 1 dz.

6T683 . . . List $1.98 . . . . . .216008 Dz.



RIDE 'ER STAKE TRUCK

Measures 26¼" long, 7" wide, 11" high. Cab-over-engine type, open body, Ride 'Er Stake Truck, constructed of heavy gauge steel throughout. Shiny radiator with dummy headlights and rubber tired wheels. Truck is finished in bright, contrasting baked enamel colors. Has seat across top Steered by a metal "T" handle. Pk. 1/12 Dz.

6T694 . . . . List $3.98 . . . . . 548005 Dz.

ACTION TOYS

Six dozen assorted friction toys per cabinet; individual display box. Size of display box: 13"x8"x 2". Three kinds of assorted metal friction toys, brightly lithographed, loads of action, strong motors. Pk. 6 dz. N.B.

6T639 ..... **List 10c Ea.** ..... 54801 Asst.

ACTION TOYS

3 dozen assorted friction toys per cabinet; individual display box. Size of display box: 7½"x8"x 13½". 3 kinds of assorted metal friction toys, brightly lithographed, loads of action, strong motors. Pk. 3 dz. N.B.

6T640 ..... **List 25c** ..... 76002 Asst.

STEEL DUMP TRUCK

9" Dump truck with shiny radiator grille, dummy headlights and hood strip. Baked enamel on heavy gauge steel. Body is lithographed. Boxed. Pk. 3 dz.

6T641 ..... **List 59c** ..... 54401 Dz.

FOUR WAY LOAD AND DUMP TRUCK

13½"x5¾"x5". Cab-over-engine design, colorfully lithographed cab and spacious dump body. Heavy gauge Hi-Lift Scoop Loader on front, which deposits loads into the dump body. Equipped with lithographed metal wheels. Boxed. Pk. 1 Dz.

6T643 ..... **List $1.69** ..... 213602 Dz.

HAULER WITH OPEN VAN TRAILER

17⅛"x4"x5¼". A newly designed, cab-over-engine Hauler with Open Van Trailer. The entire item is of heavy steel construction and is colorfully and minutely detailed. Boxed. Pk. 1 Dz.

6T644 ..... **List $1.79** ..... 214402 Dz.

STAKE TRUCK

17¾"x6¼"x5½". A new style, cab-over-engine, modernly designed Stake Truck, made of steel throughout. Lithographed in bright, and attractive colors. Equipped with large, solid rubber wheels. Boxed. Pk. ½ Dz. N.B.

6T645 ..... **List $2.25** ..... 218002 Dz.

STEEL DUMP TRUCK

20" long by 6" wide. Heavy gauge steel with baked enamel finish. Ore type dump body with free swinging tail gate. Bright grille trim. Pk. 1/3 Dz. N.B.

6T646 ..... **List $2.25** ..... 218002 Dz.

LOAD AND DUMP TRUCK

20" long, all steel construction with baked enamel finish. Nu-Load loader swings to deposit load in king size dump body. Spring lever dumps load automatically. Shiny grille trim. Ind. boxed.

6T647 ..... **List $2.98** ..... 324001 Dz.

AUTO WRECKER SERVICE

Length 17"; Width 4¾"; Height 4¾". Big, sturdy towing wrecker. Rugged, all-heavy gauge steel construction. Heavy duty rubber tires. Plated hub caps. Boxed. Pk. 1 dz.

6T648 ..... **List $1.49** ..... 212001 Dz.

SAND AND GRAVEL DUMP TRUCK

Buddy L. All steel 13½" long, 4¾" wide, 6" high. Shiny radiator grille, rubber tires. Boxed. 1 dz. pk.

6T650 ..... **List $1.49** ..... 212004 Dz.

HI-LIFT SCOOP-N-DUMP

Front scoop picks up load and transfers to extra large body. Hi-lift action dumps load through hinged tail gate. Body down, 16" long, 17¾" body lifted. Width 5¼". 3¾" with scoop down and 7" high with scoop up. Boxed. Pk. 1 dz.

6T652 ..... **List $1.98** ..... 216002 Dz.

SCOOP-N-LOAD CONVEYOR

Length 18"; Width 3½"; Height 8". Designed especially for sand-pile engineers. Loading scoop in rear transfers sand to conveyor belt which carries it to top and pours it out through chute. Rolls easily from job to job on four rugged rubber tires. All-heavy gauge steel construction. Plated hub caps. Boxed. Pk. 1 dz.

6T653 ..... **List $1.98** ..... 216001 Dz.

PULL-N-RIDE SAND AND GRAVEL DUMP

Length 21½"; Width 8½"; Height 10". Big, sturdy dump truck ruggedly built of all-heavy gauge steel for riding. Has removable formed saddle seat and Pull-n-Ride handle. Spring lift dump box with automatic end-gate has lock lever for safe riding. Rugged rubber tires. Plated hub caps. Boxed. Pk. 1/12 dz.

6T654 . . . . . **List $4.98** . . . . . 540005 Dz.

U. S. MAIL TRUCK

22½"x6½"x9¼". Rugged heavy gauge steel will last for years. Louvered doors in rear are hinged, and lock with drop latch. Tap removable for extra play value. Tandem, toggle-action rear wheels with rugged rubber tires. Plated hub caps. Boxed, pk. 1/12 dz.

6T658 . . . . . **List $6.95** . . . . . 654004 Dz.

DUMP TRUCK WITH SCOOP

Heavy gauge steel with lithographed body. Metal axles and wheels. 17" overall, 4½" wide. Pk. 1 dz.

6T663 . . . . . **List $1.49** . . . . . 212008 Dz.

DUMP TRUCK

Does not have scoop or tail gate, otherwise same truck as above except 14x4½". Pk. 1 dz.

6T662 . . . . . **List 98c** . . . . . 98007 Dz.

WILLYS JEEP

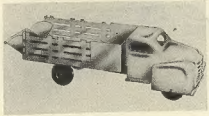
Replica of military jeep 11x5½". Made of heavy gauge steel with movable windshield and raising hood. Has metal wheels, bumper and spare wheel. Dummy headlights. Boxed, Pk. 2 dz.

6T667 . . . . . **List $1.89** . . . . . 215003 Dz.

REPAIR IT UNIT WITH THREE TOOLS AND AUTO JACK

Ruggedly built box and chassis. Bumper jack works. Three hard rubber tools to remove "flat" and replace with spare. All wheels removable. Metal tool box on side of box. Wrecker boom removable. 26½" long, 6" wide, 8" high. Boxed individually.

6T656 . . . . . **List $5.95** . . . . . 548009 Dz.



BANNER FAST DELIVERY

Heavy gauge steel construction, metal wheels and steel axles. Decorated body, has movable tail gate. 14" long x 4½" wide. Pk. 1 dz.

6T660 . . . . . **List 98c** . . . . . 98001 Dz.

MIGHTY MITES WITH FRICTION MOTORS

Self-merchandising display. Metal cars, lithographed in brilliant colors. Cars length 4¾", height 1⅝", width 2". Pk. 2 dz. Assorted in attractive display box. N.B.

6T665 . . . . . **List 25c** . . . . . 32007 Dz.

MECHANICAL TRAIN

Mechanical train with large oval track. Bright colored commuter type cars. Long running clock spring motor. Individually boxed. Pk. 1 dz.

6T668 . . . . . **List 98c** . . . . . 98007 Dz.

HYDRAULIC HI-LIFT DUMPER WITH LARGE SHOVEL

Length 24" up; Width 7¾"; Height 14½". Mammoth size dump truck with self energizing hydraulic piston and special knuckle linkage to raise dump body extra high. (Load slides out through chute door in rear.) Large shovel included. All-heavy gauge steel construction. Rugged rubber tires. Plated hub caps. Boxed. 1/12 dz.

6T657 . . . . . **List $9.98** . . . . . 980001 Dz.

METAL TRUCK ASSORTMENT

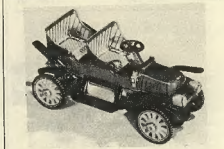
All heavy gauge steel trucks 14" long by 4½" wide. Metal axle and wheels. Shiny grille. 4 styles are grocery truck with dummy food packages, ice wagon, milk truck and garden truck with tools. Boxed, 3 each of 4 styles to 1 dz. pk.

6T661 . . . . . **List $1.25** . . . . . 210008★ Dz.

LUPOR SAND TRUCK

All metal body with plastic cab top. Tailgate actually works. Friction motor . . . really travels. 9½x3¾x3¾". Boxed, Pk. 3 dz.

6T666 . . . . . **List 98c** . . . . . 98007 Dz.



SMALL OLD TIMER

Beautifully colored metal construction, friction motor with click clack noise for added realism. 4½x2¼x2¾". Display box, Pk. 1 dz.

6T669 . . . . . **List 49c** . . . . . 54008 Dz.

MECHANICAL FREIGHT SET

Four unit set on 8 sections of track. Lithographed steel. Clockspring motor with governor. Set includes: locomotive with bell, tender, gondola, caboose, 8 curved tracks. Track 27x27", 84" long, Train 28" long. Boxed. Pk. ½ dz.

6T3300 ..... **List $2.98** ..... 324008★ Dz.

LIGHTED MECHANICAL FREIGHT SET

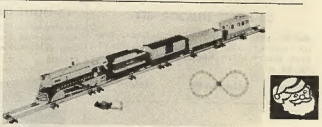
Steel locomotive has battery-operated headlight. Features long running clockspring motor with brake and generator. Tender, box car, gondola and caboose are lithographed steel. 8 curved tracks make 27" circ'e. Train 35" long. Boxed. Pk. ¼ dz.

6T3301 ..... **List $3.98** ..... 432007★ Dz.

SWITCHING MECHANICAL SPARKLING SET

Set includes: Plastic Locomotive, with Sparks, Plastic Tender, Gondola, Coal Car, Caboose, 4 Straight Tracks, 10 Curved Tracks, 1 pair of manual switches. Track measures 27x54", outer oval 137", inner oval 120". Train 35" long. Boxed. Pk. ¼ dz.

6T3303 ..... **List $4.98** ..... 540002 Dz.



HAFNER MECHANICAL FREIGHT

Lithographed engine with ringing bell and electric headlight. Tender coal, Box car, Send car and Caboose. Straight and 12 curved tracks. One cross-over. Automatic start-stop attachment makes switching and station stops possible for more realistic performance. Batteries not included. Pk. ½ dz.

6T3304 ..... **List $4.98** ..... 439002 Dz.

5-UNIT REMOTE CONTROL ELECTRIC FREIGHT SET

Set includes: Locomotive, Tender, Gondola, Box Car and Caboose, 8-section Curved Track and 30-watt approved Transformer. Train 35" long. Track is 27" diameter. Makes 84" circle. Remote control operation. Equipped with bright headlight, piston rod action, die-cast wheels and oilless bronze bearings. Boxed. Pk. 3.

6T3314 ..... **List $9.95** ..... 76653★ Ea.

ELECTRIC DIESEL FREIGHT SET

5-unit freight set consists of the following: Two Unit Diesel Locomotive that reverses by remote control, Box Car, Hi-Side Gondola, Caboose, 8 sections curved Track, 2 sections straight Track, approved 50-watt Transformer. Track measures 27x36", makes oval 102" around. Train 45" long. Boxed. Pk. 3.

6T3315 ..... **List $12.95** ..... 98653★ Ea.

SCALE MODEL REMOTE CONTROL ELECTRIC TRAIN

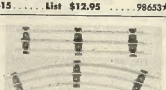
Set includes: Die-Cast Locomotive with detailed plastic Tender, Box Car, Gondola, Tanker and Caboose, 5-section straight Track, 8-section curved Track, Uncoupling Ramp. "UL" approved 50-watt Circuit Breaker Transformer. Track measures 27x54". Circumference of Track, 137" oval. Train 50" long. Die-Cast Locomotive, equipped with oilless bronze bearings, piston rod action, die-cast wheels, remote control mechanism and headlight. Boxed. Pk. 3.

6T3316 ..... **List $19.95** ..... 213304★ Ea.

COLLAPSIBLE METAL TUNNEL

Attractive metal tunnel with lithographed landscape design. Has clever arrangement so that tunnel can be split into two parts. 10¾" long, 9" wide, 7" high. Boxed. Pk. 1 dz.

6T3360 ..... **List 69c** ..... 65343 Dz.



3 RAIL TRACK

Straight track 8⅞" long. Curved track 10½" long. Both numbers packed 3 dz.

6T3372 **Straight** **List 20c Ea.** ..21602 Dz.

6T3373 **Curved** **List 20c Ea.** ..21602 Dz.

TELEPHONE POLE SET

Measures 7" high. Set consists of 12 authentically designed two arm Telephone Poles. Poles have angle brocers from pole to arm, insulators. Wide base at bottom. Molded of brown plastic. Each set in a box. Pk. 2 dz. sets.

6T3380 ..... **List 49c** ..... 54005 Dz.

GIRDER BRIDGE

Constructed of steel. Finished in aluminum with authentic decals on sides. All details deeply embossed. 12" long, 3" wide, 2" high. Boxed. Pk. 1 dz.

6T3362 ..... **List 69c** ..... 65343 Dz.

RAILROAD STATION

Measures 20¾" long, 10" wide, 5" high. Lithographed steel. Station is steel lithographed to depict waiting room, express office, baggage room, freight office, etc. Has platform and freight ramp. Assembles without tools. K.D. in box. Pk. 1 dz.

6T3364 ..... **List $1.49** ..... 212008 Dz.

ROYALITE HOLIDAY LIGHTING EQUIPMENT

25-LIGHT INDOOR SET

Multiple sets. 25-light, 120-volt Candelabra Base set, assorted color C-7½ Westinghouse lamps, Royal Klips, female connector and extension plug. Pk. 12 ea.

6T4006 . . . . . **List $8.49** . . . . . .65662★ Set

25-LIGHT MULTIPLE OUTDOOR SET

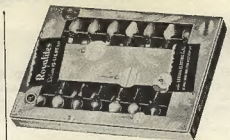
25-light, 120-volt Intermediate Base set, assorted C-9½ inside-colored Westinghouse lamps, Royal Klips. No. 18 Heavy Duty plastic wire, female connector, and extension plug. Rubber gaskets seal each socket; each light burns by itself. Pk. 12 ea.

6T4011 . . . . . **List $10.89** . . . . .87261★ Set

GLO STAR DISPLAY

GLO-STAR counter display captures attention. Just set up and plug in. The lighted "Christmas tree" display shows how GLO-STARS enhance the beauty and visibility of each light. The jewel-like facets in glowing reds, greens, ambers, blues and whites of these unbreakable plastic stars, add new sparkle and brilliance to all tree lighting. 3" diameter to fit all indoor tree lights. Assortment allows selection from the five rich colors. Stars are in foil-lined trays. When contents of trays are exhausted, display string of lights with stars may be sold separately at $2.95. Counter display unit. 1 gross 3" 10c Glo-Stars, 5 colors asstd., with one 7-light string (parallel), 7 C-7½ bulbs and 7 Glo-Stars, mounted on ready-to-light display panel, plus 12 plastic cylinders each containing 15 Glo-Stars.

6T4044 . . **Total List $35.35** . . 323576 Display



15-LIGHT INDOOR MULTIPLE SET

Assorted colors C-7½ Westinghouse lamps. Each lamp burns by itself with clips to attach to tree. Cord with extension plug. 25 sets to ctn.

6T4008 . . . . . **List $4.98** . . . . . .43356★ Set

15-LIGHT OUTDOOR SET

15-light colored C-9½ Westinghouse lamps. Heavy duty weatherproof No. 18 wire with tree clips and extension plug. Pk. 12 ea.

6T4010 . . . . . **List $6.69** . . . . . .54463★ Set

C6 C7½ C9½

REPLACEMENT TREE LAMPS

Specify colors—BLUE—GREEN—RED—WHITE.

C-6 Miniature Series Lamps.

		Lots 5 C	Less 5 C
6T4061	**List 8c**	.65356★ C	65629★ C

C-7½ Candelabra Multiple Lamps.

		Lots 5 C	Less 5 C
6T4071	**List 15c** . . .	.99987★ C	210489★ C

C-9½ Intermediate Outdoor Lamps.

		Lots 5 C	Less 5 C
6T4081	**List 18c** . .	.2121268★ C	212739★ C

ELECTRIC CORD FOR OUTDOOR USE

15-foot outdoor extension cord. No. 18 weatherproof brown lacquered braided cord, with 3-way cube top and molded rubber plug. U.L. approved.

		Each	Lots-6
3D8257	**List $1.30**	9912	9876 Ea.

7-LIGHT INDOOR MULTIPLE SET

Assorted colors C-7½ Westinghouse lamps. Each lamp burns by itself with clips to attach to tree. Cord with extension plug. 50 sets to ctn.

6T4007 . . . . . **List $2.35** . . . . . .21556★ Set

7-LIGHT OUTDOOR SET

Assorted C-9½ inside colored Westinghouse lamps. Weatherproof No. 18 heavy duty wire with tree clips and extension plug. 25 sets to ctn.

6T4009 . . . . . **List $2.98** . . . . . .32001★ Set

8-LIGHT INDOOR SERIES SET

Assorted colors C-6 Westinghouse lamps. Complete with tree clips, extension plug. 50 sets to ctn.

6T4000 . . . . . **List $1.29** . . . . . .9859★ Set

CENTRAL STATION ELECTRIC CORD

For Christmas tree lighting. 3 outlet bakelite tap, with metal band to fit around the tree trunk. 10 feet of brown rubber lamp cord with feed-through switch conveniently placed. U.L. approved.

		Each	Lots-6
3D8256	**List $1.25** . . .	9846	9802 Ea.